

ABSTRACT

This final project aimed to develop a promotional video script for BATIQA Hotel Palembang as a hospitality choice. The study employed adapted Research and Development (R&D) method, consisting of three stages: preliminary study, model development, and product testing. Data were collected through literature study, observation, and interviews to obtain information about the hotel's facilities, services, and unique selling points applies with AIDA Model. The data were analyzed using thematic analysis by identifying patterns, organizing patterns and interpreting patterns. The product was validated by 2 phases, by two experts' validation and eleven correspondents' feedback. One expert evaluated the grammar, vocabulary and sentence structure, meanwhile, another expert evaluated the content of the script and the suitability of the script. The eleven respondents also commented the script for engaging opening and the length of the script. The final product is English and Indonesia promotional video script with a structured opening, body, and closing. It is expected to serve as a promotional medium for BATIQA Hotel Palembang and as a reference for future studies on promotional media in the tourism and hospitality industry.

Keywords: *AIDA Model, BATIQA Hotel Palembang, hospitality choice, promotional video script, Research and Development (R&D)*