

ABSTRACT

This study aimed to develop bilingual Instagram carousel scripts to promote Kampung Kapitan, a traditional pempek production area in Palembang. Addressing its low visibility caused by limited digital marketing. Utilizing a simplified six-stage Research and Development (R&D) methodology by Borg & Gall (1983). The data was gathered through observations, documentation, and an interview regarding the three local vendors. The resulting promotional scripts were structured into Hook, Story, Call to Action, and Caption segments. After various validations by linguistic and scriptwriting experts, the drafts were field-tested by Politeknik Negeri Sriwijaya students. They confirmed the clarity and persuasive effectiveness of the script. The study concludes that these validated scripts serve as a viable digital asset ready for usage. The scripts are aiming to significantly boost public awareness and tourist engagement with Kampung Kapitan's culinary heritage.

Keywords: *Instagram carousel script, Kampung Kapitan, Promotion*