

No. : 077/DIR/XI/2014
Lampiran : 1 berkas

Jakarta, 17 November 2014

Kepada Yth.
PT Bursa Efek Indonesia
Gedung Bursa Efek Indonesia – Lt. Dasar
Jl. Jend.Sudirman Kav. 52-53
Jakarta

Up. : Direktur Penilaian Perusahaan Sektor Jasa

Perihal : **Penyampaian Hasil Public Expose Tahunan 2014**

Dengan hormat,

Dengan ini kami sampaikan bahwa PT Hero Supermarket Tbk telah menyelenggarakan Public Expose Tahunan 2014, pada:

Hari/Tanggal : Rabu, 12 November 2014
Waktu : 14.00 WIB s/d selesai
Tempat : Ruang Seminar Bursa Efek Indonesia, Tower II, Lantai 1
Jl. Jend. Sudirman Kav. 52-53
Jakarta Pusat, 12190

yang dihadiri oleh para investor, analis dan wartawan (seperti terlampir).

Manajemen PT Hero Supermarket Tbk seperti terlampir.

Terlampir kami sampaikan hasil Public Expose Tahunan 2014 dimaksud, tanya jawab dan daftar hadir.

Demikian disampaikan untuk diketahui. Terima kasih atas perhatian dan kerjasamanya.

Hormat kami,

 **PT Hero Supermarket Tbk**



Lasmaroha Simbolon
Direktur Independen

Tembusan Yth:

1. Kepala Eksekutif Pengawas Pasar Modal - Otoritas Jasa Keuangan
2. Kepala Divisi Penilaian Perusahaan Sektor Jasa - Otoritas Jasa Keuangan
3. Kepala Divisi Penilaian Perusahaan Sektor Jasa - PT Bursa Efek Indonesia

**HASIL PAPARAN PUBLIK TAHUNAN
2014
PT HERO SUPERMARKET Tbk**

Bertempat di Ruang Seminar 3, Gedung Bursa Efek Indonesia, Menara II, Lantai 1, Jl. Jend. Sudirman Kav. 52-53, Jakarta 12190, Paparan Publik (*Public Expose*) Tahunan yang diselenggarakan pada hari Rabu, 12 November 2014 pukul 14:00 s/d 15:00 WIB dihadiri oleh Manajemen PT Hero Supermarket Tbk ("Perseroan") (terlampir daftar hadir), dimulai dengan pembukaan dan perkenalan oleh Presiden Direktur Perseroan, Stephane Deutsch dan dilanjutkan dengan Paparan Publik (terlampir) dan diakhiri dengan sesi tanya jawab.

Pertanyaan diajukan secara langsung dari hadirin dengan jawaban dari Manajemen Perseroan sebagai berikut:

1.	Nama	:	Matthew Wibowo
	Dari	:	Mandiri Securities
	Pertanyaan	:	<ol style="list-style-type: none"> 1. Perseroan membuka 27 toko hingga sekarang. Bagaimana ekspansi/pembukaan tahun depan? Berapa capex yang dibutuhkan untuk pembukaan toko tersebut? Berapa lama mencapai Break Even Point (BEP)? 2. Bila melihat hasil Q3, ada tekanan biaya pada hasil Q3 tersebut. Kapan recoverynya?
	Jawaban	:	<ol style="list-style-type: none"> 1. Perseroan merencanakan membuka toko lebih banyak lagi namun kami tidak dapat mengungkapkan berapa banyak toko yang akan dibuka untuk tahun depan. 2. Biaya-biaya tersebut antara lain berasal dari biaya <i>utilities</i> dan biaya tenaga kerja/UMR dan biaya pra pembukaan IKEA. Ke depannya, Perseroan mulai melakukan inovasi dan menambah toko serta melakukan penghematan energi di toko.
2	Nama	:	I. Ketut Adi Putra
	Dari	:	Deutsche Bank
	Pertanyaan	:	<ol style="list-style-type: none"> 1. Selamat atas kesuksesan pembukaan IKEA. Berapa banyak toko IKEA yang akan dibuka dalam 5 tahun dan berapa besar kontribusi penjualannya? 2. Hasil penjualan Lebaran mengecewakan. Apa yang menjadi penyebabnya? Apakah karena permintaan berkurang atau persaingan? 3. Mengenai rencana kenaikan BBM oleh pemerintah, bagaimana target Perseroan, apakah khawatir atau yakin?

