



SOLOPOS MEDIA GROUP BRANDING STRATEGY THROUGH THE SOLOPOS GOES TO CAMPUS PROGRAM

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Abstract

The digital era has caused many fundamental changes in the world of communication. There are big challenges as well as opportunities that the conventional mass media industry must face to survive. One of the conventional media affected by the flow of digitization is Solopos. As a regional newspaper published in Solo in 1997, Solopos also tries to adapt to technological developments. In its development, to survive amid increasingly fierce competition in the mass media industry, Solopos Media Group carries out branding through organized events. One of the events held by Solopos is Solopos Goes to Campus. This study intends to describe the Solopos Media Group branding strategy through the Solopos Goes to a Campus program. This research uses a descriptive qualitative method. Data were collected through observation, interviews, and documentation. In order to test the data validation, this research uses the source triangulation technique. The theory used is the theory of Sicco Van Gelder's branding strategy (2005). The results showed that the Solopos Media Group in building branding as a conventional mass media transformed into digital media was carried out through the Solopos Goes to Campus activity. Through this activity, Solopos wants to present an image as a mass media close to young people to reach this market share.

Keywords: Solopos; Media; Branding

INTRODUCTION

The digital era began with the rapid development of the internet. Digital media has become a part of today's modern society. This condition has an impact on fundamental changes in the world of communication. The rapid development of the internet in the last few decades has also had a significant impact on conventional media, including newspapers. Conventional mass media inevitably have to adapt to become digital media compatible with various devices and can be accessed on social media networks. Media development in this digital era greatly facilitates the public in obtaining information and comparing information from various news sources. (Setiawan, 2018).

The stigma of Solo city as a media graveyard seems difficult to dispel. The reason is that many newspapers have to go out of business in this Bengawan City. Joglosemar

Daily Newspaper is one of them. After ten years of providing a variety of information for the City of Jogja, Solo, Semarang and surrounding areas, starting in early 2018, the newspaper owned by entrepreneur S. Haryadi was officially closed. Joglosemar Daily Newspaper was last published on Saturday 30 December 2018. (Apl, 2017) Not only in the city of Solo, many print media at the national level were forced to go out of business because the development of digital media eroded them. Some of them are Tabloid BOLA and Bola Vaganza, Rolling Stone Indonesia, Esquire Indonesia, Maxim Indonesia, Grazia Indonesia, Sinar Harapan, Harian Bola, Jakarta Globe, Indonesia Finance Today, Majalah TechLife, Reader's Digest Indonesia, National Geographic Traveler Indonesia, Koran Tempo Minggu, Jurnal Nasional, Slam Indonesia, and so on. (BNews 3, 2019) The threat of the death of newspapers as an effect of the rapid flow of digital media is anticipated by media convergence. In Indonesia, several national mass media have adopted digital technology, giving birth to the concept of media convergence; the pressure factor in the media business also drives this. (Situmeang, 2020).

One of the conventional media that later converged was Solopos. As a regional newspaper published in Solo on September 19, 1997, Solopos also tries to adapt to technological developments. In 2004, Solopos developed a new line of business, namely Solopos FM radio. Three years later, in 2007 Solopos launched the Solopos.com website, followed by streaming television, namely Solopos.tv which was developed in 2014. Solopos is trying to enter the media convergence stage with these new business lines. These platforms are also one of Solopos' strategies in order to maintain its existence as a printed newspaper and at the same time develop new business units to be sustainable in the competition in the mass media industry.

Solopos Media Group is a company engaged in the mass media industry in the city of Solo which houses four business units, including, PT. Solo Grafika Utama, who is involved in printing, PT. Aksara Solopos is the home for the Solopos newspaper and Solopos.com, PT. Aksara Mandiri Cipta Kreasi in the field of online or retail sales stores, and PT. Radio Solo Audio Utama which houses the Solopos FM radio. (Prihartono, 2016) In addition, the Solopos Media Group editorial team since 2020 has had a social media management team. (Ihsan, 2022) The results are unmitigated as of October 2022, social media accounts managed by Solopos Media Group continue to grow such as Instagram @koransolopos with 102K followers, Facebook Solopos.com has 689K followers, TikTok @soloposofficial has 3.9M followers, Twitter @soloposdotcom has 66K followers, as well as YouTube Solopos TV with 256K subscribers. In one month, the total engagement of all social media platforms reached tens of millions.

