

## Writing A Video Script to Promote *Balaputra Dewa* Museum as A Cultural Tourism Attraction in Palembang

Achmad Leofaragusta K K<sup>1\*</sup>, Wasitoh Meirani<sup>2</sup>, M Bambang Purwanto<sup>3</sup>

<sup>1,2</sup>Politeknik Negeri Sriwijaya, Palembang, Indonesia

<sup>3</sup>Politeknik Prasetya Mandiri, Bogor, Indonesia

E-mail: [leofaragusta@gmail.com](mailto:leofaragusta@gmail.com)<sup>1</sup>, [meiranisoeaipi@gmail.com](mailto:meiranisoeaipi@gmail.com)<sup>2</sup>, [mbambangpurwanto@gmail.com](mailto:mbambangpurwanto@gmail.com)<sup>3</sup>

\*Corresponding Author: [leofaragusta@gmail.com](mailto:leofaragusta@gmail.com)

**Abstract.** This study explores the role of the Balaputra Dewa Museum in preserving and promoting the cultural heritage of Palembang. As one of the most significant historical sites in South Sumatra, the museum serves as a key attraction for cultural tourism. This research highlights how the museum contributes to cultural preservation and tourism development by analyzing its exhibits, educational programs, and visitor engagement strategies. Findings indicate that interactive learning experiences and traditional architecture, such as the Rumah Limas, are crucial in enhancing visitor engagement. This study emphasizes the importance of integrating historical education with tourism to strengthen cultural appreciation and economic sustainability in the region.

**Keywords:** Cultural Tourism, Museum, Promotion, Video Script.

### 1. INTRODUCTION

Cultural tourism is one of the main attractions of Palembang City, known as the oldest city in Indonesia, and it has a long history dating back to the time of the Srivijaya Kingdom. The rich cultural heritage, from traditional architecture, art, and culinary specialties to historical relics, makes Palembang an attractive destination for domestic and foreign tourists. However, amid the development of modern tourism, which is increasingly competitive, the preservation and promotion of cultural tourism is a challenge in itself. Many cultural destinations are not widely known due to the lack of effective marketing strategies, especially in utilizing digital media, which is now the primary promotional tool in the digital era.

As one of the cultural icons, the Balaputra Dewa Museum has a vital role in preserving the history and culture of Palembang. This museum holds various valuable collections, such as artifacts from the Srivijaya period, traditional houses typical of Palembang, and historical objects that reflect the development of this city from time to time (Mubarat, 2017). The existence of this museum is not only a place to store historical artifacts but also an educational center for the public and tourists who want to understand Palembang culture more deeply (Margareta et al., 2021). Unfortunately, despite its high historical value, museum visits are still relatively low compared to other more popular tourist destinations, such as culinary and religious tourism.

An attractive and modern promotional strategy is needed to increase the attractiveness of the Balaputra Dewa Museum as an educational tourist destination. In today's digital era, promotion through conventional media, such as brochures or information boards, is no longer effective enough in attracting the attention of tourists (Purwanto, 2021). In contrast, the use of storytelling-based promotional videos is able to increase tourist interest by presenting a more engaging and immersive visual experience (Fitria Marisya et al., 2024). Videos that engagingly package historical information can create an emotional attachment between the audience and the promoted destination, thus encouraging them to visit.

Various previous studies have discussed the effectiveness of digital marketing strategies in increasing the attractiveness of cultural tourism destinations. A study by Darma et al. (2024) emphasizes that visual content-based marketing, such as video storytelling, can create a stronger emotional attachment between audiences and tourist destinations. In addition, research by Lestari et al. (2021) shows that promotion through digital media functions as a marketing tool and as a means of education, especially in introducing cultural heritage to the younger generation. Another study by Hadinata and Supratman (2017) revealed that using narrative elements in promotional videos can increase tourist interest because it can package historical information more engagingly than conventional promotional media.

