

ABSTRACT

This research aimed to explain the steps involved in writing a YouTube video script for making *tempeh* balls with *pindang* sauce, a fusion food innovation that combines tempeh, a distinctively Indonesian protein, with *pindang*, a traditional dish from Palembang, to promote South Sumatran culinary heritage through digital media. This study used the Research and Development (R&D) method with the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation) proposed by Waruwu (2024). The subjects consisted of two experts, Expert 1, who validated the recipe, and Expert 2, who validated the script's language and structure. Data were collected through documentation, by gathering *tempeh* and *pindang* recipes from previous research and the internet: these recipes were then validated by the experts before the script-writing process. The data were analyzed descriptively by organizing them into three categories (the tempeh balls recipe, the *pindang* sauce recipe, and the script structure), drafting the recipe and script, and then revising the draft based on the experts' feedback. The findings showed that the final script consisted of three main parts, the introduction, body, and closing, following the framework proposed by Ilham et al. (2024). After revision, Expert 1 confirmed that the recipe was accurate and ready for use, while Expert 2 confirmed that the script's grammar, punctuation, and structure were appropriate. In conclusion, the developed YouTube video script for *tempeh* balls with *pindang* sauce was considered appropriate and ready to be used as a guide for producing a cooking tutorial video that promotes traditional South Sumatran food through modern digital media.

Keywords: *addie model, fusion food, pindang sauce, tempeh balls, youtube script.*