

Siaran Pers

PTBA Dukung UMKM Naik Kelas Melalui Pelatihan Kemasan Produk Inovatif

Tanjung Enim, 23 Juli 2025 – PT Bukit Asam Tbk (PTBA) kembali menunjukkan komitmennya dalam mendukung pengembangan Usaha Mikro, Kecil, dan Menengah (UMKM) melalui program pendampingan "Sharing Session Pelatihan Peningkatan Kualitas Kemasan Produk bagi Pelaku UMKM". Kegiatan yang diselenggarakan di Rumah BUMN Bukit Asam ini bertujuan untuk membekali pelaku UMKM binaan agar produk mereka memiliki daya saing yang lebih tinggi di pasar lokal maupun nasional.

Pelatihan ini berfokus pada peningkatan kualitas kemasan produk, yang dinilai krusial dalam menarik minat pembeli dan memenuhi standar pasar. Para peserta mendapatkan pengetahuan mendalam dari narasumber berpengalaman, Muhammad Fadli, praktisi di bidang desain kemasan dan pemasaran produk UMKM sekaligus owner Kemasan Palembang. Materi yang disampaikan meliputi fungsi strategis kemasan, teknik dasar desain, pemilihan material yang tepat, hingga tren kemasan ramah lingkungan.

Anugrah Muji Esa, *Community Engagement* PT Bukit Asam Tbk, menegaskan pentingnya inisiatif ini. "Kami berkomitmen untuk terus mendukung UMKM naik kelas. Salah satunya melalui pelatihan seperti ini agar produk-produk lokal bisa lebih siap bersaing, baik di pasar lokal maupun nasional," ujarnya.

Antusiasme tinggi ditunjukkan oleh para peserta, salah satunya Eko, pelaku usaha pangsit kemasan dari Tanjung Enim. "Selama ini saya fokus di rasa, tapi ternyata kemasan punya peran besar untuk menarik pembeli. Setelah pelatihan ini, saya jadi semangat buat mendesain ulang kemasan produk saya agar lebih menarik," ungkap Eko.

PTBA berharap, melalui pelatihan ini, produk-produk UMKM binaan dapat tampil lebih profesional, menarik, dan kompetitif, sehingga mampu menembus pasar yang lebih luas. Sesi ini dihadiri oleh beragam pelaku usaha, termasuk produsen peyek krispi, peyek kembang goyang, bawang goreng, basreng, pangsit, SIBA (Sentra Industri Bukit Asam) Jamur, SIBA Kopi, Tempe, SIBA Rosella, SIBA Songket, SIBA Batik, dan SIBA Rajut, serta UMKM Binaan Srikandi Bukit Asam, menunjukkan jangkauan luas dan beragamnya jenis produk yang mendapatkan manfaat dari inisiatif ini.

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Untuk Informasi lebih lanjut silakan menghubungi:

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Sekilas tentang PT Bukit Asam Tbk

PT Bukit Asam Tbk (PTBA), adalah perusahaan pertambangan terkemuka milik negara Indonesia (BUMN) yang juga merupakan grup dari MIND ID. PTBA berdiri sejak 1981. Inti bisnis perusahaan

berfokus pada pertambangan, pengolahan, dan perdagangan batu bara. PTBA mengoperasikan beberapa tambang batu bara di Sumatera, menghasilkan berbagai jenis batu bara, termasuk batu bara sub-bituminus dan bituminus berkualitas tinggi yang masih langka. Pada tahun 2002, PTBA menjadi perusahaan terbuka dan tercatat di Bursa Efek Indonesia. Dengan komitmen terhadap praktik-praktik berkelanjutan dan tanggung jawab lingkungan, PTBA mengembangkan portofolio energi dengan investasi dalam sumber energi terbarukan. Perusahaan ini memainkan peran penting dalam menjaga kestabilan ketahanan energi nasional dalam hal penyediaan batu bara baik untuk pembangkit listrik dalam negeri maupun pasar ekspor, yang berkontribusi secara signifikan pada sektor energi dan perekonomian Indonesia. PTBA juga menjadi pelopor standar etika dengan menjadi perusahaan milik negara pertama dalam sektor energi yang menerapkan Manajemen Anti Penyuapan ISO 37001:2016.

Press Release

PTBA Supports MSMEs to Upgrade through Innovative Product Packaging Training

Tanjung Enim, July 23, 2025 - PT Bukit Asam Tbk (PTBA) once again showed its commitment in supporting the development of Micro, Small and Medium Enterprises (MSMEs) through the mentoring program "Sharing Session Training on Product Packaging Quality Improvement for MSME Players". The activity held at the Bukit Asam BUMN House aimed to equip fostered MSME players so that their products have higher competitiveness in local and national markets.

The training focused on improving the quality of product packaging, which is considered crucial in attracting buyers and meeting market standards. The participants gained in-depth knowledge from an experienced resource person, Muhammad Fadli, a practitioner in the field of packaging design and marketing of MSME products as well as the owner of Kemasan Palembang. The material presented included the strategic function of packaging, basic design techniques, selection of the right material, and environmentally friendly packaging trends.

Anugrah Muji Esa, Community Engagement of PT Bukit Asam Tbk, emphasized the importance of this initiative. "We are committed to continue supporting MSMEs to upgrade. One of them is through training like this so that local products can be better prepared to compete, both in the local and national markets," he said.

The participants showed great enthusiasm, including Eko, a packaged dumpling business owner from Tanjung Enim. "So far, I have focused on taste, but it turns out that packaging plays a big role in attracting buyers. After this training, I am excited to redesign my product packaging to make it more attractive," said Eko.

PTBA hopes that through this training, the products of fostered MSMEs can appear more professional, attractive and competitive, so that they can penetrate a wider market. The session was attended by various business players, including producers of peyek krispi, peyek kembang goyang, fried shallots, basreng, dumplings, SIBA (Bukit Asam Industrial Center) Mushrooms, SIBA Coffee, Tempe, SIBA Rosella, SIBA Songket, SIBA Batik, and SIBA Rajut, as well as Srikandi Bukit Asam Assisted MSMEs, demonstrating the wide range and diverse types of products that benefit from this initiative.

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Overview of PT Bukit Asam Tbk

PT Bukit Asam Tbk (PTBA), is a leading Indonesian state-owned mining company (BUMN) which is also a group of MIND ID. PTBA was established in 1981. The company's core business focuses on coal mining, processing and trading. PTBA operates several coal mines in Sumatra, producing various types of coal, including rare high-quality sub-bituminous and bituminous coal. In 2002, PTBA became a public company and was listed on the Indonesia Stock Exchange. With a commitment to sustainable practices and environmental responsibility, PTBA is expanding its energy portfolio with investments in renewable energy sources. The company plays an important role in stabilizing national energy security by providing coal for both domestic power generation and export markets, contributing significantly to Indonesia's energy sector and economy. PTBA also pioneers ethical standards by becoming the first state-owned company in the energy sector to implement ISO 37001:2016 Anti-Bribery Management.