ABSTRACT

Solo Technopark is an integrated area that provides educational tourism services. Seeing that the city of Solo has a high number of students, Solo Technopark is developing educational tourism services to accommodate and increase the insight of students in the city of Solo. This is a step for Solo Technopark in branding to show its responsibility in increasing the younger generation's insight into science and technology. The aim of this research is to find out what Solo Technopark's branding strategy is through Educational Tourism Services. This research uses a qualitative approach and descriptive methods. The branding carried out by Solo Technopark through educational tourism services is validating excellence by analyzing community needs, then developing educational tourism so that it produces many facilities and services with the concept of technology and digitalization. Solo Technopark disseminates information through several media platforms. The Solo Technopark logo and name represent the identity of technology and digital-based educational tourism, supported by Solo Technopark's achievement as a national role model. Solo Technopark creates an educational tourism attraction through collaboration with well-known companies and provides free access for visitors. Solo Technopark provides an understanding of educational tourism services through content on Instagram social media.

Keywords: *branding strategy, educational tourism, Solo Technopark*