

ABSTRACT

This final report explores the process of writing a YouTube script aimed at promoting Jumputan Batik at Galeri Wong Kito, a traditional textile business in Palembang. It used the Research and Development (R&D) method based on the ADDIE model. The ADDIE model consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The data were collected through interviews, observations, and documentation. The result of the YouTube script includes three main components: introduction, main body, and conclusion. The final product of this study is the YouTube script entitled "**Jumputan Batik at Galeri Wong Kito: The Making Process, the Meaning Behind the Motifs, and Its Cultural Beauty**" which serves as a promotional tool to enhance the visibility of Jumputan Batik through digital media. It is expected that this script can serve as a practical reference for students and cultural promoters in developing effective digital promotional media for local traditional crafts.

Keywords: *digital promotion, galeri wong kito, jumputan batik, scriptwriting, youtube.*