

ABSTRACT

This research examines the branding strategy of the Solo Technopark business incubator through its website, incubator.solotechnopark.id, using a multimodal discourse analysis (MDA) approach. Multimodal discourse analysis is used through a qualitative approach analyzing brand strategies on the incubator.solotechnopark.id website to examine whether text, image, and theme from the website content correspond to expectations and the brand image of Solo Technopark business and MSME incubator. Halliday's Systemic Functional Linguistics (SFL) in multimodal discourse analysis provides a theoretical framework, with a focus on ideational, interpersonal, and textual analysis. This research aims to determine how various modes of communication-text, images, and design-align with the incubator's branding goals. The primary research approach is a qualitative to explore and obtain data that is based on a single case study through the incubator.solotechnopark.id website. Using qualitative methods, unstructured observation, semi structured interview, and website analysis, this research explores how the linguistic and semiotic elements of the website contribute to conveying the incubator's brand image. Specifically, this research analyzes how website content, such as language style, visual elements, and themes, represents the incubator's brand image. The results of the observations and text analysis can help researchers understand the site and provide insights into how Solo Technopark develops successful and innovative startups and SMEs, as well as how the website could represent the brand image of Solo Technopark.

Keywords: Website, Multimodal Discourse Analysis, Semiotic, Branding Strategies

ABSTRAK

Penelitian ini mengkaji strategi branding inkubator bisnis Solo Technopark melalui website incubator.solotechnopark.id dengan menggunakan pendekatan multimodal discourse analysis (MDA). Analisis wacana multimodal digunakan melalui pendekatan kualitatif menganalisis strategi merek pada website incubator.solotechnopark.id untuk menguji apakah teks, gambar, dan tema dari konten website sesuai dengan harapan dan citra merek inkubator bisnis dan UMKM Solo Technopark. Linguistik Fungsional Sistemik (SFL) Halliday dalam analisis wacana multimodal memberikan kerangka teoritis, dengan fokus pada analisis ideasional, interpersonal, dan textual. Penelitian ini bertujuan untuk mengetahui bagaimana berbagai mode komunikasi-teks, gambar, dan desain selaras dengan tujuan branding inkubator. Pendekatan penelitian utama adalah kualitatif untuk menggali dan memperoleh data berdasarkan studi kasus tunggal melalui website incubator.solotechnopark.id. Dengan menggunakan metode kualitatif, observasi tidak terstruktur, wawancara semi terstruktur, dan analisis website, penelitian ini mengeksplorasi bagaimana elemen linguistik dan semiotik situs web berkontribusi dalam menyampaikan citra merek inkubator. Secara khusus, penelitian ini menganalisis bagaimana konten situs web, seperti gaya bahasa, elemen visual, dan tema, mewakili citra merek inkubator. Hasil observasi dan analisis teks dapat membantu peneliti memahami situs dan memberikan wawasan bagaimana Solo Technopark mengembangkan startup dan UKM yang sukses dan inovatif, serta bagaimana website dapat mewakili brand image Solo Technopark.

Kata Kunci: Website, Analisis Wacana Multimodal, Semiotika, Strategi Branding