The rapid development of digital media also affects a company's promotional activities, which is the spearhead in picking up progress. Various ideas are used to promote a company's products or services through advertisements, offers, sponsors and brochures. In the competitive media industry in Indonesia, the latest ideas or breakthroughs are necessary for carrying out promotions to increase the popularity of a brand and make it more known to the public because the media market is more numerous and varied. (Maulana, 2012).

As one of the important assets in promotion, a brand or brand is able to create its own value and value for the company and its consumers. (Tjiptono, 2014) Brands can provide various potential and benefits to companies, including the means to create unique associations and meanings, superior competitive sources, legal protection,

making it easier for people to identify a product, demonstrating quality, and financial benefits. Therefore, every company needs a particular brand or brand as a differentiating attribute from competitors' products. In addition, for consumers, brands have practical value that makes it easier for them to recognize and make decisions when choosing a product.

Branding today is no longer interpreted as an instrument to support the popularity of goods or services. Still, it has been used for various needs, one of which is political branding. One of the researches on political branding written by Bayu Indra Pratama et al. with the title Political Branding: Content Analysis of Debate of Candidates for Vice Government of East Java Session In Poverty Reduction suggests that the concept of branding, which is still closely related to the products and services of a Brands, if implemented in the political world, can be used as a tool to "sell" candidates from certain political parties.(Pratama et al., 2022) This shows that branding is used to instil a distinctive impression or meaning in the minds of consumers of a particular brand.

To form a specific image in the audience's minds, a brand will usually set a special strategy known as a branding strategy. According to Gelder (2005), a brand should achieve a brand branding strategy regarding consumer behaviour and satisfaction, including brand identity, positioning, and personality. In his book, Branding Understanding and Designing Brand Strategies, Wirani Swasty said that branding is a program that specialises or focuses on and projects brand values , including creating differences between products and customers in the buyer decision-making process and providing values to the company.(Swasty, 2016) Branding can also be interpreted as a set of communication systems that regulate all brand elements and contact points regarding consumer attitudes and behaviour. In the digital era like today, it is often not the company or institution that determines a brand's image, but the audience who decides how a brand is known.(Dodwani, B., & Agarwal, 2017).

In addition to promoting a brand or brand in a way that has been commonly practiced for a long time, there are many new things that companies can do to improve branding in the community, one of which is by holding an event. Events have become a very popular part of many companies. Companies see events as excellent promotional opportunities. The development of event marketing will continue to experience rapid progress along with the increasing number of companies that innovate to combine various events in their branding efforts. Many companies or brands hold events that offer their own concepts and uniqueness, the aim is of course to attract people's interest to come to the events they organize. Every event must have goals and objectives to be achieved, such as introducing new products.

In its development, to be sustainable in the midst of increasingly fierce competition in the mass media industry, Solopos Media Group does not only carry out media convergence. In commemoration of its 25th birthday in 2022, Solopos held a series of events for the 25th Anniversary of the Solopos Media Group. The series of activities were filled with various events starting with Corporate Social Responsibility (CSR) activities by providing compensation to 25 orphanages in the Soloraya area, organizing Green Movement activities in more than 25 schools, Puppet Show which took place at Pendapa Ageng Art Institute. Indonesia (ISI) Surakarta, as well as holding roadshows at four campuses in 4 big cities in Central Java and Yogyakarta with the title Solopos Goes to Campus. Besides that, Solopos Media Group also celebrated its 25th

anniversary internally with its employees. Meanwhile, for the highlight of the 25th Anniversary of the Solopos Media Group, the Solopos Youth Forum was held at the Tirtanadi Convention Hall on October 25, 2022.



Figure 1. Flyer Solopos *Youth Forum*

Figure 2. Flyer Solopos *Goes to Campus*

Research on the branding strategy of a company or agency through organizing events has been done before. The relevance of this research with previous research, namely: Research conducted by Lidya Wati Evelina with the title "Indonesian Branding Strategy Through We The Fest Music Festival for Millennials on Social Media" the results achieved that the "We the Fest" event became the most important meeting place between millennials in Southeast Asia which was held for three days and was able to become a branding event for Indonesia in the international arena, especially through social media Instagram.(Evelina, 2022) In line with this, Alphario said that the accuracy of place selection and visitor segmentation would significantly affect events run by a company. The bigger the market cover that an event can reach, the better the impact on branding efforts being carried out.(Arsesya & Listiani, 2020)Furthermore, Rizqi in his research concludes that PT Mizan Pustaka in building brand identity, brand positioning, and brand personality pays excellent attention to event SOPs, core values and spirit that are firmly held by PT Mizan Pustaka so as to produce national and massive level events.(Khoirunnisa, Rizqi; Lilis, 2017).

