

ABSTRACT

This study aims to explore young families' awareness of the Lebak Muncang Tourism Village as an educational tourism destination and the Ultra Milk milk brand as a national milk brand. Through a questionnaire tailored for young families, data was obtained about their experiences in visiting the Lebakmuncang Tourism Village, their opinions about educational activities, and their preferences for the Ultra Milk brand. The results show that the majority of children consider the educational tourism experience in the strawberry garden to be interesting and educative. They also tend to prefer TV ads that are short and to the point. However, further research is still needed to understand in more depth how promotional and educational concepts can more effectively reach and influence young families as potential consumers.

Keywords: Destination Branding, Holiday Destinations, Ciwidey, Education Park