

ABSTRACT

This study aimed to evaluate the English narration used in an AI-generated animated video designed to promote Palembang culinary culture. The study focused on how the narration helps viewers understand the cultural information presented in the video. Two main aspects were analyzed: language clarity and cultural understanding. Language clarity included vocabulary simplicity, sentence clarity, and narrative organization. Cultural understanding included the explanation of traditional foods, cultural background, and cultural terms. This study employed a descriptive quantitative research design. The data were collected through a questionnaire distributed to 110 students of Diploma III of English Department at Politeknik Negeri Sriwijaya using purposive sampling. Before answered the questionnaire, participants watched a four-minute AI-generated animated video featuring various traditional dishes from Palembang. The questionnaire used a four-point Likert scale to measure participants' responses. The collected data were then analyzed using percentage calculations to identify general response patterns and tendencies among participants. The findings showed that most participants gave positive responses toward the English narration. The narration was considered clear, simple, and easy to understand. The results also indicated that the narration successfully helped viewers understand Palembang culinary culture. Therefore, this study suggested that clear English narration and digital storytelling could support tourism promotion and cultural communication effectively.

keywords: *ai-generated video, cultural promotion, english narrative adaptation, tourism communication.*