In the context of museums and cultural destinations, research by Marsinah et al. (2024) shows that using digital technology in museum marketing increases the number of visits and enriches the tourist experience. A study by Purwanto et al. (2024) focusing on museums in Indonesia also found that storytelling-based promotional videos can increase visitors' understanding of the cultural values on display. However, research related to the use of this strategy is still limited in the context of museums in Palembang, especially the Balaputra Dewa Museum. Therefore, this study will fill the gap by exploring how video storytelling can be applied effectively to promote museums as cultural tourism destinations.

This research aims to develop a video storytelling-based promotional strategy that can increase the attractiveness of the Balaputra Dewa Museum in Palembang. Specifically, this study will examine how narrative, visual, and cinematography elements can be combined to create engaging and educational promotional videos. In addition, this study also aims to identify factors that affect the effectiveness of digital marketing strategies in promoting cultural tourism destinations. The research method used in this study is a qualitative approach with content analysis and observation techniques. Data was obtained through literature studies, analysis of promotional videos of other museums as comparative material, and interviews with museum managers and tourism marketing experts. This approach allows the research to explore

in depth how storytelling can increase the attractiveness of the Balaputra Dewa Museum as a cultural tourism destination.

The study results show that a video storytelling-based promotion strategy can effectively increase the attractiveness of the Balaputra Dewa Museum. By packaging historical information in the form of an attractive narrative and supported by strong visual elements, promotional videos can create a more engaging experience for the audience. In addition, this study emphasizes that this approach not only functions as a marketing tool but also as an educational medium that can introduce the history and culture of Palembang to the broader community.

## **2. RESEARCH METHODOLOGY**

The research approach used in this study is qualitative descriptive, which aims to understand and describe the video storytelling-based promotion strategy in the context of the Balaputra Dewa Museum. This approach allows researchers to explore in depth how visual, narrative, and promotional elements can be combined to create appeal for tourists (Kurniawan et al., 2021). With this method, the research not only focuses on the final result in the form of a promotional video but also on compiling it, starting from information collection and analysis of tourism promotion strategies to developing effective scripts.

Several techniques are used to obtain comprehensive information when collecting data. The literature study examined various theories and previous research on tourism promotion strategies and video marketing. In addition, direct observation was carried out at the Balaputra Dewa Museum to collect visual information about the museum's collection, architecture, and atmosphere that can be used as supporting elements in the promotional video. This observation also notes how visitors interact with the museum's collection and the unique aspects that can be the main attraction in the video.

To complete the observation data, interviews were conducted with museum managers and tourists. The interview with the museum manager aims to understand the museum's vision and mission in cultural preservation, the challenges faced in attracting visitors, and their expectations for digital promotion. Meanwhile, interviews with tourists were conducted to explore their perspectives regarding the museum's attraction, their visit experience, and aspects that they found interesting and could be conveyed through promotional videos. The results of this interview are important materials in compiling a video script to fit the needs and preferences of the target audience.

Based on observations and interviews, content analysis was conducted on various promotional videos of museums and other tourist destinations to identify effective storytelling patterns. The main elements, such as persuasive narrative, selection of visual points of view, and engaging delivery style, are analyzed and adjusted to the characteristics of the Balaputra Dewa Museum. From here, the script is prepared by integrating historical information, the visual appeal of the museum, and promotional aspects that can increase the interest of tourists. Thus, the resulting script is informative and able to build emotional attachment with the audience, thus contributing to increased visits to the museum.

### 3. RESULT

#### Description of Balaputra Dewa Museum

Balaputra Dewa Museum is one of the cultural tourism destinations that is the pride of the city of Palembang. This museum was established to preserve South Sumatra's history and cultural heritage and be an educational center for the public and tourists. This museum is located on Jalan Srijaya I, Alang-Alang Lebar, Palembang, and is managed by the South Sumatra Culture and Tourism Office. The name *Balaputra Dewa* is taken from the name of the King of Srivijaya, who ruled in the 9th century AD, which reflects the glory of Srivijaya's maritime civilization in the past. With the typical architecture of South Sumatran traditional houses, this museum presents visitors with a thick and authentic historical atmosphere.