	Jawaban	:	<ol style="list-style-type: none"> 1. Terima kasih. Kita memiliki ekspektasi besar terhadap IKEA. Fokus IKEA adalah konsep IKEA Maaf Perseroan tidak dapat mengungkapkan berapa banyak toko yang akan dibuka dan kontribusinya. 2. Penjualan <i>like for like</i> pada saat Lebaran cukup mengecewakan untuk seluruh usaha makanan. Pasar Indonesia memang sangat kompetitif. 3. Kenaikan BBM akan ada impact pada jangka pendek 3-4 bulan. Akan tetapi untuk jangka panjangnya, pasti akan ada kenaikan penjualan.
3	Nama	:	Priscilla Tjitra
	Dari	:	Credit Suisse
	Pertanyaan	:	Bagaimana perjanjian dengan IKEA, berapa lama perjanjian tersebut?
	Jawaban	:	HERO merupakan penerima franchise dari IKEA. Perjanjian dengan IKEA adalah perjanjian jangka panjang yaitu lebih dari 5 tahun dimana kami akan membangun hubungan jangka panjang dengan IKEA.
4	Nama	:	Merlyn
	Dari	:	Bloomberg Indonesia
	Pertanyaan	:	Bagaimana dampak kenaikan harga BBM untuk pendapatan Perseroan di akhir tahun dan tahun depan?
	Jawaban	:	Seperti penjelasan kami diatas mengenai kenaikan BBM, kami ke depannya telah melakukan antisipasi seperti fokus kepada <i>fresh product</i> kami untuk menaikkan penjualan.
5	Nama	:	Linda
	Dari	:	CIMB
	Pertanyaan	:	Ekspansi toko ke depannya akan fokus kemana secara geografi ?
	Jawaban	:	Secara geografi, Perseroan akan fokus ke Pulau Jawa dan Sumatera
6	Nama	:	Ruby
	Dari	:	Data Securities
	Pertanyaan	:	<ol style="list-style-type: none"> 1. Kenapa Perseroan diversifikasi ke bisnis <i>home furnishing</i>? Kenapa IKEA? 2. Mengapa ada perubahan Direksi yang cukup regular?
	Jawaban	:	<ol style="list-style-type: none"> 1. HERO adalah pioneer ritel modern sejak berdiri tahun 1971. Perseroan memberikan konsep yang berbeda sesuai ekspektasi konsumen. Kami mempunyai keyakinan besar atas merek IKEA yang dapat menarik konsumen. 2. Pergantian Direksi adalah alamiah dan normal karena ada yang pindah kerja, berhenti dstnya.

ANNUAL PUBLIC EXPOSE RESULT

2014

PT HERO SUPERMARKET Tbk

Located at Seminar Room 3, Bursa Efek Indonesia Building, Tower II, 1st Floor, Jl. Jend. Sudirman Kav. 52-53, Jakarta 12190, Annual Public Expose held on Wednesday, 12 November 2014 at 15:00 up to 16:00 hours in which the Management of PT Hero Supermarket Tbk ("the Company") present (refer attached attendance list). The Public Expose was started with opening remarks and introduction by Mr. Stephane Deutsch, President Director of the Company and followed with the Expose (Refer the attached presentation) and ended with Q&A.

The questions are verbally casted by the attendees and the responses by Management are as follows:

1.	Name	:	Matthew Wibowo
	From	:	Mandiri Securities
	Question	:	<ol style="list-style-type: none"> 1. The Company opened 27 stores up to present. How is the expansion/opening of stores next year?How much capex needed for the stores opening?How long to achieve Break Even Point (BEP)? 2. If looking at Q3 results, there are cost pressures in the Q3 results?When will be the recovery?
	Response	:	<ol style="list-style-type: none"> 1. The Company plans to open more stores however we can not disclose how many stores will be opened next year. 2. The costs are among others are utilities, labour and pre-opening IKEA. Going forward, the Company started to do innovation and saving energy for the stores.
2	Name	:	I. Ketut Adi Putra
	From	:	Deutsche Bank
	Question	:	<ol style="list-style-type: none"> 1. Congrats to the opening of IKEA. How many stores will be opened within 5 years time and how much is the sales contribution? 2. Lebaran sales is disappointing? Why? Is it because of demand wise or competition? 3. Regarding the government's plan to increase fuel price, how is the Company's target?Worry or confident?

	Response	:	<ol style="list-style-type: none"> 1. Thank you. We have big expectation toward IKEA business. IKEA focus is IKEA concept is accepted however we could not disclose how many stores will be opened and its sales contribution. . 2. Yes, Lebaran like for like sales were disappointing across all food banners. Indonesia market is very competitive. 3. The increase of fuel price will impact in short term 3-4 months. However, for long term, certainly there will be sales growth/increase.
3	Name	:	Pisalla
	From	:	Credit Suisse
	Question	:	How is the agreement with IKEA, and how long is the agreement?
	Response	:	HERO is the franchisee from IKEA. The agreement with IKEA is a long term agreement in which more than 5 years where we will develop long term relationship with IKEA.
4	Name	:	Merlyn
	From	:	Bloomberg Indonesia
	Question	:	How is the impact of fuel price for the revenue of the Company at the end of the year and next year?
	Response	:	As what we have explained before, pertaining to fuel price increase, going forward we have made anticipating actions such as focus to fresh product in order to increase our sales .
5	Name	:	Linda
	From	:	CIMB
	Question	:	The stores expansion in the future, geographically will focus on where?
	Response	:	Geographically, The Company will focus in Java island and Sumatera island.
6	Name	:	Ruby
	From	:	Data Securities
	Question	:	<ol style="list-style-type: none"> 1. Why the Company diversify to home furnishing business? and why IKEA? 2. Why there are regular changes in the Management?
	Response	:	<ol style="list-style-type: none"> 1. HERO is a pioneer of modern retail since established in 1971. The Company provided different concept in accordance to the consumers' expectation. We have big confidence toward IKEA brand in which will attract consumers. 2. The change of management is natural and normal. People want to move or resign.