Various innovations and new breakthroughs made by Solopos Media Group in building a brand image have made researchers interested in conducting research with the title "Solopos Media Group Branding Strategy Through the Solopos Goes To Campus Program". The purpose of this study is to determine the Branding Strategy carried out by Solopos Media Group, especially through the Solopos Goes to a Campus program. If a straight line is drawn, the ideas from previous research are very relevant to the current research discussing the branding strategy of a company/institution. However, previous research has generally focused on branding efforts from companies to a broad audience. In contrast, this research focuses on students who are the main target of branding efforts by Solopos Media Group.

METHOD

This research was carried out using descriptive qualitative methods to answer research questions: How is the Solopos Media Group Branding Strategy Through the

Solopos Goes to Campus Program? Qualitative research methods are carried out to understand the phenomena that occur from the perspective of research subjects, including behaviour, motivation, perception, and action. (Moleong, 2014) Data that can be described in text/words in a natural context is obtained from documents and interview transcripts. Furthermore, the type of descriptive research was chosen because the researcher wanted to describe actual events or phenomena about the case being studied. The researcher will go directly to the field and act as an observer, he will only observe natural phenomena (naturalistic settings), take notes, and compile behavioural categories without trying to manipulate variables. (Grace, 2017).

The purposive sampling technique is used by researchers to select informants, where researchers determine various specific criteria in determining key informants, expert informants, and supporting informants. The critical informant is someone who understands the branding strategy being implemented by Solopos through the Solopos Goes to a Campus program. The informants in this study were the Program Manager and IMS Manager of Solopos Meda Group, namely Arif Hidayanto, Solopos Editor-in-Chief, Rini Yustiningsih, and students who were the audience at the Solopos Goes to a Campus event. Interviews with informants were held in October 2022 at Griya Solopos, Jl. Adi Sucipto, Karangasem, Kec. Laweyan, Surakarta City, Central Java.

Data collection techniques in this study are in-depth interviews, direct observation, and documentation in the form of data obtained from the internet, photos, and books (literature) to strengthen the research findings. The method used by researchers to test data validation is the triangulation method, namely by utilising other sources outside the interview results to check and compare various information and data obtained from interviews with observations, and documentation results. (Moleong, 2014). Data and information from different sources are then described and grouped according to similarities in views, differences, and which data is more specific.

DISCUSSION

On September 19, 2022, Solopos Media Group entered a quarter of a century to serve the community's information needs. Solopos continues to move from conventional mass media to the technology-based mass media industry. Readers and the public continue to be literate and want to invest in the midst of an "information tsunami" situation to get credible and quality news. In celebration of its 25th anniversary, Solopos held various activities aimed at participating in branding the digital transformation that Solopos continues to do.

Planning for this activity has started since the end of 2021, while the execution of the new concept is set about four months before the event starts while observing the escalation of the Covid-19 pandemic. In March 2022, the committee was formed. Start mapping out which campuses will be visited, what theme will be brought, and who will fill the activity. For a series of SMGs 25th Anniversary, the organizing committee came from across divisions. Specifically for the Solopos Goes to Campus and Solopos Youth Forum programs, the technical implementers came from the Event Organizer (Solopro) team, while the concepts were designed together. In the end, it can be said that this event became a joint program or cross-divisional and cross-sectoral synergy.

The Solopos Goes to Campus program is a part of event series to commemorate the 25th anniversary of the Solopos Media Group. This Solopos Goes to Campus activity

targets four campuses in 4 areas directly adjacent to the city of Solo, namely Semarang which is located at Udinus, Salatiga at UKSW, Jogja at UMY, and the city of Solo which is located at UIN RM Said Surakarta. Solopos deliberately chose one campus in each area so that this activity became a kind of roadshow or cruising to campuses in Central Java and Yogyakarta.

