

ABSTRACT

**BRANDING DESIGN STRATEGY OF THE EDUCATIONAL
TOURISM WOT BATU BANDUNG.**

Bandung is a city that is a tourist destination, and Bandung has been awarded as "Creative City in the World" by UNESCO. One of the uniqueness of the Creative City of Bandung is this Wot Batu tourist spot, founded by famous artist, Sunaryo in 2015, and has an area of 2,000 square meters. Wot Batu is located at Jalan Bukit Pakar Timur No.98 Bandung. Wot Batu literally means bridge in Javanese (some call it the Bridge of the Soul) this illustrates the philosophy of a spiritual journey from its founder, the Artist Sunaryo. Wot Batu is an Installation work consisting of 135 + 1 stones in various sizes and types, and arranged and formed a composition of stone. But unfortunately, Limited and less than the maximum promotional activities undertaken by the management resulting in less knowledge of the existence or existence of this Educational Attraction, as well as the low awareness of educational tourism are also other factors why this Unique Tourist Attraction is rarely known by the public.

Keyword: *Art, Stone, Exhibition.*