The Balaputra Dewa Museum has a variety of excellent collections that reflect South Sumatra's rich culture and history. One of the most interesting collections is *the traditional limas house*, a typical Palembang traditional house. This limas house is not only a display but can also be entered by visitors to see firsthand its interior, which is rich in wood carvings and has a spatial layout typical of the ancient Palembang people. In addition, this museum stores various historical artifacts, such as inscriptions from the Srivijaya Kingdom, traditional weapons, Palembang songket cloth, and household appliances used by the people of South Sumatra in the past. Archaeological collections found at historical sites around South Sumatra are also on display, providing an in-depth insight into the region's ancient civilizations.

The main attraction of the Balaputra Dewa Museum lies in the diversity of its collections that cover various aspects of history, culture, and life of the people of South Sumatra from time to time. The museum offers historical objects and an interactive experience for visitors. Visitors can witness various dioramas depicting the life of the people of Palembang in the Sriwijaya era, the Sultanate of Palembang, until the colonial period. In addition, the museum is often the location for various cultural events, such as songket fabric exhibitions,

traditional art performances, and educational workshops on Sriwijaya's history. This makes the museum a repository for artifacts and a center of dynamic and engaging cultural activities for local and foreign tourists.

With all its attractions, the Balaputra Dewa Museum is a highly recommended tourist destination for anyone who wants to know more about the history and culture of South Sumatra. Through wider promotion, including attractive promotional videos, this museum has great potential to attract more tourists and become one of the icons of cultural tourism in Palembang.

### **Promotion Strategies in Video Scripts**

To promote the Balaputra Dewa Museum as a cultural tourism destination in Palembang, the primary strategy used in the video script is to create an engaging and persuasive narrative. The narrative in a promotional video is designed to provide information and build curiosity and emotional attachment with the audience. With a storytelling style, the video will raise the story of the glory of the Sriwijaya Kingdom, the history of Palembang's typical limas house, and the cultural significance of the museum's collection. Evocative language, such as "Tracing the traces of Sriwijaya's glory" or "Diving into the priceless cultural heritage," is expected to build a deep impression in the audience's minds.

In addition to the power of narrative, visual elements play an important role in supporting the museum's promotion. The promotional video will use high-quality footage from various corners of the museum, including taking pictures from drones to capture the splendor of the Limas house from above. Visuals that display details of traditional house carvings, collections of historical artifacts, and an educational museum atmosphere will strengthen the museum's appeal as a cultural tourism destination. Using animations or interactive infographics will help explain the historical context of the collections on display so that information can be conveyed more quickly to a broader audience, including the younger generation.

The delivery style in this video is also designed to be engaging and by the target audience. Choosing a dynamic and expressive narrator will help convey the message more vividly. In addition, the video will show footage of visitor interactions inside the museum, such as students taking educational tours, tourists taking pictures in front of Limas's house, and visitors trying to wear Palembang's typical songket cloth. This approach aims to make potential tourists feel connected and imagine their own experiences while visiting the museum. With a strong narrative, stunning visuals, and engaging delivery, this promotional video is expected to attract the audience's attention and increase tourists' interest in the Balaputra Dewa Museum.

## Draft Promotional Video Script

OPENING	"Welcome to the Balaputra Dewa Museum! Have you ever wanted to explore the traces of Srivijaya's glory? Witnessing an authentic Palembang typical limas house? Or get to know more about the rich and meaningful cultural heritage? This is the place!"
BODY - EXPLAINS THE MUSEUM'S ATTRACTIONS)	"This museum is home to one of Palembang's most important cultural heritages: Rumah Limas. This traditional building is not only a place to live but also a symbol of social status and traditional values passed down from generation to generation. Every carving has a story; every angle reflects local wisdom." "Want to know more about the Srivijaya Kingdom? This museum holds various ancient inscriptions that tell the story of the glorious journey of the largest maritime kingdom in the archipelago. One is the Kedukan Bukit Inscription, which tells the story of a great expedition that changed history." "Not only looking, but you can also experience an interesting learning experience here! Explore history through interactive technology, take an educational tour with an expert guide, and capture unforgettable moments at the museum's Instagrammable spots!"
CLOSING (PERSUASIVE INVITATION)	"Do not miss the opportunity to be a part of this historical journey! The Balaputra Dewa Museum awaits your presence. Let us explore, learn, and preserve our cultural heritage. Visit the Balaputra Dewa Museum, where history and culture come alive in every corner! See you here!"