Table.1. Solopos Goes to Campus event location

Location	Time
Universitas Dian Nuswantoro Semarang	28 September 2022
Universitas Kristen Satya Wacana Salatiga	October 11, 2022
UIN Raden Mas Said Surakarta	October 13, 2022
Universitas Muhammadiyah Yogyakarta	October 19, 2022

Site selection for Solopos Goes to Campus program did not go through particular research, but several reasons became separate considerations for choosing the intended campus. For example, the election of UIN Raden Mas Said Surakarta which incidentally is not a "top campus" in the Soloraya area. They think this campus has the same potential as other campuses, but it often goes unnoticed because it is located in a satellite area, or a buffer zone for the city of Solo. Solopos also wants to dynamize the student paradigm, so that educational issues at the campus level are not only centralized on the same campus.

In addition, the positioning of UIN RM Said Surakarta, which is currently building an image after the change of status from IAIN to UIN, encourages Solopos to participate in growing favourite campuses that become new trendsetters in the city of Solo. Besides that, proximity to campus stakeholders is also one of the reasons for choosing the location for the Solopos Goes to a Campus event. (Interview with Rini Yustiningsih, Chief Editor of Solopos Media Group, 20 October 2022).

Students are the leading segment in this event because Solopos aims to change the community's mindset, especially young people. Solopos today is a mass media that has undergone digitalization and has various platforms on the internet. It is no longer limited to conventional mass media which only focuses on presenting news through newspapers. According to observations made by researchers, during the Solopos Goes to Campus roadshow to 4 regions in the Central Java-DIY region, Solopos still needs to bring published newspapers. Although printed newspapers are still being produced today, Solopos wants to highlight its website, namely Solopos.com. (Interview with Arif Hidayanto, Manager of Integrated Marketing Solution Solopos Media Group, 20 October 2022).

Events Solopos Goes to Campus carries the theme " Saatnya Mahasiswa Belajar Dunia Profesi dan Entrepreneur". They are packaged in the form of Sharing Sessions, Workshops, and Talent Pools that present several practitioner speakers with different

backgrounds so that they can enrich students' perspectives on the world of work that they will soon face. On the event's sidelines were games and a challenge to read news in 3 languages, which attracted the audience's attention. In addition, Solopos also holds a Creative Video Content competition that can be uploaded on social media Instagram reels, where the winner will be announced at the peak of the Solopos Youth Forum event.

In this event, Solopos Media Group collaborates with the Ministry of Communication and Information, Bank Jateng, Sharp, Bank Mandiri, Tokopedia, Astra Honda Motor, Galeri 24, Telkomsel, Epson, and PT Telkom. The results of observations made by researchers show that the branding strategy carried out by Solopos Media Group through the Solopos Goes to Campus event uses a soft-selling approach to external and internal stakeholders of the company. There are interrelated interests in this activity, partners who are willing to be involved in the Solopos Goes to Campus event have particular interests, Solopos is the organizer, and the campus is a supporting event. Therefore, Solopos Goes to Campus is a tripartite program between Solopos, Campus, and Partners.

Campus as a supporting event provides a place and audience. Solopos as the event organizer is responsible for packaging the event, starting from the concept, presenters, to other technical matters. The interests of the partnership or partners are also accommodated in how their products can be known among young people but not with an upbeat style, more a soft selling style. Partners are allowed to tell stories behind the product, so they enter the campus to campaign for their development and provide product knowledge to students. This is because Solopos understands very well that students do not need an explanation of the specifications of a product. They need a story about how a brand can launch a new product/service, how the product is packaged with a PR communication style, and how to build a brand and image. That's what students are studying, and that point is also offered to partners.

With the Solopos Goes to Campus activity, the university or campus is greatly helped in terms of institutional branding and publication. Based on the data the researchers collected, at least 26 articles related to the Solopos Goes to Campus activity were published on the Solopos.com website. Meanwhile, in the daily print newspaper Solopos, the Solopos Goes to Campus event gets a full page in the Event Gallery section. In addition, pamphlets and event documentation were published on various platforms owned by the Solopos Media Group. This certainly has a significant impact on institutional branding in the eyes of the public.

