

ABSTRACT

This report aims to create a video script as a promotional video script writing Bunniyan Coffee, a hidden gem coffee shop in Palembang. In the digital era, promotional videos are an effective way to attract audience attention. Therefore, a clear, engaging, and easy-to-understand script is required. This study used the AIDA (Attention, Interest, Desire, Action) method. This method was used to structure the script flow. The attention stage aims to capture the viewer's attention at the beginning of the video. The interest stage is used to build interest through information about the atmosphere and products. The desire stage aims to foster the viewer's desire to visit. The action stage is used to encourage viewers to visit the coffee shop. Data for this study was collected through observation, interviews, and documentation. The result of this study is a simple, engaging, and easy-to-understand promotional video script. This script showcases the uniqueness and atmosphere of Bunniyancoffee, thereby increasing visitor interest. It is hoped that this video script can be used as an effective promotional medium and help introduce the coffee shop to the wider public

Keywords: *aida, coffee shop, digital marketing, promotion, video script*