### Important Notes in the Draft Manuscript:

- 1) Use storytelling to make your audience feel connected to history.
- 2) Featuring dynamic visual elements, such as drone shots, close-ups of artifacts, and visitor interactions.
- 3) The tone of the narrative is engaging, combining education with tourism promotion.
- 4) Strong persuasive invitation to increase tourist interest.

This script can be further developed with additional sound effects, Palembang background music, and subtitles to reach a wider audience. With this concept, the promotional video of the Balaputra Dewa Museum will be more interesting and effective in increasing the number of visitors.

## 4. DISCUSSION

This research reveals that a video storytelling-based promotion strategy can increase the attractiveness of the Balaputra Dewa Museum as an educational and cultural tourism destination in Palembang. With an approach that combines persuasive narratives, compelling

visual elements, and a compelling delivery style, this promotional video is designed to attract the attention of both domestic and foreign tourists. The structure of the video script, which consists of opening, content, and closing, ensures that the museum's historical and cultural information is conveyed effectively while providing an audiovisual experience that arouses the interest of potential visitors. The results of this study also show that storytelling in tourist destination marketing can build the audience's emotional attachment to the promoted tourist attractions. Compared to conventional text- or static image-based promotion methods, visual technology, such as drone shots and visitor interaction in videos, has proven to be more effective in capturing the target audience's attention (Leofaragusta et al., 2022). This study aligns with previous research that emphasizes the importance of digital marketing strategies in increasing engagement and the number of tourist visits, especially in the cultural and historical tourism sector.

In addition, this research offers novelty in cultural destination promotion strategies by integrating educational and interactive approaches in video storytelling. The implications of this study include the potential for an increase in the number of visits to the Balaputra Dewa Museum, the use of video as a digital marketing tool by other cultural institutions, as well as opportunities for the development of further studies on the effectiveness of digital technology-based promotions such as Virtual Reality (VR) and Augmented Reality (AR) in the tourism sector (Aryanti, Anggaira, et al., 2022). Therefore, this research can be the basis for developing a more innovative and engaging marketing strategy for cultural tourism destinations in the future.

The results of this study have significant implications for the marketing strategy of cultural tourism destinations, especially in increasing the attractiveness of the Balaputra Dewa Museum. By utilizing storytelling-based promotional videos, museums can reach a wider audience, especially the younger generation, who are more responsive to interactive digital content. In addition, this approach can also be a model for museum managers and the tourism industry in Palembang in optimizing digital marketing to increase the number of tourist visits (M. Bambang Purwanto, 2024; R.A Rodia Fitri Indriani et al., 2024). Dynamic visual elements, persuasive narratives, and integration of historical and cultural information in promotional videos also contribute to preserving cultural heritage through modern media (Marsinah et al., 2024; Susanto et al., 2022).

In terms of interpretation, this study shows that video storytelling is more effective than traditional promotional methods, such as brochures or promotional texts in print media. With a powerful visual approach and emotional narrative, audiences can experience a more immersive

experience of the museum before they visit it. This supports the destination marketing theory, emphasizing that emotional promotion involvement can increase tourists' interest and decision to visit. In addition, audience response to promotional videos can be measured through digital engagement, such as the number of views, comments, and interactions on social media, which cannot be obtained from further conventional promotions (Muhammad & Mubarat, 2023); the study also indicates that the combination of educational and promotional aspects in videos can create a more meaningful travel experience (Audini et al., 2024). By displaying the history and culture of Palembang interestingly, the museum functions as a tourist attraction and a cultural education center that can increase public awareness of their historical heritage (Hadiwijaya, 2024).

