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DAPAT DITERBITKAN SEGERA
FOR IMMEDIATE RELEASE**Konektivitas dan Transportasi Publik
Meningkatkan Kualitas Hidup dan Nilai Investasi**
**Connectivity and Public Transportation
Improve Quality of Life and Value of Investment**

Jakarta (4/4) – Program pemerintah untuk mengencakan pembangunan infrastruktur transportasi publik dinilai banyak pihak memberikan manfaat langsung bagi masyarakat luas. Demikian pula bagi masyarakat Jakarta dan kota penyangganya seperti Bogor, Depok, Tangerang, dan Bekasi (Bodetabek) yang merasakan langsung hadirnya beragam moda transportasi publik modern, seperti Kereta Rel Listrik (KRL), bus TransJakarta, Light Rail Transit (LRT) Jabodebek, hingga Mass Rapid Transit (MRT) Fase I Lebak Bulus - Bundaran HI yang beroperasi secara komersil mulai Senin, 1 April 2019.

Beragam moda transportasi publik modern ini memberikan manfaat nyata, bukan hanya mampu menciptakan konektivitas, efisiensi, dan meningkatkan produktivitas, tetapi ternyata juga meningkatkan nilai investasi kawasan. Dampak positif lainnya adalah terjadinya perubahan budaya dan gaya hidup masyarakat urban untuk mencapai kualitas kehidupan yang lebih baik.

Demikian rangkuman pandangan dari sejumlah pembicara di acara *media group discussion* #LivingConnected yang membahas pengaruh positif dari ketersediaan fasilitas transportasi publik modern terhadap budaya masyarakat dan nilai investasi properti. Diskusi yang diselenggarakan PT Intiland Development Tbk (Intiland;DILD) ini menghadirkan dua pembicara yakni Direktur Pengembangan Bisnis Intiland Permadi Indra Yoga dan Direktur Eksekutif Indonesia Property Watch (IPW) Ali Traghanda, di South Quarter, Jakarta, Kamis (4/4).

Jakarta (4/4) – The government’s programs to intensify the development of public transportation infrastructure are seen by many parties to provide direct benefits to the community at large. Now, the population of Jakarta and its supporting cities such as Bogor, Depok, Tangerang, and Bekasi (Bodetabek) have received the benefit from the presence of a variety of modern public transportation modes, such as the Electric Rail (KRL), TransJakarta bus, Jabodebek Light Rail Transit (LRT), and the Mass Rapid Transit (MRT) Phase I Lebak Bulus – Bundaran HI, which is commercially operational starting on Monday, 1 April 2019.

These various modes of modern public transportation provide tangible benefits, not only in creating connectivity, increasing efficiency and productivity, but it also enhances the region’s investment value. Another positive impact is the shift in culture and lifestyle of urban people to strive for a better quality of life.

This is a summary of the views of a number of speakers from the #LivingConnected media group discussion program, where the positive influence of the availability of modern public transportation facilities on people’s culture and the value of property investment was discussed. The discussion was organized by PT Intiland Development Tbk (Intiland; DILD) and featured two speakers, Intiland Business Development Director Permadi Indra Yoga and Executive Director of Indonesia Property Watch (IPW) Ali Traghanda, at South Quarter, Jakarta, on Thursday (4/4).

Permadi Indra Yoga menjelaskan tema #LivingConnected merupakan sebuah program kampanye yang diangkat Intiland sebagai apresiasi terhadap beroperasinya fasilitas MRT baru-baru ini, serta upaya membangun kesadaran publik untuk peningkatan kualitas hidup. Hadirnya beragam moda transportasi modern ini diyakininya membawa perubahan, seperti memudahkan konektivitas dan meningkatkan kualitas hidup masyarakat dalam jangka panjang.

Sebagai pengembang properti, menurutnya, Intiland telah berpartisipasi secara pro-aktif dan mengantisipasi dinamika tersebut dengan menghadirkan sejumlah produk properti hunian dan perkantoran terbaik yang dilalui jalur MRT maupun moda transportasi modern lainnya. Ketersediaan fasilitas transportasi publik dinilai telah menjadi faktor kunci bagi sebagian besar masyarakat dalam memilih properti, seiring dengan munculnya kesadaran untuk mendapatkan kualitas kehidupan yang lebih baik.

