



HOME DECOR & CRAFT

UMKM EXPO(RT) BRILIANPRENEUR

2023

APA ITU BRILIANPRENEUR?

/ WHAT IS BRILIANPRENEUR? /

[ID] Usaha Mikro Kecil dan Menengah (UMKM) memegang peranan penting sebagai salah satu penyokong ekonomi Indonesia. UMKM memberikan potensi ekonomi yang begitu signifikan karena mampu menyerap tenaga kerja yang besar, dan memberikan peluang untuk menembus pasar Internasional. Sebagai upaya nyata mendukung terwujudnya potensi tersebut, BRI sebagai bank terbesar di Indonesia kembali menyelenggarakan Brilianpreneur.

Perhelatan tahun ini mengusung tema ***Crafting Global Connection*** – mencerminkan ambisi dan komitmen BRI dalam mendorong pelaku UMKM untuk *go international*. Di era yang serba global ini, UMKM layaknya turut mengikuti perkembangan dan membangun hubungan dengan seluruh dunia. Namun, tantangan yang ada bukan hanya sebatas menjangkau pasar internasional, tetapi juga bagaimana kita membangun hubungan yang kokoh dan berkelanjutan dengan berbagai pemain dalam prosesnya. Terinspirasi dari kerajinan (*crafts*) Indonesia yang dibuat dengan penuh atensi dan kreativitas, judul ini mendorong UMKM untuk memikirkan brand dan bisnis mereka secara strategis dan kreatif, demi mengharumkan nama mereka di mata dunia. Brilianpreneur dalam setiap edisinya selalu menampilkan UMKM Indonesia yang telah dikurasi dan memenuhi standar global, namun tetap bertumpu pada sumber daya lokal, pemberdayaan komunitas lokal, dan kepedulian lingkungan.

Brilianpreneur 2023 menampilkan lebih dari 500 UMKM melalui pameran industri kreatif yang dikemas dengan berbagai instalasi seni yang memanjakan mata publik. Selain itu, acara ini juga menghadirkan program-program aktivasi yang menarik seperti *Expo Showcase UMKM, Bazaar, Business Matching, Pojok Konsultasi, UMKM Award, Entertainment & Art Installation, Live Shopping, Creative Lab, dan Community Activation*.

[EN] *Micro, Small, and Medium Enterprises (MSMEs) play a pivotal role in developing the Indonesian economy. They represent a significant economic potential due to their capacity to generate employment opportunities and their potential for breaking through the international market. In an effort to harness this potential, BRI, as Indonesia's largest bank, has once again organized Brilianpreneur.*

This year's event revolves around the theme “Crafting Global Connection”, a reflection of BRI's ambition and commitment to encouraging MSMEs to expand their presence on an international stage. In this era of globalization, it is important for MSMEs to keep up with evolving trends and establish connections with the global community. The challenges they face extend beyond accessing international markets; they also involve the development of strong and long lasting relationships with various business players throughout the process. Inspired by the craftsmanship and creative ingenuity found in Indonesian products, this theme urges MSMEs to think strategically and innovatively about their brand and business strategies to obtain global recognition. With each event, Brilianpreneur showcases Indonesian MSMEs that have undergone a selective curation process and meet global standards, all while harnessing local resources, empowering local communities, and prioritizing environmental sustainability.

Brilianpreneur 2023 features more than 500 MSMEs through creative industry exhibitions packed with various art installations that please the public's eyes. In addition, this event also presents interesting activation programs such as MSME product showcase, Bazaar, Business Matching, Pojok Konsultasi, UMKM Award, Entertainment & Art Installation, Live Shopping, Creative Lab, and Community Activation.

APA SAJA PENCAPAIAN TAHUN INI?

/ WHAT ACCOMPLISHMENTS HAVE
BEEN MADE THIS YEAR? /

[ID] Dalam mencapai tujuan memajukan UMKM di seluruh Indonesia, BRI berpegang teguh pada keberagaman dalam mengurus UMKM yang tampil di ajang Brilianpreneur 2023, baik dari segi kategori usaha, wilayah cakupan, dan profil pelaku usaha, gender, penyandang disabilitas, dsb.

Dari 3,183 UMKM pendaftar tahun ini, telah terpilih 500 UMKM yang terdiri dari kategori Home Decor & Craft (103 UMKM), Food & Beverage (193 UMKM), Accessories & Beauty (87 UMKM), Fashion & Wastra (77 UMKM), dan Healthcare/Wellness (40 UMKM). Peserta yang terpilih tersebut berasal dari 152 kabupaten/kota dan 29 provinsi di Indonesia, dengan harapan bahwa penduduk dari beragam daerah tersebut dapat turut diuntungkan dengan keberadaan usaha-usaha ini.

Sebagai instansi yang mengedepankan pemberdayaan pelaku usaha UMKM secara inklusif, BRI merangkul 177 UMKM dengan pelaku usaha wanita, 1 UMKM dengan pelaku usaha disabilitas, dan 7 UMKM yang memberdayakan disabilitas. Melalui Brilianpreneur, besar harapan BRI untuk dapat mencapai kesejahteraan bersama dalam skala nasional – menjadikan Indonesia negara dengan pelaku usaha UMKM yang didukung dan mampu menawarkan produk-produk terkurasi.

[EN] *In pursuit of its mission to promote and empower MSMEs across Indonesia, BRI remains committed to diversity in curating the participants of Brilianpreneur 2023. This diversity extends to various aspects, including business categories, geographical coverage, and the profiles of business owners, encompassing gender diversity and inclusion for individuals with disabilities, among others.*

Out of the 3,183 MSME applicants this year, 500 were chosen, representing a range of sectors: Home Decor & Craft (103 MSMEs), Food & Beverage (193 MSMEs), Accessories & Beauty (87 MSMEs), Fashion & Wastra (77 MSMEs), and Healthcare/Wellness (40 MSMEs). These selected participants come from 152 regencies/cities and 29 provinces across Indonesia, with the aim of ensuring the benefits of this event for business owners in diverse regions.

As an institution dedicated to fostering empowerment for MSME owners in an inclusive manner, BRI has embraced 177 MSMEs led by women entrepreneurs, 1 MSME with an entrepreneur with disability, and 7 MSMEs empowering individuals with disabilities. Through Brilianpreneur, BRI aspires to achieve widespread prosperity on a national scale, making Indonesia a nation where MSMEs are supported and able to offer curated products.

BAGAIMANA PROSES KURASINYA?

/ HOW DOES THE CURATION PROCESS WORK? /

07

UMKM EXPO(RT)

BRILIANPRENEUR 2023

[ID] Melalui proses kurasi yang terbagi menjadi empat tahap, yakni (1) seleksi administratif, (2) proses kurasi secara daring, (3) kurasi sampel produk, dan (4) kurasi final menggunakan *video conference*, telah terpilih 500 UMKM dari 3,183 UMKM yang mendaftar. 122 dari 500 UMKM yang terpilih merupakan UMKM peserta alumni dari tahun sebelumnya, yang kembali terpilih karena konsistensi dan progresifitasnya.

Terdapat beberapa kriteria dan spesifikasi produk yang menjadi pertimbangan 9 kurator yang terlibat tahun ini, yaitu desain, inovasi produk, dampak sosial dan lingkungan, potensi ekspor, serta pencapaian dan apresiasi.

Proses kuratorial dipimpin oleh Lead Curator & Artistic Director Diana Nazir yang mensupervisi proses kurasi secara keseluruhan. Setiap kategori kemudian dikurasi secara lebih spesifik oleh 9 kurator spesialis dengan latar belakang yang sesuai dengan masing-masing kategori, yaitu:

- Diana Nazir dan Baskoro Junianto, kategori Home Decor dan Craft
- Santhi Serad dan Astrid Enricka Dhita, kategori Food & Beverage
- Febe Riri Siahaan dan Canti Permata Sari, kategori Accessories & Beauty
- Khairiyyah Sari dan Hanafie Akhmad, kategori Fashion & Wastra
- Rima Sjoekri dan Febe Riri Siahaan, kategori Healthcare/Wellness

Dengan melibatkan para ahli dari setiap kategori yang terdapat pada Brilianpreneur 2023, ajang ini diharapkan dapat menawarkan kurasi yang berkualitas dan menyeluruh, dan mendukung peredaran produk-produk Indonesia yang terbaik di pasar global.

[EN] *A selective curation process was undertaken, consisting of four distinct steps: (1) administrative selection, (2) online curation, (3) curation of product samples, and (4) final curation via video conference. From a pool of 3.183 registered MSMEs, 500 were chosen for participation. Notably, 122 of these MSMEs had previously participated in the program and were reselected due to their consistent progress and dedication.*

The curation process involved the consideration of various criteria and product specifications by the 9 curators participating in this year's event. These criteria cover design, product innovation, social and environmental impact, export potential, as well as achievements and recognition.

The entire curation process was overseen by the Lead Curator & Artistic Director, Diana Nazir. Furthermore, each category received specialized attention from a dedicated team of curators with backgrounds relevant to their respective fields. These specialist curators were as follows:

- *Diana Nazir and Baskoro Junianto, responsible for the Home Decor and Craft category.*
- *Santhi Serad and Astrid Enricka Dhita, overseeing the Food & Beverage category.*
- *Febe Riri Siahaan and Canti Permata Sari, focusing on the Accessories & Beauty category.*
- *Khairiyyah Sari and Hanafie Akhmad, managing the Fashion & Wastra category.*
- *Rima Sjoekri and Febe Riri Siahaan, in charge of the Healthcare/Wellness category.*

Through the involvement of experts specialized in each category, Brilianpreneur 2023 aims to ensure a high standard of curation, facilitating the promotion of exceptional Indonesian products on the global stage.

PROFIL KURATOR

Memiliki latar belakang Desain Interior, **Diana Nazir** merupakan Design Director dari PT. Artura Insanindo. Selama lebih dari 3 dekade, ia telah memimpin perusahaan ini dan melahirkan karya-karya lainnya seperti festival tahunan *Indonesian Contemporary Art and Design (ICAD)*, film “9 Summers, 10 Autumns”, dan media seni Satulingkar.com. Dipercaya oleh pemerintah dan perhelatan-perhelatan bergengsi, kini Diana aktif sebagai Kurator yang membawa produk-produk desain Indonesia di pameran Internasional, contohnya *Indonesia Designer's Market*, *New York Now*, Paviliun Indonesia di *Salone del Mobile Milano*, dan *Ambiente The Show*.

Baskoro Junianto merupakan Senior Art Director dari PT. Wirasindo Santakarya (WISANKA), dan Senior Associate Designer dari Karsa/Zylia Design. Memiliki latar belakang desain produk, beliau juga aktif di bidang akademis, sebagai Ketua Jurusan Desain Produk Universitas Pelita Harapan (2004-2008) dan kini merupakan pengajar di Podomoro University untuk Studi Desain Produk. Sebagai kurator, Baskoro juga dipercaya oleh Badan Ekonomi Kreatif dalam mengurasi produk-produk dari desainer Indonesia.

Santhi Serad adalah pendiri Ramurasa Cooking Studio & Coffee. Beliau menjabat sebagai Wakil Ketua di Institut Ilmu Pengetahuan melalui Sains dan Teknologi, The Habibie Center. Ia juga merupakan pendiri dari gerakan dan asosiasi Aku Cinta Masakan Indonesia (ACMI) yang bergerak dalam memperkaya kecintaan masyarakat terhadap kuliner Indonesia, Dengan menjalankan beberapa peran, ia membawa keahlian yang luas di bidang F&B.

Astrid Enricka Dhita memiliki banyak pengalaman, baik sebagai Direktur Pemasaran maupun Chef di PT. Fajar Prima Kuliner. Mulai dari memproduksi dan menulis naskah untuk Kompas TV, hingga memiliki Restoran Ayam Tangkap Atjeh Rayeuk, semangat utamanya adalah mengedepankan cita rasa makanan Indonesia.

Febe Riri Siahaan ikut mendirikan Kin Soap dan memimpin Harper's Bazaar Indonesia sebagai Managing Director. Dengan latar belakang sebagai editor dan penulis untuk berbagai publikasi ternama, termasuk CLARA dan BRAVACASA, ia telah menjadi salah satu tokoh penting dalam industri Accessories & Beauty.

Canti Permata Sari Pemimpin Redaksi Itjeher.com dan telah meninggalkan jejak yang signifikan sebagai Executive Editor dan Chief Editor untuk publikasi-publikasi ternama seperti Femina dan Majalah Hers. Ia juga pernah menjadi kurator di Dinas Perindustrian dan Energi dan anggota juri di InterStudi Fashion Design.

Khairiyah Sari adalah kekuatan di balik Booka Lingerie dan merupakan seorang Konsultan Fashion & Style yang terkemuka. Pengaruhnya meluas ke peran kuratorial untuk entitas besar seperti MRT Jakarta dan Pemprov DKI. Ia juga menjabat sebagai Redaktur Eksekutif untuk Fashion & Beauty di Majalah Femina.

Hanafie Akhmad, Direktur Kreatif Luxina.id, memiliki pengalaman yang kaya di dunia fesyen, termasuk sebagai Redaktur Pelaksana Majalah Folio. Masa jabatannya sebagai Direktur Fashion untuk Majalah Men's Health dan Best Life di Femina Group menunjukkan keahliannya yang dinamis dalam bidang ini.

Rima Sjoekri adalah User Behavior Specialist di Unilever dan salah satu pendiri Rasamasa, menjadikannya pakar Healthcare/Wellness. Latar belakangnya yang luas mencakup peran penting dalam wawasan konsumen, pemasaran, dan manajemen media untuk perusahaan-perusahaan terkemuka seperti *Unilever* dan *The Coca-Cola Company*.

CURATOR PROFILES

Diana Nazir, the Design Director at PT Artura Insanindo, holds a background in Interior Design. Over a span of more than three decades, she has led the company's, overseeing remarkable projects like the annual exhibition Indonesian Contemporary Art and Design (ICAD), the production of the movie "9 Summers, 10 Autumns," and the establishment of the art media Satulingkar.com. With a solid reputation, Diana has gained the trust of government bodies and prestigious events. She is currently active as a Curator, dedicated to showcasing Indonesian design products on a global scope: Indonesia Designer's Market, New York Now, Indonesian Pavilion at Salone del Mobile Milano, and Ambiente The Show.

Baskoro Junianto, the Senior Art Director at PT Wirasindo Santakarya (WISANKA) and Senior Associate Designer at Karsa/Zylia Design, brings his expertise in product design to various domains. Beyond his professional roles, he is also active in education, having served as the Head of the Product Design Program at Pelita Harapan University from 2004 to 2008, and currently as a lecturer at Podomoro University, specializing in Product Design Studies. Baskoro, as a curator, has gained the trust of the Creative Economy Ministry, where he takes on the responsibility of curating products crafted by Indonesian designers.

Santhi Serad, the founder of Ramurasa Cooking Studio & Coffee, holds the position of Vice Chair at the Institute of Sciences through Science and Technology, The Habibie Center. Additionally, she is the brain behind the Aku Cinta Masakan Indonesia (ACMI) movement and association, which aims to build a deeper appreciation for Indonesian cuisine. With multiple roles under her belt, she brings with her extensive expertise in the F&B industry.

Bringing experience to the table, **Astrid Enricka Dhita** had held positions as both the Marketing Director and Chef at PT Fajar Prima Kuliner. Her career also includes scriptwriting and production for Kompas TV, as well as ownership of Ayam Tangkap Atjeh Rayeuk. Her true passion, however, lies in promoting rich flavors of Indonesian cuisine.

Febe Riri Siahaan is a co-founder of Kin Soap and holds the role of Managing Director at Harper's Bazaar Indonesia. With a strong background as an editor and writer for esteemed publications like CLARA and BRAVACASA, she has emerged as a prominent figure in the Accessories & Beauty industry.

Canti Permata Sari serves as the lead editor for Itjeher.com and has left a significant footprint on the industry as an Executive Editor and Chief Editor for renowned publications such as Femina and Hers Magazine. Her expertise also extends to curatorial positions in the Department of Industry and Energy, as well as her role as a jury member at InterStudi Fashion Design.

Khairiyah Sari is the driving force behind Booka Lingerie and holds a prominent position as a leading Fashion & Style Consultant. Her influence is far-reaching, covering curatorial roles for prestigious entities such as MRT Jakarta and Pemprov DKI (DKI Provincial Government). Additionally, she serves as the Executive Editor for Fashion & Beauty at Femina Magazine.

Currently serving as the Creative Director at Luxina.id, **Hanafie Akhmad** holds an extensive portfolio within the fashion industry. His journey includes a notable position as the Managing Editor of Folio Magazine. Moreover, Hanafie's dynamic expertise in the field is underscored by his past role as the Fashion Director for Men's Health and Best Life Magazine at the Femina Group.

Rima Sjoekri, a User Behavior Specialist at Unilever and co-founder of Rasamasa, is a distinguished expert in Healthcare/Wellness. Her extensive background covers pivotal positions in consumer insights, marketing, and media management with renowned companies such as Unilever and The Coca-Cola Company.

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HOME DECOR & CRAFT

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Pemanfaatan limbah kayu jati dan mahoni di kawasan Pantura menjadi produk bernilai tinggi. *Repurposing teak and mahogany wood waste in the North Coast as products of high value.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6281225128890
Anita Ediyanti

EMAIL
anitaediyanti21@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl Telaga G 81 Payung Mas
Semarang, Jawa Tengah

SOCIAL MEDIA
Instagram
@abekreasi

Facebook

Shopee
abekreasi

Tokopedia
-

Abe Kreasi

ID Kota-kota di Jalur Pantura Jawa terkenal dengan kualitas kerajinan kayunya. Keberadaan limbah kayu pun tumpah-ruah; biasanya dibiarkan begitu saja untuk dijadikan kayu bakar. Padahal, kayu-kayu sisa produksi mebel kualitas ekspor itu bisa dimanfaatkan lagi menjadi produk bernilai tinggi. Peluang inilah yang dilihat Anita Ediyanti, pemilik Abe Kreasi, di samping ia merasa miris sebab sebelum ditebang, perlu bertahun-tahun untuk menumbuhkan pohon. Di tangannya, limbah kayu jati dan mahoni didesain ulang menjadi produk-produk kerajinan yang apik. Bergaya minimalis dengan *finishing* transparan dan ramah lingkungan, produk-produk Abe Kreasi menampilkan serat kayu yang indah; tidak hanya estetik, namun juga tahan lama.

EN *Towns in the North Coast area of Java are known for their woodwork. As a result, we find an abundance of waste in the form of wood, which are mostly repurposed as firewood, while in fact, the wood waste we get from producing export-quality furniture can be turned into valuable items. Anita Ediyanti, owner of Abe Kreasi, sees this opportunity. It saddens her to see trees being cut down, as they need many years to grow, whereas in her hands, teak and mahogany waste can be redesigned into neat artisanal products. With minimalist style, transparent finishing and a green eco footprint, Abe Kreasi products present beautiful wood fiber; not only aesthetically pleasing but also durable.*



Sulapan limbah lidi menjadi karya seni. *Turning wood stick waste into works of art.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6285221617299
Agus Permana

EMAIL
aaguspermana00@gmail.
com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Nyantong Asrama, RT/RW
02/07, Kahuripan Tawang,
Tasikmalaya, Jawa Barat

SOCIAL MEDIA
Instagram
@aghnia.art

Facebook
Agus Permana

Shopee
-

Tokopedia
-

Aghnia Art

ID Kerajinan merupakan mata pencaharian orang Sunda yang menggantungkan hidup pada alam untuk memenuhi kebutuhan sandang, pangan, dan papan. Mereka memanfaatkan bahan baku yang disediakan alam, termasuk lidi dari pohon aren dan kelapa, untuk membuat kerajinan. Bahan baku lidi yang berlimpah di waktu-waktu tertentu dan permintaan pasar yang tinggi mendorong Agus Permana, pengrajin asal Tasikmalaya, untuk menyalurkan bakat seninya dengan memanfaatkan material lidi. Mengusung jenamanya, Aghnia Art, Agus menyulap limbah lidi menjadi produk-produk interior dan barang seni dekoratif bernilai jual tinggi, seperti becak berlapis lidi dan kaligrafi.

EN Crafts are an essential part of Sundanese culture, whose people depend on nature for sustenance, clothing and shelter. They make use of raw materials available in nature, including wood sticks gathered from palm and coconut trees, and make crafts from them. These sticks, which are abundant at certain times of the year and have large demand for them, motivated Agus Permana, an artisan from Tasikmalaya, to channel his artistry by reusing wood sticks. Establishing his brand, Aghnia Art, Agus turns waste into interior décor products and decorative art with high value, for example a pedicab layered with wood sticks and calligraphy.



Pemberdayaan masyarakat lewat pengembangan produk anyaman berbahan limbah pelepah pisang. *Empowering people through developing weaving products made from banana stem waste.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6281392334403
Rudi Hermawan

EMAIL
agrominafiber@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Graha Mahardika 2 , jl
semangka blok C27 Selang
Kebumen , Jawa Tengah

SOCIAL MEDIA
Instagram
@agrominafiber

Facebook

Shopee
-

Tokopedia
agrominafiber

Agrominafiber Java Indonesia

ID Pemanfaatan buah dan daun pisang adalah hal umum yang banyak dilakukan, namun penggunaan limbah pelepah pisang masih sedikit yang melirik. Awalnya, Agrominafiber hanya memproduksi bahan mentah berupa leles, temper dan rajutan serat alam dari pelepah pisang; kemudian mengembangkannya menjadi produk-produk dekorasi rumah, kerajinan, dan fesyen. Tren industri ramah lingkungan, terlebih dengan material yang masih asing di pasar internasional, membuat produk-produk anyaman Agrominafiber banyak diminati. Lebih dari sekadar produk, inisiatif ini juga memberdayakan masyarakat desa di Kebumen, menciptakan lapangan kerja dan memperkenalkan potensi sumber daya alam Indonesia ke market internasional. Nuansa alami dan gaya tropis bisa ditemukan dalam setiap produk Agrominafiber.

EN *It is common practice to use the banana fruit and leaf, but not many make use of the stem. At the start, Agrominafiber only produced raw materials like leles rattan, temper, and natural fiber knitting out of banana stems. They then started to produce home décor items, crafts and clothing. Trends in eco-friendly industries, in addition to having materials that are considered rare in the global market, contributed to Agrominafiber's sale of weaving products. More than just the products, Agrominafiber is an initiative to empower residents of Kebumen, giving jobs and introducing Indonesia's natural resources to the global market. Natural and tropical vibes are found in each of their products.*



Produk tembikar untuk mereka yang mengapresiasi keindahan karya buatan tangan. *Pottery for those who appreciate craftsmanship.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Tableware

PHONE
+6281393912584
Agustinus Budi Wibowo

EMAIL
agustinusbudi.pottery@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl. Legi 1A Demangan
Baru, Caturtunggal, Depok,
Sleman, DI Yogyakarta

SOCIAL MEDIA
Instagram
@abpottery.id

Facebook
Agustinus Budi Pottery

Shopee
-

Tokopedia
Agustinus Budi Pottery

Agustinus Budi Pottery

ID Saat bekerja sebagai senior engineer, Agustinus Budi menemukan minat baru dalam seni tembikar ketika mengikuti sebuah kelas di Buntari Studio Yogyakarta pada 2020. Meski sibuk, ia terus menggali ilmu tembikar dari berbagai sumber, bahkan merancang dan membuat tungku bakarnya sendiri. Setelah berhasil menciptakan keramik pertamanya melalui eksperimen, tekadnya semakin kuat. Pada juni 2021, ia mendirikan Agustinus Budi Pottery Studio di Yogyakarta. Bersama dua rekannya, Agustinus menghasilkan produk buatan tangan dengan sentuhan artistik: perangkat makan seperti cangkir, piring, mangkuk, dan teko; serta produk dekorasi seperti vas dan pemegang dupa. Setiap karya Agustinus Budi Pottery mencerminkan kreativitas unik yang mengundang ikatan emosional antara karya dan penggunanya.

EN While working as a senior engineer, Agustinus Budi found himself interested in pottery when attending a class by Buntari Studio Yogyakarta in 2020. Even though his work kept him busy, he didn't stop acquiring knowledge from varied sources, and has even built his own kiln. After having made his first ceramic earthenware through trial and error, he grew stronger. In June 2021, he established Agustinus Budi Pottery Studio in Yogyakarta. Together with his two partners, Agustinus creates handcrafted products with a touch of art: tableware like cups, plates, bowls and pots; as well as home décor products like vases and incense holders. All of Agustinus Budi Pottery's works are a representation of unique creativity and provide a sentimental bond between the work and the consumer.

20-21



Menghasilkan mebel dengan bahan dasar alami dengan ketahanan teruji. *Creating furniture made from natural materials with proven durability.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Furniture

PHONE
+6281392135373
Vladimir Dicky Santoso

EMAIL
vladimirdicky@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
sudah Ekspor

ADDRESS
Blok Lebak RT 001/RW
006 Desa Karangsari, Kec.
Weru, Cirebon

SOCIAL MEDIA
Instagram
@aksata.woodcraft

Facebook

Shopee
-
Tokopedia
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Aksata Furnicraft International, CV

ID Cirebon adalah sebuah kota yang terkenal akan kerajinan tangannya. Meski demikian, di tengah ketatnya persaingan, Aksata Woodcraft mampu mempertahankan reputasinya. Vladimir, mulai menekuni kerajinan dari rotan dan kayu karena melihat potensi luar biasa untuk memasarkannya ke luar negeri. Dugaannya benar, produk-produk Aksata Woodcraft kini sudah mengekspor produknya ke kancan internasional. Menggunakan seluruhnya bahan lokal dan alami membuat Aksata Woodcraft unggul. Belum lagi kemampuannya menciptakan kolaborasi antara bahan-bahan yang berbeda, sehingga menciptakan produk yang unik dan memiliki nilai jual tinggi.

EN Cirebon is a city known for its handicrafts. However, amidst fierce competition, Aksata Woodcraft has managed to maintain its reputation. The owner, Vladimir, started working with rattan and wood as he saw tremendous potential to market his products overseas. His feeling was undoubtedly right; Aksata Woodcraft products have now been exported internationally. The utilization of entirely local and natural materials makes Aksata Woodcraft stand out. Not to mention its ability to create collaborations between different materials, thus creating unique products with high selling value.



Menyiasati keterbatasan fisik dengan menekuni seni makrame. *Overcoming physical handicaps through macrame.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+628213212991
Nur alifa

EMAIL
ifacuyuss90@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Perumahan permata
Bonang jl pasir putih E4
no 23 kelurahan Perbon
kec tuban kab Tuban Jawa
Timur

SOCIAL MEDIA
Instagram
@alifaah_collection
Facebook

Shopee
-
Tokopedia
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Alifaah Collection

ID Tidak ingin menyerah dengan kondisi fisiknya pasca kecelakaan yang membatasi gerak tubuhnya, Nur Alifa akhirnya menekuni teknik makrame: seni anyaman kreatif menggunakan tali atau benang untuk membuat pola artistik dan dekoratif melalui simpul dan jalinan tangan. Ia memulai Alifaah Collection pada tahun 2017 dengan mengikuti berbagai pelatihan dan tutorial YouTube. Alifa juga memilih tali katun sebagai bahan dasar karena keunikan dan daya tariknya. Produknya sangat beragam, mulai dari gantungan kunci, hiasan dinding, sandal, tali pot, hingga tas. Setiap produk koleksi Alifaah dibuat dengan penuh cinta dan perhatian, sehingga menghasilkan karya indah melalui permainan warna dan kerumitan simpulnya.