This research can be compared to several previous studies that examined the effectiveness of digital-based tourism destination marketing. For example, research conducted by Deandra et al. (2023) regarding the use of storytelling in tourism marketing, narratives containing emotional and informative elements can increase the attractiveness of a tourist destination. This study's results align with our findings, which show that storytelling-based promotional videos can increase tourists' interest in visiting the Balaputra Dewa Museum. However, the main difference lies in the focus of the study—Deandra's research focuses more on digital narratives in general. In contrast, this research combines visuals, storytelling, and the integration of historical information in one more museum-specific marketing concept.

In addition, this study also has similarities with a study by Oktavianto (2020), which discusses the effectiveness of social media in cultural tourism promotion. The study found that destinations that leverage traveler experience-based videos on platforms such as YouTube and Instagram can increase audience appeal and engagement (Meileni et al., 2024). However, the study offers a novelty with a more structured approach through professionally developed narrative videos rather than just based on the traveler's experience. Thus, this research contributes to developing a more directed audiovisual-based digital marketing strategy for museums and historical sites and complements previous studies that focus more on user-generated content (UGC)-based promotion.

The novelty of this study lies in the combination of storytelling-based promotional strategies with the integration of historical and cultural elements in the promotional video of the Balaputra Dewa Museum. Unlike previous studies that focused more on digital marketing in general or the use of social media as a promotional tool, this study develops the concept of narrative videos that attract the attention of tourists and serve as a historical, educational medium. This approach provides added value for museums as cultural tourism destinations by



prioritizing a more immersive and memorable experience for the audience (Nababan, 2017). In addition, this study highlights the use of visual technology and cinematographic techniques in promoting cultural tourism destinations, which are still rarely found in tourism marketing studies in Indonesia (Aryanti, Leofaragusta, et al., 2022).

More in-depth research is suggested on the effectiveness of promotional videos based on interactive digital technology, such as Virtual Reality (VR) and Augmented Reality (AR), in increasing tourist interest in museums and other cultural sites. In addition, a comparative study that examines the differences in the effectiveness of various digital platforms in museum promotion, such as social media, official websites, and AI-based tourism applications, can also be interesting. Further research can also examine the long-term impact of storytelling in marketing cultural destinations, especially in building emotional attachment and visitor loyalty to the promoted destination.

## **5. CONCLUSION**

The conclusion of this study shows that the video storytelling-based promotion strategy can effectively increase the attractiveness of the Balaputra Dewa Museum as a cultural and educational tourism destination. By combining persuasive narratives, engaging visual elements, and engagingly conveyed historical information, promotional videos can create an immersive experience that can capture the attention of tourists. In addition, this study emphasizes that storytelling in tourism marketing not only functions as a promotional tool but also as an educational means that can increase public understanding of Palembang's cultural heritage. The main strength of this research is an innovative approach to marketing cultural tourism destinations through the integration of storytelling elements and visual technology. Its academic contribution lies in developing video-based marketing strategies that are more interactive and educational than conventional methods. The research also adds insight into tourism marketing studies by highlighting how promotional videos can build an audience's emotional attachment to the promoted destination. The results of this research can be a reference for academics and practitioners in tourism, digital marketing, and cultural preservation. However, this study has several limitations. One is that it focuses on only one tourist destination, the Balaputra Dewa Museum, so the results may not be fully generalizable for museums or other cultural destinations. In addition, this study has not measured the long-term effectiveness of promotional videos in increasing the number of tourist visits, so further research is needed to evaluate the impact of digital marketing on tourist behavior in a given period. As a suggestion, future research can explore further uses of technologies such as Virtual

Reality (VR) and Augmented Reality (AR) in museum promotion and compare the effectiveness of video storytelling with other promotional methods, such as user-generated content-based social media. In addition, collaboration between museums, academics, and the creative industry can be developed to create more innovative and sustainable marketing strategies for promoting cultural tourism destinations in Indonesia.

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