

ABSTRACT

This study aimed to write a video script for promoting *Kantin Sudut Rasa* at Politeknik Negeri Sriwijaya. This study applied the Three-Act Structure to organize the narrative flow of the script and the AIDA (*Attention, Interest, Desire, and Action*) model to strengthen the persuasive message in developing the script to promote *Kantin Sudut Rasa* in simple English. This study employed Research and Development (R&D) method by Sukmadinata (2017) which includes three stages: Literature Review, Model Development, and Final product Testing. The data was collected through observation, interview and documentation. The script was validated by a scriptwriting expert, an English expert, and a content expert. The result of this study is a valid and well-structured promotional video script that can be used to support the promotion of *Kantin Sudut Rasa*. It is recommended that future studies develop promotional media using different approaches, objects, or technologies that are more engaging and effective in the future.

Keywords: *aida model, campus canteen, copywriting, promotional video script, scriptwriting, three-act structure*