

ABSTRACT

The objective of this study is to create an electronic booklet as a tool for promoting batik. This product was developed using the 4D model (Define, Design, Develop, and Disseminate) in Research and Development (R&D). The e-booklet script was designed using the AIDA (Attention, Interest, Desire, Action) writing model to ensure persuasive and engaging content, and the e-booklet development process followed Tunnga et al. (2025). The development process began with needs analysis, literature review, documentation, observation, and communication with language, script, and design experts. The result is an e-booklet containing information about Pali Batik, including its history, motifs, philosophical meanings, and cultural values. The product was evaluated through expert validation involving a language expert, a script expert, and a design expert. The language expert assessed grammar, vocabulary, clarity, and readability. The script expert evaluated the organization of the content, the application of the AIDA model, and the effectiveness of the persuasive language. The design expert reviewed the layout, typography, color selection, illustrations, and overall visual appearance of the e-booklet. The suggestions from all experts were used to revise and improve the product before the final version was produced. The validation results showed that the e-booklet was appropriate for use as a promotional medium. The findings indicate that the developed e-booklet can be used to introduce Pali Batik to English Department students and increase their awareness of Indonesian cultural heritage. This e-booklet is expected to be an effective digital tool for promoting cultural heritage, especially in the digital era

Keywords: *batik pali, e-booklet, promotion, script, writing*