EN *After being in an accident, Nur Alifa did not want to give in to her physical limitations and decided to delve into the art of macrame: a form of weaving to create artistic and decorative patterns using strings through knots and braids. She started Alifaah Collection in 2017 after attending several trainings and watching YouTube tutorials. Alifa also chose cotton strings as the base material for their uniqueness. Their products vary from keychains, wall decorations, sandals, pot strings to bags. Each of Alifaah Collection's product is made with love and care, producing beautiful works through the play of color and the complexity of the knots.*



Personalisasi Alquran dengan sampul kulit sapi. *Personalized Quran with leather cover.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Leather craft

PHONE
+628119900234
Noki Prasixner

EMAIL
bungnoki@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jalan, soekarno hatta no
39, Belakang bengkel sinar
pagi.

SOCIAL MEDIA
Instagram
@Alquran.L Leather

Facebook
Alquran Kulit Eksklusif

Shopee
-
Tokopedia
-

Alquran Leather

ID Sumatera Barat dikenal sebagai tempat berkumpulnya penyamak kulit hebat, juga menjadi lokasi pengepul kulit sapi dan kambing sehingga bahan baku melimpah di sana. Alquran Leather, UMKM yang berbasis di Payakumbuh, ikut meramaikan industri ini dengan terobosan produk Alquran bersampul kulit sapi. Sempat sepi permintaan saat pandemi, kini bisnis Alquran Leather mulai merangkak naik lagi. Dengan sampul kulit, Alquran menjadi lebih personal, tahan lama, dan membuat tampilannya menjadi lebih elegan. Bangga saat menentengnya, Alquran kini bisa dibawa ke mana saja dan dibaca di mana saja.

EN West Sumatra is known for its leather work. It is a place where we can find an abundance of quality leather made from cow and goat. Alquran Leather, an MSME based in Payakumbuh, became a notable player in this industry when they came up with the leather-covered Quran. Although lacking demand during the pandemic, they now thrive. The leather cover provides long-lasting protection for the Quran, as well as adding a certain elegant look. Consumers don't need to worry about damaging their Quran and can bring them anywhere with pride.



Produk mebel kayu Jepara dengan desain modern untuk menembus pasar mancanegara. *Modern Jepara wooden furniture set to break through international markets.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Furniture

PHONE
+6282322907619
Muhammadun

EMAIL
muhammadunadijati@yahoo.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl. Djayadi Redjo, Bendasari

SOCIAL MEDIA
Instagram
@artdecorindonesia

Facebook
CV. Art Decor Indonesia

Shopee
-
Tokopedia
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Art Decor Indonesia, CV

ID Berbicara tentang mebel kayu, pasti membuat kita teringat akan Jepara. Kota yang terkenal dengan kerajinan ukirnya ini dihadapkan pada tantangan untuk memperbarui desain produk mereka guna memperluas jangkauan market internasional. Penyegaran desain ini terlihat pada produk-produk Art Decor Indonesia yang mengusung tren gaya yang digemari masyarakat dunia saat ini: elegan, klasik, minimalis dengan sentuhan vintage atau industrial. Awalnya hanya penyuplai bahan untuk pabrik-pabrik besar di kota Jepara, Muhammadun lalu mempelajari teknik dan pemasaran produk mebel, dan menggaet pengrajin lokal untuk membuat produknya sendiri. Tahun 2019, akhirnya Art Decor Indonesia mengeksport untuk pertama kalinya produk mereka ke Amerika Serikat.

EN *When it comes to wooden furniture, our thoughts often gravitate toward Jepara. Renowned for its exceptional carving craftsmanship, the city faces the challenge of modernizing its product designs to broaden its international market appeal. This design evolution is exemplified in the products offered by Art Decor Indonesia, which embrace the contemporary style preferences embraced worldwide: characterized by elegance, classic elements, minimalism, with a hint of vintage or industrial charm. Initially, Art Decor Indonesia primarily supplied materials to larger factories within the Jepara region. However, Muhammadun later delved into the intricacies of furniture production techniques and marketing, encouraging local artisans to create their own unique products. In 2019, Art Decor Indonesia marked a significant milestone by exporting their products to the United States for the very first time.*



Kreasi aneka produk dari limbah kayu pinus bekas palet, kayu jati, dan limbah logam. *Crafts made from pine wood panel, teak wood and metal waste.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+628113551717
Achmad Adias Wijaya

EMAIL
adiaswijaya89@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Perum Graha Candi L 7 RT
2 RW 8 Kelurahan Bakalan
Kecamatan Bugul Kidul

SOCIAL MEDIA
Instagram
@artrdias_gallery

Facebook
Artdias Gallery

Shopee
-

Tokopedia
Artdias Gallery

Artdias

ID Setiap barang bekas atau sisa memiliki cerita dari perjalanan mereka sebelumnya sampai akhirnya diolah menjadi sebuah produk baru. Demikian pula limbah-limbah kayu pinus bekas palet dan kayu jati sisa produksi mebel yang melimpah di Pasuruan. Daripada membiarkannya menunggu dibakar, sejak 2018 Artdias mencari ide untuk memberikannya napas baru dalam berbagai rupa produk yang elok dan fungsional, mulai dari tempat tisu, jam dinding, lampu meja, lampu dinding hingga mainan anak, sering pula dengan mengawinkannya dengan elemen limbah lainnya, seperti logam dan karung goni. Kreativitas desain dan sentuhan akhir pada setiap karyanya membuat produk-produk Artdias diminati pasar domestik di kota-kota besar.

EN Every used item or material waste tells a story of its origins before being made into consumer products. Similarly, pine wood panel waste and teak wood waste from furniture production, which are found in abundance in Pasuruan, tell a story. Rather than leaving them to become firewood, since 2018 Artdias has been looking for ideas to give a new purpose for them and create beautiful and functional products ranging from tissue boxes, wall clocks, table lamps, wall lamps to children's toys, often by blending them with elements of other waste materials like metal and gunny sacks. Creativity in design and final touch make Artdias' products stand out in major cities in Indonesia.



Sedotan bambu ramah lingkungan. *Environmentally friendly bamboo straws.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Tableware

PHONE
+6285904193343
Mistianingrum

EMAIL
arumjayaperdana@gmail.
com

E-COMMERCE
Padi
Arum Jaya Perdana,PT

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jalan Dr.Soetomo RT 04
RW 03 Desa Karangharjo
Kecamatan Glenmore
Kabupaten Banyuwangi
Jawa Timur

SOCIAL MEDIA
Instagram
@bambooarumstraw

Facebook
-

Shopee
darumstoreid

Tokopedia
D'Arum_store.id

Arum Jaya Perdana, PT

ID Mistianingrum asal Banyuwangi mendirikan Arum Jaya Perdana pada 2018 untuk menghasilkan produk ramah lingkungan yang memiliki dampak besar bagi masyarakat secara ekonomi dan pelestarian lingkungan. Produk utamanya yaitu sedotan bambu yang di proses secara natural tanpa bahan kimia, dan dapat digunakan secara berulang sebagai solusi pengganti produk sedotan plastik sekali pakai. Selain itu, Arum Jaya Perdana memproduksi sendok, garpu, pisau, sumpit, mangkok, piring, dan gelas. Berawal dari pasar Bali, Malang dan Yogyakarta, kini sudah menembus pasar Belanda. Produk yang sudah diekspor adalah kuripe dan tepi, alat yang digunakan untuk sarana pengobatan tradisional masyarakat Brazil.

EN Misianingrum from Banyuwangi established Arum Jaya Perdana in 2018 to produce environmentally friendly products that create a big impact on society, both economically and for the environment. Their main product is bamboo straws, which is a solution to replace single-use plastic straw products as it can be used repeatedly. The straws are naturally processed without adding chemicals. Beside straws, Arum Jaya Perdana also produces spoons, forks, knives, chopsticks, bowls, plates, and cups. They have expanded their wings from Bali, Malang, Yogyakarta, as well as The Netherlands. Kuripe and tepi, which are one of Arum Jaya Perdana's exported goods, are also used in Brazilian society for traditional medicine.



Menstimulasi tumbuh kembang anak 0-5 tahun dengan mainan anak dan peraga edukasi dari kayu. *Stimulate the growth and development of 0-5 year old children with wooden toys and educational displays.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Children's toys

PHONE
+62 8117900399
Eka Mutia Komala

EMAIL
auliankreasigemilang@gmail.com

E-COMMERCE
Padi
aulian kreasi gemilang

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl Kepodang, VB 11 No 1C,
Beringin Raya, Kemiling,
Bandar Lampung, Lampung

SOCIAL MEDIA
Instagram
@auliankreasigemilang

Facebook
aulian kids store

Shopee
aulian kid store

Tokopedia
-

Aulian Kreasi Gemilang, PT

ID Eka Mutia Komala mendirikan Aulian Kreasi Gemilang pada tahun 2020; perusahaan yang bergerak dalam bidang industri mainan anak di wilayah Lampung. Eka bekerja sama dengan perajin lokal dan ibu rumah tangga sebagai distributor di 23 kota dan kabupaten, serta 12 provinsi. Saat ini, Aulian Kreasi Gemilang sudah melakukan ekspor hingga USA. Usaha ini pernah mengikuti pameran Brilianpreneur 2022 dan mendapat penghargaan Peserta Terbaik Creative Business Incubation 2022, Juara 1 CantikPreneurship KG Media & Pelangi Foundation, dan Produk Terinovatif 2022 Provinsi Lampung. Dengan desain mainan yang memenuhi kebutuhan anak serta harga yang terjangkau, Aulian Kreasi Gemilang optimis bisa menjadi produsen mainan terbesar di Indonesia.

EN Eka Mutia Komala founded Aulian Kreasi Gemilang in 2020, which is an MSME that operates in the children's toy industry in Lampung. Eka collaborates with local craftsmen and housewives as a distributor in 23 cities and 12 provinces. Currently, Aulian Kreasi Gemilang has exported their products to the United States. They have participated in the 2022 Brillianpreneur event, and has also won many awards: Creative Business Incubation 2022, 1st place from CantikPreneurship KG Media & Pelangi Foundation, and Produk Terinovatif (The Most Innovative Product) 2022 in Lampung province. With toy designs that meet children's needs, as well as their affordable prices, Aulian Kreasi Gemilang is optimistic that it can become the largest toy manufacturer in Indonesia.



Produk ramah lingkungan yang baik, bermanfaat dan bernilai jual tinggi. *Good quality and useful environmentally products with high selling value.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6287852322429
Ida tirtasari

EMAIL
ida.tirtasari@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Taman mutiara jl. Lumba
lumba kav. 18 pagutan,
mataram, lombok

SOCIAL MEDIA
Instagram
@Ayibba.craft

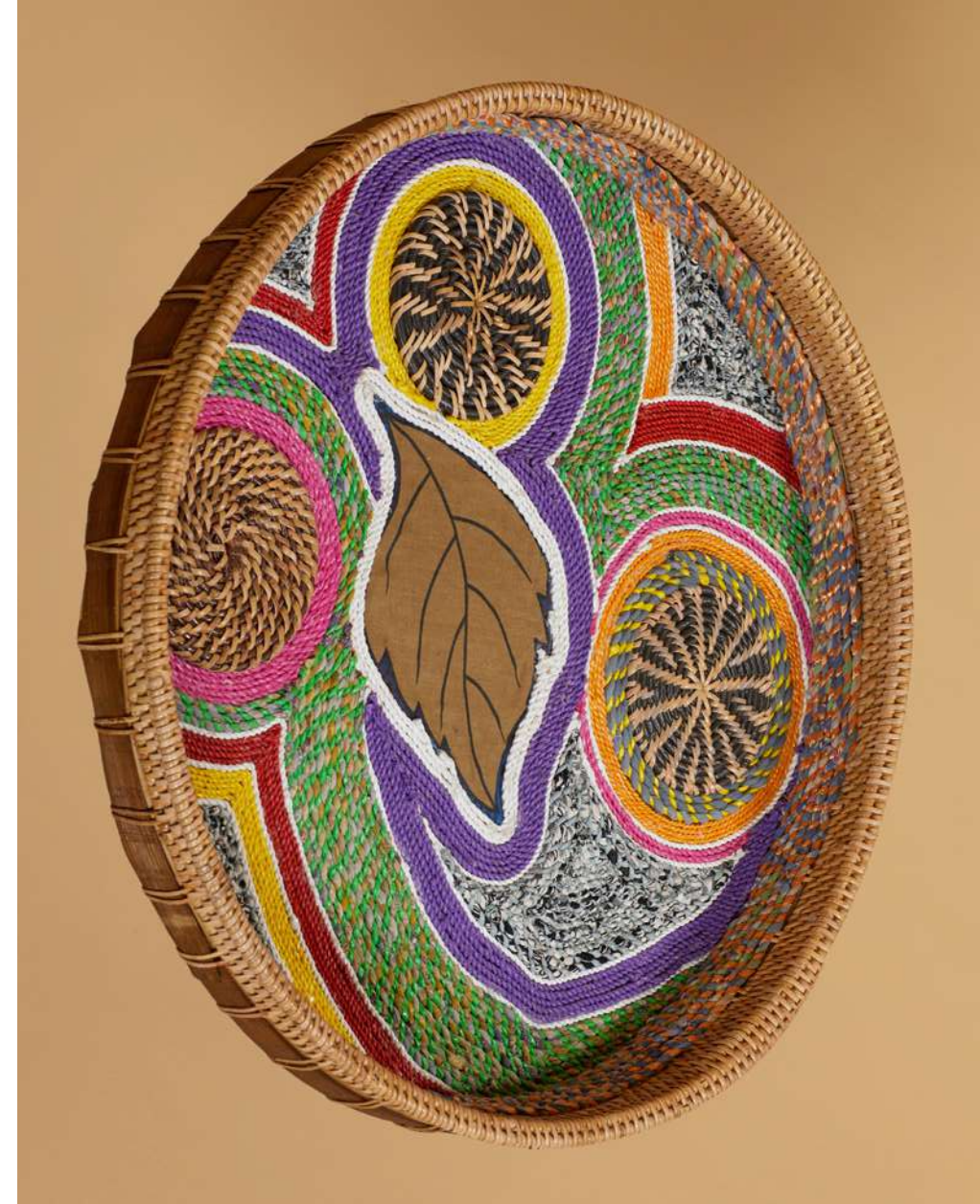
Facebook

Shopee
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Tokopedia
-

Ayibba Craft

ID Ayibba Craft didirikan oleh Ida Tirtasari pada 2020 di Mataram, Lombok. Ida mengawalinya dengan memanfaatkan limbah plastik untuk dibuat kerajinan. Ida bekerja sama dengan beberapa teman yang memiliki minat yang sama. Limbah plastik bekas tersebut ditenun, kemudian dibuat menjadi kerajinan tas, sepatu, sandal, dan taplak meja. Ida melakukan inovasi produk dengan cara mengkolaborasikan penggunaan material plastik bekas dengan bahan natural lainnya, yang seluruhnya merupakan bahan lokal. Produk Ayibba Craft dipasarkan secara *online* dan melalui pameran. Dengan kapasitas produksi 50 per bulan, Ayibba Craft siap untuk ekspor.

EN *In 2020, Ayibba Craft was established by Ida Tirtasari in Mataram, Lombok. She started this business by using plastic wastes to make creative craft products. By collaborating with several friends who share the same interest, they weave products using plastic waste, transforming them into bags, shoes, sandals, and even larger items like tablecloths. Ida keeps on innovating products by combining used plastic materials and other natural local materials. Until today, Ayibba Craft products are marketed online and through exhibitions. With a hefty production capacity of 50 handmade items per month, Ayibba Craft is also ready to export their products outside the country.*



Dari limbah plastik menjadi produk serbaguna yang memiliki nilai estetis. *From plastic waste to multipurpose products with a high aesthetic value.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6282237444998
Ni Ketut Bakati Anggareni

EMAIL
balibaktianggara@gmail.com

E-COMMERCE
Padi
Bali Bakti Anggara

PRODUCT STATUS
Sudah Ekspor

ADDRESS
JL. MULAWARMAN
NO. 2A, LINGK KAJA
KAUH KEL.ABIANBASE,
GIANYAR BALI

SOCIAL MEDIA
Instagram
@balibakti

Facebook

Shopee
Bali Bakti Anggara

Tokopedia

Bali Bakti Anggara

ID Ayu Anggareni asal Bali mengelola limbah kayu dan kaca dengan nama Bali Bakti Anggara. Limbah kaca dilelehkan dan ditiup diatas kayu untuk menjadi produk dekorasi dan peralatan dapur. Produk tersebut didesain dengan nilai estetika dan pesan moral untuk menjaga lingkungan hidup. Bali Bakti Anggara telah melakukan ekspor ke berbagai negara seperti Amerika, Jerman, Italia, Perancis dan juga Jepang. Usaha ini juga pernah mengikuti pameran Brilianpreneur pada tahun 2019 dan 2022, IFEX 2019, 2021 dan 2022, Ambiente Fair 2018, 2019, dan 2022, CA Expo 2019, HKTDC 2017 dan 2019, serta NY NOW 2018.

EN *Bali Bakti Anggara is where Ayu Anggraeni from Bali attempts to manage wood and glass waste in her local environment. The glass wastes are melted and blown over wood to become decorative pieces and useful kitchen utensils. Their products are designed with aesthetic values in mind, as well as a subliminal moral message to protect the environment. Bali Bakti Anggara has exported their products to various countries, such as the United States, Germany, Italy, France, and also Japan. Bali Bakti Anggara is also an active participant of many exhibitions. Among others, they have attended the Brilianpreneur exhibition in 2019 and 2022, IFEX 2019, 2021 and 2022, Ambiente Fair 2018, 2019 and 2022, CA Expo 2019, HKTDC 2017 and 2019, and NY NOW 2018.*



Aneka produk dekorasi rumah bertema Nusantara. *Indonesian themed home décor products.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6281916117778
Ririn Riris Marina

EMAIL
marina23hsb@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Pasaran Unud B 117
Jimbaran

SOCIAL MEDIA
Instagram
@balimatana

Facebook
Fajar Maulana Hidayat

Shopee
balimatana

Tokopedia
BaliMatana

Bali Matana

ID Keragaman budaya Indonesia melahirkan produk-produk kerajinan bernilai seni tinggi dengan ciri khas masing-masing dari setiap daerah. Hal ini pula yang menginspirasi Ririn Riris Marina untuk memulai usaha *home decor* Bali Matana pada 2019 dengan barang-barang kerajinan yang desainnya terinspirasi dari kekayaan budaya Nusantara. Dimulai dari hiasan rumah berbahan bambu, rotan atau pelepah pisang; gorden, sarung bantal kursi dari kain-kain tenun; Bali Matana kini mulai merambah pengerjaan interior untuk set dapur, sofa, lemari, dan tempat tidur. Bertempat di jantung pariwisata Indonesia, Bali Matana ingin memperkenalkan keunikan *home decor* Nusantara ke mancanegara; percaya bahwa kualitas estetis dan fungsinya mampu bersaing untuk mengisi pasar properti dunia.

EN *Indonesia's cultural variety produces handicrafts of high value, each reflecting the distinct characteristics of its respective region. This diversity inspired Ririn Riris Marina, who started home decor business, Bali Matana in 2019. The company specializes in crafting decorative items inspired by the rich cultural tapestry of the archipelago. Starting with home adornments crafted from materials like bamboo, rattan, or banana fronds, as well as curtains and chair cushion covers fashioned from woven fabrics, Bali Matana has now embarked on expanding its portfolio to encompass interior designs for kitchen sets, sofas, cabinets, and beds. Situated in the heart of Indonesian tourism, Bali Matana aspires to introduce the uniqueness of archipelago-inspired home decor to international markets, firmly believing that its blend of aesthetic quality and functionality can compete successfully within the global real estate industry.*



Payung Bali dikenal di mancanegara. *Making Bali Umbrellas known internationally.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6282340413969
I Komang Yudi Arsana

EMAIL
balitedung5@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
sudah Ekspor

ADDRESS
Banjar Pangkung Jelati,
Desa Yehsumbul, Kec.
Mendoy, Kab. Jembrana

SOCIAL MEDIA
Instagram
@balitedungnusaisland

Facebook
Bali Tedung

Shopee
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Tokopedia
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Bali Tedung

ID Dari pulau dewata untuk dunia. Bali Tedung Nusa Island didirikan oleh I Komang Yudi Arsana pada 2015 di Jembrana, Bali. Bali Tedung Nusa Island menjalankan usaha payung Bali. I Komang terinspirasi dari melihat orang membuat payung Bali di Denpasar. Ia pun tertarik untuk memberdayakan masyarakat tempat ia bekerja. Saat ini, payung Bali tersebut sudah berhasil diekspor ke berbagai negara. Selain memiliki toko di Ubud, pemasaran juga dilakukan secara *online* dan menitipkan produknya di toko-toko lain.

EN *From the island of the Gods to the world; Bali Tedung Nusa Island, a business that focuses on umbrellas, was established by I Komang Yudi Arsana in 2015 in Jembrana, Bali. The business started when I Komang became inspired by seeing people make Balinese umbrellas in Denpasar. He became interested in them, and felt a spirit to empower the communities where he works. Now, these beautiful Balinese umbrellas have already been exported to many countries. Apart from opening shops in Ubud, Bali Tedung Nusa Island also sells their products online and by collaborating with other shops.*



Inovasi produk bambu bersama pengrajin bambu setempat
Innovative bamboo products by local artisans.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PRODUCT STATUS
Sudah Ekspor

PHONE
+6285741068036
Margareta Ade Oktarina
Wardani

ADDRESS
Tangkil RT 03 Muntuk
Dlingo Bantul Yogyakarta

EMAIL
ade.oktarina99@gmail.com

SOCIAL MEDIA
Instagram
@bambu_tresno

Facebook
bambu_tresno

E-COMMERCE
Padi
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Shopee
bambutresno

Tokopedia
Bambu Tresno

Bambu Tresno

ID Kepekaan inovasi merupakan respon ideal dari potensi atau dinamika yang terjadi di lingkungan sekitar sehingga menghasilkan solusi riil bagi lingkungan terdekat. Tinggal di Desa Muntuk, Bantul, Yogyakarta, Ade Oktarina ingin sekali melestarikan dan memajukan budaya kerajinan bambu di desanya bersama para pengrajin bambu lokal sehingga kesejahteraan hidup mereka bisa meningkat. Keterampilan mereka didapat secara turun-temurun dengan kehandalan yang tidak perlu dipertanyakan lagi. Keutamaan Bambu Tresno terlihat dari eksplorasi bentuk yang melahirkan produk-produk kemasan bambu dengan desain yang selalu baru. Lahir dari tangan-tangan maestro bambu, setiap produk Bambu Tresno dianyam rapi, halus, dan kuat; direkatkan dengan teknik tradisional sehingga keseluruhan materialnya adalah bambu.

EN *Being attuned to innovation involves the ability to effectively respond to the potential or changing dynamics in the surrounding environment, resulting in tangible solutions that benefit those in close proximity. Residing in Muntuk Village, Bantul, Yogyakarta, Ade Oktarina is dedicated to preserving and advancing the tradition of bamboo craftsmanship in her community, collaborating closely with local bamboo artisans to enhance their livelihoods. These artisans possess skills passed down through generations, ensuring their unwavering reliability. The excellence of Bambu Tresno shines through in their exploration of form, leading to the creation of bamboo packaging products featuring constantly evolving designs. Crafted by the skilled hands of bamboo masters, each Bambu Tresno product undergoes meticulous weaving, rendering it both sleek and robust. Traditional techniques are employed to ensure the entire structure is constructed solely from bamboo materials.*



Beragam produk berbahan kulit dengan tekstur dan pilihan material yang unik. *A range of leather products made with unique texture and material.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Leather craft

PHONE
+6285799924555
Eko Suryono

EMAIL
beerush91@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jalan beo RT 03 RW 05
desa Slarang kecamatan
kesugihan

SOCIAL MEDIA
Instagram
@beerush.il

Facebook
BeeRush IL

Shopee
-
Tokopedia
-

BeeRush.iL

ID Pernah mengenyam pendidikan di Akademi Teknologi Kulit Yogyakarta, Eko Suryono memutuskan untuk mendirikan usaha kulitnya sendiri, BeeRush.IL. Usaha ini didirikan di kampung halamannya di Cilacap pada tahun 2016. Dengan latar belakang tersebut Eko mengenal dengan baik bahan kulit terbaik yang jarang ditemui dan cara mengolah dan dengan desain yang sesuai tren. Lahirlah beragam produk buatan tangan berbahan kulit sapi, ikan pari, ular piton, biawak, dan buaya berupa dompet, ikat pinggang, *name tag holder*, wadah pipa rokok, dan sampul paspor. Produknya yang paling dicari konsumen adalah yang berbahan dasar ikan pari sebab belum banyak yang tahu mengenai keindahan dan keunikan tekstur serta keawetannya.

EN *Eko Suryono started his own business after having studied at the Akademi Teknologi Kulit Yogyakarta (Leather Technology Academy Yogyakarta) which he named BeeRush. IL. BeeRush.IL was founded in his hometown, Cilacap, in 2016 and with his background, Eko knew where to get the best leather, how to process it and which designs sell fast. With it came a wide range of handmade products made from cow, stingray, python, monitor lizard and crocodile leather in the forms of wallets, belts, name tag holder, pipe holder and passport holder. Of all the products, the stingray leather is the most sought after because of its durability and how unique and alluring the texture is.*



Ajakan beralih dari kantong plastik ke kemasan ramah lingkungan terbuat dari rumput laut. *An invitation to switch from plastic bags to a more environmentally friendly packaging made from seaweed.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Packaging

PHONE
+62 81380799320
Noryawati Mulyono

EMAIL
nory@biopac.id

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Pergudangan Sentra Prima
Technopark Blok B17,
Jatiuwung, Tangerang,
Banten

SOCIAL MEDIA
Instagram
@biopac.id

Facebook
biopac.indonesia

Shopee
biopac.id official

Tokopedia
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Biopac

ID Biopac, produsen kemasan ramah lingkungan dari rumput laut, didirikan oleh Norwayati Mulyono. Sebelum berkecimpung pada industri ini, Mulyono telah lebih dahulu melakukan penelitian mengenai bioplastik. Biopac mempunyai misi mengatasi masalah sampah plastik sekali pakai tanpa mengorbankan kepraktisan dan kenyamanan konsumen. Kemasan Biopac tersedia dalam bentuk lembaran, *pouch*, kantong belanja dan lainnya, dan dapat diberi logo. Penggunaan rumput laut Indonesia sebagai bahan baku Biopac juga dapat mengatasi situasi ketersediaan rumput laut yang berlimpah. Biopac sudah melakukan ekspor dan mendapatkan penghargaan Inventor Award 2016, Ocean Innovation Prize 2022, US Asean Smart Cities Partnership 2022, dan The SUP Challenge 2022.

