

The Alana
HOTEL & CONFERENCE CENTER - MALIOBORO
BY ASTON



The Alana Malioboro Implements Blessed Friday CSR Program

On 24 February 2023, the Alana Malioboro Yogyakarta, as a business unit of PT Bakrieland Development Tab (Bakrieland), which is under the coordination of PT Bakrie Swasakti Utama (BSU), carried out the CSR event "Blessing Friday" for the surrounding community. This program is carried out in the form of distributing groceries to residents, such as those who are elderly and can't afford it. Meanwhile, groceries are prepared by SMEs whose business locations are close to the property to help grow the surrounding economy.

Present in the middle of the event were Mr. Joezar Rinaldi (General Manager), who handed over the social assistance directly to the community.

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 health field.

