

ABSTRACT

Taman Balekambang Solo is an urban park and cultural tourism destination with great potential to attract younger generations through its natural beauty, historical value, and modern revitalized facilities. Despite its strategic location in the heart of Solo and recent development, public awareness—especially among people outside the city such as in Yogyakarta—remains low. A survey revealed that 88.3% of 111 respondents living in Yogyakarta were not aware of Taman Balekambang. Visitor numbers also declined from 451,702 in 2022 to 328,308 in 2024. Meanwhile, destinations like Sheikh Zayed Mosque and Solo Safari have seen rising popularity. To compete with these attractions, Taman Balekambang needs a more effective and innovative promotional strategy. This study uses SWOT analysis, comparative matrices, and the AOI and AISAS models to develop a promotional campaign. One key strategy is a collaboration with Tehbotol Sosro, a well-known Indonesian tea brand that actively promotes local culture. Through this collaboration, the campaign aims to rebrand Taman Balekambang with more engaging and strategic communication. The effort is expected to elevate the park's image as a modern cultural tourism icon and attract a broader audience, particularly the youth, on a regional scale.

Keywords: Cultural Tourism, Taman Balekambang Solo, Promotional Campaign, Solo City, Communication Strategy.