EN *Biopac, a company that produces environmentally friendly packaging from seaweed, was founded by Norwayati Mulyono. Prior to his involvement in this industry, Mulyono had previously conducted research on bioplastics. Biopac's mission is to overcome the concerning problem of single-use plastic waste without sacrificing practicality and the consumer's comfort of use. Thus, Biopac offers a wide range of packaging options, such as sheets, pouches, shopping bags, and other items that can even be customized with a logo. By utilizing Indonesian seaweed as the raw material for their products, Biopac tackles two problems at once; the overuse of single-use plastic, and the abundance of seaweed in the region. To date, Biopac has exported to many countries and has received plenty of awards, such as the 2016 Inventor Award, 2022 Ocean Innovation Prize, 2022 US Asean Smart Cities Partnership, and 2022 The SUP Challenge.*



Gitar unik yang baik dan hanya yang terbaik. *Offering unique and the best guitars in the country.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Gitar

PHONE
+628123623060
I Made Aritanaya

EMAIL
mddeglo74@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jalan Raya Guwang No.5
Guwang Sukawati Gianyar,
Bali

SOCIAL MEDIA
Instagram
@wayantuges

Facebook
wayan tuges

Shopee
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Tokopedia
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Blueberry Guitars

ID Diawali dari permintaan seorang tamu dari Kanada untuk membuat sebuah gitar, I Made Aritanaya mencoba membuatnya dengan hasil yang sempurna. Setelah itu permintaan mulai berdatangan, dan Made melihatnya sebagai suatu peluang usaha yang menjanjikan. Gitar buatan Made berbeda dari pada gitar pada umumnya. Blueberry Guitars dibuat dari bahan kayu pilihan dengan suara yang baik seperti suara gitar merek ternama. Setiap produknya memiliki ukiran yang dibuat sesuai selera konsumen. Produk Blueberry Guitars sudah terjual di berbagai negara dengan harga minimal 2500 USD. Usaha ini juga sudah pernah mengikuti Montreal Jazz Festival dan mendapat penghargaan The Most Beautiful Instrument 2015.

EN *The humble business started from a request from a Canadian customer who asked for a guitar. I Made Aritanaya complete the assignment with flying colors, and afterwards more requests started coming in. Made soon saw it as a promising business opportunity, especially since he realized that his guitars are different from other guitars in general. Blueberry Guitars—Made's guitar brand—are made from selected wood, enabling it to produce high quality sounds like other well-known guitar brands. Each product has engravings especially suited to consumers' tastes. To date, Blueberry Guitar products have been sold in various countries worldwide with a minimum price of 2500 USD. They have also participated in the Montreal Jazz Festival and received the 2015 The Most Beautiful Instrument Award.*

50-51



Produk anyaman dari bamban, bahan baku alternatif selain rotan, bambu, dan purun. *Woven products made with bamban, an alternative to rattan, bamboo and purun.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Kerajinan Bamban

PHONE
+6282154423355
Hj. Mariana, ST

EMAIL
hj.mariana85@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl. Batuah No. 6 B RT.15
RW.05 kelurahan keraton
kecamatan martapura
70611

SOCIAL MEDIA
Instagram
@bmbn.official
Facebook

Shopee
BMBN Official
Tokopedia
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BMBN

ID Sebagai kegiatan menyintas, manusia meniru burung ketika membuat anyaman untuk atap rumahnya, dan berbagai alat untuk kebutuhan hidup sehari-hari. Bahan-bahan yang disediakan oleh alam sekitar, salah satunya bamban, tanaman yang tumbuh liar di hulu sungai Kalimantan Selatan. Pada tahun 2021 ketika Mariana mendirikan BMBN, bamban belum populer sebagai bahan baku anyaman; ia lebih umum diolah sebagai alat penangkap ikan. Mimpi Mariana: bersaing dengan produk kerajinan berbahan purun, bambu, dan rotan sebab bamban kualitasnya sangat bagus dan unik, lebih lentur untuk dianyam, dan hasil akhirnya mengkilap tanpa dipernis. Berbagai produk lahir dari para pengrajin binaannya, terutama tas dengan desain yang cantik dan berkelas.

EN *In the realm of survival, humans have historically drawn inspiration from birds, emulating their plaiting techniques to construct roofs for their dwellings and craft various tools for daily necessities. These resourceful artisans rely on materials sourced from nature, including bamban, a plant found abundantly in the upstream regions of South Kalimantan's rivers. In 2021, when Mariana established BMBN, bamban had yet to gain recognition as a primary weaving material; it was predominantly employed for fishing purposes. Mariana harbored a vision: to compete with handicraft products made from purun, bamboo, and rattan, as bamban possessed exceptional and unique qualities. It was more pliable for weaving and boasted a natural glossy finish without requiring varnishing. Under her guidance, skilled craftsmen brought forth an array of products, most notably bags, characterized by their exquisite and sophisticated designs.*



Desain cantik karpet handtuft berbentuk daun tanaman. *Hand Tufted carpets in beautiful leafy designs.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Karpet

PHONE
+6282126986112
Niken Tri Utami, S.Si.T

EMAIL
bukensch@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl. Nurul Huda No 302,
Cimahi Selatan, Jawa Barat

SOCIAL MEDIA
Instagram
@bukensch_gallery

Facebook
Bukensch

Shopee
bukensch

Tokopedia
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BuKensch Gallery

ID Berbekal pengalamannya bekerja sebagai desainer di perusahaan karpet, Niken Tri Utami mengenal berbagai jenis karpet dan teknik pembuatannya. Ia akhirnya memberanikan diri membuka usaha sendiri pada tahun 2020 setelah krisis pandemi berujung PHK massal di perusahaannya. BuKensch Gallery, jenamanya, memfokuskan diri memproduksi karpet handtuft bertema tumbuhan, terutama tiruan raksasa daun Monstera Holland. Keahlian mendesainnya menghasilkan produk-produk karpet cantik dengan permainan warna naturalis yang sangat cocok melengkapi interior bertema alam. Pemasaran produk karpet BuKensch sudah menembus pasar mancanegara, diantaranya Amerika, Kanada, Thailand, Jerman, Inggris, Norwegia, Finlandia, Australia, dan Selandia Baru.

EN *Leveraging her experience as a designer in a carpet company, Niken Tri Utami possesses extensive knowledge of diverse carpet types and their manufacturing techniques. In the wake of the pandemic crisis, which led to widespread layoffs at her former workplace, she took the plunge and established her own business in 2020. Under the brand name BuKensch Gallery, Niken focuses on crafting hand-tufted carpets with plant-themed motifs, particularly oversized replicas of Monstera Holland leaves. Her design prowess shines through in these carpets, characterized by their naturalistic color schemes that harmonize seamlessly with nature-inspired interiors. BuKensch's carpet offerings have successfully penetrated international markets, including the United States, Canada, Thailand, Germany, the United Kingdom, Norway, Finland, Australia, and New Zealand.*



Cabaco Handcrafted

ID Berawal dari menjual sepatu kulit secara *online*, Novita Wahyu Hardini memberanikan diri untuk membuat brand sendiri. Novita kemudian mendirikan Cabaco pada tahun 2016 di Bandung. Produk lainnya yang dibuat dari bahan dasar kulit ialah dompet, tas, ikat pinggang, aksesoris dan *home decor*. Produk-produk tersebut dibuat dengan tangan. Kini, penjualannya juga sudah dilakukan secara *offline*. Bukan hanya di Indonesia, tetapi Cabaco Handycraft juga sudah mengekspor produk-produknya ke Filipina dan Inggris. Tahun 2022, usaha ini juga mendapat penghargaan *Good Design Indonesia* kementerian perdagangan.

EN *Beginning with selling leather shoes online, Novita Wahyu Hardini finally took the courage to create her own shoe brand named Cabaco in 2016 in Bandung. Cabaco also offers other handmade leather-made products, such as wallets, bags, belts, accessories, and home decor items. Sales are done both online and offline, and Cabaco's products have also reached other countries through exportation, such as the Philippines and England. In 2022, Cabaco also received the Good Design Indonesia award from Kementrian Perdagangan.*



Aneka boneka dan aksesoris rajut buatan tangan. *Handknitted dolls and accessories.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Boneka

PHONE
+6285701673611
Eka kustiana

EMAIL
eka.f2r@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Kauman rt. 08 rw. 04 no. 43
wiradesa pekalongan

SOCIAL MEDIA
Instagram
@eka.kustiana

Facebook
eka.kustiana1

Shopee
eka.kustiana

Tokopedia
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Concept Rumah Kreatif

ID Setiap produk rajutan memiliki cerita tersendiri yang terjalin dalam setiap rangkaian benangnya: kreativitas dan dedikasi rasa dari sang perajut. Hal ini pula yang dirasakan Eka Kustiana ketika pertama kali berhasil membuat amigurumi 'boneka rajut' kreasinya sendiri: dari benang ternyata bisa mewujudkan menjadi bentuk-bentuk yang lucu. Keasyikannya dalam berkreasi ternyata disambut permintaan pasar. Concept Rumah Kreatif yang dibuatnya pada tahun 2018, kini berkembang dengan memproduksi permintaan souvenir partai besar, bersama perempuan-perempuan perajut yang diberdayakannya.

EN *Within every knitted product lies a unique narrative intricately woven into each thread—an embodiment of the knitter's creativity and commitment. This very sentiment resonated with Eka Kustiana when she embarked on crafting her own amigurumi, knitting adorable figurines from yarn. Her initial enthusiasm for creation soon found a receptive market demand. In 2018, Eka established Concept Rumah Kreatif, and it has since evolved to manufacture sizable party favors in collaboration with the women knitters she empowers. This expansion underscores the growing success and reach of her enterprise.*



Pemberdayaan ibu rumah tangga dalam pembuatan produk homedecor dari serat alam. *Empowering stay-at-home moms through home decor products made with natural fibers.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+628176789342
Rida Purwandari Pertiwi

EMAIL
cquhomedecor5@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Komplek Polri Kalideres,
Blok M, Kalideres, Jakarta
Barat, DKI Jakarta

SOCIAL MEDIA
Instagram
@cqu_homedecor

Facebook

Shopee
cq_store

Tokopedia
cq_homedecor_jkt

CQu Home Decor

ID Perempuan bisa memiliki andil dalam penanggulangan kemiskinan dengan bekerja tanpa meninggalkan tanggung jawabnya di rumah. Dengan semangat inilah, pada pertengahan tahun 2021, Rida Purwandari memulai usaha *homedecor*-nya yang ia beri nama CQu Home Decor. Mendukung aksi *go green* dan memperhatikan ESG dalam bisnisnya, Rida fokus memproduksi berbagai macam produk ramah lingkungan yang memiliki nilai estetik tinggi sambil terus meningkatkan kesejahteraan para kolaboratornya. Berbahan serat alam (pandan laut, pelepah pisang, agel, dan mendong), karya-karya mereka antara lain mencakup keranjang, kap lampu, karpet, *stool*, dan hiasan dinding; dengan kualitas tinggi karena telah melewati berbagai proses, termasuk penyemprotan antijamur.

EN *Women have the capacity to contribute to poverty alleviation while managing their household responsibilities. Inspired by this ethos, Rida Purwandari embarked on her homedecor venture, christened as CQu Home Decor, in mid-2021. Rooted in principles of environmental sustainability and a commitment to Environmental, Social, and Governance (ESG) practices, Rida concentrates on creating a diverse array of eco-friendly products that exude both artistic excellence and a commitment to enhancing the well-being of her collaborators. Crafted from natural fibers such as sea pandanus, banana fronds, agel, and mendong, their portfolio encompasses a wide range of items, including baskets, lampshades, carpets, stools, and wall hangings. These pieces are crafted to exacting standards, undergoing various processes, including anti-fungal treatment, to ensure their superior quality.*



Aneka produk kemasan dan dekorasi dari bambu kreasi tangan pengrajin lokal. *Storage and decor products handmade from bamboo by local craftsmen.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+628995071484
Ibnu Sundaru

EMAIL
ibnu.end@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Pojok 5, RT 04/RW 11,
Sendangagung, Minggir,
Sleman, Daerah Istimewa
Yogyakarta

SOCIAL MEDIA
Instagram
@kerajinan_handycraft_
indonesia
Facebook
craftindo

Shopee
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Tokopedia
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Craftindo

ID Tidak sembarangan kata “*bamboo*” diserap dari bahasa Indonesia. Budaya kerajinan bambu begitu mengakar dalam masyarakat kita sehingga kita memiliki banyak pengrajin bambu handal dengan kemampuan yang diwarisi turun-temurun. Hal ini pula yang ditangkap oleh Ibnu Sundaru ketika melihat kecakapan warga di tempat ia tinggal dalam mengolah material bambu sementara perekonomian mereka sebagai buruh dan petani tidak mensejahterakan. Mengusung label Craftindo, ia lalu memberdayakan warga sekitar untuk membangun sebuah usaha kerajinan bambu. Desain keranjang dan wadah bambu kreasi mereka selalu baru dan tidak membosankan. Selain fungsional, produk Craftindo juga mendorong gaya hidup ramah lingkungan.

EN *The term “bamboo” isn’t arbitrarily plucked from the Indonesian language. The tradition of bamboo craftsmanship is deeply ingrained in our society, giving rise to a wealth of skilled bamboo artisans whose expertise has been passed down through generations. This realization dawned upon Ibnu Sundaru as he observed the proficiency of the people in his community in working with bamboo materials, even though their livelihoods as laborers and farmers were not particularly prosperous. Under the Craftindo banner, he took the initiative to empower local residents and establish a bamboo craft enterprise. Their bamboo basket and container designs consistently exude freshness and creativity, never succumbing to monotony. Beyond their practical utility, Craftindo’s products also promote an eco-conscious way of life.*



Produk kearifan lokal, dianyam secara tradisional oleh pengrajin Indonesia. *Locally made products, traditionally woven by Indonesia's finest craftsmen.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+628119471931
Thio Siujinata

EMAIL
crafttote@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl. Tomang Rawa Kepa No
37, Tomang, Jakarta Barat,
DKI Jakarta 11440

SOCIAL MEDIA
Instagram
@crafttote

Facebook
Crafttote

Shopee
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Tokopedia
Soulmade_

Crafttote Gallery & Coffee

ID CRAFTTOTE Gallery & Coffee adalah sebuah inisiatif yang berdedikasi untuk melestarikan kearifan lokal Indonesia melalui produk anyaman dan kerajinan tangan yang dihasilkan dari bahan-bahan alam seperti eceng gondok, pelepah pisang, bambu, pandan, dan gajah. Setiap produk dihasilkan dengan teknik anyaman tradisional yang diwariskan dari generasi ke generasi oleh pengrajin Indonesia. Dengan mempertahankan metode tradisional ini, produk-produk Crafttote tak hanya memiliki nilai estetik tinggi, tetapi juga ramah lingkungan dan dapat terurai secara alami tanpa meninggalkan jejak yang dapat merusak alam. Dalam mendesain, Crafttote terus berupaya menjaga nilai tradisional sambil tetap relevan dengan tren pasar saat ini.

EN CRAFTTOTE Gallery & Coffee embodies a mission committed to safeguarding Indonesia's indigenous knowledge by crafting woven items and handicrafts meticulously fashioned from natural materials like water hyacinth, banana fronds, bamboo, pandanus, and gajah. Every product is meticulously created using time-honored weaving techniques, an artisanal legacy passed down through generations in Indonesia. By adhering to these traditional methods, Crafttote products not only boast exceptional aesthetic appeal but also demonstrate an environmentally conscious approach, as they are biodegradable and leave no harmful traces on nature. In their design endeavors, Crafttote is unwavering in its commitment to preserving traditional values while simultaneously remaining attuned to prevailing market trends.



Sabut kelapa yang bermanfaat menjadi produk ramah lingkungan yang unik dan inovatif. *Transforming coconut fiber into a unique and innovative environmentally friendly product.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Souvenir

PHONE
+6285359479850
Febri Yunarta

EMAIL
febri.yun74@gmail.com

E-COMMERCE
Padi
creabrush

PRODUCT STATUS
sudah Ekspor

ADDRESS
Jl Medan Binjai KM 11,2
Komplek Semanggi Indah
B21, Mulyorejo, Sunggal,
Deli Serdang, Sumatera
Utara 20351

SOCIAL MEDIA
Instagram
@Creabrush_indonesia

Facebook
Creabrush Indonesia

Shopee
cambiastoremedan

Tokopedia
cambiastore

Creabrush

ID Febri Yunanta memulai usaha dengan nama Creabrush pada tahun 2016. Creabrush adalah produsen dari produk yang terbuat dari serat alam khususnya serabut kelapa dikombinasi dengan ijuk. Produk-produk tersebut merupakan lukisan, kaligrafi, miniatur, tas, sandal, dan sepatu. Creabrush juga memberikan pelatihan pengolahan sabut kelapa dan memberi inspirasi banyak orang. Produk-produknya dipasarkan secara *online* dengan mengikuti pameran, di antaranya Brilianpreneur 2022. Produk Creabrush sudah diekspor dan mendapat rekor MURI dunia pada tahun 2018.

EN Feby Yunanta started her business named Creabrush in 2016. Creabrush itself is a company that focuses on producing items from natural fibers, especially coconut fibers combined with palm fiber, making them into paintings, calligraphy, miniature bags, sandals, and shoes. Creabrush also provides training for people who wish to delve into coconut fiber processing, inspiring many individuals with their craft. Their products are marketed through online platforms and by participating in exhibitions, including BRILianpreneur 2022. Creabrush products have also been exported out of the country. Furthermore, they received the MURI world record in 2018.



Beragam produk home decor dan furnitur buatan tangan dari Gunung Kidul. *An array of home decor products and furniture handmade in Gunung Kidul.*

HOME DECOR & CRAFT

FEATURED PRODUCT

PHONE
+6281326666067
Widodo

EMAIL
gjetech2@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Sambeng II, Rt/Rw.
003/002, Sambirejo,
Ngawen

SOCIAL MEDIA
Instagram
-

Facebook
-

Shopee
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Tokopedia
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Gading Furniture

ID Widodo tidak memiliki latar pendidikan pengolahan kayu, namun ia tinggal di kawasan penghasil kayu dan bambu di Gunung Kidul. Ingin memanfaatkan potensi alam yang ada di sekitar, termasuk memberdayakan masyarakat setempat, ia mendirikan usaha di bidang pengolahan kayu, bambu, eceng gondok, dan pelepah pisang yang ia namai Gading Furniture, pada tahun 1979. Berfokus pada pembuatan furnitur dan dekorasi rumah, produk-produk Gading Furniture terkenal akan kualitasnya sebab dibuat tangan dan dengan desain yang mengikuti tren pasar atau sesuai permintaan. Beberapa di antara produknya adalah lampion dan lampu gantung yang terbuat dari bambu.

EN Widodo lives in an area where they produce wood and bamboo, Gunung Kidul. Even without an educational background in wood processing, he wanted to make use of the natural resources in his area, including empowering the residents. Eventually he established a company in 1979 which processes wood, bamboo, water hyacinth and banana stem, named Gading Furniture. Concentrating his efforts on producing furniture and home decor products, Gading Furniture became known for their quality, as their products are meticulously handmade with designs that correspond to the market's demands. Among their products are lanterns and hanging lamps made from bamboo.



Pengolahan limbah kelapa menjadi produk yang ramah lingkungan. *Making eco-friendly products by utilizing coconut waste.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6281802070055
Leni Mariyani

EMAIL
leni.mariyani240582@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Perum subang baru A3 no 4, cibogo, subang, Jawa Barat

SOCIAL MEDIA
Instagram
@dakey.house

Facebook
Dakey House

Shopee
dakey.house

Tokopedia

Dakey House

ID Serabut kelapa bagi beberapa orang dianggap limbah, tetapi bagi sejumlah pengrajin adalah berkah, salah satunya Dakey House. Tidak hanya untuk berbisnis, limbah kelapa sengaja dipilih Dakey House sebagai solusi berkelanjutan dengan mengubahnya menjadi produk yang bernilai. Selain pot sabut kelapa sebagai produk utama, Dakey House juga memproduksi cocopeat ‘media tanam’, serat kelapa, turus rambat, spons cuci piring, dan gantungan kunci. Bekerja sama dengan masyarakat lokal dan pihak-pihak lainnya, Dakey House memastikan bahwa operasinya berdampak positif bagi lingkungan sekitar dan memberikan manfaat bagi masyarakat.

EN While coconut fiber may be discarded by some, certain artisans, like those at Dakey House, regard them as a valuable resource. Dakey House has utilized coconut waste as an eco-friendly solution, transforming it into products of value. Beyond their primary product of coconut fiber pots, Dakey House also manufactures coco peat planting media, coconut fiber products, vine creations, dish sponges, and keychains. Through close collaboration with local communities and other stakeholders, Dakey House ensures that their activities have a positive environmental footprint in addition to contributing to the improvement of the surrounding communities.



Peralatan makan keramik dengan detail desain fungsional dan estetik. *Ceramic tableware made with functional and aesthetic design and attention to detail.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Tableware

PHONE
+6281806272852
Damar Bagus Permadi

EMAIL
damdamceramics@gmail.
com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl. Garuda rata no 4,
pondok aren, Jurang mangu
timur, Tangerang Selatan

SOCIAL MEDIA
Instagram
@damdam_ceramicstudio
Facebook
-

Shopee
-
Tokopedia
DamdamHandcrafted
Ceramic

Damdam Ceramic Studio

ID Desain produk tidak hanya soal keindahan, tetapi juga meletakkan fungsi pada setiap detailnya. Kebaikan inilah yang kasat mata terlihat dari peralatan makan kreasi Damdam. Didirikan pada tahun 2016 oleh Damar Bagus, alumni Kriya Institut Kesenian Jakarta (IKJ) yang juga seorang praktisi keramik, Damdam Ceramic Studio memproduksi keramik buatan tangan berupa *tableware*, *coffee ware*, dan barang fungsional lainnya seperti gelas, cangkir, piring, mangkok, teko, dan vas. Kualitas keramiknya terjamin (*foodgrade*) karena dipanaskan dalam suhu tinggi saat pembuatan dan seluruh produknya adalah hasil karya tangan yang unik dan dirancang dengan penuh perhatian. Penekanan pada desain dan kehati-hatian dalam pembuatan setiap bagiannya adalah bukti dedikasi Damdam terhadap kualitas dan seni.

EN *Product design is not all about aesthetics; it also covers functionality in every aspect. Damdam shows commitment to functionality. Established in 2016 by Damar Bagus, a graduate of Kriya Jakarta Institute of the Arts IKJ and a skilled ceramic artisan, Damdam Ceramic Studio specializes in crafting handmade ceramics, including tableware, coffee ware, and various practical items like glasses, cups, plates, bowls, teapots, and vases. The ceramics' quality is assured as they undergo high-temperature firing during production, ensuring their food-grade safety. Furthermore, no two products are the same and each is meticulously crafted by hand, reflecting Damdam's unwavering dedication to excellence and artistry in design.*

72-73



Produk dari limbah kayu jati dengan desain yang organik dan menawan. *Products made from teak wood waste with organic and charming design.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6282258866198
Agnes Anggraini

EMAIL
Dannes.teakwood@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl Trikora V RT 005/005
No 07, Jakarta Barat DKI
Jakarta 11270,

SOCIAL MEDIA
Instagram
@dannes_teakwood

Facebook
-

Shopee
Dannes Teakwood

Tokopedia
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Dannes Teakwood

ID Tidak hanya kuat dan dapat diandalkan, limbah kayu jati juga memiliki keelokan alami yang unik, membuatnya indah sebagai pelengkap rumah. Dannes Teakwood memanfaatkan keindahan bentuk alami limbah kayu jati untuk menciptakan berbagai produk dekorasi dan perabot rumah dengan desain yang organik dan menawan. Pemanfaatan limbah kayu jati juga membuat produk-produknya dapat diakses dengan harga yang lebih terjangkau. Dalam operasinya Dannes Teakwood melibatkan desa-desa pengrajin dan pembudidaya hutan kayu jati di Banten. Selain mengurangi limbah kayu, fokus utama Dannes Teakwood sebagai perusahaan sosial adalah meningkatkan kesejahteraan masyarakat setempat dengan mengembalikan manfaat bisnis kayu jati kepada daerah penghasilnya.

EN *Teak wood waste is not just sturdy and dependable; it also possesses a distinctive natural beauty, making it a welcome addition to any home. Dannes Teakwood makes use of the inherent allure of teak wood waste to craft a diverse range of home décor items and furniture featuring organic and charming designs. By using teak wood waste, they also ensure that their products are more budget-friendly. In its operations, Dannes Teakwood collaborates with artisan villages and teak wood forest farmers in Banten. In addition to reducing wood waste, Dannes Teakwood's primary focus as a social enterprise is to increase the well-being of local communities by reinvesting the benefits of the teak wood business into the areas where it is produced.*



Mengikat harapan lewat kerajinan makrame. *Giving hope through macrame art.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+628993760176
Diana sischa rahayu

EMAIL
dianasischarahayu1@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Sumur welut no.57
Rt.01 Rw.01 Lakarsantri,
Surabaya 60215

SOCIAL MEDIA
Instagram
@dhandmadey

Facebook
-

Shopee
-

Tokopedia
dhandmadey

Dhandmadey

ID Keunikan produk makrame tercermin dalam setiap simpul yang diikat dengan penuh kreativitas, menciptakan karya tangan yang memikat dan istimewa. Bagi Diana Sischa Rahayu, makrame adalah sesuatu yang sederhana, tapi luar biasa sebab belum ada mesin canggih yang mampu membuat kerajinan ini. Dari sinilah harapannya untuk membuka lapangan pekerjaan terbangun. Di saat banyak pekerjaan tergantikan mesin, dengan makrame manusia bisa terus berkarya. Tahun 2018 ia mulai merintis jenamanya, Dhandmadey. Dari eksplorasinya menggunakan bermacam tali dan mengawinkan makrame dengan berbagai benda fungsional, lahirlah berbagai produk cantik berupa benda pakai, dekorasi rumah, aksesoris hingga barang fesyen.

EN *Macrame products reflect their uniqueness through each knot tied in a creative manner, resulting in captivating and distinctive handcrafted items. Diana Sischa Rahayu finds macrame to be something simple yet extraordinary because there isn't any advanced machinery capable of replicating this craft. It's in this aspect that she envisions creating employment opportunities. In a world where many jobs are being automated, macrame allows humans to continue working. In 2018, she embarked on her journey to establish her brand, Dhandmadey. Through her experimentation with different types of ropes and the fusion of macrame with various functional objects, she created exquisite products spanning wearables, home décor, accessories, and fashion items.*



Gaya modern kontemporer furniture merek Indonesia yang memiliki pasar global. *Modern contemporary Indonesian-style furniture that has a global market.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Furniture

PHONE
+628111672413
Sakha Qatrunnada

EMAIL
sakha@djalindesign.com

E-COMMERCE
Padi
-

PRODUCT STATUS
sudah Ekspor

ADDRESS
Rukan Kindo Square Blok
C9, Jl. Duren Tiga Raya No.
101, Duren Tiga Pancoran,
DKI Jakarta 12760

SOCIAL MEDIA
Instagram
@djalindesign

Facebook
Djalindesign

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Djalindesign

ID Djalindesign adalah perusahaan yang bergerak di bidang mebel sejak tahun 2016, dan didirikan oleh Sakha Qatrunnada. Djalindesign fokus pada produksi rotan alami, rotan sintetis dan kayu jati. Djalindesign melakukan penggabungan beberapa material dengan desain unik dan inovatif, serta anyaman yang berkualitas. Djalindesign mengedepankan sistem produksi yang berkesinambungan dengan alam. Usaha ini pernah mengikuti pameran di dalam dan luar negeri; Brilianpreneur pada tahun 2020 dan 2021, IFEX 2023, Interior Lifestyle Tokyo, NY NOW, dan Maison Objet Paris. Produk Djalindesign juga pernah mendapat penghargaan Good Design Indonesia, Good Design Award 2023, dan The Best New Product Award New York 2019.