The Solopos Goes to Campus program when viewed using the Sicco Van Gelder branding strategy (with three main components, namely brand positioning, brand personality, and brand identity) can be described as follows:

Brand Positioning

In the city of Solo, only two local mass media with essential newspapers still exist today, namely Koran Solopos and Koran Jawapos Radar Solo. Business competition in this business unit is not too tight, because each media has its characteristics and readers. Solopos has established itself since its establishment in 1997 until 2020 with its flagship tagline, "Meningkatkan Dinamika Masyarakat" which in 2020 changed its tagline to "Trusted Information Guide". Meanwhile, Solopos.com has the tagline "Panduan

Informasi Terpercaya ". (Interview with Rini Yustiningsih, Chief Editor of Solopos Media Group, 20 October 2022).

Differentiation from competitors lies in the content produced. Solopos will present more guiding content, "The Guide of Guideless' ', meaning that Solopos wants to strengthen its position as a guide for people who do not have a guide. Be a guide for people who do not have a handle. If in the past the position of the media was often mentioned as a voice for people who have no voice, or "the voice of voiceless", now the media is also required to be a guide for those who are confused because they live amid an environment full of uncertainty. (Budi Susilo, 2022).

In addition, Solopos also has its niche or Niche Market, namely the Soloraya community. Almost 80% of the news published in the Solopos newspaper and on the Solopos.com website is news about Soloraya, because the market power of Solopos is there. So it is not surprising that the content produced by Solopos is not far from the Soloraya area. For consumer segmentation, it is centered not only on people in the Soloraya area but also on people outside the Soloraya area who are interested in this area. For example, stakeholders in Jakarta or other cities want to know the latest developments regarding the city of Solo, they will seek the necessary information in Solopos. The context of the information guide tagline is there, guiding anyone, providing relevant and valuable information.

Brand Identity

After spending a quarter of a century working in the country's mass media industry, Solopos Media Group has now broken the motto that Solo is a "newspaper graveyard". The President Director of Solopos Media Group, Arif Budisusilo, acknowledged that it took much work to maintain the existence of Solopos amid the rapid development of the digital world. There are significant challenges as well as wide opportunities to be faced. Responding to this, on its 25th anniversary, Solopos Media Group launched Corporate Culture or a new work culture known as the SMART jargon. SMART means Striving For Success, Meaningful, Agile, Relevant, and Teamwork (cooperation or collaboration). (Prakoso, 2022).

If you look closely, the Solopos Goes to Campus event which is part of the series of events for the 25th Anniversary of the Solopos Media Group is an implementation of the Solopos Corporate Culture which was just launched. Solopos is here to "poison" students with creativity. Bring in resource persons relevant to the needs of young people so they can be well received and of course leave benefits for students. In selecting sources, Solopos also pays attention to the company's values that it wants to brand. (Interview with Arif Hidayanto, Manager of Integrated Marketing Solution Solopos Media Group, 20 October 2022).

There are three main speakers in this program: the Editor in Chief of the Solopos Media Group, Rini Yustiningsih, the Initiator of the Diplomat Success Challenge, Edric Chandra, and the Director of Bakar Production, Dwi Mustanto. However, something extraordinary happened when Solopos Went to Campus visited UIN Raden Mas Said Surakarta. On that occasion, the Manager of Government & Enterprise Service of Telkom Solo, Dianty Elisiana, and the Head of the PR & Brand Communication Department of PT Sharp Electronics Indonesia, Pandu Setio Wibowo were also present. The three speakers were chosen to be able to complement each other. Dwi Mustanto and the production

house, Bakar Production, who are engaged in the creative industry, always explore making Youtube content that is not only worth watching, but can also be used as a guide. Solopos wants to convey a message to students that the freedom to be creative on Youtube or other platforms needs to be balanced with the awareness that there is a moral responsibility to convey a good message to the audience. So the content created must be able to be used as a guide, this is certainly in line with the Solopos tagline, namely "Trusted Information Guide".

Edric Chandra, the initiator of the Diplomat Success Challenge with more than 20,000 entrepreneurs joining the initiated program, is also a guide for the community. Edric Chandra was chosen to convey a message to students regarding courage and creativity in entrepreneurship. Rini Yustiningsih, as the Editor-in-Chief of Solopos Media Group who has been in the professional world for years, wants to invite young people always to be experienced in all types of careers they want to be involved in. In addition, Rini's background in journalism has also encouraged her to poison students on campuses that journalism today is not as severe as it has been imagined. Journalism and the need for a supply of information is a daily human need.

