

ABSTRACT

This study aimed to develop a promotional video script for Candi Bumi Ayu as a tourism destination in PALI Regency, South Sumatera Province. This study used the Research and Development (R&D) method adapted from Borg and Gall (1983) and modified by Sukmadinata (2010), which consisted of three main stages: preliminary study, product development, and product testing. The data were collected through literature study, interviews, and questionnaires. The preliminary study was conducted to gather theoretical and factual information about tourism promotion, video script writing, and Candi Bumi Ayu. In the product development stage, the writer developed a promotional video script using a structured format consisting of an introduction, body, and closing, supported by persuasive language and digital storytelling. The product was evaluated through expert validation and product testing to assess its quality in terms of content accuracy, language clarity, presentation, and effectiveness. The results showed that the developed promotional video script was clear, well-structured, and effective in delivering promotional messages. The use of persuasive elements and simple language helped attract the audience's attention and improved their understanding of Candi Bumi Ayu. Therefore, the promotional video script could be used as an alternative promotional medium to introduce Candi Bumi Ayu and support tourism development.

Keywords: *candi bumi ayu, digital storytelling, persuasive text, tourism promotion, video script.*