EN Djalindesign is a company operating in the furniture industry, which was created by Sakha Qatrunnada in 2016. Djalindesign focuses on producing furniture made from natural rattan, synthetic rattan, as well as teak wood. However, they also take their designs to the next level by combining several materials, infusing them with unique and innovative designs, and ensuring high quality weavework in their products. Furthermore, they also prioritize sustainability with nature in their production system. To get their name out in the world, they actively participate in many exhibitions in Indonesia and abroad. Among others, they have participated in BRILianpreneur in 2021 and 2021, IFEX 2023, Interior Lifestyle Tokyo, NY NOW, and Maison Objet Paris. Djalindesign products have also received the Good Design Indonesia award, Good Design Award 2023, and The Best New Product Award New York 2019.



Mengubah limbah jadi indah. *Transforming waste into creative products.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6282165980004
Lyna Windiarti

EMAIL
lynawindi@gmail.com

E-COMMERCE
Padi
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PRODUCT STATUS
siap Ekspor

ADDRESS
Jl. Sonokeling II No.
D59 Plamongan Indah
Semarang

SOCIAL MEDIA
Instagram
@doubleeightcraft

Facebook
Lyna.windiarti

Shopee
double8craft

Tokopedia
doubleeightcraft

Double Eight Craft

ID Double Eight Craft merupakan sebuah usaha asal Semarang, yang awal mulanya menyediakan jasa menjahit pakaian wanita. Seiring berjalannya waktu, pemilik usaha ini menyadari banyaknya kain sisa jahitan dari kegiatannya, yang sebetulnya memiliki potensi untuk menjadi karya. Hal ini mendorong pemilik usaha untuk mengolah limbah kain yang berlimpah menjadi kerajinan perca. Produk-produk yang dihasilkan berupa *bed cover*, sarung bantal, taplak meja, *cover sofa*, dan lain-lain. Selain produk-produk yang mengisi dan menghias rumah, tersedia juga berbagai macam suvenir yang dapat dikenakan, seperti *tote bag*, tempat paspor, dan lainnya.

EN *Double Eight Craft is a small business originating from Semarang that initially provided sewing service's for women's clothing. Over time, the owner realizes the ever growing leftover fabrics from the sewing business and sees a hidden potential behind them. This encouraged them to repurpose the abundant fabric waste into patchwork crafts, turning them into bed covers, pillowcases, tablecloths, sofa covers, and other creative items. Aside from decor products, Double Eight Craft produces various kinds of ready-to-wear souvenirs, such as tote bags, passports holders, and many more.*



Dari limbah paralon menjadi aquarium dan sangkar burung yang berkualitas. *From paralon pipe wastes into quality aquarium and bird cages.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+62 83866996557
Eko Sri Muryanto

EMAIL
Eank.solo@gmail.com

E-COMMERCE
Padi
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PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl Agung . debegan
mojosongo solo Kec.
Jebres, Kota Surakarta,
Jawa Tengah

SOCIAL MEDIA
Instagram
@sangkar_aquarium_
paralon
Facebook
-

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Eank Solo

ID Eko S Muryanto adalah produsen aquarium hias, hiasan meja, hiasan dinding, dan sangkar burung berbahan paralon plastik dengan nama Eank Solo. Dengan memilih material ini, produk yang dihasilkan menjadi anti air, anti jamur, anti hama, dan anti tikus. Prestasi Eank Solo tidak perlu diragukan; usaha ini pernah mengikuti Brilianpreneur 2021 dan 2022, meraih juara 3 BRIncubator tahun 2018, dan mendapat penghargaan Industri Innovation Award 2021 dengan kategori Dampak Lingkungan. Usaha ini sudah mengeksport produknya ke Singapura, Brunai, Taiwan, dan Malaysia.

EN *Under the name Eank Solo, Eko S Muryanto dedicates himself to producing decorative aquariums, table decorations, wall decorations, and bird cages made from plastic paralon material. Due to the nature of his chosen base materials, his products are waterproof, anti-fungal, anti-pest, and anti-rat to boot. It is no wonder that Eank Solo received many achievements, with their products also pushing through the market abroad, such as to Singapore, Brunei, Taiwan, and Malaysia. Eank Solo has participated in Brilianpreneur 2021 and 2022, won 3rd place in BRIncubator sales in 2018, and received the 2021 Industry Innovation Award in the Environmental Impact category.*



Pemanfaatan bahan untuk menghias rumah. *Utilizing unique materials to decorate homes.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6281228582899
Indah Prihatiningsih

EMAIL
indahrosoef@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Perumahan Kampoeng
Semawis M/21 Semarang

SOCIAL MEDIA
Instagram
@ekkyta_by_indahrosoef

Facebook
Indah Hariawan

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Ekkyta Collection

ID Di Semarang, tercipta sebuah inovasi yang menarik. Seorang perempuan yang menyukai kerajinan tangan mulai memanfaatkan perca sejak tahun 2010, untuk membuat produk-produk yang unik. Awalnya, ia melihat kegiatan ini sebagai hobi. Namun, hasil kreasinya berhasil menarik perhatian teman-temannya. Hal ini mendorong dirinya untuk terus berkreasi dan menjadikannya sebuah bisnis ramah lingkungan yang diberi nama Ekkyta Collection. Meski sempat mengalami kendala permodalan, Ekkyta Collection bertahan dan bahkan terus tumbuh menjadi usaha yang terkenal berbahan baku limbah. Dari hiasan dinding hingga keranjang rajut, Ekkyta Collection memberi warna dan makna pada dekorasi rumah.

EN A creative innovation in Semarang was born from a woman who loves handicrafts. In 2010, she began to take advantage of patch fabrics to create unique products. She started this as a hobby at first, but soon realized that her creations attracted the attention of her friends. This encouraged her to continue her creative endeavors and establish an environmentally friendly business called Ekkyta Collection. Even though she experienced capital constraints, Ekkyta Collection pulled through all the hardship, continuing to grow into a famous business that utilizes waste products as its main production material. Ranging from wall hangings to knitting baskets, Ekkyta Collection provides a touch of color and a new meaning to home decoration.



Radio kayu vintage yang memperdengarkan lagu melalui berbagai media. *Vintage wooden radio that plays many songs.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PRODUCT STATUS
Siap Ekspor

PHONE
+62 81906550002
HELMI SUANA
PERMANAHADI
ADDRESS
Jl. Wijaya Kusuma NO.137,
Kp Pacet, RT.002/008,
Desa Cipendawa, Pacet,
Cianjur, Jawa Barat

EMAIL
helmi.fanchopat@gmail.
com

SOCIAL MEDIA
Instagram
@faberinstrumentindonesia

Facebook
Radio Kayu Vintage Return

E-COMMERCE
Padi
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Shopee
faberinstrumentindonesia
Tokopedia
Faber Instrument indo

Faber Instrument Indonesia

ID Pada tahun 2018, Helmi dan teman mulai menggeluti industri pengolahan dan kerajinan kayu dengan nama Faber Instrument Indonesia. Keputusan ini didasari oleh keinginan mereka untuk menaikkan nilai jual limbah kayu. Kayu yang digunakan dalam produknya sudah bersertifikat SVLK (Sistem Verifikasi Legalitas Kayu). Produk unggulannya berupa radio yang bertema Vintage Return, di mana kerajinan kayu dipadukan dengan unsur elektronik. Usaha ini telah menerima penghargaan Inacraft Award 2022 - Wood Category dan Wood Award 2021 Timber Trade Federation dari Inggris. Bangga dengan asalnya, setiap produk Faber Instrument Indonesia menggunakan nama daerah dan destinasi wisata di Cianjur.

EN *Helmi and his friends started working in the wood processing and crafts industry in 2018, and eventually established their own brand called Faber Instrument Indonesia. The business was created based on their desire to increase the selling value of wood wastes. In particular, Faber Instrument Indonesia uses SVLK (Sistem Verifikasi Legalitas Kayu, a special system to verify the legality of wood materials) certified wood to ensure the quality of their products. Their highest selling product is a radio with the theme of Vintage Return, where they blend wooden crafts with electronic elements. Due to their creativity and dedication, Faber Instrument Indonesia has received the 2022 Inacraft Award - Wood Category and the Timber Trade Federation Wood Award from the UK. Taking pride in their city of origin, Cianjur, every Faber Instrument Indonesia's product uses the name of regions and famous tourist destinations in Cianjur.*



Menghadirkan macrame elegan dalam ruang. *Bringing elegant macrame into your home.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6282132743863
Minarni

EMAIL
minarni82ok@gmail.com

E-COMMERCE
Padi
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PRODUCT STATUS
Siap Ekspor

ADDRESS
Bogorami Selatan 5/16
A, RT 07 RW 03 Kel Bulak
kec Bulak Surabaya

SOCIAL MEDIA
Instagram
@feby_craft

Facebook
Feby Craft

Shopee
feby.craft

Tokopedia
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Feby Craft

ID Berdiri pada tahun 2018 Feby Craft memproduksi hiasan rumah berbentuk macrame, yaitu jenis kriya yang menggunakan bahan baku tali katun premium. Dengan mengikat dan menyimpul tali dengan kombinasi berbagai teknik, terciptalah keharmonisan yang membuat macrame indah dipandang. Teknik yang estetik ini diterapkan pada berbagai macam produk, termasuk sarung bantal sofa macrame, yang merupakan salah satu produk unggulannya. Selain menghadirkan nilai seni yang tinggi, Feby Craft juga memprioritaskan pelayanan yang baik bagi pelanggannya. Hal-hal inilah yang membuat Feby Craft usaha yang berjaya di tengah ketatnya persaingan.

EN *Established in 2018, Feby Craft produces macrame-shaped home decor items, which is a type of craft that uses premium cotton ropes as raw materials. By binding and knotting these ropes with a combination of intricate techniques, a harmonious macrame design is achieved to display and look at. This aesthetic technique is applied to a variety of product designs, including sofa pillowcases, which is one of Feby Craft's signature products. Feby Craft not only puts emphasis on high artistic value, but also prioritizes good customer service. These little details are what makes Feby Craft a business that triumphs in the midst of intense competitors.*



Mengangkat sumber daya manusia dan kerajinan khas Indonesia. Upholding Indonesian resources and handicrafts.

HOME DECOR & CRAFT

FEATURED PRODUCT
Furniture

PHONE
+62818602422
PT. Forme Living
International

EMAIL
formewijaya@myforme.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl. Wijaya I No.39, Jakarta
Selatan, DKI Jakarta

SOCIAL MEDIA
Instagram
formefurniture

Facebook
-

Shopee
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Tokopedia
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Forme Living International, PT

ID Rumah layaknya menjadi tempat paling nyaman untuk kita menjalani keseharian. PT Forme Living International atau FORME, yang merupakan anak perusahaan dari Eastwind Mandiri, mengandalkan kerajinan Indonesia untuk menyediakan mebel dan aksesoris pelengkap rumah tangga. Tahun ini, FORME Merayakan 30 tahun pengerjaan. Usahanya telah menjadi perusahaan interior terkemuka di Indonesia yang bergerak di bidang manufaktur, perabot rumah tangga, distribusi, dan ekspor. Menyajikan pengalaman menyeluruh untuk setiap klien, FORME menyediakan koleksi mebel yang melengkapi gaya hidup masyarakat modern secara komprehensif.

EN *Our homes should be the most comfortable place for us to spend time in our daily life. PT Forme Living International or FORME, which is a subsidiary company of Eastwind Mandiri, presents Indonesian crafts in the form of furniture and household accessories. This year, FORME celebrates their 30 year anniversary. Their business has come a long way, becoming a leading interior company in Indonesia that operates in manufacturing, home furnishings, distribution, and product exports. To provide a holistic experience for each client, FORME presents a furniture collection that comprehensively complements the lifestyle of modern society.*



Membangun generasi yang cerdas dan penuh empati. *Building an intelligent generation that is full of empathy.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Children's toys

PHONE
+62 8112959620
Novia Candra Dewi

EMAIL
collaborate@foxandbunny.
id

E-COMMERCE
Padi
: foxandbunny

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl Rajawali No.45B.
Ganjuran Condongcatur
Depok Sleman Yogyakarta
55281

SOCIAL MEDIA
Instagram
@foxandbunny.id

Facebook
Fox and Bunny ID

Shopee
foxandbunnyofficial

Tokopedia
foxandbunny

Fox and Bunny

ID Fox and Bunny merupakan produsen produk edukasi anak yang dirintis di Yogyakarta sejak tahun 2016. Fox and Bunny hadir membantu orang tua mendampingi tumbuh kembang si kecil di masa kanak-kanak yang berharga, tanpa paparan dengan benda elektronik. Produk Fox and Bunny dirancang khusus menyesuaikan tahapan tumbuh kembang anak oleh pakar psikolog perkembangan anak. Bahan pembuatnya juga sudah teruji dan bersertifikasi OEKO-TEX®. Penjualan dilakukan dengan menggunakan kanal *online*, terutama lewat *e-commerce*, situs web, dan *customer service* sebagai kanal utamanya. Demi masa depan generasi muda, Fox and Bunny terus memberikan yang terbaik.

EN *Fox and Bunny is a manufacturer of children's educational products that was established in Yogyakarta in 2016. They are here to help parents accompany their little one's growth and development during their precious childhood period without any exposure to electronic objects. Fox and Bunny products are specially designed by child development psychologists to perfectly suit each step of children's milestones. Furthermore, the materials used for their products have all been tested and are OEKO-TEX® certified. Sales are carried out using online channels to boost product accessibility, especially e-commerce and websites, as well as using customer service as their main channel. Fox and Bunny continue to strive to give their best for the future of the younger generation.*



Inovasi produk souvenir lilin. *Innovative candle souvenir products.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+62 87836168224
Eki Puji Lestari

EMAIL
lilingriyalilinsolo@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jlb cikarang- Joyosuran
Pasar Kliwon, Surakarta,
Jawa Tengah

SOCIAL MEDIA
Instagram
@lilin_griyalilinsolo

Facebook
-

Shopee
ekkygriyalilin

Tokopedia
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Griya Lilin

ID Eki Puji Lestari mendirikan Griya Lilin pada tahun 2009 di Surakarta. Griya Lilin memproduksi aneka lilin hias dalam berbagai variasi seperti lilin aroma terapi, lilin *souvenir*, lilin dekoratif, dan replika makanan atau minuman (*dummy food*) yang biasa digunakan sebagai menu di restoran-restoran tertentu. Semua produknya dibuat dengan tangan dan bisa disesuaikan dengan permintaan pelanggan. Griya Lilin juga memastikan penggunaan bahan-bahan pilihan berkualitas tinggi agar hasilnya terjaga. Saat ini, Griya Lilin melakukan penjualan di toko milik pribadi, dan memasarkan produk-produknya secara *online*.

EN *Eki Puji Lestra, born in Surakarta, founded Griya Lilin in the year 2019. Griya Lilin produces various decorative candles in many variations, offering aromatherapy candles, souvenir candles, and decorative candles. With their expert craftsmanship, they can also create replicas of various food and drinks (dummy food) to be used as menus in restaurants. All their products are entirely handmade, making them very customizable to suit the customer's requests. They maintain great products by ensuring the use of selected high quality materials. Today, Griya Lilin sells their innovative products in privately owned stores, as well as marketing their products through online platforms.*



Mempertahankan budaya leluhur di era modern. *Introducing ancestral heritage to the modern era.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Kerajinan kotemporer

PHONE
+6285248401749
Ariniawati

EMAIL
ariniawatifaska@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jalan Mendawai 1 no.28
RT/RW 003/004, Jekan
Raya, Palangka, Palangka
Raya, Kalimantan Tengah

SOCIAL MEDIA
Instagram
-
Facebook
-

Shopee
Huma Mandau

Tokopedia
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Huma Mandau

ID Siapa yang menyangka bahwa seorang anak muda di Palangka Raya, Kalimantan Tengah, memulai usaha yang menjunjung tinggi budaya leluhurnya. Mandau merupakan senjata tajam jenis pedang yang berasal dari kebudayaan suku Dayak di Kalimantan. Meski berfungsi sebagai alat berburu pada zaman dahulu, mandau yang dihasilkan Huma Mandau merupakan bentuk apresiasi akan kerajinan dan nilai estetik yang terdapat di dalam objek tradisional ini. Terbuat dari kayu dan besi, produk-produk Huma memberi nilai tradisional pada interior ruang. Usaha ini sudah mencapai penjualan di luar pulau, di antaranya sampai di Jawa, Sumatera, Kalimantan, dll.

EN *Who would have thought that a young man from Palangka Raya (Central Kalimantan) would start a business that upholds the culture of his ancestors? Mandau is a type of sword originating from the Dayak Tribe in Kalimantan. Albeit functioning as a hunting tool during ancient times, the mandau swords products by Huma Mandau is a form of appreciation for the awesome craft and high aesthetic values contained in this traditional heritage object. Made out of wood and iron, Huma's mandau products bring a touch of traditional Indonesian values to the interior of your space. This business has even reached sales outside of the island of origin, including Java, Sumatra, Kalimantan, etc.*



Berkreasi sambil menjaga lingkungan. *Creative expression while protecting the environment.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6282330617075
Indah anggraeni, SP

EMAIL
indahanggraeni78@gmail.
com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl HOS Cokroaminoto blok
rantai mas 47 Bondowoso

SOCIAL MEDIA
Instagram
@ienda_artandcraft

Facebook
lenDa

Shopee
ienda_artandcraft

Tokopedia
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Ienda Artandcraft

ID Menghasilkan produk yang ramah lingkungan dan *zero waste* merupakan alasan didirikannya usaha ienda artandcraft. Dimulai tahun 2009, usaha ini memenuhi kebutuhan mode dan pernak-pernik untuk wanita, namun dengan memanfaatkan limbah. Terdapat motif-motif unggulan yang membuat Ienda Artandcraft menawan di mata pembelinya, di antaranya daun singkong, bunga kopi dan tembakau, serta motif kebudayaan khas Bondowoso. Produk-produk Ienda Artandcraft banyak dikombinasikan dengan teknik lukis, batik tenun, lurik, hingga bahan-bahan alam termasuk kayu, bambu, pandan, mendong, dan eceng gondok. Alhasil, barang-barang yang memenuhi keseharian kita lebih ramah lingkungan.

EN *Wanting to produce environmentally friendly and zero waste products was the origin story of ienda artandcraft in 2009, where it strives to meet the needs of fashion and little trinkets for women while utilizing waste products at the same time. ienda artcrafts creates signature motifs to catch the eyes of potential customers, namely cassava leaves, coffee flowers, tobacco, and Bondowoso-esque cultural motifs. ienda artandcraft's products are often combined with painting techniques, batik tenun, lurik, and natural materials, including wood, bamboo, pandanus, mendong, and eceng gondok. With their products, our everyday lives surely become more environmentally friendly.*



Limbah ditransformasikan menjadi benda seni berkualitas tinggi. *Transforming waste into high quality art pieces.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+62 87843126448
Windu Sinaga

EMAIL
windu@indo-risakti.com

E-COMMERCE
Padi
-

PRODUCT STATUS
sudah Ekspor

ADDRESS
Jl. Ringroad Manding RT
06, Trirenggo, Bantul, DI
Yogyakarta, 55714

SOCIAL MEDIA
Instagram
@indorisakti

Facebook
indorisakti

Shopee
-

Tokopedia
-

Indo Risakti, PT

ID Indo Risakti didirikan pada tahun 2012 di Bantul Yogyakarta oleh Windu Sinaga dan Riris Simanjuntak. Indo Risakti berfokus pada produk ramah lingkungan yang terbuat dari bahan alami; eceng gondok, pandan laut, batang pisang, mendong (rumpun air), material daur ulang kayu, dan akar kayu. Lini produknya sangat beragam; di antaranya keranjang, hiasan dinding, cermin, dan dekorasi rumah. Menurut Indo Risakti, sangat penting untuk bekerja sama dengan perajin dan komunitas agar dapat menjalin hubungan yang saling menguntungkan. Indo Risakti telah mengikuti pameran internasional seperti NY NOW dan Ambiente, dan menjadi nominasi Best New Product di NY NOW 2017.

EN *Originating in Bantul Yogyakarta, Indo Risakti was founded by Windu Sinaga and Riris Simanjuntak in the year 2012. The company focuses on creating environmentally friendly products made from natural ingredients, namely eceng gondok (water hyacinth), sea pandan, mendong (grass water), banana stems, recycled wood materials, and tree roots. Their product line is actually rather diverse. Among others, they offer various types of home decorations and other useful house items, such as baskets, wall hangings, and mirrors. Indo Risakti also puts extra importance in working together with craftsmen and communities to establish a mutually beneficial relationship. Not only participating in foreign exhibitions such as NY NOW and Ambiente, they have also been nominated for Best New Product in the 2017 NY NOW exhibition.*

100-101



Aneka produk dekorasi rumah dari batu alam yang dikombinasikan dengan kayu jati. *A range of home decor products made by blending natural stone with teakwood.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6285601184892
Tiara Andyni

EMAIL
tiaraan1715@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl. Kasongan, Niten,
Tirtonirmolo, Kec. Kasihan,

SOCIAL MEDIA
Instagram
@intangallery

Facebook
-

Shopee
-
Tokopedia
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Intan Natural Stone (Intan Gallery), CV

ID Selain mengubah batu alam menjadi karya seni yang indah dan fungsional, aspek lain yang menarik dari kerajinan batu alam adalah keindahan alam yang tertanam dalam bahan itu sendiri: setiap potongan batu alam memiliki tekstur, warna, dan pola uniknya masing-masing. Intan Gallery menambahkan keindahannya dengan mengkombinasikan batu alam (marmer, onyx, petrified, dan batu kali) dengan kayu jati, menghasilkan aneka produk *home decor* dengan desain *modern*, elegan, sekaligus futuristik, seperti peralatan kamar mandi dan dapur, lampu taman, wastafel, dan hiasan rumah. Berkualitas ekspor dengan desain yang menarik, Intan Gallery sudah pernah mengekspor produknya ke Korea Selatan, Amerika Latin, Australia, dan Italia.

EN *In addition to transforming natural stones into beautiful and functional works of art, an interesting aspect of natural stone crafts is how beautiful the stones are: each piece has its own distinct texture, color and pattern. Intan Gallery combines natural stones (marble, onyx, petrified and pebbles) with teakwood, resulting in a range of modern, elegant and futuristic home decor products such as bathroom and kitchen accessories, garden lamps, sinks and home decorations. With export quality and alluring design, Intan Gallery has sold their works to South Korea, Latin American countries, Australia and Italy.*

102-103



Mengubah anggapan bahwa kulit kerang adalah sampah melalui pasar global. *Changing how the global market views leftover shells as waste.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Lamp

PHONE
+62 811242996
Siti Nurhandiyah

EMAIL
mdshellcraft@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
JL. Ki Ageng Tapa, Ds.
Astapada, Seberang Fly
Over Tol, Cirebon, Jawa
Barat

SOCIAL MEDIA
Instagram

Facebook
-

Shopee
-

Tokopedia
Istana Kerang

Istana Kerajinan Kerang/ Multi Dimensi, CV

ID CV. Multi Dimensi merupakan perusahaan yang bergerak di bidang usaha kerajinan yang terbuat dari limbah kulit kerang. Produk yang dihasilkan yaitu cermin, lampu, piring, mebel, tempat lilin, dan lainnya. Perusahaan yang didirikan pada tahun 2000 di Cirebon ini sudah memiliki karyawan *in-house* sebanyak 90 orang, dan sekitar 100 orang perajin. 90% dari pasar yang diraihnya adalah internasional, termasuk Spanyol, Itali, Prancis, Jerman, Amerika Serikat, Kolombia, Afrika Selatan, Karibia, Maldives, Jepang, Uni Emirat Arab, Saudi Arabia, Thailand, dan Australia. Di dalam negeri, produk-produknya dipasarkan dengan merek dagang Istana Kerajinan Kerang. Usaha ini juga telah lolos kurasi dan menerima berbagai penghargaan; mengikuti pameran TIBCO 2005 di Romania, menerima *The Best Executive* dalam ASEAN Program Consultant 2008, serta *The Best Designer of Shell Crafts* dalam ASEAN Program Consultant 2010.

EN CV. Multi Dimensi is a company that focuses on crafting handmade products from shell wastes, ranging from mirrors, lamps, plantes, furniture, candlesticks, etc. Now, this company which was founded in 2000 in Cirebon, already has 90 in-house employees and around 100 craftsmen in their production team. 90% of its market are actually of international origins, including Spain, Italy, France, Germany, United States, Colombia, South Africa, the Caribbean, Maldives, Japan, United Arab Emirates, Saudi Arabia, Thailand and Australia. In the domestic market, their products are sold under the brand name Istana Kerajinan Kerang. Aside from participating in exhibitions (such as the 2005 TIBCO in Romania), their high quality products have also passed tough curations and received various prestigious awards, including *The Best Executive* in ASEAN Program Consultant 2008 and *The Best Designer of Shell Crafts* in ASEAN Program Consultant 2010.

104-105



Keramik menawan yang menghibur hati. *Charming ceramic products that comfort the heart.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Tableware

PHONE
+62 8161347390
Parisianti Pradipto

EMAIL
jinjittery@gmail.com

E-COMMERCE
Padi
Jinjit Pottery

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl. Karmel li Blok C-7,
Kebon Jeruk, Jakarta Barat,
DKI Jakarta, 11530

SOCIAL MEDIA
Instagram
@jinjittery
Facebook

Shopee
jinjittery
Tokopedia

Jinjit Pottery

ID Parisianti Pradipto mulai mempelajari pembuatan keramik di tahun 1998. Dari pengalamannya, ia menemukan bahwa keramik adalah medium yang sangat sesuai untuk dirinya menuangkan ide. Hal ini menghibur dirinya tetapi juga orang-orang yang kemudian membeli produknya. Berkat ketekunannya dalam berlatih, hadir lah Jinjit Pottery, dengan produk-produk yang dibuat dengan tangan dan dibakar di studionya. Bahannya termasuk dalam kategori *food grade*, sehingga aman digunakan. Saat ini, produk Jinjit Pottery sudah dapat ditemukan di beberapa toko di Jakarta, antara lain di Galeri Dekranasda DKI, Galeria by MULA Citos, MBloc Market, Lavida Home, dan Dialogue. Jinjit Pottery juga sudah melakukan ekspor ke luar negeri.

EN *Parisianti Pradipto began studying ceramics in 1998. Through her experience, she discovers that ceramics is the perfect medium for her to express and entertain her ideas, which are then able to be enjoyed by other people who buy her products as well. With her persistence in practicing the fine art of ceramics, Jinjit Pottery eventually was born through her hard work and love for ceramics, where products are entirely made by hand and fired in her personal studio. Using food grade materials ensures the safety of use of Jinjit Pottery products. Currently, consumers can find Jinjit Pottery products in several shops in Jakarta, including Galeri Dekranasda DKI, Galeria by MULA Citos, MBloc Market, Lavida Home, and Dialogue. Jinjit Pottery has also been exported to foreign countries.*



Kerajinan yang menemani keseharian. *Crafts that accompanies your everyday lives.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6281991177772
Martha yuni

EMAIL
karuhei19@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Nirwana golden park blok
D1 no.3 pakansari cibinong,
bogor, jawa barat

SOCIAL MEDIA
Instagram
@karuhei.ethnic

Facebook
-

Shopee
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Tokopedia
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Karuhei Ethnic

ID Anyaman rotan adalah kerajinan tangan yang bermanfaat untuk kehidupan sehari-hari masyarakat. Orang Indonesia mengenal tikar, yaitu alas untuk duduk dan beraktivitas. Di era yang sudah lebih modern ini, tikar tetap digemari sebagai penghias ruangan. Bukan hanya digemari di Indonesia, tikar Karuhei Ethnic juga diminati di Uni Emirat Arab dan Amerika. Banyak yang diuntungkan atas penjualan yang baik tersebut. Produksi anyaman rotan melibatkan ibu-ibu rumah tangga di desa-desa terpencil, dan membantu meningkatkan taraf hidup mereka. Pemilik Karuhei Ethnic juga mempunyai cita-cita sederhana, yaitu meningkatkan rasa cinta masyarakat Indonesia terhadap produk lokal.