The Solopos brand name and the Solopos Goes to Campus event are closely related to the brand identity that Solopos wants to build. The use of the name Solo as a brand name creates the impression to the audience that the brand or brand originates from the city of Solo and becomes the primary reference for the public when they want to find information about the city of Solo. The logo and tagline chosen by Solopos also seem simple so that it is easy to make an impression on people's minds.

Brand Personality

The next aspect of the Solopos Media Group branding strategy is brand personality. In the Solopos Goes to a Campus event, Solopos seeks to personalize its brand or brand as a conventional mass media that has been transformed into digital media. This can be seen from the way Solopos packs the event. Everything is integrated with digital media, starting from registering and checking in participants before entering the venue. For students who cannot attend this in person in this activity, they can also watch a rerun of the Solopos Goes to Campus event through the Solopos TV Youtube channel. The organizers also provide games and challenges to read news in 3 languages , which are packaged to attract the audience's attention. Besides that, Solopos also holds a Creative Video Content competition that can be uploaded on Instagram reels social media. This is done to reach the market share of young people who are the main target of this event.

Solopos uses social media a lot in communicating events Solopos Goes to Campus. On the Instagram account @koransolopos, for example, in addition to the Instagram feed features, Solopos also promotes its events through Instagram Reels and Instagram Stories. Then on the Solopos.com website, the mobile version uses the swipe-up part to register for the program, while the desktop version of the poster is placed at the page's top, right, and left sides. So that every visitor who enters the Solopos news page will see the event poster. In printed newspapers, posters are published every Monday. Solopos also sent an invitation letter to the Chancellor at each campus to send their students to this event. (Interview with Arif Hidayanto, Manager of Integrated Marketing Solution Solopos Media Group, 20 October 2022).

Branding conducted by Solopos Media Group through the Solopos Goes to Campus program is in line with the tagline carried by Solopos, that solopos is a media based in the city of Solo, presenting information related to the city of Solo, for the Indonesian people. That tagline is the primary branding of Solopos. Starting from print media, Solopos Media Group (SMG) has come a long way to grow to become the largest multi-platform media in Central Java. Solopos, born in 1997 in a printed newspaper format, initially only served as a medium of information for the 6.74 million people of Soloraya.

Solopos started its transformation into Soloraya's largest media by giving birth to the digital news platform Solopos.com at the age of 10. Through the digital news website-based business unit, SMG has become a reference for at least 23.24 million digital news website readers per month. The long journey in maintaining the existence of Solopos has paid off. Throughout January-June 2022, Solopos.com gains an average of 30 million pageviews per month. Solopos.com readers' reach extends to Depok, Jakarta, Surabaya, Semarang, Jogja, Bandung, and Makassar. The notes on the paper further strengthen SMGs branding as the largest mass media in Central Java.(Arum, 2022).

CONCLUSION

Based on the results of research and data processing carried out by researchers, it can be concluded that the branding strategy carried out by Solopos Media Group through the Solopos Goes to Campus program has been running as expected by the company. Based on the characteristics of the event, Solopos Goes to Campus is the first roadshow held by newspaper-based mass media in the Central Java-DIY area. Solopos Media Group stated that this kind of event would be stored again with a larger scale and fresher new issues. Solopos Goes to Campus is held on four campuses, namely Universitas Dian Nuswantoro Semarang, Universitas Kristen Satya Wacana Salatiga, UIN Raden Mas Said Surakarta, and Universitas Muhammadiyah Yogyakarta.

Furthermore, the Solopos Goes to Campus program was reviewed through a branding strategy according to Sicco Van Gelder with three components: brand positioning, brand identity, and brand personality. From the aspect of brand positioning, Solopos positions itself as "The Guide of Guideless", as a guide for people who do not have a guide. In addition, Solopos also has its niche or Niche Market (nis), namely the Soloraya community. Almost 80% of the news published in the Solopos newspaper and on the Solopos.com website is news about Soloraya, because the market power of Solopos is there.

Next, from the aspect of brand identity. Solopos Media Group on its 25th anniversary, launched a new Corporate Culture known as the SMART jargon. In the selection of speakers for the Solopos Goes to a Campus event, Corporate Culture is of particular concern. Besides that, The Solopos brand and the Solopos Goes to Campus event are closely related to the brand identity that Solopos wants to build. Then, from the aspect of brand personality. In the Solopos Goes to a Campus event, Solopos seeks to personalize its brand or brand as a conventional mass media that has been transformed into digital media. Solopos Media Group builds branding as a media for young people at times.

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