“Integrasi moda transportasi yang modern dan memadai, mutlak diperlukan masyarakat. Kami berusaha menjawab kebutuhan tersebut dengan menghadirkan proyek-proyek properti yang menawarkan kemudahan mobilitas dan konektivitas masyarakat dalam beraktifitas,” ujarnya lebih lanjut.

Yoga menuturkan hampir seluruh proyek-proyek Intiland di Jakarta terhubung dan lokasinya berdekatan dengan jalur moda transportasi publik modern. Contohnya di jalur MRT Jakarta, Intiland memiliki empat properti terbaik yakni kawasan *mixed use & high rise* terpadu South Quarter (perkantoran, ritel, dan apartemen) di TB Simatupang, Fifty Seven Promenade (apartemen, perkantoran, dan ritel) di Thamrin, gedung perkantoran Intiland Tower di Sudirman dan Grand Whiz Poin Square di Lebak Bulus Jakarta.

“Rata-rata jarak tiap properti tersebut dari stasiun MRT terdekatnya kurang dari 500 meter, sehingga waktu tempuh berjalan kaki kurang dari 10 menit. Bahkan Intiland Tower Jakarta berada tepat bersebelahan dengan stasiun MRT Bendungan Hilir,” ungkapnya.

Pesatnya perkembangan infrastruktur dan fasilitas transportasi publik modern ini juga menjadi perhatian serius Ali Tranghanda. Sebagai pelaku pasar sekaligus pemerhati

Permadi Indra Yoga explained that the theme of #LivingConnected is a campaign program that was appointed by Intiland to appreciate the recent launching of the MRT facility, as well as efforts to foster public awareness to improve quality of life. The presence of a variety of modern transportation modes is believed to engender change, improve connectivity, and enhance quality of life in the long term.

Yoga believed that as a property developer Intiland has participated pro-actively and anticipated these dynamics by offering the best residential and office property products in the areas which the MRT and other modern transportation modes traverse. The availability of public transportation facilities is considered to have become a key factor for most people in choosing property, in line with the rising awareness of the need for a better quality of life.

“The integration of modern and adequate transportation modes is absolutely necessary for the community. We are trying to address such needs by offering property projects that offer ease of mobility and community connectivity,” he said.

Yoga said that almost all of Intiland’s projects in Jakarta have been connected and their locations are near the modern public transportation modes’ routes. For instance, along the Jakarta MRT line, Intiland has four high-class properties, namely South Quarter mixed use & integrated high rise area (offices, retail and apartments) on TB Simatupang, Fifty Seven Promenade (apartments, offices, and retail) on Thamrin, Intiland Tower office building on Sudirman, and Grand Whiz Poin Square on Lebak Bulus, Jakarta.

“The average distance of each property from the nearest MRT station is less than 500 meters, so the travel time is less than 10 minutes. Intiland Tower Jakarta, furthermore, is situated right next to the Bendungan Hilir MRT station,” he added.

Ali Tranghanda has been intensively observing the rapid development of modern public transportation infrastructure and facilities. As a market player and observer of property development, he believes that transportation infrastructure development is a stimulus for growth and progress of an area.

These changes are inseparable from the development of the Transit Oriented Development (TOD) concept in an integrated

perkembangan properti, menurutnya, pembangunan infrastruktur transportasi menjadi stimulus pertumbuhan dan kemajuan sebuah kawasan.

Perubahan tersebut tidak lepas dari berkembangnya konsep *Transit Oriented Development* (TOD) secara terpadu, khususnya di wilayah Jakarta. Pengembangan konsep ini menciptakan konektivitas secara terpadu melalui beragam moda transportasi modern. Konsep TOD memiliki banyak keunggulan, termasuk mampu memperbaiki mobilitas masyarakat urban dan sub-urban.

“Peningkatan nilai properti turut ditentukan oleh ketersediaan fasilitas transportasi publik dan konsep pengembangannya. Semakin dekat dan mudah menjangkau fasilitas tersebut, maka nilai investasi properti yang berada di kawasan tersebut akan menjadi lebih tinggi,” kata Ali.