EN Woven rattan products are handicrafts that prove to be useful in our daily society. Indonesians are surely familiar with tikar or mats, which are used as a floor covering to sit down for various activities. Even in the modern era, tikar is still deemed as a popular room decoration. Karuhei Ethnic's tikar in particular isn't just popular in Indonesia, but are also in demand in the United Arab Emirates and United States of America. Since the rattan weaving production process involves housewives in remote villages, many people benefit from the good sales of these products, as it helps improve their living conditions. The owner of Karuhei Ethnic also has a simple ideal, which is to improve the taste of Indonesian society towards local products.

108-109



Produk rumah ramah lingkungan yang mendunia.
Environmentally friendly.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6281285660552
Herlina

EMAIL
herlina@rayacraft.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
SCBD, 18 Parc Place
tower B, Jl. Jend. sudirman
kav 52-53, RT.5/RW.3,
Senayan, Kby. Baru,
Jakarta Selatan, DKI

SOCIAL MEDIA
Instagram
@rayacraft_indonesiarattan

Facebook
Raya Craft - Indonesia
Rattan Basket

Shopee
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Tokopedia
-

Karya Nusa Raya, PT

ID PT KARYA NUSA RAYA berfokus pada pembuatan keranjang dan penghias rumah tangga yang terbuat dari bahan baku alam seperti rotan, eceng gondok, dan *seagrass*. Seluruhnya buatan tangan dan menggunakan pewarnaan alami, produk-produk yang ditawarkan PT KARYA NUSA RAYA ramah lingkungan. Mengingat bahwa mayoritas bahan baku rotan di dunia berasal dari Indonesia, pemilik usaha ini melihat potensi yang besar untuk mengekspor produk-produk rotan ke mancanegara. Dengan demikian, lahirlah visi PT KARYA NUSANTARA, yaitu menghadirkan produk-produknya di 5 benua.

EN PT KARYA NUSA RAYA focuses on the manufacture of baskets and household ornaments made from natural raw materials, such as rattan, eceng gondok, and *seagrass*. The products presented by PT KARYA NUSA RAYA are environmentally friendly as they are entirely handmade and use natural coloring dyes. The owner of this business saw a great potential to export rattan products to foreign countries, especially considering that the majority of rattan raw materials in the world actually came from Indonesia. With that, PT KARYA NUSA RAYA was born, presenting their products in 5 continents.



Kriya kayu yang melengkapi kehidupan sehari-hari. *Wooden craft to complete our everyday lives.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+628125974456
Ruri Wahyudi

EMAIL
paredition@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl.gunung Dieng 42 tertek
pare Kediri

SOCIAL MEDIA
Instagram
@Kayu_holic

Facebook
-

Shopee
kayuholic

Tokopedia
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Kayuholic

ID Usaha asal Kediri, Jawa Timur ini memanfaatkan sisa potongan kayu. Ketimbang terus menebang pohon untuk memenuhi kebutuhan industri, Kayuholic percaya pada potensi bahan sisa produksi, untuk dijadikan aksesoris yang menarik untuk interior. Salah satu teknik keunggulannya adalah kerajinan kayu kumiko asal Jepang, yang pada dasarnya menggabungkan potongan-potongan kayu dan mengukirnya menjadi motif yang dekoratif. Metode yang tampak sederhana namun membutuhkan keahlian yang khusus ini diterapkan pada produk-produk yang fungsional. Contohnya pembatas ruang, lampu, dan lain-lain. Pemilik Kayuholic merasa menjadikan hobinya menjadi bisnis atas dorongan teman-temannya, yang mengapresiasi produk-produk buatannya.

EN *Kayuholic is a business from Kediri (East Java) that utilizes leftover pieces of wood. Instead of constantly cutting down trees to meet industrial needs, Kayuholic believes in the potential of these leftover production materials to be transformed into attractive accents for interior decoration. One of Kayuholic's signature techniques is the art of Kumiko wood craft from Japan, which combines pieces of wood and carve them into decorative motifs. This method looks simple at a glance, but actually requires special expertise, especially when applied to functional products. For example, room dividers, lights, etc. With the encouragement from their friends, Kayuholic's owner transforms their woodworking hobby into a business, hoping to reach more people that appreciate their products.*

112-113



Desain minimalis yang menonjolkan keindahan kayu kokoh.
Minimalist designs that emphasizes the beauty of solid wood.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Furniture

PHONE
+681288893819
Joseph Hidayat

EMAIL
-

E-COMMERCE
Padi
-

PRODUCT STATUS
siap Ekspor

ADDRESS
Jl. Permata Ayu 2 Blok
D15 No.6 Lippo Village,
Tangerang, Banten

SOCIAL MEDIA
Instagram
@kayouindonesia

Facebook
-

Shopee
-
Tokopedia
-

Kayou Indonesia

ID Kayou Indonesia adalah produsen perabotan *interior* yang terbuat dari kayu kokoh berkualitas tinggi. Hansel Rizky selaku pendiri mengusung kekuatan desain yang minimalis. Terlepas selera pasar, ia percaya akan menghadirkan nuansa klasik pada ruang, tentunya dengan kualitas mebel yang cemerlang. Karena tidak semua kayu cocok digunakan sebagai bahan membuat mebel, Kayou Indonesia selalu memilih kayu yang terbaik; kayu mindi, jati, dll. Pameran internasional yang pernah diikutinya antara lain adalah NY NOW 2019 dan 2023. Usaha ini telah mendapat penghargaan the Most Unique Award oleh CASA Indonesia 2016.

EN *Kayou Indonesia is a manufacturer of interior furniture pieces made from high quality solid wood. The owner and founder himself, Hansel Rizky, opts to include the power of minimalism into the product's design. He believes in bringing a classical feel to the space with high quality furniture instead of being trapped in market trends. Since not all wood is suitable to be used as furniture, Kayou Indonesia takes great care in choosing the best wood for their furniture, including mindi wood and teak. Kayou Indonesia has participated in international exhibitions, namely NY NOW 2019 and 2023, and has received the Most Unique Award from CASA Indonesia 2016.*

114-115



Membawa pot buatan tangan Indonesia ke dunia internasional.
Introducing Indonesian handmade pots to the international market.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Tableware

PHONE
+62 811811868
Nanik Salvia Sasatyo

EMAIL
susatyo.nanik@gmail.com

E-COMMERCE
Padi
PT KEMULIAAN HIDUP
INDONESIA

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl Rawa Bahagia 1 no 11,
Jakarta Barat, DKI Jakarta

SOCIAL MEDIA
Instagram
@lavidaindonesia

Facebook

Shopee
lavidahome1

Tokopedia

Kemuliaan Hidup Indonesia, PT (La Vida Home Indonesia)

ID Nanik mendirikan Kemuliaan Hidup Indonesia pada tahun 2013. Produk yang dikedepankannya adalah pot tanaman dalam ruang (*indoor pot*) yang berbahan dasar *capiz shell* (biasa disebut juga sebagai kulit kerang simping). Usaha ini bangga bahwa seluruh bahan bakunya berasal dari Indonesia. Setiap motif pada masing-masing pot juga memiliki cerita, sehingga menimbulkan kekhasan yang tidak tersaingi. Nanik bekerja sama dengan seniman dalam hal desain, dan ibu-ibu di desa dalam hal pembuatan. Pot Kemuliaan Hidup Indonesia dipasarkan secara *online* dan melalui pameran baik di dalam maupun luar negeri. Produk-produknya juga sudah diekspor.

EN *Kemuliaan Hidup Indonesia was established by Nanik in 2013, presenting indoor plant pots made proudly from capiz shells (or also known as simping shells) as its raw materials, which are sourced locally from Indonesia. Every motif on each of their pots also has a story behind them, giving each of their products an unrivaled unique touch. Nanik also collaborates with artists for the designs, as well as empowering women villagers by involving them in the manufacturing process. Kemuliaan Hidup Indonesia's high quality pots are marketed through online platforms and offline exhibitions, both in Indonesia and countries abroad, as well as exporting them to other countries.*



Perpaduan desain, kerapian dan kualitas demi mencapai kelas internasional. *A combination of design, neatness, and quality to reach the international market.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Stationary

PHONE
+62 81779240017
Andy Purnawan

EMAIL
Kenandyworld@gmail.com

E-COMMERCE
Padi
kenandy

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Ngentak Polodadi,
Sumberharjo, Prambanan,
Sleman, Yogyakarta

SOCIAL MEDIA
Instagram
@kenandyworld

Facebook
-

Shopee
kenandyworld

Tokopedia
kenandyjournal

Kenandy Leather Journal

ID Berangkat dari hobi dan kecintaan pada alat tulis, Andy mendirikan Kenandy Leather Journal pada tahun 2015 di Sleman. Produk Kenandy Leather Journal adalah alat tulis kulit yang dibuat secara *handmade* dengan mengedepankan desain, kerapian, dan ketahanan. Kenandy ingin menjadi merek mandiri bertaraf internasional, yang berdampak pada ekonomi berkelanjutan di masyarakat. Dipasarkan secara *online* dan aktif mengikuti pameran baik di Indonesia maupun Asia Tenggara, Kenandy Leather Journal menarik perhatian banyak konsumen.

EN *Kenandy Leather Journal's journey started from Andy's love and hobby for stationery. Finally establishing his own brand in Sleman in 2015, Kenandy Leather Journal offers high quality handmade leather stationeries, where they prioritize great design, neat craftsmanship, and good durability in their products. Going forward, Kenandy strives to become an independent international brand that will have a sustainable economic impact in modern society. Through online market and active participation in exhibitions in Indonesia and other Southeast Asian countries, Kenandy Leather Journal continues to attract the attention of many stationery lovers worldwide.*

118-119



Maju bersama lewat kreasi marmer. *Moving forward with marble-based creations.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6281232900123
Muhammad Abdilah subhin

EMAIL
kiairampak@gmail.com

E-COMMERCE
Padi

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl. KH. Abu Manshur V
(skynet) gerbang hijau.
Tawang Sari

SOCIAL MEDIA
Instagram
@kiairampak

Facebook
kiairampak

Shopee
kiairampak

Tokopedia

Kiai Rampak

ID Masa pandemi tidak mengurangi semangat pemilik Kiai Rampak untuk berkarya. Ia menyadari bahwa pada masa tersebut, masyarakat banyak menghabiskan waktunya dengan *gadget* akibat hanya bisa meluangkan waktu di rumah. Hal inilah yang menginspirasi untuk membuat produk yang dipasarkan secara *online*. Bahan dasar yang mudah dicari, yaitu marmer dan kayu, kemudian dimanfaatkan untuk membuat kerajinan tangan yang berguna untuk fungsi dan dekorasi rumah. Alhasil, tercipta produk-produk yang elegan dan lain dari pada yang lain. Kerajinan Asli Indonesia (KIAI) RAMPAK mengajak masyarakat sekitar yang sama-sama terkena dampak dari pandemi, agar tetap bertahan secara finansial. Produk-produknya juga telah diekspor ke luar negeri lewat sistem *e-commerce*.

EN *The pandemic era did not snuff out the spirit of KIAI Rampak's owner to create. He realized that during the pandemic, people started to spend more of their time with gadgets since they mostly stay at home. This is what inspired him to create products that are marketed online. He finds easy to find basic materials—namely marble and wood—to create handicrafts that are not only useful for home function and decor pieces, but also elegant and like no other. Kerajinan Asli Indonesia (KIAI) RAMPAK invites the community who are equally affected by the pandemic to survive together financially. Their products have also been exported abroad through the help of e-commerce technology.*

120-121



Produk yang menampilkan suasana berbeda dan eksklusif.
Products that display a different and exclusive atmosphere.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PRODUCT STATUS
Sudah Ekspor

PHONE
+62 817140566
Rico Budiharto Meta
Dharmawan
ADDRESS
Jl Zamrud III No 115,
Grogol Utara, Kebayoran
Lama, Jakarta Selatan, DKI
Jakarta

EMAIL
meta.dharmawan@gmail.
com

SOCIAL MEDIA
Instagram
@Kirana Cipta Lestari

Facebook
Kirana Cipta Lestari

E-COMMERCE
Padi
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Shopee

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Tokopedia

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Kirana Cipta Lestari, CV

ID Kirana menawarkan produk untuk kebutuhan hotel dan restoran seperti hiasan dinding, karpet, taplak meja, fasilitas dan peralatan makan dan dapur, patung, serta dekorasi lainnya. Produk Kirana juga dapat dibuat sesuai dengan permintaan pelanggan. Keunggulan dari produk Kirana terletak pada sentuhan akhir pada desainnya, bentuk yang unik, dan fasilitas simulasi visual yang memudahkan pelanggan membayangkan produk aslinya kelak sudah dibuat. Kirana sudah meraih pasar luar negeri, di antaranya Belgia, Spanyol, Taiwan, Amerika Serikat, dan Malaysia. Selain itu, Kirana juga mempunyai kepedulian tinggi terhadap pendidikan anak desa yang termarginalkan di Sumba Barat, Nusa Tenggara Barat, yang ia bantu melalui keuntungan produknya.

EN Kirana offers various products to meet the needs of hotels and restaurants, such as wall hangings, carpets, tablecloths, dining and kitchen facilities and equipment, statues, and other decorative pieces. Apart from having their products customized according to the customer's request, their products' specialty lies in the finishing touches they give on their designs, using unique shapes and visual simulation facilities that enables customers to imagine the real finished product later on during the design process. With their dedication and care for design and quality, their products have reached the foreign market, including Belgium, Spain, Taiwan, the United States, and Malaysia. Furthermore, since Kirana is highly concerned for the education and wellbeing of marginalized children villagers in West Sumba (West Nusa Tenggara), they put their foot forward in helping them through profits from their products.

122-123



Melestarikan dan menduniakan industri rajut. *Preserving and globalizing the knitting industry.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+62 87722600153
Rinaldi Aditya Aria Pasha

EMAIL
rainaldi2201@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl Bengawan no 16,
Bandung, Jawa Barat

SOCIAL MEDIA
Instagram
@kirapassa

Facebook
kirapassaindonesia

Shopee
Kirapassa Indonesia

Tokopedia
-

Kirapassa Indonesia

ID Kirapassa merupakan *brand* aksesoris rumah yang berasal dari Bandung, yang dibuat oleh seorang pemuda bernama Rinaldi, pada tahun 2018. Kirapassa membuat dan memasarkan berbagai produk siap guna dengan teknik rajutan; produk unggulannya adalah selimut rajut. Ciri khas Kirapassa adalah menghadirkan kembali dan mengembangkan bentuk dan makna motif tradisional daerah di Indonesia. Produk-produk bernuansa Indonesia ini dipasarkan secara *online* dan dengan mengikuti pameran seperti Brilianpreneur 2020, Trademark 2022, Synchronize Fest 2022, Bank Indonesia Itself 2022, Inacraft 2021, Pasar Kreatif 2023, dan NY NOW 2023.

EN Kirapassa is a home accessory producer originating from Bandung, created by a young man called Rinaldi in 2018. Kirapassa makes and sells various ready-to-use products using intricate knitting techniques. Among others, their knitted blanket seems to be their best and well-loved product. Through their knitted products, Kirapassa hopes to bring back and develop the form and meaning of traditional regional Indonesian motifs. Their Indonesian-motif infused products are marketed online and through exhibitions such as BRILianpreneur 2020, Trademark 2022, Synchronize Fest 2022, Bank Indonesia Itself 2022, Inacraft 2021, Pasar Creative 2023, and NY NOW 2023.



Inovasi produk unggulan yang mensejahterakan masyarakat dan menambah wawasan budaya. *Innovative products that improves community welfare and broadens cultural knowledge.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+62 82127707389
Dedi Rahmat

EMAIL
kirana_mandiri76@yahoo.com

E-COMMERCE
Padi
-

PRODUCT STATUS
sudah Ekspor

ADDRESS
Jl. Teratai Raya No 102, RT 07/05, Rancaekek Kencana, Jawa Barat

SOCIAL MEDIA
Instagram
@kotakhiassouvenir

Facebook
dedirahmat

Shopee
Kotak Hias

Tokopedia
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Kotak Hias

ID Kotak Hias diinisiasi oleh Dedi asal Bandung pada tahun 1992, dan merupakan usaha kerajinan tangan produk multifungsi yang terbuat dari kayu jati, mahoni, dan MDF, disertai ornamen *etching* logam kuningan. Produk tersebut biasanya digunakan untuk tempat penyimpanan perhiasan, *souvenir*, plakat, sebagai hiasan rumah dan untuk hadiah. Setiap kotak menyimpan cerita dan ornamen dengan sentuhan budaya tersendiri. Kotak hias sudah memiliki pasar luar negeri. Selain dipasarkan secara *online*, usaha ini juga aktif mengikuti pameran, yang antara lain adalah Brilianpreneur 2022, Inacraft 2023, Craftina, Pekan Raya Jakarta, dan Malaysia Event.

EN *Kotak Hias was established by Bandung born Dedi in 1992, which focuses in creating multifunctional craft products made from teak, mahogany, and MDF wood, with an addition of brass metal etching ornaments. Their products are mainly used to store jewelry, souvenirs, plaques, home decorations, or even for gifting purposes. Each box holds its own story, and behind each ornament lies its own cultural touch. It's no wonder that these creative boxes are likened by the overseas market as well. Apart from being sold online, Kotak Hias also actively participates in exhibitions to introduce their products to more people inside and outside the country, including Brilianpreneur 2022, Inacraft 2023, Craftina, Pekan Raya Jakarta, and Malaysia Event.*



Eksplorasi material triplek menjadi hiasan dinding artistik.
Exploring the reuse plywood as artistic wall decorations.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6289634567891
Laksono wiby prayoga

EMAIL
yogga13@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl H Mawi GG seruis rt
04/01, Parung, Bogor, Jawa
Barat 16330

SOCIAL MEDIA
Instagram
@trigi_homedecor

Facebook
-

Shopee
-

Tokopedia
WP Project

Kreasindo Tri Sinergi, CV

ID Melalui eksplorasi kreatif, Trigi Homedecor mengubah triplek, bahan sederhana dan murah, menjadi beragam hiasan dinding yang artistik. Menyasar pasar kelas menengah, dengan sentuhan seni dan ketelatenan dalam produksinya, Trigi menghasilkan hiasan dinding yang tidak hanya mempercantik ruangan, namun juga menghadirkan sentuhan unik dan estetika yang menarik, dengan harga yang relatif terjangkau. Kini, tidak perlu pusing mendekorasi rumah, selalu ada Trigi Homedecor.

EN *Engaging in imaginative exploration, Trigi Homedecor converts ordinary and cost-effective plywood into an array of artistic wall decorations. Catering to the middle-class segment, Trigi crafts wall hangings with an artistic flair and meticulous attention to detail. These creations not only enhance the ambiance of a room but also introduce a distinctive touch and appealing aesthetics, all at a reasonably affordable cost. You no longer need to go through the hassle of adorning your living space; Trigi Homedecor is always at your service.*

128-129



Menanamkan nilai-nilai positif sejak dini. *Cultivating positive values from early childhood.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Book

PHONE
+6281391447618
Fatchul Hidayah

EMAIL
kreatifafa@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Paradise Loft No. 8,
Karangmojo, Purwomartani,
Kalasan, Sleman

SOCIAL MEDIA
Instagram
@kreatifafa

Facebook
Kreatifafa

Shopee
Kreatifafa

Tokopedia
-

Kreatifafa

ID Pemilik Kreatifafa sudah memiliki ketertarikan terhadap dunia anak. Baginya, penting untuk memperhatikan pengalaman pertama apa yang anak-anak dapatkan. Maka dari itu, dibentuklah usaha percetakan bernama Kreatifafa, yang menghadirkan buku-buku anak yang edukatif sekaligus menghibur. Kurangnya literasi anak dengan tema Islam juga menjadi dorongan bagi Kreatifafa untuk menumbuhkan nilai-nilai keagamaan sejak dini lewat bacaan yang ditawarkannya. Banyak dari buku yang ditawarkan yang menawarkan aspek interaktif. Dengan niatnya yang mulia, buku-buku Kreatifafa sudah tersedia di beberapa sekolah untuk membantu pengajaran.

EN *The owner of Kreatifafa is interesting in the complex world of children. For them, it is important to pay attention to a child's first experience. Thus, this printing business called Kreatifafa was established, specializing in providing children's books that are as educational as it is entertaining. The lack of children literature with Islamic themes also encouraged Kreatifafa to foster religious values from an early age through their books. Many of their books offer interactive aspects as well. With their noble intention, Kreatifafa's books are available to find in several schools to help the teaching process.*

130-131



Kerajinan menyimpul tali buatan tangan terdepan di Indonesia.
The leading handmade macrame craft in Indonesia.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+62 81818100150
Fitri Aprilia

EMAIL
lacedream.macrame@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Lio Rt,001/008, Bojong
Pondok Terong, Cipayung,
Depok, Jawa Barat

SOCIAL MEDIA
Instagram
@lacedream_macrame

Facebook
Lacedream Macrame

Shopee
pipitah

Tokopedia
Lacedream Macrame

Lacedream Macrame

ID Lacedream Macrame didirikan tahun 2019 sebagai pelopor sandal buatan tangan di Indonesia. Sebagai pendiri, Fitri melihat besarnya potensi pasar makrame (kerajinan menyimpul tali) di Indonesia. Produk Lacedream Macrame dibuat dengan tangan dari 100% tali kapas premium. Produknya ialah hiasan rumah, hadiah, dan barang siap pakai. Terdapat juga produk hiasan dinding, bantal, taplak, tas, sandal, dan sarung kursi. Warna yang digunakan adalah warna-warna dengan nuansa keindahan alam seperti batu, hutan, laut, dan tanah (*earth tone*). Lacedream juga melakukan pengembangan produk dengan memadukan tenun dan makrame. Dengan kualitas dan desain yang unggul, Lacedream Macrame sudah berhasil mengeksport produknya.

EN Lacedream Macrame was founded in 2019 as a pioneer of handmade sandals in Indonesia. Fitri, the founder of Lacedream Macrame, sees the great market potential for macrame (knotting ropes) crafts in Indonesia. Thus, the company was then born, creating handcrafted macrame products from 100% premium cotton ropes in the form of home decorations, gifts, and ready-to-wear items. They also offer wall hangings, pillows, tablecloths, bags, sandals, and chair covers among their extensive product list. Lacedream Macrame's product colours complement perfectly with Earth's natural beauty, such as stone, forest, sea, and earth tones. They continue to develop their products by combining tenun fabric with macrame weaving to create innovative products. With products of superior quality and great designs, Lacedream Macrame has also succeeded in exporting their products abroad.

132-133



Menghidupkan kembali seni ukir dan lukis wayang golek Jawa Barat dengan tampilan kontemporer. *Reviving the art of carving and painting wayang golek in West Java with a contemporary feel.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Lamp

PHONE
+628121307674
Noro Ardanto

EMAIL
info@lampuruna.com

E-COMMERCE
Padi
-

PRODUCT STATUS
siap Ekspor

ADDRESS
Citra Gran Cibubur, blok
p7 no. 52, Jatisampurna,
Bekasi, Jawa Barat

SOCIAL MEDIA
Instagram
@lampuruna

Facebook
-

Shopee
-
Tokopedia
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Lampu Runa

ID Produk Lampu Runa yang diinisiasi oleh Ardanto adalah kerajinan tangan dengan material utama kayu jenis albasia. Ardanto memiliki kepedulian terhadap menurunnya budaya wayang golek Jawa Barat yang disebabkan oleh menurunnya minat masyarakat terhadap budaya tersebut. Produk Lampu Runa berupa lampu meja berbentuk figur, maupun figur pajangan. Aneka lampu dan pajangan tersebut didesain secara kontemporer, kemudian diukir dan dicat secara manual oleh para perajin. Lampu Runa dipasarkan secara *online* dan melalui pameran, di antaranya BRILianpreneur 2020 dan 2022, CASA by Bravacasa 2013, 2014, dan 2015, ICAD 2017, dan Lifestyle Vietnam 2013.

EN *Runa Lamp products, which are made from albasia wood as the main material, was created by founder Ardanto due to his concern about the decline of West Java's traditional wayang golek culture. He thinks that this is due to the decline of public interest in the culture as well. Thus, he created Runa Lamp, presenting various lamps and displays with a contemporary design which are carved and painted manually by local craftsmen. Runa Lamp products are known for its unique shaped table lamps, as it is designed with the form of figures or display figurines. To spread the love for Indonesian culture through their lamp products, Runa Lamps market their products through online platforms and by showing their products directly to customers in many exhibitions, including BRILianpreneur 2020 and 2022, CASA by Bravacasa 2013, 2014, and 2015, ICAD 2017, and Lifestyle Vietnam 2013.*

134-135



Menghadirkan seni di mana-mana. *Bringing art anywhere, any time.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+628158839056
Li tjeng siang

EMAIL
leeconcept@yahoo.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Pelepah raya blok wv 1 no
16, janur kuning resident,
kelapa gading, Jakarta
Utara, DKI Jakarta

SOCIAL MEDIA
Instagram
@Leeconcept

Facebook
Leeconcept

Shopee
-

Tokopedia
Leeconcept

Leeconcept

ID Seni layaknnya ada di mana-mana. Dengan selera yang tinggi, serta kemahiran dalam berkarya, Li Tjeng Siang, pria asal Jakarta, menjadi produsen objek seni sejak tahun 1999, dengan nama Leeconcept. Setiap desainnya hanya tersedia dalam jumlah yang terbatas karena mengandalkan buatan tangan. Alhasil, setiap produk yang dibeli oleh konsumen dijamin unik. Selain menerima pesanan perorangan, sering kali, Leeconcept juga menerima kepercayaan untuk memproduksi dalam jumlah banyak, contohnya untuk kebutuhan *gift* kantor. Sebagai penyuka seni, Li mempunyai harapan agar masyarakat bisa meningkatkan cita rasa seninya, dan mengapresiasi desain-desain yang apik.

