

ABSTRACT

This study aims to develop an English instructional video script for making banana blossom nuggets as a form of food innovation. Banana blossom is used as an alternative ingredient to replace meat, which is commonly used in nugget production. The main focus of this study is the development of an instructional video script as an effective medium for delivering clear and easy-to-understand information about the procedure more easily and support the promotion of food innovation through the utilization of information about the production process. This study employed the Research and Development (R&D) method. The development process consisted of three stages: preliminary study, product development, and final testing. The script was developed through several stages, including drafting, limited testing, and wider testing. The evaluation focused on the clarity of language, script organization, and effectiveness of information delivery. Feedback and suggestions from respondents were used to revise and improve the quality of the script. The result of this study is an English instructional video script that is clear, well-organized, and suitable for explaining the process of making banana blossom nuggets. The script is expected to help users of local ingredients.

Keywords: *banana blossom nuggets, food innovation, instructional video script, research and development*