

Supporting Rembang as a Creative Regency, Semen Gresik Creative Corner Strengthens Synergy between Communities

Rembang, February 4, 2021 - Semen Gresik Creative Corner (SGCC), as a part of the Rumah BUMN Rembang Program, initiated by PT Semen Gresik (SG), was to encourage collaboration between communities to support efforts to develop Rembang Regency as one of the creative regencies in Indonesia.

The Head of the Communication Unit & CSR Program of PT Semen Gresik, Dharma Sunyata, said that in addition to the creative industry and millennials, Rumah BUMN Rembang - SGCC also played a role as a forum for local micro, small, and medium enterprises (MSMEs).

Dharma explained that, as a part of PT Semen Indonesia Tbk. (Persero) or SIG, Semen Gresik attempted to support and facilitate the communities, millennials, and MSMEs in working collaboratively to strengthen the creative industry ecosystem & the economy of the small and medium business sectors Rembang Regency. Through the SGCC function, the company presented a community meeting room that was widely accessible and free. The hub then encourages the birth of various productive activities, projects, and new works due to a collaboration between these communities.

"Previously, we saw that there was no representative house or co-working space that could facilitate them in the same place to provide the best work for Rembang Regency collaboratively," said Dharma in his press release, Thursday (04/02).

Dharma explained that the presence of Rumah BUMN Rembang - Semen Gresik Creative Corner was expected to be able to optimally integrate the value chain between the creative industries, millennials, and MSMEs. Thus, they could support each other's business progress.

Some of the activities that had been conducted included creating visual content materials to advertising MSMEs products by creative communities, sharing knowledge about interesting product photo strategies, and collaborating with various creative communities to produce short films or videos that promote Rembang Regency. Some of these activities frequently targeted and involved communities and millennials in neighboring cities such as Tuban, Pati, and Blora.

"Semen Gresik always involves community partners in our business process and activity. Lately, we have involved them in making the latest SG Video Company Profile supported by production houses and international-scale creative industry players from Jakarta. Hence, they can learn from the experts and improve their skills and competencies in the creative field," explained Dharma.

Dody Setiawan, one of the creative industry players, admitted that before the presence of Rumah BUMN Rembang - Semen Gresik Creative Corner in 2020, there was no place or space to specifically gather the community to create extraordinary works for Rembang Regency.



According to him, the SGCC facilities were complete for the community to deliver their ideas; thus, the creative industries in Rembang Regency can increase. "Starting from a comfortable atmosphere co-working space, fast internet speed, MSMEs products, and models photo studio as well. All of those facilities are free to access," said Dody.

Meanwhile, one of the Rembang MSME players, Mastiah, said that Rumah BUMN Rembang facilitated them to market their products. She confessed that MSMEs used to have difficulty selling their products.

"Praise be to God, the presence of Rumah BUMN Rembang has been beneficial for us. Slow but sure, it is better than selling by ourselves. Hence, Rumah BUMN Rembang has collaborated with agencies and creative creators to both creating video ad content and profiling in social media," she said.

Rumah BUMN Rembang - Semen Gresik Creative Corner is located in the Taman Kartini Rembang Complex with various facilities, such as an auditorium and workshop room. A display room is provided for MSMEs finest products, meeting rooms, coffee shops, shared/co-working spaces, an outdoor area, and a prayer room. The facility even provides computers with free high-speed internet networks and open to the public. Various health protocol needs are provided, such as handwashing facilities, and body temperature checks for visitors, hand sanitizers. In addition, periodic disinfection in all areas is routinely carried out to support the government's efforts to prevent the spread of COVID-19.

About Semen Gresik

PT Semen Gresik (SG) is a subsidiary of PT Semen Indonesia (Persero) Tbk or SIG, established on January 10, 2014. Having a factory located in Rembang, Central Java, SG has been trusted in providing high-quality cement products produced from the latest technology and environmentally friendly production processes.

As a one hundred percent Indonesian product, SG also contributes to building the country with various world-class masterpieces, which becomes ultimate evidence of its product's robustness for millions of families and customers in Indonesia.

SG is always ready to provide the best service, from sustainable technology innovation to our commitment to preserving the environment and synergizing with the surrounding community. Triple Bottom Line Principle: People, Profit, and Planet become shared values between the company and the community.

By providing sustainable added value for the stakeholders through hard work culture and a spirit of innovation for all the company elements, Semen Gresik has become a significant player in the cement industry, not only in Indonesia but also at the international level.

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