Ia mencontohkan, sejak konsep TOD dan rencana pengembangan infrastruktur transportasi modern mulai diperkenalkan, beberapa kawasan mengalami peningkatan harga properti cukup signifikan. Peningkatan nilai tertinggi didominasi kawasan Jakarta Selatan, seperti Lebak Bulus, Cilandak, dan Fatmawati.

Peningkatan nilai kawasan ini, menurutnya tidak luput dari munculnya persepsi positif masyarakat terhadap kemudahan akses transportasi dan ketersediaan fasilitas kehidupan. Ia mencatat ada sembilan faktor keunggulan dari konsep TOD antara lain mengurangi ketergantungan terhadap kendaraan pribadi, kemudahan mobilitas, menciptakan aksesibilitas dari wilayah urban dan sub-urban, dan mendorong pertumbuhan ekonomi.

Meningkatkan Kualitas Hidup

Salah satu kisah klasik warga Jakarta dan sekitarnya adalah kemacetan yang membuat “tua di jalan”. Sebagaimana catatan Lembaga Ilmu Pengetahuan Indonesia (LIPI) pada tahun 2007, kemacetan berdampak pada menurunnya produktivitas dan kualitas hidup warga kota. Waktu untuk beristirahat dan bercengkrama bersama keluarga dan sahabat semakin berkurang karena masyarakat harus bergegas setiap pagi dan baru pulang ketika malam menjelang.

manner, especially in Jakarta. The development of this concept fosters integrated connectivity through a variety of modern transportation modes. The TOD concept has many advantages, including improving the mobility of urban and suburban communities.

“The rise in property value is also determined by the availability of public transportation facilities and the development concept. The closer and easier it is to reach these facilities, the higher the investment value of property in the region,” Ali stated.

To give an example, he said, since the TOD concept and plans for the development of modern transportation infrastructure began to be introduced, several regions have experienced a significant rise in property prices. The highest value increases have been seen in the South Jakarta region, such as Lebak Bulus, Cilandak, and Fatmawati.

According to him, the increase in the region’s value has been attributable to the rising positive perception of the public on the ease of transportation access and availability of facilities for living. He noted the nine advantageous factors of the TOD concept, including reducing dependence on private vehicles, facilitating mobility, boosting accessibility from urban and suburban areas, and promoting economic growth.

Enhancing Quality of Life

One of the classic stories of the citizens of Jakarta and its surroundings is its unforgiving traffic jams that make one “gets old on the road”. As stated by the Indonesian Institute of Sciences (LIPI) in 2007, traffic jams or congestions have an impact on reducing productivity and quality of life for city residents. The time to rest and chat with family and friends is reduced as people have to rush every morning and can only arrive home late at night.

Permadi Indra Yoga and Ali Traghanda, showed optimism that the development of public transportation driven by the government can enhance quality of life, especially with the shortened time spent on trips. MRT operation will boost the lives of Jakartans, especially those whose home or office is connected to the MRT network.

Permadi Indra Yoga dan Ali Tranghanda optimis pembangunan transportasi publik yang digenjut pemerintah dapat meningkatkan kualitas hidup, terutama dengan terpangkasnya waktu yang dihabiskan di perjalanan. Beroperasinya MRT akan memberi warna baru bagi kehidupan warga kota, terutama bagi mereka yang tempat tinggal atau kantornya terhubung dengan jaringan MRT.

“Waktu yang dihemat itu memberikan keleluasaan untuk membangun *quality of life*. Kita akan mempunyai waktu lebih untuk keluarga, menekuni hobi, hingga untuk bersekolah lagi,” kata Yoga lebih lanjut.

Menurutnya, kini konsumen harus mempertimbangkan kemudahan akses dari dan menuju transportasi publik dalam memilih properti. Pada sisi lain, pertimbangan ini juga berlaku bagi perusahaan-perusahaan dalam memilih lokasi kantornya.

“Pilihannya, mau punya pegawai yang ceria dan banyak senyum; atau yang pagi-pagi sudah kusut dan *nggak* segar karena macet? Bayangkan jika Anda bekerja di Thamrin dan tinggal di Cipete, sepulang kantor Anda bisa naik MRT dari Bundaran HI lalu berhenti di Istora untuk berolahraga di Gelora Bung Karno (GBK) selama satu jam. Jika rutin dilakukan sebelum melanjutkan perjalanan pulang dari kantor, otomatis kesehatan semakin membaik,” ujar Yoga.

