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Developing a Promotional Video Script for Green Paradise Resort in Pagar Alam as a Tourism Destination

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ABSTRACT: This study aims to develop an English-language promotional video script for Green Paradise Resort as a tourism destination in Pagar Alam, South Sumatra. The research employed a qualitative approach combined with a Research and Development (R&D) method based on the Plomp model, which includes preliminary study, design, realization, evaluation, and implementation. Data were collected through literature study, direct observation, and interviews with the resort owner to identify promotional needs, destination characteristics, and storytelling elements. The script was developed using a structured narrative framework consisting of a hook, introduction, body, and closing, and incorporated the 5A tourism concept: Attraction, Accessibility, Amenity, Activities, and Awareness. The realization stage resulted in an English promotional video script highlighting the resort's natural attractions, facilities, eco-tourism values, and cultural experiences. The script was validated by four experts in script content, video production, Indonesian language, and English language. Expert feedback led to revisions that improved clarity, narrative flow, emotional appeal, and audiovisual suitability. The final product is a validated promotional video script suitable for digital tourism promotion and effective in enhancing destination branding, particularly for international audiences.

Keywords: *destination branding, tourism promotion, video scriptwriting,*

INTRODUCTION

Tourism is one of the fastest-growing industries worldwide and plays a significant role in supporting local economic development as well as preserving natural and cultural heritage (Novita et al., 2024). Pagar Alam, a city located in South Sumatra, Indonesia, is rich in natural landscapes and cultural diversity, making it a promising tourism destination. With its cool climate, mountainous scenery, waterfalls, and strong local traditions, Pagar Alam offers a peaceful and authentic travel experience. One of its notable attractions is Green Paradise Resort, a nature-based resort that combines eco-tourism, comfort, and cultural values.

Despite its strong potential, Green Paradise Resort has not yet achieved wide recognition,

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particularly among international tourists. Currently, the resort mainly relies on Instagram for promotion, with most content presented in Indonesian. While this platform is effective for local audiences, it limits the resort's reach to global markets and lacks strong storytelling elements that can differentiate it from other destinations. This limitation highlights the need for more strategic and engaging promotional media, particularly in English, to enhance international accessibility and destination branding.

One effective medium for tourism promotion is promotional video content supported by a well-structured script. A script serves as a blueprint for audiovisual production, organizing narrative flow, visual direction, and emotional appeal (Redvall, 2009). In tourism promotion, scriptwriting helps transform destination features into compelling stories that inspire audiences to visit (Peterson, 2006). An effective tourism script typically follows a clear structure—introduction, body, and conclusion—and uses descriptive and emotionally engaging language to capture viewers' attention (Saugera, 2011).

Previous studies emphasize the importance of scriptwriting in tourism promotion. Johnson and Lee (2019) found that promotional videos with clear structure and emotional language significantly increase audience interest in visiting destinations. Similarly, Turner and Roberts (2018) highlighted that storytelling and emotional connection are key factors in successful tourism marketing. In the context of digital media, Sharma et al. (2020) noted that scripts must be concise, engaging, and adapted to online platforms to effectively attract viewers.

Based on these insights, this study focuses on developing an English-language promotional video script for Green Paradise Resort. The script integrates the 5A tourism concept—Attraction, Accessibility, Amenity, Activities, and Awareness—to present a comprehensive and appealing portrayal of the resort. By applying effective scriptwriting principles and delivering content in English, this project aims to support digital tourism

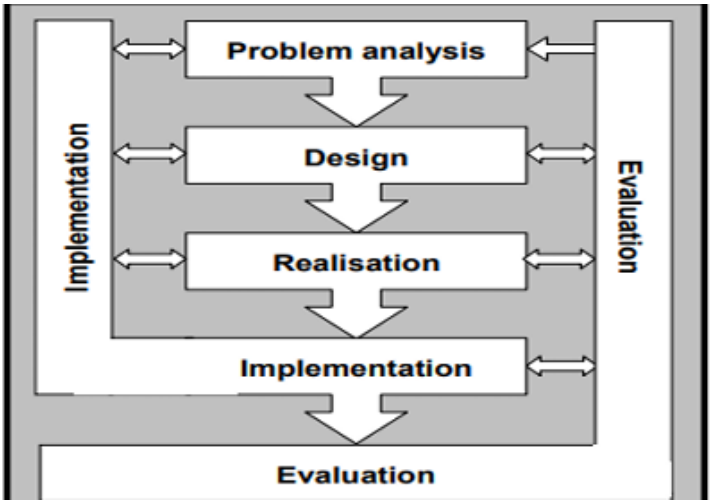
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promotion, strengthen destination branding, and enhance the visibility of Green Paradise Resort for international audiences.

METHOD

This research adopts a qualitative method combined with a Research and Development (R&D) approach to guide the creation of a video script promoting Green Paradise Resort. Qualitative research is a method focused on exploring and understanding the meaning individuals or groups ascribe to a social or human problem. It emphasizes depth of understanding, contextual interpretation, and subjective insight over statistical measurement. Through this method, the researcher can explore not only the facts but also the values, emotions, and perspectives of the participants involved. To support the development process, this study also uses Research and Development (R&D) based on the Plomp Model. This model is commonly used in product development and educational research and consists of five main phases: (1) Preliminary Study (2) Design / Model Development (5) Realization / Construction (6) Testing, Evaluation, and Revision (7) ImplementationEach of these stages helped guide the development of the promotional script from the research phase to the final product.

