

SIARAN PERS

WUJUDKAN EKONOMI KREATIF BERKELANJUTAN, IPCM DUKUNG UMKM BATIK SRIKANDI GIRIREJO GO DIGITAL

Yogyakarta, 21 November 2025 – PT Jasa Armada Indonesia Tbk (IDX: IPCM) sebagai bagian dari Pelindo Group yang bergerak di bidang jasa pemanduan dan penundaan kapal, terus memperkuat komitmennya dalam mendorong kemandirian ekonomi masyarakat melalui program Tanggung Jawab Sosial dan Lingkungan (TJSL). Bertempat di Desa Girirejo, Kabupaten Bantul, Yogyakarta, IPCM melaksanakan kegiatan bertajuk “Pendampingan UMKM Batik Srikandi Girirejo”, yang berfokus pada peningkatan kapasitas dan daya saing pelaku UMKM batik lokal.

Sebagai bentuk dukungan nyata, IPCM menyerahkan bantuan berupa alat membatik, kain, pewarna alami, dan lainnya kepada kelompok pengrajin UMKM Batik Srikandi Girirejo. Selain bantuan peralatan, kegiatan ini juga diisi dengan serangkaian pelatihan dan pendampingan yang meliputi pengembangan produk turunan batik, pencatatan keuangan, penguatan *branding* dan pemasaran, serta pengenalan digitalisasi usaha. Langkah ini diharapkan dapat membantu para pengrajin memperluas pasar dan menyesuaikan diri dengan tren ekonomi kreatif berbasis digital.

Sejarah batik di Girirejo sendiri memiliki akar budaya yang panjang. Tradisi membatik di wilayah ini bermula dari keberadaan makam raja-raja dan para abdi dalem beserta keluarganya yang bertugas merawat makam tersebut. Dari para abdi dalem inilah keterampilan membatik berkembang di masyarakat Girirejo dan mencapai puncak kejayaannya pada sekitar tahun 1970-an. Kini, semangat dan warisan budaya itu terus dijaga melalui upaya pelestarian dan pengembangan batik oleh UMKM Batik Srikandi Girirejo.

Direktur Utama IPCM, Shanti Puruhita, menyampaikan “Program ini kami rancang tidak hanya untuk menjaga warisan budaya batik sebagai identitas budaya nasional, tetapi juga untuk memperkuat kemampuan UMKM dalam mengembangkan produk, mengelola usaha, dan memanfaatkan teknologi digital. Dengan dukungan yang berkelanjutan, kami yakin UMKM Batik Srikandi Girirejo dapat menjadi ikon ekonomi kreatif daerah yang mandiri dan berdaya saing,” ujar Shanti Puruhita.

Program “Pendampingan UMKM Batik Srikandi Girirejo” merupakan bagian dari pilar Sosial dalam kerangka ESG (*Environmental, Social, Governance*) yang diterapkan IPCM. Melalui kegiatan ini, perusahaan berupaya mendukung upaya pemerintah dalam mewujudkan Tujuan Pembangunan Berkelanjutan (SDGs) Nomor 8 yakni mendukung pertumbuhan ekonomi yang inklusif dan berkelanjutan, kesempatan kerja yang produktif, serta pekerjaan yang layak untuk semua, khususnya dalam aspek peningkatan kesejahteraan masyarakat dan pemberdayaan perempuan berbasis pelestarian budaya lokal.

“Kami percaya bahwa keberlanjutan usaha perusahaan akan semakin kuat ketika tumbuh bersama menciptakan nilai ekonomi sekaligus nilai sosial yang signifikan bagi masyarakat dan lingkungan sekitar,” tambah Shanti. Melalui kegiatan ini, IPCM menegaskan komitmennya untuk tidak hanya menjadi penyedia layanan maritim terkemuka, tetapi juga menjadi mitra aktif melalui



pendekatan *Creating Shared Value* (CSV) dalam membangun masyarakat yang kreatif, mandiri, dan berdaya saing di era digital.

