

CSR Program: Turtle Release in Goa Cemara Beach



On Tuesday, September 15th, 2020, The Alana Hotel and Conference Center Malioboro (The Alana Malioboro) as one of the products of PT Bakrieland Development Tbk (Bakrieland) which is under the management of the Business Unit of PT Bakrie Swasakti Utama in Yogyakarta held CSR (Corporate Social Responsibility) activities, namely turtle release at Goa Cemara Beach.

Turtle breeding at Goa Cemara Beach was built by The Alana Malioboro as a form of concern for the environment and preserve the turtle ecosystem. The Alana Malioboro held CSR activities by releasing about 100 turtles on a regular basis, which is once a year. Turtle release activities are one form of participation of The Alana Malioboro in building good relations with the environment by releasing turtles from conservation back to their sea habitat.

With the CSR program conducted by The Alana Malioboro is expected to build public awareness to be more concerned with the environment, helping in maintaining, and preserving the turtle population.

For Bakrieland, this activity in an implementation of Corporate Sustainability on “It’s About the People” pillar, specifically on the development of local communities in the environment field