Figure 1. *Plomp's Model (Plomp, 1997)*



Source: (Gustiani, 2019)

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The main product of this study is a tourism promotion video script, which required a structured development approach. For this reason, the researcher applied the Plomp Model, a widely used R&D framework in educational and product development contexts. Plomp's model consists of five stages: Preliminary Study, Model Development (Design), Realization (Construction), Testing and Evaluation, and Implementation. This model supports both creative thinking and structured progress, which is suitable for developing media content like a promotional script.

The preliminary study involved observations and interviews with the resort owner to identify promotional challenges, particularly the lack of English-language content and structured storytelling. In the design stage, a detailed script framework was developed using a Hook–Introduction–Body–Closing structure and integrating the 5A tourism concept. The realization stage produced a complete English promotional video script that highlights the resort's natural, cultural, and eco-tourism values and aligns with audiovisual requirements. The script was then evaluated by experts in script content, video production, Indonesian language, and English language, whose feedback guided revisions to improve clarity, emotional appeal, and promotional effectiveness. Finally, the validated script was implemented as a ready-to-use promotional tool for digital platforms, supporting tourism promotion and enhancing the visibility of Green Paradise Resort for local and international audiences.

The subject of this research was the owner of Green Paradise Resort, who played a key role in providing data and validating the promotional script. As the main decision-maker, her insights contributed to understanding the resort's vision, values, target market, and tourism potential. She was involved in the preliminary stage through interviews that informed the emotional tone and content of the script, and later in the validation stage to ensure accuracy, brand consistency, and completeness of the promotional message. Her approval confirmed that the final

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script appropriately represented the resort's identity and promotional goals.

Data were collected through literature study, observation, and interviews, and analyzed systematically to support script development. Literature sources provided theoretical foundations for tourism promotion, script structure, storytelling, and the 5A tourism concept. On-site observation enabled the writer to document natural attractions, facilities, accommodations, and visitor activities, ensuring realistic and visually grounded descriptions. Interview data were recorded, transcribed, categorized, and integrated into the script using persuasive and narrative language. This combined analysis ensured that the final script was both theoretically informed and based on authentic field data.

FINDINGS

The findings in this study are the results of several stages in the research and development process, especially the realization, testing, and revision of the promotional video script. These findings were obtained through direct observation at Green Paradise Resort, literature study, interviews, and expert validation. Each source contributed to shaping the structure, content, and quality of the final script product in both Indonesian and English versions.

In the realization stage, the writer created the first draft of the promotional video script. This draft was developed using the design blueprint created during the model development phase, which followed a narrative structure of Hook – Introduction – Body – Closing. The content was inspired by field observation and interview data and presented descriptively to create an emotional and informative narrative. The draft was written in both Indonesian and English to ensure accessibility to both local and international audiences.

After the first draft of the video script was completed, it went through a testing process. This stage was important to make sure that the content of the script was suitable, clear, and

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effective for promotional use. The writer gave the draft to four experts from different fields. Each of them was chosen because of their knowledge and experience. Their roles were to give feedback, corrections, and suggestions for improvement.

The first expert was a script content specialist. She reviewed the structure of the script, the flow of the story, and the emotional appeal of the language. She explained that while the script already followed a good format—introduction, body, and conclusion—some paragraphs needed stronger transitions. She also pointed out that the use of certain words, like "comfort," "natural," and "traditional," was repeated too often, which made the content less dynamic. She advised using more varied vocabulary and suggested improving the storytelling approach to help the audience imagine the experience.

The second expert was a video production expert. He examined whether the script could be turned into an effective video. He focused on whether the words in the script matched the visuals that would appear in the video. He also paid attention to pacing and timing. He recommended some changes in sentence length to make the narration flow better with video scenes. He suggested adding complete sentences where necessary and using visual-friendly language, like "imagine yourself walking beside the lake" to make the message more vivid.

The third expert was the Indonesian language expert. He checked the Indonesian version of the script. His role was to make sure the grammar, spelling, punctuation, and word choices were correct according to Indonesian language standards (EYD). He gave suggestions to improve fluency, readability, and cultural appropriateness, especially for the Indonesian audience. His feedback helped make the script sound more professional and easier to understand.

The last expert was an English language expert. He gave corrections to the English version of the script. He focused on grammar, sentence structure, clarity, and tone. He explained that the script should use simple, persuasive, and emotionally engaging language, especially for

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international viewers. He recommended rewording some parts of the script to make them sound more natural and fluent for a global audience.

After receiving feedback from all four experts, the writer made revisions to the script. These revisions included fixing sentence structures, improving transitions between paragraphs, adding stronger emotional elements, and using a wider range of vocabulary. The final result was a more polished and well-developed script that met the goals of being informative, persuasive, and visually engaging

The final product of this research is an English-language video script designed to promote Green Paradise Resort as a tourism destination in Pagaralam. The script was developed based on real data collected through observation, interviews, and literature review, and then improved based on expert feedback. After a series of revisions, the script was finalized and is now ready to be used in promotional activities.

