

ABSTRACT

The rapid growth of Palembang's coffee shop industry has intensified market competition, prompting businesses to adopt innovative promotional strategies. This research focuses on developing a video script to promote byUs.at66, a newly established coffee shop that differentiates itself through a unique concept combining ambiance, curated menus, and social media presence. Using a Research and Development (R&D) methodology, the study applies storytelling techniques and the AIDA formula to craft a compelling promotional script aimed at the shop's target demographic—young, socially active consumers. The script emphasizes cultural relevance, visual appeal, and interactive elements designed for platforms like Instagram and TikTok. Through user testing and feedback from the target audience, the final product was refined to ensure clarity, engagement, and brand alignment. The outcome demonstrates how storytelling and strategic content creation can enhance digital marketing effectiveness while preserving local traditions.

Keywords: Palembang, Coffee Shop, Promotional, byUs.at66, AIDA Formula.