EN *Art is everywhere. With great taste and expertise in creating, Li Tjeng Siang, a man from Jakarta, has been a producer of various art pieces since 1999 under the name Leeconcept. Each design is only available in limited quantities due to it being completely handmade. As a result, every product is guaranteed to be unique and one-of-a-kind. In addition to receiving individual orders, Leeconcept has also been trusted to produce large quantity works for corporate gifts. As a lover of the arts, Li hopes that people can improve their taste in art and appreciate beautiful designs.*

136-137



Mainan kayu dengan pewarna alami untuk menunjang perkembangan anak. *Wooden toys made from natural dyes to support children's development.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Children's toys

PHONE
+6285691516376
Dian Rizki Hidayati

EMAIL
hidayatidian@gmail.com

E-COMMERCE
Padi
Littlemonq

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl. BLPP Dusun I RT001
RW001 Hajimena, Natar,
Lampung Selatan, Lampung

SOCIAL MEDIA
Instagram
@littlemonq

Facebook
-

Shopee
Littlemonq

Tokopedia
Littlemonq

Littlemonq

ID Inspirasi bisa datang dari mana-mana, bagi Littlemonq inspirasi datang dari metode pendidikan anak usia dini Montessori, Waldorf, dan Reggio Emilia. Saat cuti besar, pendiri Littlemonq belajar untuk mendalami metode-metode tersebut dan menyadari akan minimnya permainan untuk perkembangan anak di Indonesia. Beliau kemudian memutuskan untuk memproduksi mainan anak bersama para perajin lokal. Setiap mainan Littlemonq didesain untuk merangsang imajinasi, rasa ingin tahu, dan kreativitas anak dan dibuat dari bahan-bahan natural seperti kayu. Sejak didirikan pada 2019, usaha asal Lampung ini hanya menggunakan pewarnaan alami (*stain*), mainan Littlemonq tidak hanya dapat mewarnai imajinasi anak Anda, tapi juga bisa menjadi pajangan cantik yang menghiasi rumah

EN *Inspiration can come from anywhere, for Littlemonq inspiration comes from Montessori, Waldorf and Reggio Emilia early childhood education methods. When she had to take a sabbatical, Littlemonq's founder learned to explore these methods and realized the limited options of children's developmental toys in Indonesia. She then decided to make them with local craftsmen. Every Littlemonq toy is designed to stimulate children's imagination, curiosity and creativity and is made from natural materials such as wood. Since its inception in 2019, the Lampung-based business only uses natural dyes (stains). Not only Littlemonq toys will color your child's imagination, but it can also become beautiful decorations to display at your home.*



Menciptakan keselarasan dengan alam. *In harmony with mother nature.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6281568468687
Heru Budiantoro

EMAIL
Herubudiantoro567@gmail.
com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Rt01 piring2 murtigading
sanden bantul

SOCIAL MEDIA
Instagram
@luthficraft.id

Facebook
-

Shopee
-
Tokopedia
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Luthfi Craft

ID Alam kita mengalami perubahan secara terus menerus. Oleh karena itu, kesadaran untuk menjaga alam merupakan hal yang penting. Pemilik Luthfi Craft, usaha yang dimulai tahun 2015 di Bantul, Daerah Istimewa Yogyakarta, memanfaatkan serat alam seperti pelepah pisang dan eceng gondok, sebagai material utama dalam produk-produknya. Harapannya sangat mulia, yaitu dapat mengurangi limbah serat alam dan memanfaatkannya untuk produk yang fungsional. Selain mementingkan keselarasan dengan alam, Luthfi Craft juga peduli akan masyarakat. Usaha ini merangkul penduduk dan menjadikannya sebagai perajin profesional untuk mengurangi angka pengangguran.

EN Nature is constantly changing overtime, and thus, awareness to protect nature has become an important aspect. The owner of Luthfi Craft, a business that started in 2015 in Batul (Daerah Istimewa Yogyakarta), utilizes natural fibers such as banana stems and eceng gondok as the main materials for its products. This is done in the hopes of reducing natural fiber wastes and repurposing them to become functional products. For Luthfi Craft, harmony with nature is as important as caring about society. They embrace the population as a whole, even inviting professional craftsmen to collaborate to reduce unemployment.



Dekorasi apik yang memanfaatkan barang bekas. *Retro decorations from repurposed materials.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+62818474271
Sari Priskila

EMAIL
sari.priskila474@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl. Cipinang bali 3 no. 14
rt 05 rw 013, kalimalang,
jakarta timur, DKI jakarta

SOCIAL MEDIA
Instagram
@Retro.madam

Facebook
-

Shopee
-

Tokopedia
-

Madam Retro

ID Sesuai dengan namanya, jika menelusuri produk-produk Madam Retro, kita seolah di bawa ke masa lalu. Hiasan rumah yang dihasilkan usaha ini selalu mengandung grafis-grafis label produk zaman dulu, serta tipografi dan ikon-ikon lama. Alhasil, terciptalah nuansa retro yang sangat kuat dan sulit ditemukan di era *modern* ini. Keunikan tersebut yang membuat usaha asal Jakarta ini laku di pasaran. Cinta terhadap bumi, Madam Retro juga memanfaatkan material bekas seperti kayu, keramik, dan ban motor bekas. Proses kreatifnya justru terdorong oleh bahan-bahan lama ini.

EN *Madam Retro's products readily transport their customers to the past. As the name implies, decoration products made by Madam Retro always contain old product labels or graphics, as well as old typography and icons, mimicking the famous 'retro' era. As a result, the strong retro feel is perfectly achieved, which is hard to find nowadays in modern times. This unique touch makes this Jakarta-based business popular in the market. With their love for planet Earth, Madam Retro's creative process in product invention comes from waste materials such as wood, ceramics, and even old motorcycle tires.*



Ide dan inovasi sebagai kunci kesuksesan kerajinan tangan.
Ideas and innovation as the key to a successful craft.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+62816580771
I MADE ASTAWA

EMAIL
astawa.m@yahoo.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Made Astawa Wood
Carving, Jl. Raya
Kintamani, Sebatu, Kec.
Tegallalang, Kabupaten
Gianyar, Bali 80561

SOCIAL MEDIA
Instagram
@madeastawa.art

Facebook
-

Shopee
-
Tokopedia
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Made Astawa Wood Carving

ID Made Astawa Wood Carving telah lama berdiri, tepatnya pada tahun 1995. Sebagai produsen dan eksportir bingkai cermin, gantungan dinding, furnitur dan karya seni kayu dari Ubud, Bali, usaha ini banyak mendapat perhatian wisatawan. Produk-produknya sudah pernah diekspor ke Perancis, Jerman, Spanyol, India, Afrika Selatan, Italia, dan beberapa negara di Asia Tenggara. Karya seni di Bali pada umumnya menampilkan keterampilan perajin lokal, serta kualitas dari bahan bakunya. Hal tersebut juga menjadi landasan dari produk-produknya. Dengan menanamkan pentingnya ide dan inovasi, Made Astawa Wood Carving berharap dapat memajukan stabilitas ekonomi masyarakat setempat.

EN *Made Astawa Wood Carving has been established since 1995. As a manufacturer and exporter of mirror frames, wall hangings, furniture, and wooden artwork from Ubud (Bali), this brand has received a lot of attention from tourists. Their products have been exported to France, Germany, Spain, India, South Africa, Italy, and several countries in Southeast Asia. Taking inspiration from artworks in Bali that generally display the skills of local craftsmen, as well as the quality of the raw materials, this became the foundation of Made Astawa Wood Carving's products. By instilling the importance of ideas and innovation, they also hope to enhance the economic stability of local communities through their business.*

144-145



Menerangi kehidupan sehari-hari, menjadikannya lebih berwarna. *Lighting up your everyday life with a touch of a color.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Lamp

PHONE
+628129667215
Adeline Jouw

EMAIL
hi@manawaliving.com

E-COMMERCE
Padi

PRODUCT STATUS
Siap Ekspor

ADDRESS
Amerta Sunrise, Jalan
Surya Utama No. 88BC,
Kedoya Utara, Jakarta
Barat, DKI Jakarta

SOCIAL MEDIA
Instagram
@manawaliving.id

Facebook
-

Shopee
Manawa Living Official

Tokopedia
manawaliving

Manawa Living

ID Unik dan kreatif adalah karakter utama yang Manawa tampilkan dalam desain lampunya. Lampu dekoratif Manawa berbahan dasar polycarbonate (PC) dan mempunyai daya tahan yang tinggi. Dengan mengangkat bahan dasar non-kayu, produk Manawa anti lapuk dan anti korosif. Salah satu hal yang membuat produk Manawa berbeda dari yang lainnya adalah konsep modular yang cocok dengan karakter pengguna yang modern dan anak muda kreatif. Selain berfungsi sebagai penerang, lampu meja Manawa juga memberi aksen yang menyulap suasana ruangan sehingga menjadikannya lebih berwarna.

EN *Unique' and 'creative' are the main themes that shine through Manawa's lamp designs. Manawa's decorative lamps are made of polycarbonate (PC) that have high durability. Using non-wood base materials for their products also enhances their durability by making them withstand rot and corrosion. One of the aspects that makes Manawa products different from the others is the modular concept that fits the character of modern users and creative young people. Manawa's lamps don't only function as a light, but it also provides a colorful accent to the room that changes the atmosphere of the whole interior.*



Anyaman apik ramah lingkungan. *Environmentally friendly woven home decor pieces.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6287832050980
Siti Nurrokhmah

EMAIL
nurrokhmahsiti91@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
sudah Ekspor

ADDRESS
Perumahan Griya Ploso
Asri Blok G16, Banguncipto,
Sentolo, Kulon Progo,
Yogyakarta

SOCIAL MEDIA
Instagram
@hendikrefku_kerajinan
Facebook
Hendikrefku

Shopee
kerajinananyamanjogja_craft11
Tokopedia
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Mandiri Hendik Craft

ID Mandiri Hendik Craft bergerak dalam bidang produksi *home decor* ramah lingkungan dari anyaman serat alam seperti *seagrass*, mendong, pelepah pisang, dan lainnya. Bahan-bahan tersebut ditransformasi menjadi produk berupa *furniture* dekorasi seperti *stool* anyam, meja anyam, dan karpet lantai. Produk lainnya berupa aksesoris dekorasi juga tersedia; contohnya keranjang anyam, keranjang baju kotor, taplak meja, dekorasi dinding, vas, kap lampu, dll. Pendiri usaha ini mulai menekuni bidang tersebut pada tahun 2019, karena dilihatnya potensi baik dari segi material dan tenaga yang tersedia di lingkungannya. Dengan menjaga kualitas dan harga yang terjangkau, produk-produk Mandiri Hendik Craft sudah mencapai negara-negara lain termasuk Thailand, Australia, Filipina, Belgia, dan Belanda.

EN *Mandiri Hendik Craft is a business that focuses on home decor from environmentally friendly woven natural materials, such as seagrass, mendong, banana fronds, and many more. These materials are transformed into products in the form of decorative furniture, ranging from woven stools, woven tables, and floor carpets. For customers who seek other decorative accessories, they also produce woven baskets, laundry baskets, tablecloths, wall decorations, vases, lampshades, etc. The founder of Mandiri Hendik Craft pursued this business in 2019 after seeing the hidden potential in the materials and human resources within his living environment. By maintaining quality with an affordable price, Mandiri Hendik Craft products have reached many homes overseas, including Thailand, Australia, the Philippines, Belgium, and the Netherlands.*

148-149



Melestarikan keterampilan menganyam melalui produk berbahan mendong. *Preserving weaving skills through products made from mendong.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6285624673577
Mela

EMAIL
sapitrimela@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
sudah Ekspor

ADDRESS
Pagergunung No. 106,
Singkup, Purbaratu,
Tasikmalaya, Jawa Barat

SOCIAL MEDIA
Instagram
@mendong_originals

Facebook
-

Shopee
-
Tokopedia
-

Mendong Jaya

ID Selama hampir 30 tahun beroperasi, Mendong Jaya terus berkembang dan berinovasi dengan menghadirkan beragam produk yang ramah lingkungan. Awal mula didirikan, usaha asal Tasikmalaya, Jawa Barat ini menyadari akan potensi bahan baku mendong atau purun tikus yang melimpah dan dapat dimanfaatkan sebagai alat duduk ataupun tikar. Seiring dengan berjalannya waktu, Mendong Jaya kemudian mengembangkan produknya menjadi produk lain, termasuk dekorasi rumah dan aksesoris hotel. Mendong Jaya berkomitmen untuk melestarikan budaya daerah dengan meneruskan keterampilan menganyam untuk generasi-generasi mendatang. Baru-baru ini, produk Mendong Jaya juga telah sukses dipamerkan pada NY Now Summer Market di Amerika Serikat.

EN For almost 30 years of its operation, Mendong Jaya has continued to develop and innovate through their collection of environmentally friendly products. When it was first established, the Tasikmalaya-based business realized the potential for abundant raw materials for mendong or purun tikus which can be used as sitting mats or floor mats. As time went by, Mendong Jaya then expanded its products, including home decorations and hotel accessories. Mendong Jaya is committed to preserve regional culture by passing on weaving skills to future generations. Recently, Mendong Jaya products have also been successfully showcased at the NY Now Summer Market in the United States.



Kerajinan Indonesia yang telah merambah hingga ke Kaledonia Baru. *Indonesian crafts that made it to New Caledonia.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+628174107641
Diah Krisna Meilani

EMAIL
meilanitrikartanto@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jalan Sutopada RT 03 No.
059, Ngestiharjo, Kasihan,
Bantul

SOCIAL MEDIA
Instagram
@rayahomedeco

Facebook
Raya Homedeco

Shopee
Raya Homedeco

Tokopedia
MTStoneCraft

MT Raya Homedeco, UD

ID Sebagai salah satu eksportir Indonesia yang telah sukses merambah hingga ke Kaledonia Baru di Samudra Pasifik, UD. MT Raya Homedeco memproduksi beragam dekorasi rumah dan perlengkapan kamar mandi dari limbah kayu, batu, dan kaca. Sebagian besar produk Raya Homedeco adalah untuk hotel dan *resort*, dan sebagian sisanya dijual eceran. Usaha asal Bantul, Yogyakarta yang berdiri sejak 2016 ini bertujuan untuk memberdayakan masyarakat sekitar. Hingga kini, Raya Homedeco telah banyak mempekerjakan mereka yang lulusan SD dan SMP. Produk yang ditawarkan juga beragam mulai dari wastafel, meja kecil, pot bunga, tempat sabun dan sampo. Tekstur-tekstur alami yang unik seperti terrazzo, *lava stone*, maupun gravel marmer sangat nampak pada setiap produk Raya Homedeco.

EN *As one of the Indonesian exporters that has successfully expanded to New Caledonia in the Pacific Ocean, UD. MT Raya Homedeco produces a variety of home decorations and bathroom accessories made from wood, stone and glass waste. Most Raya Homedeco's products are made for hotels and resorts, while the remaining is sold for retail. The Bantul-based business which was founded in 2016, aims to empower the local community. To this date, Raya Homedeco has employed many elementary and middle school graduates. Raya Homedeco offers a variety of products ranging from washbowls, small tables, flower pots, soap and shampoo containers. Unique natural textures such as terrazzo, lava stone and marble gravel are very apparent in every Raya Homedeco product.*

152-153



Aneka kerajinan keramik lokal Bantul. *A variety of local ceramic crafts from Bantul.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+62 82138927651
siti nurjanah

EMAIL
mustikaindahkeramik@
gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
klisat

SOCIAL MEDIA
Instagram
@mustikaindahkeramik

Facebook
sitinurjanah

Shopee
-
Tokopedia
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Mustika Indah Ceramik

ID Daerah Bantul di provinsi Yogyakarta sudah cukup lama dikenal dengan kerajinan keramiknya dan Mustika Indah Keramik adalah salah satunya. Pot bunga, tempat lilin, tempat sabun, atau pajangan rumah? Sebut saja apa yang Anda butuhkan dan Mustika Indah Keramik akan bantu mendesain dan membuatnya untuk Anda. Sejak didirikan pada awal milenium oleh Siti Nurjanah, Mustika Indah Keramik telah memproduksi ratusan ribu karya yang sebagian besar dirancang khusus sesuai dengan permintaan pelanggan. Warna-warna yang bisa diproduksi juga beragam dan tidak hanya terbatas dalam palet warna-warna natural. Material yang digunakan juga dapat dikombinasikan dengan bahan lain seperti anyaman atau tali goni. Apapun selera Anda, Mustika Keramik siap untuk membuat ruangan Anda menjadi lebih elegan.

EN *Bantul in Yogyakarta province has long been known for its ceramic crafts and Mustika Indah Keramik is one of them. Flower pot, candle holder, soap dish or home decor? You name it, because Mustika Indah Keramik will help design and make them for you. Since its establishment at the beginning of the millennium by Siti Nurjanah, Mustika Indah Keramik has produced hundreds of thousands of craftworks, most of which are specifically designed based on the customers' requests. The colors they use are highly varied and not only limited to natural color palettes. In addition, they can also combine different materials such as woven fabric or jute rope. Whatever your style is, Mustika Indah Keramik can help make your room more elegant.*

154-155



Lebih dari 40 tahun membawa produk rotan Indonesia menembus pasar internasional. *Bringing Indonesian rattan products to the international market for more than 40 years.*

HOME DECOR & CRAFT

FEATURED PRODUCT Interior decoration	PHONE +62 81318197570 Nancy M. Baguna	EMAIL reginakindangen1@gmail.com	E-COMMERCE Padi -
PRODUCT STATUS Sudah Ekspor	ADDRESS Jalan Pancoran Timur III, No.33, Jakarta Selatan, DKI Jakarta	SOCIAL MEDIA Instagram @nancycraftco Facebook -	Shopee - Tokopedia -

Nancy Craft Co

ID Indonesia adalah penghasil rotan terbesar di dunia dengan lebih dari 40 jenis rotan yang dapat dikomersilkan. Meskipun berbobot lebih ringan, rotan dapat mudah dibentuk, dan berdaya tahan lama. Sejak 1981, Nancy Craft Co. telah memproduksi aneka *furniture* dan kerajinan rotan dan produknya telah sukses merambah ke lebih dari 40 negara di dunia dan memberdayakan ratusan perajin Indonesia. Selain produk dari rotan, Nancy Craft Co. juga memproduksi produk berbahan jati. Nancy Craft Co. hanya menggunakan material alami, lokal, dan berkelanjutan dalam proses produksinya. Produk Nancy Craft Co. telah dipamerkan pada Ambiente Frankfurt, salah satu pameran terbesar di dunia di sektor *consumer goods*.

EN Indonesia is the largest rattan producer in the world with more than 40 types of rattan that can be commercialized. Even though it is lighter in weight, rattan can be easily shaped and is durable. Since 1981, Nancy Craft Co. has produced various rattan furniture and crafts and its products have been exported to more than 40 countries in the world and empowered hundreds of Indonesian craftsmen. Apart from rattan products, Nancy Craft Co. also produces products made from teak. Nancy Craft Co. only uses natural, locally-sourced and sustainable materials in its production process. Nancy Craft Co. products have been exhibited at Ambiente Frankfurt, one of the world's largest exhibitions in the consumer goods sector.



Komitmen untuk mendukung gaya hidup berkelanjutan *A commitment to supporting a sustainable lifestyle.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+62 8112253937
Cathy Alexandra

EMAIL
cathy@nicolesnatural.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl. Mekar Makmur II no. 6,
bandung, Jawa Barat

SOCIAL MEDIA
Instagram
@nicolesnaturalofficial

Facebook
nicolesnatural

Shopee
nicolesnatural.id

Tokopedia
Nicole's Natural Official

Nicoles Natural

ID Masih banyak produk plastik yang kita temukan dalam kehidupan sehari-hari, mulai dari alat makan hingga peralatan dapur. Padahal bahan kayu dapat menjadi salah satu alternatif yang estetik, tahan lama, tahan panas, dan tentunya bisa didaur ulang. Nicole's Natural adalah sebuah bisnis asal Bandung, Jawa Barat yang berkomitmen untuk mendukung gaya hidup yang berkelanjutan. Selama lebih dari satu dekade, Nicole's Natural memfokuskan usahanya untuk memproduksi berbagai macam alat makan dan dapur berbahan kayu. Produk Nicole's Natural yang terdiri dari set sumpit, sendok, dan garpu menjadi salah satu *merchandise* resmi MotoGP Indonesia 2022 di Sirkuit Mandalika.

EN *When in fact wood can be an aesthetic, durable, and heat resistant alternative and can certainly be recycled. Nicole's Natural is a business from Bandung, West Java which is committed to supporting a sustainable lifestyle. For more than a decade, Nicole's Natural has focused its efforts on producing a variety of wooden homeware and kitchenware. Nicole's Natural product set consisting of chopstick, spoon and fork was one of the official merchandise for the 2022 Indonesian MotoGP at the Mandalika Circuit.*



Upaya untuk mencapai impian menjadi bisnis yang berkelanjutan. *Efforts to become a sustainable business.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Lamp

PHONE
+62 8122964542
Deddy Effendy

EMAIL
palemcraft@yahoo.co.id

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl. KHA Dahlan no 8
Yogyakarta, DI Yogyakarta

SOCIAL MEDIA
Instagram
@palemcraft

Facebook
Palem Craft Jogja

Shopee
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Tokopedia
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Palem Craft, CV

ID Produk-produk buatan tangan dibuat dengan penuh cinta dan selalu memiliki ceritanya sendiri. Dengan bahan baku dari alam Indonesia dan tetap memperhatikan budidayanya, impian Palem Craft adalah menjalankan bisnis yang berkelanjutan, dapat memberikan manfaat, dan meningkatkan kesejahteraan bagi banyak orang. Sudah dua dekade Palem Craft berusaha untuk mencapai impian tersebut dan meski dengan berbagai tantangan telah berhasil merambah pasar internasional. Palem Craft menawarkan berbagai dekorasi rumah seperti kap lampu, bingkai cermin, dan hiasan dinding dari kelapa, pandan, dan serat abaka. Koleksi produk Palem Craft juga telah dipamerkan pada berbagai ajang internasional ternama seperti IFEX, Ambiente Frankfurt dan baru-baru ini pada NY Now Summer Market di Amerika Serikat.

EN *Handmade products are made with love and always have their own story. Using natural raw materials from Indonesia while still paying attention to its cultivation, Palem Craft's goal is to become a sustainable business that provides functionalities and improves the welfare of many people. For two decades, Palem Craft has been trying to achieve this goal and despite the various challenges, it has succeeded to reach the international market. Palem Craft offers a variety of home decorations such as lampshades, mirror frames, and wall arts from coconut, pandanus, and abaca fiber. Palem Craft collection has also been showcased at various prominent international exhibitions such as IFEX, Ambiente Frankfurt and most recently at the NY Now Summer Market in the United States.*

160-161



Pilihan sepeda anak yang ramah lingkungan. *An environment-friendly choice for children's bikes.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Children's toys

PHONE
+62 89609156251
Sri Ratna Sari

EMAIL
pancelbike.craft@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Karangturi rt 07, Baturetno,
Banguntapan, Bantul,
Yogyakarta

SOCIAL MEDIA
Instagram
@pancelbike_craft

Facebook
rumahbatikjingga

Shopee
pancelbike_craft

Tokopedia
Pancel Bike Craft

Pancel Bike Craft

ID Masa perkembangan anak patut untuk diisi dengan kegiatan yang dapat mengasah motorik dan keseimbangan anak, salah satunya adalah melalui sepeda. Pancel Bike Craft memproduksi *push bike* dan *balance bike* untuk anak usia 1,5 hingga 6 tahun dan dapat membantu melatih konsentrasi anak sebelum beralih ke sepeda roda dua. Berbahan dasar kayu lokal menjadikan produk Pancel Bike Craft sebagai pilihan yang lebih ramah lingkungan. Selain itu, dari segi harga pun cenderung lebih terjangkau dibandingkan sepeda anak pabrikan impor. Pancel Bike Craft berupaya untuk menjadi sebuah merek sepeda anak global yang menerapkan prinsip *zero waste* dalam proses produksinya. Semenjak didirikan pada 2019, Pancel Bike Craft telah dianugerahi penghargaan Inacraft 2023 dalam kategori kayu dan Innovating Jogja 2021.

EN *Children's developmental period should be filled with activities that can hone their motor skills and balance, and one of them is through cycling. Pancel Bike Craft produces push bikes and balance bikes for children aged 1.5 to 6 that can help strengthen their concentration before eventually switching to two-wheeled bicycles. Made from locally-sourced wood, Pancel Bike Craft is the more environment-friendly option for your children. Besides that, they are also more affordable than most mass-produced imported children's bikes. Pancel Bike Craft strives to become a global children's bike brand that applies the zero waste principle in its production process. Since its establishment in 2019, Pancel Bike Craft has been awarded the Inacraft 2023 Award in the wood category and Innovating Jogja Award 2021.*



Meneruskan budaya tradisional dan bisnis keluarga.
Continuing the family business while preserving traditional heritage.

HOME DECOR & CRAFT

FEATURED PRODUCT
Leather Craft

PHONE
+6285741294047
Anis Kurniawati

EMAIL
aniskurniaw14@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Gg Trisula, Sidikan
UH5/625 RT 27 / RW 07
Yogyakarta 55161

SOCIAL MEDIA
Instagram
@pelanakudajogja

Facebook
Pelana Kuda Jogja

Shopee
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Tokopedia
Pelanakudajogja

Pelana Kuda Jogja

ID Pelana Kuda Jogja merupakan inisiatif seorang anak muda asal Yogyakarta untuk membantu dan melanjutkan usaha turun temurun keluarganya. Produk yang dijual adalah pakaian dan aksesoris kuda yang menarik Andong. Andong sendiri adalah alat transportasi tradisional yang masih dilestarikan di daerah Yogyakarta dan sekitarnya. Usaha ini diharapkan dapat menjadi jembatan untuk memajukan pariwisata andong di daerah Malioboro dan sekitarnya, agar makin ramai wisatawan yang berkunjung. Namun selain produk kulit, usaha ini juga mulai menjual produk dari bahan *seagrass* untuk kebutuhan rumah tangga seperti keranjang, taplak, kotak tisu, dan lain-lain. Dengan diteruskannya usaha ini oleh generasi muda diharapkan usaha ini dapat menarik pasar melalui penjualan *online*.

EN *Pelana Kuda Jogja is an initiative of a young man from Yogyakarta to continue his family's business, focusing in clothing and horse accessories to pull Andong. Andong itself is a traditional transportation that is still preserved in Yogyakarta and its surrounding area. By continuing this business, Pelana Kuda Jogja hopes to be a bridge to advance Andong-related tourism around the Malioboro area, so that more tourists will visit and enjoy this attraction. Apart from leather products, Pelana Kuda Jogja has also started selling products made from seagrass materials for household needs, such as baskets, tablecloths, tissue boxes, and others. By having a younger generation continue the business, Pelana Kuda Jogja hopes to be able to attract a wider market through online sales.*



Kerajinan kayu yang membawa nama harum Indonesia ke kancah internasional. *Wood products that introduces Indonesia to the world.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Furniture

PHONE
+6281338739242
Andi Herwanto

EMAIL
pilarbalifurniture@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jalan Raya Sakah, Batuan
Kaler, Kec. Sukawati, Kab.
Gianyar

SOCIAL MEDIA
Instagram
@pilarbalifurniture

Facebook
Pilar Bali Furniture

Shopee
pilarbali

Tokopedia
pilarbali

Pilar Bali

ID Usaha kerajinan kayu jati asal Bali ini dimulai di tahun 2000. Pada awalnya, sang pemilik hanya menjual barang-barang yang sudah jadi. Namun, berkat tekadnya, ia memberanikan diri untuk melakukan desain dan produksi sendiri. Mulai dari mengolah kayu menjadi bahan untuk membuat mebel, hingga merakitnya menjadi mebel yang layak digunakan, berhasil dilakukan oleh Pilar Bali. Berbagai kebutuhan dasar interior rumah tangga dapat ditemukan di Pilar Bali, termasuk lemari, sofa, meja, rak barang, tempat tidur, dan lain-lain. Pilar Bali banyak mendapat respons positif dari para pencinta mebel dari bahan kayu jati, baik dari dalam negeri maupun mancanegara, termasuk benua Eropa dan Amerika.