Selesai

PT Jasa Armada Indonesia Tbk (IPCM)

PT Jasa Armada Indonesia Tbk merupakan satu satunya perusahaan dalam bidang jasa pemanduan dan penundaan yang mencatatkan sahamnya pada Bursa Efek Indonesia sejak 22 Desember 2017. Emiten dengan kode (ticker) IPCM ini merupakan bagian dari PT Pelabuhan Indonesia (Persero) Group.

Bisnis utama Perseroan adalah bergerak dalam bidang pelayanan jasa pemanduan dan jasa penundaan dengan pangsa pasar utama yaitu melayani kegiatan pelayanan kapal di seluruh wilayah kerja Regional II PT Pelabuhan Indonesia (Persero) yang meliputi 12 (dua belas) pelabuhan dengan perluasan pasar di seluruh wilayah Indonesia.

Sekretaris Perusahaan,
PT Jasa Armada Indonesia Tbk (IPCM)

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PRESS RELEASE**REALIZING A SUSTAINABLE CREATIVE ECONOMY, IPCM SUPPORTS
SRIKANDI GIRIREJO BATIK MSMEs TO GO DIGITAL**

Yogyakarta, November 21, 2025. PT Jasa Armada Indonesia Tbk (IDX: IPCM), part of the Pelindo Group engaged in ship pilotage and towing services, continues to strengthen its commitment to promoting community economic independence through its Social and Environmental Responsibility (TJSL) program. Located in Girirejo Village, Bantul Regency, Yogyakarta, IPCM held an event titled “Assistance for Srikandi Girirejo Batik Micro, Small, and Medium Enterprises (MSMEs)”, focusing on enhancing the capacity and competitiveness of local batik MSME players.

As a tangible form of support, IPCM provided assistance in the form of batik-making tools, fabrics, natural dyes, and more to the Srikandi Girirejo Batik MSME artisan group. In addition to equipment support, the event featured a series of training and mentoring sessions covering derivative batik product development, financial record-keeping, branding and marketing strengthening, and the introduction of business digitalization. This initiative is expected to help artisans expand their market reach and adapt to trends in the digital-based creative economy.

The history of batik in Girirejo itself has deep cultural roots. The batik tradition in this area began with the presence of royal tombs and the palace retainers and their families who were tasked with maintaining them. From these retainers, batik-making skills spread throughout the Girirejo community and reached its peak in the 1970s. Today, that spirit and cultural heritage continue to be preserved through batik conservation and development efforts by the Srikandi Girirejo Batik MSMEs.

IPCM President Director, Shanti Puruhita, stated: “This program is designed not only to preserve batik as a national cultural identity but also to strengthen MSMEs’ ability to develop products, manage businesses, and leverage digital technology. With sustainable support, we believe Srikandi Girirejo Batik MSMEs can become an independent and competitive icon of the regional creative economy,” said Shanti Puruhita.

The “Assistance for Srikandi Girirejo Batik MSMEs” program is part of the Social pillar within IPCM’s ESG (Environmental, Social, Governance) framework. Through this initiative, the company seeks to support government efforts to achieve Sustainable Development Goal (SDG) No. 8: promoting inclusive and sustainable economic growth, productive employment, and decent work for all—particularly in improving community welfare and empowering women through local cultural preservation.



“We believe that the sustainability of our business will be stronger when we grow together, creating both economic and social value for communities and the surrounding environment,” added Shanti. Through this activity, IPCM reaffirms its commitment not only to being a leading maritime service provider but also to being an active partner through a Creating Shared Value (CSV) approach in building a creative, independent, and competitive society in the digital era.

End

About PT Jasa Armada Indonesia Tbk (IPCM)

PT Jasa Armada Indonesia Tbk is the only company in the field of pilotage and tugboat services listed on the Indonesia Stock Exchange since December 22, 2017. The company, with ticker code IPCM, is part of the PT Pelabuhan Indonesia (Persero) Group.

The company's core business is providing pilotage and tugboat services, primarily serving vessel operations across the Regional II area of PT Pelabuhan Indonesia (Persero), which includes 12 ports, with market expansion across Indonesia.

Corporate Secretary,
PT Jasa Armada Indonesia Tbk (IPCM)

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