The final script follows a structured format. It begins with a prologue that introduces the beauty of Pagar Alam. Then, it moves into the main body, where the features of the resort are described, such as natural attractions, accommodation, cultural activities, and local food. It ends with a conclusion and closing that contains a persuasive call to action. The script also follows the 5A tourism concept: Attraction, Accessibility, Amenity, Activities, and Awareness. These five elements are clearly shown in the script to highlight what makes the resort special.

The language used in the final version is simple, friendly, and easy to understand. It also uses emotional and descriptive words to help the audience imagine what it feels like to visit Green Paradise Resort. The script is available in two languages—English and Indonesian—so it can be used to promote the resort both to local and international audiences. It is suitable for use in various media platforms, including Instagram, YouTube, and websites.

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Overall, the final product meets the objectives of the research. It helps promote a local tourism destination using professional and attractive language. It also supports the idea of sustainable and cultural tourism by showing the natural and traditional values of the resort. Most importantly, the script is flexible and can be adapted into a voice-over for a tourism video, making it a useful tool for real tourism promotion campaigns.

DISCUSSION OF THE FINDINGS

This discussion focuses on the development procedure, expert validation, scriptwriting effectiveness, and the contribution of the final product to tourism promotion.

Script Development Process

The findings indicate that the promotional video script was developed through a structured and systematic process. The use of a narrative format consisting of a hook, introduction, body, and closing helped organize the content clearly and logically. This structure is consistent with Field's (2005) narrative framework, which emphasizes a clear progression of ideas to maintain audience attention.

The development process was supported by data collected through observation, interviews, and literature review. This approach aligns with Redvall (2009), who stated that effective scriptwriting requires both creative input and factual grounding. By integrating real information about Green Paradise Resort, the script was able to present the destination accurately while maintaining promotional value.

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Contribution of Expert Validation

Expert validation played an important role in improving the quality of the script. Feedback from experts in script content, video production, Indonesian language, and English language resulted in revisions related to structure, vocabulary choice, pacing, and grammatical accuracy. This process reflects the principles of research and development models, which emphasize iterative revision to achieve a usable final product (Plomp, 1997).

The suggestion to reduce repetitive vocabulary and improve transitions supports Morreale et al. (2007), who emphasized that clarity and variation in language are essential for effective communication. In addition, the video expert's feedback regarding sentence length and visual compatibility supports Davis and Morris (2017), who found that promotional scripts must align with audiovisual elements to function effectively in video form.

Language Use and Audience Targeting

The findings also show that the use of simple and clear language contributed to the effectiveness of the script. The English version was revised to ensure grammatical accuracy and natural expression for international audiences, while the Indonesian version followed standard language rules. This supports Sharma et al. (2020), who stated that tourism promotion in digital media should use accessible language to reach diverse audiences.

The availability of the script in both Indonesian and English increases its potential use for local and international promotion. According to Johnson and Lee (2019), multilingual promotional content allows tourism destinations to expand their audience reach and improve communication effectiveness.

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Application of the 5A Tourism Concept

The final script applies the 5A tourism concept, including attraction, accessibility, amenity, activities, and awareness. These elements were presented in a balanced way to describe Green Paradise Resort as a complete tourism destination. This approach is consistent with UNWTO (2021), which recommends comprehensive destination information to support tourists' decision-making.

The inclusion of environmental and cultural aspects in the script also reflects the principles of sustainable tourism. Honey (2008) argued that tourism promotion should not only attract visitors but also promote respect for local culture and the natural environment. The script addresses these aspects by highlighting local traditions and natural resources.

Overall, the findings suggest that the final promotional video script meets the objectives of the study. The script is suitable for use as a voice-over in tourism videos and can be adapted for various digital platforms. The development process demonstrates that structured design, expert feedback, and clear language use are important factors in producing effective tourism promotional materials.

CONCLUSION AND SUGGESTION

This research focused on designing a promotional video script for Green Paradise Resort, a tourism destination located in Pagar Alam, South Sumatra, with the objective of developing a well-structured English promotional script for international audiences. The study employed a Research and Development (R&D) approach using the Plomp Model, which consists of five phases: Preliminary Study, Design, Realization, Testing and Evaluation, and Implementation, allowing the development process to be conducted systematically from data collection to final

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revision. Data were obtained through literature study, observation, and interviews, and the script was evaluated by four experts in script content, video production, Indonesian language, and English language, whose feedback contributed to improvements in structure, language accuracy, visual suitability, storytelling flow, and cultural clarity. After revision, the final script successfully presented the resort's natural attractions, accommodation, cultural values, and sustainability aspects in a clear and informative manner, representing Green Paradise Resort as a nature-based tourism destination with an authentic experience. The script is suitable for use as the basis for a promotional video and may be further developed into a complete audiovisual product in future research, with recommendations to involve target audiences and explore different storytelling approaches to enhance effectiveness and reach.

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