EN *Pilar Bali is a teak wood craft business that was established in the year 2000. At first, the owner only sold ready-made goods, but dared themselves to go out of their comfort zone and start doing design and production. With a newly awakened creative spirit, Pilar Bali started to process raw wood into furniture materials, and then successfully transform them into furniture items. Pilar Bali provides an assortment of household interior products, including cupboards, sofas, tables, shelves, beds, and other types of furniture. They have received countless positive responses from teak furniture lovers, both in the domestic and the international market, including Europe and America.*

166-167



Usaha mainan kayu anak yang memberdayakan ibu-ibu sekitar. *Children's wooden toy business that empowers local mothers.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Children's toys

PHONE
+62 8993956880
Prisca Ongsano

EMAIL
lets.playandreply@gmail.
com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Gms FA III no 6 - Waru
Sidoarjo, Jawa Timur

SOCIAL MEDIA
Instagram
@play.and.replay

Facebook
-

Shopee
play.and.replay

Tokopedia
play and replay

Play & Replay

ID Sekitar 4 tahun lalu, Prisca Ongsano melihat keterbatasan akan produk mainan kayu buatan Indonesia yang ada di pasaran, dan walaupun ada kebanyakan adalah produk impor. Beliau kemudian memutuskan untuk memulai Play & Replay, sebuah usaha mainan kayu anak. Play & Replay berkomitmen untuk menghasilkan mainan lokal yang berkualitas tinggi, aman, dan disenangi oleh anak-anak dan orang tua. Dibuat oleh para ibu-ibu di Sidoarjo, Jawa Timur, Play & Replay ingin turut memberdayakan masyarakat sekitar melalui bisnisnya. Mainan Play & Replay didominasi dengan warna-warna pastel dan berusaha untuk mengusung tema-tema nusantara melalui kolaborasi dengan UMKM lokal lain, seperti 'Kampoeng Jajan' yang adalah set mainan aneka jajanan Indonesia.

EN About four years ago, Prisca Ongsano noticed the limited locally-made wooden toy products available on the market, and even with the small number, most were imported products. She then decided to start Play & Replay, a children's wooden toy business. Play & Replay is committed to producing local toys that are high quality, safe and loved by both children and parents. Produced by mothers in Sidoarjo, East Java, Play & Replay wants to take part in empowering local communities through its business. Play & Replay toys are dominated by pastel colors and strive to include Indonesian themes through its collaboration with other local MSMEs, such as 'Kampoeng



Melanjutkan kerajinan bambu untuk generasi mendatang.
Preserving bamboo crafts for future generations.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6282221333785
Euis Rohaini

EMAIL
e_rohai@yahoo.co.id

E-COMMERCE
Padi
Rajasa Mas Jaya

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jln Penatusan timur 261
maos Kidul Cilacap, Jawa
Tengah

SOCIAL MEDIA
Instagram
@rajaserayu

Facebook
Batik Maos Rajamas

Shopee
rajasamas

Tokopedia
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Rajasa Mas Jaya, CV

ID Daerah Cilacap telah lama dikenal dengan kerajinan batik dan bambu yang telah diturunkan dari generasi ke generasi. Namun, seiring berjalannya waktu, regenerasi tersebut semakin sulit. Mayoritas perajin sudah mendekati usia pensiun, sementara tombak sudah harus diberikan pada generasi penerus. Menyadari hal tersebut, Raja Serayu pun memulai program kaderisasi melalui kelas pelatihan gratis bagi murid-murid di Cilacap. Itulah awal mula Raja Serayu dibangun, hingga saat ini Raja Serayu telah mentransformasi dan memadukan batik, tenun, dan bambu sehingga memiliki nilai dan cerita baru. Raja Serayu berharap melalui usahanya dapat terus melestarikan keterampilan lokal dan juga melahirkan bakat-bakat muda baru secara berkelanjutan. Produk Raja Serayu telah berhasil dipamerkan di berbagai ajang internasional termasuk Ambiente Frankfurt, Milan Design Week, dan Dubai Expo.

EN *The Cilacap region has long been known for its batik and bamboo crafts which have been passed down through generations. However, as time goes by, regeneration becomes increasingly difficult. The majority of craftsmen are approaching their retirement age, while their mastery must be passed on to the next generation. With this in mind, Raja Serayu began organizing skill transfer programs through free training classes for students in Cilacap, and that was the start of Raja Serayu's establishment. Until now, Raja Serayu has transformed and combined batik, woven textile and bamboo so that they have new values and stories. Raja Serayu hopes that through its efforts they can continue to preserve local craft skills and also sustainably develop new young talents. Raja Serayu products have been successfully showcased at various international exhibitions including Ambiente Frankfurt, Milan Design Week and Dubai Expo.*

170-171



Dari rumah kembali ke rumah. *From one home to another.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Tableware

PHONE
+6285158114594
Hakim Al Ghaffaru

EMAIL
Hakimalgha17@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jalan K.H Muhdi Gang
Amat Rejo I, Maguwoharjo,
Depok, Sleman Yogyakarta

SOCIAL MEDIA
Instagram
@rakau.ina

Facebook
-

Shopee
rakau.ina

Tokopedia
rakau.ina

Rakau.ina

ID Nama usaha “Rakau” sesungguhnya berasal dari bahasa Maori (suku asli Polinesia di Selandia Baru) yang berarti “kayu” dalam Bahasa Indonesia. Rakau berkomitmen untuk memilih kayu-kayu lokal asli Indonesia untuk dijadikan mebel buatan tangan. Moto usahanya, “Dari rumah kembali ke rumah” menggambarkan bahwa produk-produknya lahir dari industri rumahan dan kembali pulang ke rumah pembelinya. Rakau melengkapi kebutuhan interior maupun eksterior rumah, seperti halaman. Dengan membuat objek-objek keseharian, Rakau berharap untuk menciptakan hubungan yang erat antara produk dan penggunaanya. Rakau juga mempunyai niat mulia yaitu untuk membantu masyarakat sekitar lewat usaha ini, sekaligus memperkenalkan Indonesia ke khalayak luas.

EN *The origins of the business name “Rakau” comes from the Maori language (an indigenous Polynesian tribe in New Zealand), which means “wood” in Indonesian. Rakau is committed to selecting local Indonesian wood to create handmade furnitures. Its business motto “From one home to another” illustrates how its products are born from a home industry and will ‘return’ to the customer’s homes. Rakau is the answer for all home products, including inside or outside the house like our backyard. By creating everyday objects, Rakau hops to create a close relationship between the product and its users. Rakau also has noble intentions to help the local community through the business, as well as to introduce Indonesia to a wider audience.*



Memaksimalkan potensi bahan kayu lokal. *Maximizing the potential of local wood materials.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+62 85293333003
Sapto Daryono

EMAIL
rideonegallery@yahoo.co.id

E-COMMERCE
Padi
Ride One Gallery

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl. Parangtritis KM.11,
Manding, Sabdodadi,
Bantul, Yogyakarta

SOCIAL MEDIA
Instagram
@rideone_gallery

Facebook
Ride One Gallery

Shopee
Ride One Gallery

Tokopedia
Ride One Gallery

Ride One Gallery, CV

ID Dibangun pada tahun 2000 di Bantul, Yogyakarta, Ride One Gallery berhasil membangun pamornya dalam dunia kerajinan kaca. Dengan desain yang modern hingga klasik dan antik, perusahaan ini menjadi identik dengan kerajinan tangan yang cemerlang. Pendirinya, Sapto Daryono, menyalurkan cintanya pada kerajinan kaca sejak usia remaja, dan kemudian merealisasikannya sebagai usaha maju seperti yang kita lihat saat ini. Sekarang, Ride One Gallery dengan bangga mengekspor 80% dari kreasi uniknya, yang mencerminkan visi Sapto untuk menjadi produsen dekorasi rumah yang kompetitif dan dapat dipercaya.

EN Born in 2000 in Bantul, Yogyakarta, Ride One Gallery has established a legacy in the world of glass crafts. With designs ranging from modern elegance to classic charm and antique allure, this company has become synonymous with artisanal brilliance. Its founder, Sapto Daryono, channelled his passion for glass crafts in his teenage years, and which he transformed into the thriving business we see today. Today, Ride One Gallery proudly exports 80% of its unique creations, reflecting Sapto's vision to become a competitive and trustworthy manufacturer of home decor.

174-175



Bahan natural dalam objek sehari-hari. *Natural elements in daily objects.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Furniture

PHONE
+6283164120041
Rizal Hikmatiar

EMAIL
rizalhikmatiar1993@gmail.
com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl. selapajang jaya no 36
RT/Rw 04/04, Selapajang
jaya, Neglasari, Tangerang,
Banten

SOCIAL MEDIA
Instagram
@rokacollection.id

Facebook
Roka collection

Shopee
rokacollectionofficial

Tokopedia
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Roka Collection

ID Rotan dan kayu memang tersedia dalam jumlah banyak di Indonesia. Namun, tidak banyak yang mampu mengubahnya menjadi mebel yang tepat guna sekaligus memiliki desain yang baik. Roka Collection berdiri sejak tahun 2018 dan memiliki keyakinan teguh terhadap hasil alam Indonesia. Roka Collection menghadirkan material berkualitas dalam produk yang melengkapi hidup kita; contohnya peralatan makan yang terbuat dari kayu, atau kursi tatami berbahan dasar rotan. Kehadirannya juga membuka lapangan pekerjaan yang banyak bagi masyarakat, terutama para seniman dan perajin lokal.

EN *Rattan and wood are available in abundance in Indonesia. However, not many are able to transform them into furniture that is both useful and has great design. Roka Collection, a business founded in 2018, has a firm belief in Indonesia's natural resources. Roka Collection presents quality materials in products that complement our lives. As an example, they create tableware out of wood, or tatami chairs out of rattan. Roka Collection also opens up as many job opportunities for the community, especially for local artists and craftsmen.*

176-177



Menambah nilai pada material, membuatnya istimewa. *Adding value to waste materials to make the more special.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6285729992296
ahmat

EMAIL
rubycraft1990@GMAIL.
COM

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Babadan gedongkungin
rt 23 rw 17 no 640
banguntapan Bantul 55198

SOCIAL MEDIA
Instagram
@raft_souvenir

Facebook
Rubycraft

Shopee
rubycraftstore

Tokopedia
rubycraftjogja

Rubycraft

ID Rubycraft merupakan perusahaan manufaktur asal Yogyakarta yang bergerak di bidang kerajinan khususnya peralatan dapur yang terbuat dari kayu. Awal mulanya, Rubycraft memanfaatkan limbah kayu ranting jati untuk menjadi kayu bakar. Kini, bahan yang sama digunakan untuk menciptakan produk yang fungsional dan estetik seperti *tumbler*, gelas, dan pernak pernik lainnya – sehingga menambah nilai pada material tersebut. Keunggulan Rubycraft juga terdapat pada caranya mempertemukan bahan-bahan yang berbeda dalam satu desain, contohnya kayu jati dikombinasikan dengan marmer dan plastik daur ulang. Hal ini mencerminkan upaya inovasi berinovasi dalam aspek desain dan teknik. Rubycraft bermimpi untuk menjadi perusahaan kerajinan kayu yang terkemuka dan diakui secara global.

EN *Rubycraft is a manufacturing company from Yogyakarta that focuses on crafts, mainly kitchen utensils made from wood. In the early days, Rubycraft used teak branches wastes to make firewood. Today, the same materials are given new life, taking the form of functional and aesthetically pleasing products that adds value to the materials, such as tumblers, cups, and other interesting knick knacks. Rubycraft's strength also lies in the way they combine different materials into one cohesive design. For example, they combine teak with marble and recycled plastic. This reflects their efforts of innovation in both design and engineering. In the upcoming future, Rubycraft dreams of becoming a leading and globally recognized woodworking company.*

178-179



Melestarikan keterampilan ukiran perak selama 4 generasi.
Preserving silver-making skill through four generations.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Pen

PHONE
+62 81916457402
I Putu Chandra Ariguna

EMAIL
chandraputu65@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
sudah Ekspor

ADDRESS
Jln Raya Celuk Ds. Celuk
Sukawati, Gianyar, Bali

SOCIAL MEDIA
Instagram
@cincinperak_bali

Facebook
-

Shopee
cincinperak_bali

Tokopedia
Rupadana Silver

Rupadana Silver

ID Daerah Celuk di Gianyar, Bali telah cukup lama dikenal dengan kerajinan peraknya. Keterampilan dalam kerajinan perak juga diturunkan dari generasi ke generasi sejak zaman kerajaan Sukawati. Awalnya produksi perak hanya fokus untuk memenuhi kebutuhan keluarga Puri Sukawati dan sekitarnya, serta peralatan upacara keagamaan. Kemudian pada awal abad ke 20 mulai berkembang dan mengalami masa puncaknya pada tahun 1980an. Rupadana Silver adalah bisnis keluarga yang telah berdiri selama hampir empat dekade dan kini dikelola oleh generasi keempat. Diambil dari nama orang tua pemiliknya sekarang, Rupadana Silver berusaha untuk dapat membangkitkan kembali kejayaan perak melalui produk-produk yang inovatif.

EN Celuk in Gianyar, Bali has long been known for its silver crafts. Silver-making skill has also been passed down through generations since the Sukawati kingdom period. Initially, silver production focused on catering the needs of Puri Sukawati families and its surroundings, as well as ceremonial equipment. In the beginning of the 20th century it began to develop, and experienced its peak in the 1980s. Rupadana Silver is a family business that has been around for almost four decades and is now managed by the family's fourth generation. Taken from the name of the current owner's parents, Rupadana Silver strives to revive the glory of silver through its innovative products.

180-181



Memberdayakan masyarakat sekitar melalui eco print.
Empowering local communities through eco print.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6281393976047
Dwi Sabda Irawati

EMAIL
sabdairawati@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jln MPU Nala 10

SOCIAL MEDIA
Instagram
@sabdaecoprint

Facebook
Dwi Sabda Irawati (Founder
of Sabda Batik)

Shopee
sabdatatik

Tokopedia
-

Sabda Batik, UD

ID Koleksi Sabda Batik mengambil inspirasi dari alam sekitar seperti pohon jati, kopi wonosalam, dan kayu tegeran. Tidak hanya itu, produk Sabda Batik juga banyak menggunakan bahan-bahan tersebut dalam proses produksinya sehingga tercipta rangkaian produk yang tidak hanya unik, tapi juga ramah lingkungan. Dalam produksinya Sabda Batik hanya menggunakan bahan-bahan lokal dan pewarnaan alami menggunakan metode *eco print*. Sebagai usaha asal Jombang, Jawa Timur, Sabda Batik berkomitmen untuk dapat meningkatkan perekonomian daerah dan juga memberdayakan masyarakat sekitar, khususnya perempuan. Sejak didirikan pada tahun 2018, koleksi Sabda Batik telah diekspor ke berbagai negara diantaranya Australia, Singapura, Jerman, dan Amerika Serikat. Sabda Batik berusaha untuk terus mendunia dan berbagi kebahagiaan dengan sesama.

EN *Sabda Batik's collection takes inspiration from the natural surroundings such as teak, Wonosalam coffee and tegeran wood. Not only that, their products also use such materials in their production process, resulting in a series of products that are not only unique, but also environment-friendly. Sabda Batik only uses locally-sourced material and natural coloring using the eco print method throughout its production. Originating from Jombang, East Java, Sabda Batik is committed to improving the local economy and empowering local communities, especially women. Since its establishment in 2018, their collection has been exported to various countries including Australia, Singapore, Germany and the United States. Sabda Batik strives to go global and share happiness with others.*

182-183



Menciptakan alat bermain sebagai metode belajar. *Creating fun puzzles to enhance the learning process.* HOME DECOR & CRAFT

FEATURED PRODUCT Children's toys	PHONE +6281323312269 zafar kustiwa amoir hamzah	EMAIL sanggaranakita09@gmail.com	E-COMMERCE Padi -
PRODUCT STATUS Siap Ekspor	ADDRESS Kp Depaok 04/03 Sukajaya Bungursari, Tasikmalaya, Jawa Barat	SOCIAL MEDIA Instagram @sanggaranakita Facebook -	Shopee sanggaranakita Tokopedia sanggaranakita

Sanggar Anakita

ID Dengan bentuk dan warna yang menarik, *puzzle* Sanggar Anakita tidak akan dilewatkan oleh anak-anak. Permainan yang edukatif ini memiliki berbagai macam seri bentuk, mulai dari pesawat hingga orang-orangan sawah. Lahir dari ide sang pemilik, produk-produk Sanggar Anakita sudah terdaftar di HAKI dan memiliki sertifikat SNI. *Puzzle* yang ditawarkan terbuat dari kayu dan kayu olahan (MDF), sehingga dapat menghasilkan bentuk-bentuk 3D. *Puzzle* Sanggar Anakita juga sudah diakui dan digunakan oleh dinas pendidikan dan sekolah sekolah PAUD, khususnya yang berada di wilayah Priangan Timur. Sanggar Anakita berharap untuk menjadi laboratorium untuk mengembangkan alat permainan yang edukatif.

EN *Sanggar Anakita's puzzles will definitely captivate children with their attractive shapes and merry colors. This educational game comes in a variety of shapes, such as planes and scarecrows. With designs originating from the owner's idea, Sanggar Anakita's products are registered with HAKI and also have SNI certificates to ensure safety during use. The puzzles offered by Sanggar Anakita are made of wood and processed wood (MDF), enabling them to create fun 3D shapes. Sanggar Anakita's puzzles have also been recognized and used by the local Education Department and preschools, especially those in the East Priangan area. With their educational puzzle products, Sanggar Anakita hopes to become a laboratory for developing educational game tools.*



Kreativitas dan edukasi menjadi satu. *A blend of creativity and education.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Children's toys

PHONE
+6281299331723
Cefi Heriansyah

EMAIL
saungartgallery86@gmail.
com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jalan Talas II RT 002/
RW.01 No.61 Pondok Cabe
Ilir, Pamulang, Tangerang
Selatan, Banten

SOCIAL MEDIA
Instagram
@saungartgallery

Facebook
Saung art gallery

Shopee
rumahseller

Tokopedia
Saungs Art Aquatic

Saung's Art Gallery

ID Sejak kecil, pemilik Saung's Art Gallery mencintai dunia seni, terutama teknik melukis. Hobi ini kemudian bersilangan dengan ketertarikannya terhadap dunia anak-anak. Sebagai seseorang yang mempunyai pengalaman sebagai guru SD, telah tertanam dalam jiwanya, kepedulian terhadap edukasi untuk anak. Latar belakang tersebutlah yang mendorongnya menciptakan produk-produk berbahan dasar *gypsum* yang tergolong edukatif. Contohnya paket yang menawarkan pengalaman bagi anak-anak untuk melukis pada permukaan celengan. Selain memberi ruang untuk berkreasi, produk ini juga mengajarkan menabung sejak usia dini. Tak heran bahwa produknya dapat diandalkan oleh orangtua untuk mendidik anak-anak.

EN *Since their childhood days, the owner of Saung's Art Gallery has always loved art, especially painting. They also have experience as an elementary school teacher, thus making them highly concerned for children's education. These two aspects of their life--the hobby of art and an interest in children--coincidentally collide, and acts as a motivation to create gypsum-based products to be utilized for educational purposes. For example, Saung's Art Gallery offers a package that creates experiences for children to paint on the surface of piggy banks, encouraging artistic values and teaching children about saving money from an early age. It's no wonder that their products are relied on by parents who wish to provide fun education for their little ones.*

186-187



Mentransformasi limbah kelapa menjadi produk fungsional.
Transforming coconut waste into functional products.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+62895320919716
Moh warid

EMAIL
ropetcak@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Dusun gagah desa gagah
rt/rw 002/001 kecamatan
kadur

SOCIAL MEDIA
Instagram
-

Facebook
Cakropet

Shopee
-
Tokopedia
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Sembrani Artho (Cak Ropet), UD

ID Lima tahun lalu, di Desa Gagah, Kabupaten Pamekasan, Jawa Timur, Mohammad Warid berpikir cara untuk mengolah kulit kelapa yang sering dibuang begitu saja dan merusak pemandangan. Baginya potensi limbah kelapa besar dan bisa memiliki nilai tambah jika diproses dengan baik. Beliau kemudian memulai bisnis yang memproduksi aneka kerajinan dari limbah kelapa seperti sabut dan gambut. Meski sempat mengalami kesulitan saat masa pandemi, produk Sembrani Artho telah diekspor ke beberapa negara. Dan selain mengurangi sampah kulit kelapa di ruangan publik dikarenakan adanya fasilitas pengolahan limbah sabut kelapa, kehadiran Sembrani Artho juga telah membuka lapangan pekerjaan baru bagi masyarakat Desa Gagah.

EN Five years ago, in Gagah Village, Pamekasan Regency, East Java, Mohammad Warid was brainstorming ways to process coconut shells which were often thrown away and ruined beautiful sceneries. He believes in the huge potential of coconut waste, and that it can have added value if processed properly. He then established Sembrani Artho that produces various crafts from coconut waste such as coir and peat. Although the pandemic was a challenging period for the business, Sembrani Artho products have been exported to several countries. In addition to reducing coconut shell waste in public spaces and the availability of coconut fiber waste processing facilities, Sembrani Artho has also created job opportunities for the people of Gagah Village.

188-189



Bisnis furniture bambu asal Lebak yang telah menembus pasar internasional. *Bamboo furniture business from Lebak that has penetrated the international market.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Furniture

PHONE
+6287808624916
Syahdani Douhari Pulungan

EMAIL
syahdanidp@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl. Siliwangi, Pasir ona,
Kota Rangkasbitung, Lebak,
Banten

SOCIAL MEDIA
Instagram
@shaniquabamboo

Facebook
-

Shopee
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Tokopedia
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Shaniqua Bamboo

ID Shaniqua Bamboo lahir pada tahun 1998 di tengah krisis ekonomi yang kala itu melanda Indonesia dan negara-negara Asia lainnya. Namun tekad untuk dapat merambah pasar internasional tetap kuat. Sebagai pendiri, Khairul Pulungan percaya akan potensi bambu Indonesia dan tidak ingin lagi melihat banyak bambu ditelantarkan atau bahkan tidak dihargai. Karena bila diproses dengan seksama, bambu adalah bahan yang mampu bersaing dan bisa memiliki nilai tambah yang tinggi. Shaniqua Bamboo menghadirkan beragam furniture bambu untuk dalam maupun luar ruangan, serta membuka jasa kontraktor untuk bangunan bambu. Melalui koleksi perabot rumah yang menggabungkan sentuhan artistik dan kekuatan abadi bambu, Shaniqua Bamboo berharap produknya dapat menjadi warisan yang dapat diturunkan ke banyak generasi.

EN *Shaniqua Bamboo was established in 1998 in the midst of the Asian economic crisis. However, the determination to enter the international market remained strong. As the founder, Khairul Pulungan believes in the potential of Indonesian bamboo and no longer wishes to see them to be neglected or even unappreciated. Because bamboo is actually a competitive material that can have high added value when processed carefully. Shaniqua Bamboo offers a variety of bamboo furniture for both indoors and outdoors, as well as providing contractor services for bamboo buildings. Shaniqua Bamboo hopes that through their collection of home furniture that combines artistic touch and enduring strength of bamboo, its products can become heirlooms that can be passed down to many generations.*



Mengedepankan nilai estetik dan fungsionalitas pada kerajinan keramik. *Prioritizing aesthetic and functionality values in ceramic crafts.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Tableware

PHONE
+62 81338694263
I Wayan Catur

EMAIL
sikubalihandcraft@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Br. Sapat Tegallalang
Gianyar, Bali

SOCIAL MEDIA
Instagram
@siku_bali

Facebook
-

Shopee
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Tokopedia
-

Siku Bali

ID Daerah Ubud di provinsi Bali telah lama menjadi tujuan wisatawan untuk berbagai macam kerajinan, termasuk keramik. Dengan latar belakang keterampilan dan hobi membuat keramik, I Wayan Catur memutuskan untuk menekuni kerajinan keramik sebagai bisnis. Selama lebih dari 20 tahun beroperasi, Siku Bali telah memproduksi beragam peralatan rumah tangga dan dekorasi rumah seperti mangkok, piring, teko, tempat dupa, dan pajangan. Tidak hanya mementingkan nilai estetik dari setiap koleksinya, Siku Bali juga memperhatikan nilai fungsional dari produk-produknya. Koleksi kerajinan buatan Siku Bali telah berhasil diekspor ke beberapa negara dan selalu mengedepankan standar kualitas yang tinggi pada setiap produknya.

EN *Ubud in the province of Bali has long been a tourist destination for a variety of crafts, including ceramics. With a background and hobby in ceramics, I Wayan Catur decided to pursue ceramic crafts as a business. For more than 20 years of its operation, Siku Bali has produced a variety of household utensils and home decorations such as bowls, plates, teapots, incense holders and home decors. Siku Bali is not only concerned with the aesthetic value of each collection, but also pays attention to the functional value of its products. Siku Bali's collection has been successfully exported to several countries and high quality standards are always highly prioritized in each of their products*



Mendukung perkembangan anak melalui mainan dan alat peraga. *Supporting children's development through toys and teaching aids.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Children's toys

PHONE
+6285740414748
Dian Setya Wardani

EMAIL
dian.arcadia84@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl. Imam Bonjol no. 158,
Kecandran, Sidomukti,
Salatiga

SOCIAL MEDIA
Instagram
@stasiuneducasi

Facebook
Stasiun Edukasi

Shopee
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Tokopedia
Stasiun Edukasi

Stasiun Edukasi

ID Seperti namanya, Stasiun Edukasi ingin menjadi sarana untuk membantu perkembangan dan pendidikan anak. Pendirinya, Dian Setya Wardani, memulai usaha ini setelah menyadari minimnya alat peraga edukasi untuk anak. Beliau pun memutuskan untuk mendirikan Stasiun Edukasi pada tahun 2010 dan hingga kini telah memproduksi ribuan mainan dan alat peraga edukasi anak yang dapat melatih motorik anak dalam masa perkembangan mereka. Bisnis asal Salatiga, Jawa Tengah ini seluruhnya menggunakan kayu lokal dalam proses produksinya dan pewarna yang aman bagi anak. Dengan harga yang terjangkau, produk Stasiun Edukasi adalah pilihan tepat untuk buah hati dan keluarga Anda.

EN As the name suggests, Stasiun Edukasi strives to become a medium to help children's development and education. The founder, Dian Setya Wardani, started the business after realizing the lack of educational teaching aids for children. She then decided to establish Stasiun Edukasi in 2010, and until now Stasiun Edukasi has produced thousands of children's educational toys and teaching aids that can develop children's motor skills during their developmental period. Originating from Salatiga, Central Java, Stasiun Edukasi uses locally-sourced wood in its production process and dyes that are safe for children. Available at affordable prices, Stasiun Edukasi is the right choice for your children and family.



