

SUMMARECON CORE BUSINESS

Property Development.
Residential housing, mixed-use,
townhomes, apartments.

Property Investment and Manage-
ment.
Managing commercial centers,
offices, malls, etc.

Leisure, Hospitality & Education.
Clubs, recreation facilities, hospitality,
and educational components are
integrated into many projects.



Why I am here ?

Summarecon is a leading integrated real estate developer in Indonesia, with particular strength in planning and building townships—areas that combine residential, commercial, recreational, and infrastructure elements to create vibrant and self-sustaining communities in Indonesia.

www.summarecon.com



"It was a rewarding experience with the Board of Directors of Summarecon as we anticipate the realization of the 'Summarecon Discovery' project, marking the company's 50th Golden Anniversary this year." 2025

www.summarecon.com/profile/board-of-directors



I am honored to be part of the digital team and the successful campaign of one of the largest Jakarta Fashion Festivals. It was a fantastic experience. Congratulations on the 19th anniversary of JF3.

<https://jf3.co.id/fashion-festival>



Today at the 40th edition of World AI Show - Jakarta, we had an amazing unconference session on "The Rise of AI Creators."

<https://worldaishow.com/indonesia/>



Introducing Customer Data Platform on Google Cloud to centralize customer data, enable personalized experiences, and drive data-driven decision-making for enhanced customer engagement and business growth.

EVLOS Summit 2023



The MarkPlus Conference (MPC) is one of the largest and most influential annual marketing events in Southeast Asia, organized by MarkPlus, Inc

Markplus Conference 2025



Revolutionizing the CX with gen AI.
Elevating E-commerce strategy.
Brand Awareness using Media Strategy.
Freshwork Ai Integration.

Retail & E-commerce Summit Asia 2023

4 STRATEGIC PILLARS DIGITAL MARKETING KPI 2026 - 2028

1. Operational Performance

Centralized Digital Performance by creating Centralized Digital Ecosystem.

Target.
Efficiency, Standardisation, Speed.

2. Revenue & Efficiency Impact

- Ai-Driven Marketing Efficiency
- Developers Integrate Ai-Coding

Target.
30 – 40% efficiency on process using Ai Tools & Automation.

3. Risk & Infrastructure Stability

99.9% uptime untuk website krusial
Zero Major Security Incident (Firewall)
Backup & Disaster Recovery

Target.
Better Cybersecurity

4. People & Future Capability.

Target.
Build a future-ready digital team with strong adoption of centralized platforms across business units, measurable ROAS improvement, high internal satisfaction, effective use of AI and automation, and reduced dependency on external vendors.

2-Day AI Awareness & Training Milestone

AI for Township Operations & Development

Building AI mindset, readiness, and practical use cases for smarter township management.

