

ABSTRACT

This final report aims to develop an English promotional video script for Dapoer Duren as a culinary tourism destination in Palembang. This study is based on the growing trend of culinary tourism and the increasing use of video as an effective promotional medium. However, most of Dapoer Duren's promotional content is still presented in Indonesian, which limits its reach to international audiences. Therefore, this study focuses on creating an English video script that is informative and engaging. This study applies the Research and Development (R&D) method, involving several stages such as identifying objectives, collecting information, developing the script, and revising the product. The result of this study is a structured promotional video script designed for a short video, complete with narration and visual directions. It is expected that the script can be used as a guide to produce an attractive promotional video and help Dapoer Duren reach a wider audience, especially international tourists.

Keywords: *culinary tourism, dapoer duren, palembang, promotional video, video script.*