UMKM asal Jepara yang bersaing di level global. *A Jepara-based small business, reaching the global market.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Furniture

PHONE
+62811274618
Heri Zulianto

EMAIL
heri.zulianto97@gmail.com
-

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl. Ngasem Kodono, Desa
Ngasem, RT 21/RW 2, Kec.
Batealit, Kab. Jepara

SOCIAL MEDIA
Instagram
-

Facebook
-

Shopee
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Tokopedia
-

Sumber Inti Home

ID Jepara adalah daerah di Jawa tengah yang sangat terkenal dengan kualitas kayunya. Dengan banyaknya pelaku usaha mebel berbahan kayu jati, tentunya tidak mudah untuk menjaga persaingan. Sumber Inti Home, usaha asal Jepara, menawarkan mebel yang elegan dari segi desain, menggunakan bahan dasar kayu jati, mahoni dan mindi. Produk-produknya hadir dalam bentuk kabinet, kursi, kaca, dan tempat tidur. Serta sudah diekspor ke Australia, Selandia Baru, dan Singapura. Meski unggul dalam desain dan kekuatannya, Sumber Inti Home memastikan bahwa harganya tetap bersaing. Sebagai contoh, terdapat produk 'CONRAN Side Table' yang merupakan hasil kombinasi kayu dengan besi warna hitam. Selera tinggi yang direfleksikan pada desain menjadi kunci dari kesuksesan penjualannya.

EN *Jepara--an area in Central Java--is very famous for the quality of their wood materials. With numerous businesses selling products from teak wood, the market is highly competitive and not easy to survive in. Sumber Inti Home is a Jepara-based business that offers elegantly designed furniture made from teak, mahogany, and mindi wood. The products range from cabinets, chairs, glass, and beds. They have already been exported to Australia, New Zealand, as well as Singapore. Even with superior quality and great strength, Sumber Inti Home products' prices remain competitive to this day. One of the products from their assortment of high quality furniture is their 'CONRAN Side Table', which is an aesthetic combination of wood and black iron. The refined artistic taste of the designers are reflected in all Sumber Inti Home's products.*

196-197



Mengedepankan bahan-bahan alami dan memberdayakan para perajin lokal. *Prioritizing natural ingredients and empowering local craftsmen.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6285885864618
Rafika

EMAIL
sunandsandecor@gmail.com

E-COMMERCE
Padi
Sunandsand Kriya Indonesia

PRODUCT STATUS
sudah Ekspor

ADDRESS
Jl Sumatera Ciputat
Tangerang Selatan, Banten

SOCIAL MEDIA
Instagram
@sunandsandecor

Facebook
Sunandsand Home Living
Natural Craft

Tokopedia
sunandsand

Sunandsand Kreasi Nusantara, PT

ID Lahir dari kecintaan akan kekayaan alam Indonesia yang menakjubkan serta keinginan kuat untuk memaksimalkan potensi para perajin lokal, Sunandsand menawarkan rangkaian produk dekorasi rumah, kerajinan tangan, dan *furniture* yang mengedepankan bahan-bahan alami lokal seperti rotan, mendong, agel, dan kerang dan dikombinasikan dengan teknik rajutan, anyaman, maupun *macrame*. Banyak didominasi oleh perpaduan gaya eklektik dan *shabby chic*, setiap produk Sunandsand adalah hasil kreativitas dan keterampilan perajin lokal. Sunandsand berkomitmen untuk terus memberdayakan perajin-perajin lokal melalui bisnisnya, dan sebagian dari keuntungannya dialokasikan untuk dana pendidikan anak para perajin. Koleksi produk Sunandsand telah sukses diekspor ke beberapa negara dan dipamerkan pada *NY Now Summer Market 2023*.

EN *Born out of the love of Indonesia's spectacular natural beauty and a strong desire to maximize the potential of local craftsmen, Sunandsand offers a range of home decoration, handicraft and furniture products that emphasize locally-sourced natural materials such as rattan, mendong, agel and shells combined with knitting, weaving and macrame techniques. Dominated by a mix of eclectic and shabby chic styles, every product is the result of creativity and skill of the local craftsmen. Sunandsand is committed to empowering the local craftsmen through its business, and part of their profits are allocated to fund the education of the craftsmen's children. Sunandsand's collection has been successfully exported to several countries and was showcased at the NY Now Summer Market 2023.*



Komitmen untuk mengolah limbah tanpa merusak alam. A
commitment to processing waste without destroying nature.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6281917926128
Lalu surya bakti

EMAIL
suryasenja363@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Dusun buntimba desa
bonder kec.praya barat kab.
lombok tengah

SOCIAL MEDIA
Instagram
@suryamandiri83

Facebook
Surya Mandiri Handycraft

Shopee
-
Tokopedia
-

Surya Mandiri Handycraft

ID Apa yang muncul di benak Anda ketika mendengar Pulau Lombok? Apakah Pantai Senggigi, pohon kelapa, atau mungkin sebuah kelapa segar? Dengan keindahan alam Lombok yang memukau, terdapat juga sederet kerajinan lokal yang tidak kalah menarik. Surya Mandiri Handicraft adalah usaha yang berfokus untuk memproduksi aneka kerajinan yang dibuat dari pengolahan limbah batok kelapa, limbah kayu, limbah tulang, serta sisa potongan bambu. Sejak didirikan pada tahun 2019, Surya Mandiri Handicraft berkomitmen untuk mengolah limbah tanpa merusak alam dalam proses produksinya. Produk-produk yang ditawarkan juga beragam seperti perabotan rumah tangga, pajangan rumah, dan pernik khas Sasak. Surya Mandiri Handicraft berharap untuk dapat menciptakan lapangan pekerjaan bagi masyarakat desa dan menginspirasi para pelanggannya untuk mengurangi penggunaan plastik melalui produknya.

EN *What comes to mind when you hear Lombok Island? Does it remind you of Senggigi Beach, coconut trees, or maybe a whole fresh coconut? With its stunning natural beauty, there are also a number of local crafts that are as captivating in Lombok. Surya Mandiri Handicraft is a business that focuses on producing various crafts made from processing coconut shell waste, wood waste, bone waste and bamboo waste. Since its inception in 2019, Surya Mandiri Handicraft is committed to processing waste without destroying nature throughout their production process. Surya Mandiri Handicraft offers a variety of products, such as household furniture, home decors and authentic Sasak souvenirs. Surya Mandiri Handicraft hopes to create jobs for the local village communities and inspire its customers to reduce the use of plastic through its products.*

200-201



Mengatasi penebangan liar lewat usaha yang berkelanjutan.
Fighting illegal logging through sustainable business.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6285600614431
Madya Pramuardi

EMAIL
Scraft.ina@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
JL Depok Dalam III no 9
Pedurungan Semarang,
Jawa Tengah

SOCIAL MEDIA
Instagram
@craftandfurniture

Facebook
woodentableware

Shopee
the scraft

Tokopedia
-

The Scraft

ID The Scraft berkomitmen untuk mengurangi penebangan liar dan menghentikan kerusakan hutan yang timbul karena permintaan bahan baku kayu yang tinggi. Hal tersebut dicapai dengan hanya menggunakan sisa kayu dari produsen dan pabrik mebel, serta membeli limbah dari para perajin kecil. Sisa kayu dan limbah kemudian diolah menjadi produk yang baru dan fungsional seperti peralatan makan, peralatan dapur, dan beragam *furniture*. The Scraft menerima pesanan *custom* sesuai permintaan. Sejak didirikan pada 2016 lalu, The Scraft juga berupaya untuk meningkatkan kesejahteraan masyarakat sekitar dengan melibatkan warga lokal sebagai pekerja dan para perajin kecil sebagai mitra.

EN *The Scraft is committed to reducing illegal logging and ending forest degradation that occur due to the high demand for raw wood by only using wood waste from furniture manufacturers and factories, as well as purchasing waste from small-scale craftsmen. Scrap wood and wood waste are then processed into new and functional products such as tableware, kitchen utensils and various furniture. The Scraft accepts custom orders upon request. Since its establishment in 2016, The Scraft also strives to improve the welfare of the community by employing local residents and partnering with local craftsmen.*

202-203



Menerapkan filosofi Tri Hita Karana pada bisnis kap lampu.
Implementing the philosophy of Tri Hita Karana to a lamp shade business.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Lamp

PHONE
+6289636373169
Fitrah Amaliya Suraedah

EMAIL
malafitrah20@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jalan Cokroaminoto gang
tulip no 1 Ubung Denpasar
Utara

SOCIAL MEDIA
Instagram
@trihita_bali

Facebook
-

Shopee
-
Tokopedia
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Tri Hita Bali

ID Terinspirasi dari filosofi Bali kuno “Tri Hita Karana” yang berarti keharmonisan antara Tuhan, alam, dan manusia, Tri Hita Bali hadir untuk mengimplementasikan kebaikan tersebut dan menjaga nilai budaya Bali melalui usahanya yang berfokus memproduksi berbagai produk ramah lingkungan. Pendiri Tri Hita Bali, Fitrah Amaliya Suraedah, memiliki impian untuk menjadi *lighting designer*, karena potensi profesi tersebut cukup besar di Indonesia. Tri Hita Bali pun menawarkan beragam kap lampu berdesain kontemporer yang terbuat dari rotan. Meski baru didirikan pada 2021 lalu, Tri Hita Bali telah menerima pesanan dari luar kota maupun luar negeri. Produknya telah berhasil diekspor ke beberapa negara termasuk Kanada, Malaysia, dan Singapura.

EN *Inspired by the ancient Balinese philosophy of “Tri Hita Karana” which means harmony between God, nature and humans, Tri Hita Bali exists to implement the philosophy and preserve Balinese cultural values through its business that focuses on producing various environment-friendly products. The founder of Tri Hita Bali, Fitrah Amaliya Suraedah, envisions becoming a lighting designer, because of its huge career potential in Indonesia. Tri Hita Bali also offers a variety of contemporary style lamp shades made from rattan. Even though it was recently established in 2021, Tri Hita Bali has received demands from other regions and abroad. Its products have successfully been exported to several countries including Canada, Malaysia and Singapore.*

204-205



Memberdayakan perempuan dengan usaha kerajinan rajut.
Empowering women through knitting craft businesses.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6281225140333
Tenripakkua Bungawalia

EMAIL
emailunga@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jl. Daeng Tata 1 Komp.
Depag Tabaria Blok A4
No.9, Makassar, Sulawesi
Selatan 90224

SOCIAL MEDIA
Instagram
@ungatawwa.handmade

Facebook
Ungatawwa Handmade

Shopee
ungatawwalabel

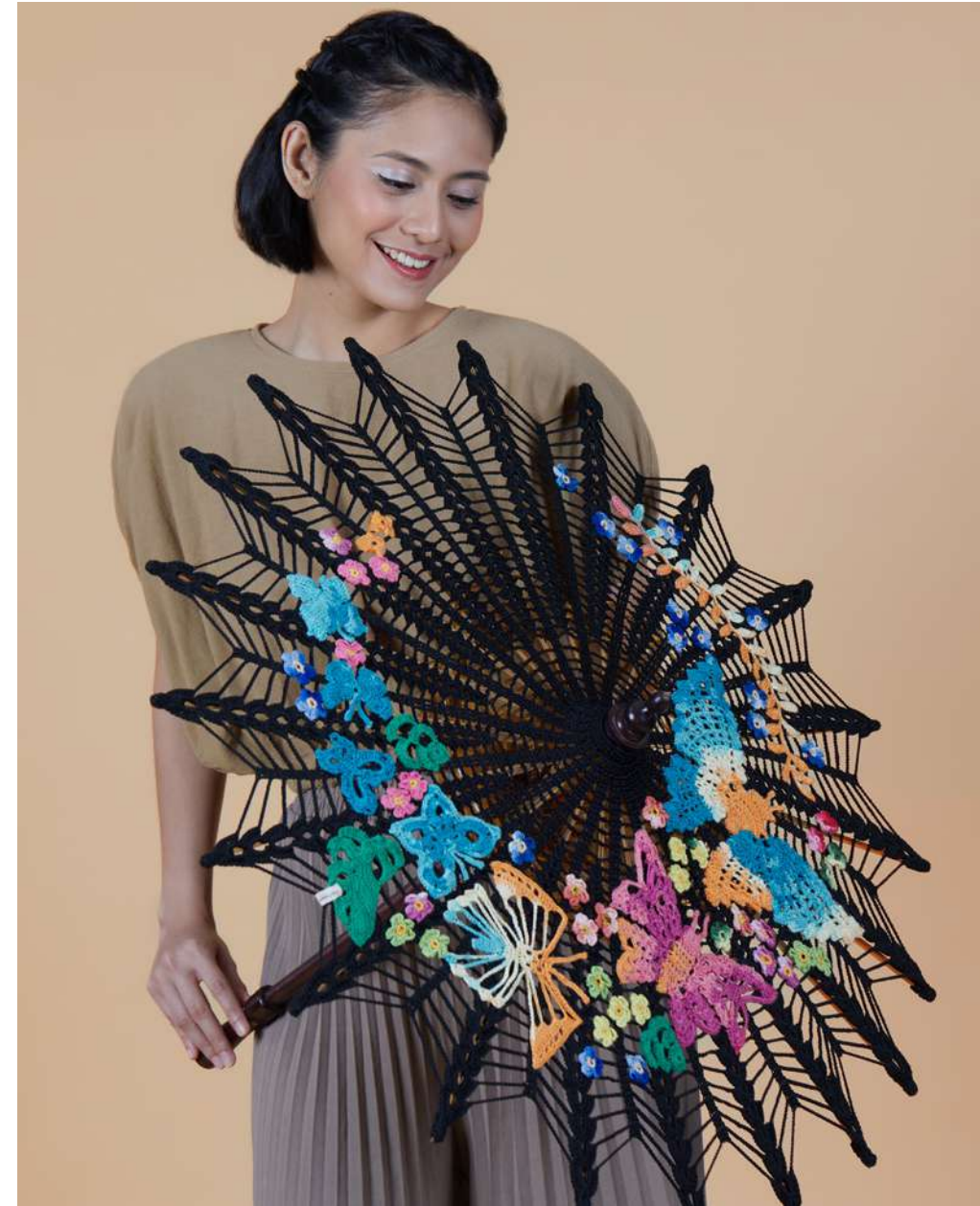
Tokopedia
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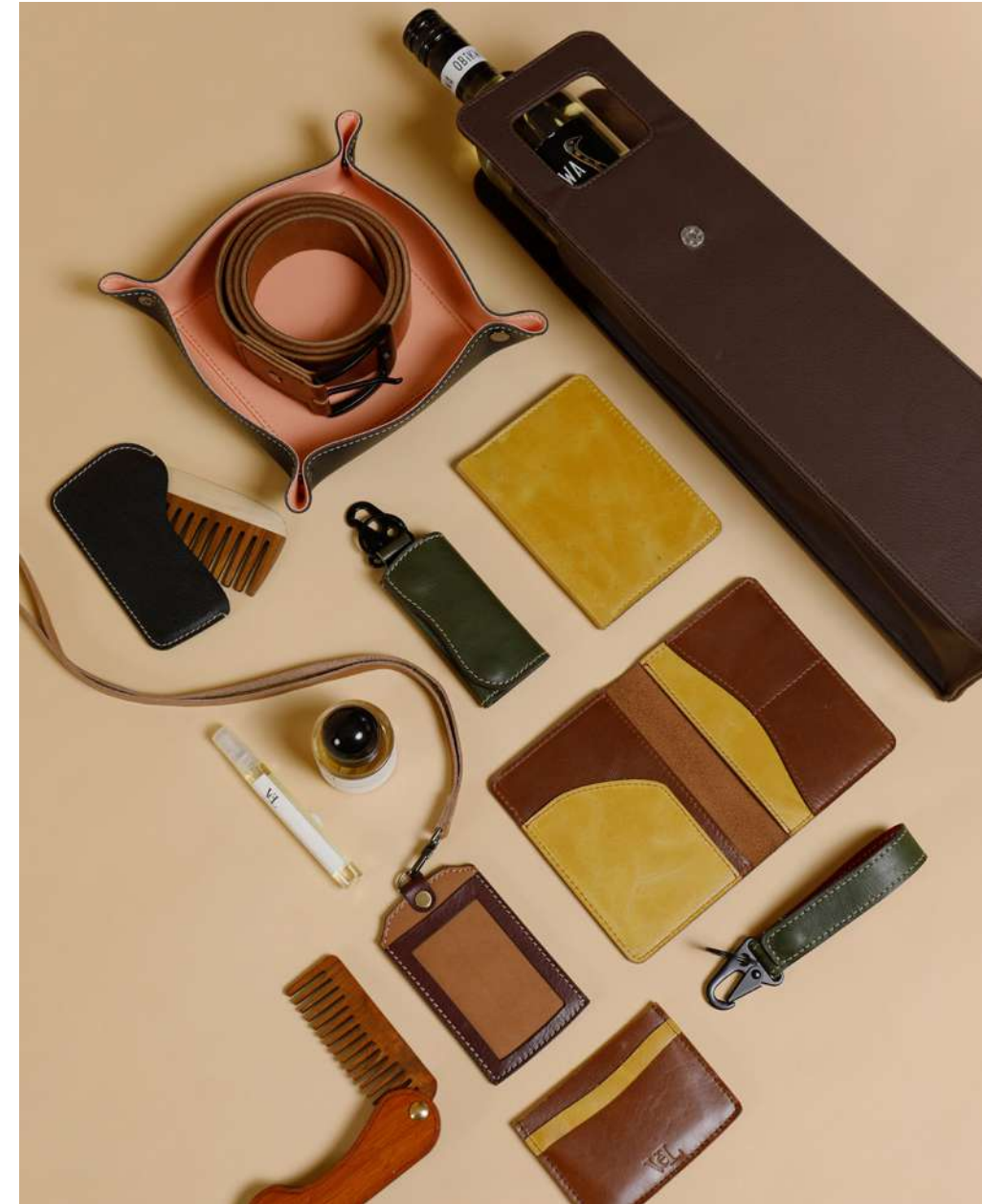
Ungatawwa Handamde

ID Setiap helaian benang Ungatawwa Handmade menggambarkan harapan, dan dalam setiap tarikan benang menggambarkan asa. Semua itu kemudian diselesaikan dengan rapi, menyampaikan pesan cinta yang mendalam bagi yang menggunakannya. Berawal dari hobi merajut sang pendiri, Ungatawwa Handmade kemudian menyelenggarakan lokakarya merajut dan bekerjasama dengan berbagai instansi pemerintahan dan swasta. Namun saat pandemi kegiatan tersebut tidak dapat berjalan. Ungatawwa Handmade pun beralih bisnis dan mulai memproduksi aneka kerajinan rajut seperti boneka, tas, dan aksesoris. Proses pembuatannya melibatkan perajin ibu rumah tangga serta remaja putri putus sekolah. Ungatawwa Handmade berkomitmen untuk dapat terus memberdayakan masyarakat sekitar melalui bisnisnya.

EN *In every Ungatawwa Handmade product, each strand of thread depicts hope, and with each pull of the thread represents hope. These are then meticulously finished, conveying a deep message of love for those who use its products. Ungatawwa Handmade started from the founder's hobby of knitting, initially she organized knitting workshops and collaborated with various government and private agencies. However, it had to be halted during the pandemic. Ungatawwa Handmade then moved to producing various knitting crafts such as dolls, bags and accessories and started to involve housewives and women who dropped out of school to be part of their production. Ungatawwa Handmade is committed to empowering local communities through its business.*

206-207





Ekspresi cinta seorang ibu yang berkembang menjadi bisnis lokal ramah lingkungan. *An expression of a mother's love that developed into an environment-friendly local business.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+628176800586
Angela Rari

EMAIL
wallartku@gmail.com

E-COMMERCE
Padi
-

PRODUCT STATUS
Siap Ekspor

ADDRESS
Jalan Venice IX Block no. 7,
Paku Jaya, Serpong Utara,
Tangerang Selatan, Banten

SOCIAL MEDIA
Instagram
@wallartku

Facebook
Wall Art Ku

Shopee
wallartku

Tokopedia
Wall Art Ku

Wall Art Ku

ID Wall Art Ku didirikan pada 2016 sebagai bentuk ekspresi cinta seorang ibu terhadap anaknya. Pendirinya, Angela Rari, memiliki impian untuk menciptakan cara yang tidak biasa untuk membingkai masa-masa pertumbuhan anaknya. Dengan latar belakang sebagai seorang desainer grafis, ia pun mendesain kolase foto yang berbentuk inisial nama anaknya. Dan setelah berkolaborasi dengan perajin kayu lokal, desain tersebut kemudian dibuat menjadi sebuah hiasan dinding. Koleksi awal produk Wall Art Ku pun dipenuhi dengan beragam produk hiasan dinding yang terbuat dari kayu pinus yang telah didaur-ulang, sehingga tidak ada pohon yang ditebang untuk produksi. Kini produk Wall Art Ku telah merambah ke aneka perlengkapan dan hiasan rumah yang terbuat dari *eco-resin* akrilik.

EN *Wall Art Ku started in 2016 as an expression of a mother's love for her baby. The founder, Angela Rari, envisioned creating unordinary way to frame her boy's growth milestones. With a background in graphic design, she designed a photo collage shaped in the baby's initials. After collaborating with local wood crafters, they turned the design into a wall decor. Wall Art Ku's earlier collections were filled with a variety of wall decorations made from reclaimed pinewood, so no trees were killed in the making. Currently, Wall Art Ku has expanded to homeware and home decor products made from eco-resin acrylic.*

210-211



Melestarikan kekhasan motif wastra Indonesia pada berbagai produk. *Preserving the uniqueness of Indonesian textile motifs through various products.*

HOME DECOR &
CRAFT

FEATURED PRODUCT
Tableware

PHONE
+62 8156555656
Eni Anjayani

EMAIL
wastralokagaleri@gmail.com

E-COMMERCE
Padi
PT Wastraloka Indo Kreasi

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl. Ring Road Timur, Tegal
Tandan RT 18/RW 36
Banguntapan, Bantul, DI
Yogyakarta

SOCIAL MEDIA
Instagram
@Wastraloka

Facebook
Wastraloka

Shopee
Wastraloka

Tokopedia
WastralokaGaleri

Wastraloka

ID Nama Wastraloka berasal dari bahasa Sansakerta, wastra berarti kain tradisional dan loka berarti surga. Wastraloka lahir sebagai wujud kecintaan dan tekad untuk melestarikan aneka motif wastra nusantara pada produk kerajinan dan dekorasi. Keindahan batik dituangkan pada berbagai bahan seperti enamel, kayu, dan lembaran bahan kaleng yang sebagian besar adalah sisa pabrik. Bahan-bahan tersebut kemudian diolah menjadi produk dengan nilai tambah di antaranya rantang, teko, toples, baki, dan payung. Bentuk maupun desain produk Wastraloka dibuat sedemikian rupa untuk menampilkan kekhasan Indonesia serta membangkitkan kenangan. Setelah hampir satu dekade beroperasi, bisnis yang didirikan Eni Anjayani ini telah sukses diekspor ke beberapa negara dan dipamerkan pada pameran Handarty di Korea Selatan dan New Energy di Jepang.

EN *The name Wastraloka originally comes from Sanskrit, wastra means traditional cloth and loka means heaven. Wastraloka was born as a form of love and determination to preserve various Indonesian textile motifs through home decor and craft products. The beauty of batik is expressed in various materials such as enamel, wood and tin sheets, most of which are factory leftovers. These materials are then made into products with added value, including baskets, teapots, jars, trays and umbrellas. Wastraloka products' shape and design are created in such a way as to showcase Indonesia's tradition and evoke memories. After almost a decade of its operation, the business founded by Eni Anjayani has successfully exported their products to several countries and showcased at the Handarty Exhibition in South Korea and New Energy in Japan.*

212-213



Menjaga bumi lewat produk eceng gondok. *Protecting the earth through water hyacinth products.*

HOME DECOR & CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6283831796864
Zahrotus Sadida

EMAIL
witrove.indonesia@gmail.com

E-COMMERCE
Padi
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PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl. Kebraon Indah Permai
D-45 Karangpilang
Surabaya

SOCIAL MEDIA
Instagram
@witrove_

Facebook
Witrove

Shopee
-

Tokopedia
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Witrove

ID Eceng gondok atau di beberapa daerah dikenal dengan nama kelipu, ringgak, atau tumpe adalah gulma bagi ekosistem perairan. Setelah menemukan eceng gondok yang tumbuh di waduk belakang rumah, Witrove berupaya untuk memanfaatkannya menjadi produk yang berkelas. Koleksi produk Witrove beragam, mulai dari perlengkapan rumah seperti wadah, nampan, dan piring, hingga fesyen seperti tas, bando, dan sandal yang tentunya dibuat hanya menggunakan bahan-bahan lokal. Witrove berkomitmen untuk terus menjaga bumi dan bermanfaat bagi lingkungan sekitar, termasuk memberdayakan para petani dan perajin lokal melalui bisnisnya. Sejak didirikan pada 2006, usaha asal Surabaya ini telah berhasil mengekspor produknya ke Korea Selatan dan Uni Emirat Arab.

EN *Water hyacinth or in some areas known as kelipu, ringgak, or tumpe is a weed for aquatic ecosystems. After discovering water hyacinth growing in the reservoir at their backyard, Witrove attempted in turning them into classy products. Witrove's collection is highly varied ranging from home equipment such as containers, trays and plates, to fashion items such as bags, headbands and sandals made using only locally-sourced materials. Witrove is committed to protecting the earth and serving the local community, including empowering local farmers and craftsmen through its business. Since its inception in 2006, the Surabaya-based business has successfully exported their products to South Korea and the United Arab Emirates.*



Memaksimalkan potensi bisnis dan pariwisata Jepara.
Maximizing Jepara's business and tourism potential.

HOME DECOR &
CRAFT

FEATURED PRODUCT
Interior decoration

PHONE
+6289681296296
Ida Mulyani

EMAIL
sales.woodmood.id@gmail.
com

E-COMMERCE
Padi
-

PRODUCT STATUS
Sudah Ekspor

ADDRESS
Jl Sentra Ukir Patung, Desa
Mulyoharjo RT 01 RW 05
Kec. Jepara, Kab. Jepara
59431

SOCIAL MEDIA
Instagram
@wood_mood.id

Facebook
Produsen Furniture &
Souvenir (Wood Mood)

Shopee
wood_mood.id

Tokopedia
wood_mood.id

Wood Mood

ID Jepara telah lama dikenal sebagai sentra kerajinan kayu dan menjadi salah satu destinasi wisatawan lokal maupun mancanegara. Lahir dan besar di Mulyoharjo, Jepara, Ida Mulyani melihat potensi yang besar dalam bisnis dan pariwisata. Namun untuk *souvenir* kerajinan kayu masih terbatas, dan kebanyakan bukan produk siap pakai. Beliau kemudian memutuskan untuk menggeluti bisnis kerajinan kayu yang berfokus pada peralatan masak, peralatan makan dan *souvenir* kayu. Wood Mood sangat memperhatikan kualitas dan kehalusan kayu dalam setiap produknya, dan untuk *finishing* dijamin 100% aman karena telah bersertifikat *food grade*. Selain mudah dibawa, desain produk Wood Mood dapat disesuaikan dengan permintaan pelanggan. Meski baru beroperasi selama 3 tahun, produknya telah sukses diekspor ke mancanegara, seperti India, Korea Selatan, Turki, dan Belanda.

EN *Jepara has long been known as a center for wooden crafts and a destination for both local and foreign tourists. Born and raised in Mulyoharjo, Jepara, Ida Mulyani saw great potential in Jepara's business and tourism. However, wooden craft souvenirs in the market are still limited, and when available they are not ready-to-use. She then decided to delve into the woodworking business and focus on wooden kitchenware, tableware and souvenirs. Wood Mood thoroughly pays attention to the wood quality and texture in each of its products, and as they are food grade certified, the safety of its products is guaranteed. Besides being compact, Wood Mood designs can be adjusted to suit the customer's requests. Although it has only been in operation for 3 years, its products have successfully been exported to several countries, such as India, South Korea, Turkey and the Netherlands.*

216-217