Kehadiran MRT dan moda transportasi modern lainnya pun diperkirakan akan mampu mengubah pola hidup masyarakat menjadi lebih teratur. Perubahan tersebut mungkin tidak secara langsung terjadi, tetapi memerlukan waktu karena berkaitan dengan hal yang sangat mendasar seperti kebiasaan dan budaya masyarakat. ***

- Selesai -

Tentang Intiland

Intiland adalah pengembang properti terkemuka di Indonesia dengan pengalaman lebih dari 45 tahun. Mencatatkan saham di Bursa Efek Indonesia sejak 1991, Intiland dikenal sebagai inovator dan penggagas tren di industri properti Indonesia. Dalam beberapa tahun, Intiland mengembangkan banyak gedung yang menjadi ikon nasional, melalui Intiland Tower dua

“The time saved offers greater flexibility to them to enhance their quality of life. We will have more time for our family, pursue our hobbies, and even to go back to school,” Yoga said further.

Yoga opined that now consumers must consider ease of access from and to public transportation facilities in choosing property. On the other hand, this consideration also applies to companies in choosing the location for their office.

“The choice is to have cheerful, smiling, happy employees; or those who arrive dishevelled in the morning due to massive traffic jams? Imagine if you work at Thamrin and live in Cipete: after work, you can take the MRT from Bundaran HI and stop at Istora to exercise at Gelora Bung Karno (GBK) for one hour. If this is carried out regularly before you continue the journey home from work, your health will automatically improve,” explained Yoga.

The MRT and other modern transportation modes are expected to change the people’s life patterns, making them more organized. These changes may not happen overnight; they will require time as they are related to very basic things, such as the habits and customs of the community. ***

- End -

About Intiland

Intiland is a leading property developer in Indonesia with more than 45 years of experience. Listed on the Indonesia Stock Exchange since 1991, Intiland has been known as an innovator and trendsetter in the Indonesian property industry. Within a few years, Intiland has developed buildings that quickly became national landmarks: the Paul



gedung kebanggaan di Jakarta dan Surabaya yang dirancang oleh Paul Rudolph dan The Regatta, kondominium tepi pantai yang mewah di Pluit, Jakarta Utara yang dirancang oleh Tom Wright (perancang Burj Al Arab). Pengembangan kawasan pemukiman utama di Surabaya, Graha Famili telah menjadi salah satu kawasan perumahan paling prestisius. Saat ini, Intiland memiliki portofolio produk properti beragam, termasuk kawasan pemukiman, gedung perkantoran, apartemen, pengelolaan gedung, kawasan industri, serta pengelolaan sarana olah raga dan golf. Selain sukses membangun sejumlah proyek prestisius, Intiland juga proaktif dalam upaya pengembangan industri dan komitmen sosial. Perseroan saat ini merupakan salah satu *corporate founder* dari Green Building Council Indonesia, serta menjalankan program Intiland Teduh untuk membantu masyarakat berpendapatan rendah memiliki hunian yang layak. Intiland telah menjadi pengembang properti dengan konsep gaya hidup yang terkemuka.

Rudolph-designed Intiland Towers in Jakarta and Surabaya, and The Regatta, a luxury beachfront development in Pluit, North Jakarta designed by Tom Wright (designer of Burj Al Arab). Graha Family, a main residential development in Surabaya, has become one of the most prestigious residential areas. Intiland currently has a diverse portfolio of property products, including residential areas, office buildings, apartments, building management, industrial areas, and management of sports and golf facilities. In addition to successfully building a number of prestigious projects, Intiland is also proactive in industrial development and social commitment efforts. The Company is one of the corporate founders of the Green Building Council Indonesia, an exclusive member of Indonesia Health Fund, and member of the Jakarta Old Town Revitalization Corporation. The Company is also responsible for Intiland Teduh, a program to help people with low-income to own decent homes. Intiland has become a leading *lifestyle* property developer.

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