

ABSTRACT

The objective of this study is to develop an English booklet of Rumah Limas Palembang as a cultural promotion medium. This study employs the Research and Development (R&D) method using the ADDIE model, which consists of Analysis, Design, Development, Implementation, and Evaluation stages. The development process begins with needs analysis, observation, interviews, and documentation to gather information about Rumah Limas and its cultural values. The booklet is designed to provide information about the history, architecture, and philosophical meanings of the bengkilas of Rumah Limas Palembang. The content is presented in communicative English and supported by attractive visual elements to increase readers' understanding and interest. Expert validation is conducted to evaluate the content, language, and design quality of the booklet. It is expected that this booklet will be an effective medium for promoting Rumah Limas Palembang and preserving local cultural heritage among international audiences.

Keywords: *addie model, cultural promotion, english booklet, rumah limas palembang*