DAFTAR HADIR




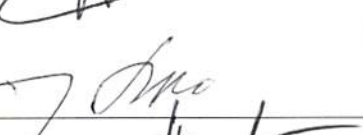


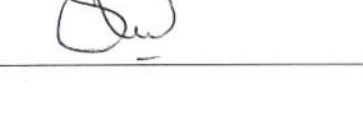
PUBLIC EXPOSE

PT HERO SUPERMARKET Tbk





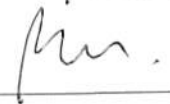


Ruang Seminar PT Bursa Efek Indonesia, Tower II, Lantai 1

Jakarta, 12 November 2014








14.00 WIB – SELESAI

NO.	NAMA	TANDA TANGAN
1	STEPHANE DEUTSCH	
2	LASMAROHA SIMBOLON	
3	XAVIER THIRY	
4	ARIEF ISTANTO	
5	HERU PRIBADI	
6	TONY MAMPUK (IKEA)	
7	NATALIA LUSNITA	
8	VIVIEN GOH (CORPORATE SECRETARY)	
9		








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PAPARAN PUBLIK TAHUNAN / ANNUAL PUBLIC EXPOSE
TANGGAL / DATE : RABU, 12 NOVEMBER 2014 / WEDNESDAY, 12th NOVEMBER 2014
PT HERO SUPERMARKET TBK

NO.	NAMA	PERUSAHAAN / COMPANY	PHONE NUMBER	EMAIL	TANDA TANGAN / SIGN
1	Chandra Sams	Investor pengang saham			
2	Michal	Jahad			
3	Bani				
4	PRIYOSO	PT. Baci SCC.			
5	Iben	Magenta Kapital			
6	YOP W				
7	Slamet	Magenta Kapital			






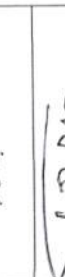
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NO.	NAMA	PERUSAHAAN / COMPANY	PHONE NUMBER	EMAIL	TANDA TANGAN / SIGN
8	Subarno	Angpud Inc			
9	EFFENDI K.	PT pzic			
10	YAP LISA. S.	"			
11	Munuk. S.	P. Fendri.			
12	Erwanto.	mega cap.			
13	Sumlati	Melia			
14	Subianto				








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NO.	NAMA	PERUSAHAAN / COMPANY	PHONE NUMBER	EMAIL	TANDA TANGAN / SIGN
15	chacha williams	Jardine Matheson	0818434399		
16	FARIANTO J	Unocom	081999967236		
17	Agung	Bloomberg TV	0812.4577.8686	agung_hepi@yahoo.com	
18	Matthew Wibowo	Mandiri Securities	08121042107	matthew_wibowo@mandiri.co.id	
19	Merlyn	Bloomberg TV	087885369086	merlynluce@yahoo.com	
20	Wendy	BAGANA	081288103785	wendy.chandra@bana.co.id	
21	Amy	Panin Asset Mgmt.	08111901628	amy.deanna@panin-am.co.id	


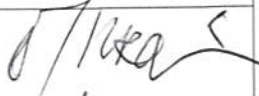
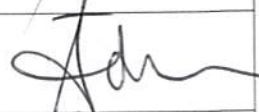
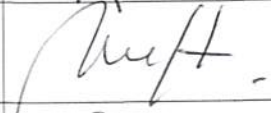

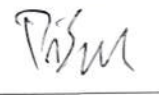

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NO.	NAMA	PERUSAHAAN / COMPANY	PHONE NUMBER	EMAIL	TANDA TANGAN / SIGN
22	FARID	Investor Daily	083532988	FarisFidias@gnail.com	
23	Lyn Coannate	Mandiri Sek			
24	Dewinta Sumartono	CIMB		dewinta.sumartono@cimb.com	
25	NAMIRA	ISANTAN	08214926787	namira.daufrin@gmail.com	
26	tata kharano	PAS FM. PABO	089889910029	tata.kharano@pasfm.com	
27	Fersa Yurna	Danareksa Investment	081209904060	fersay@danareksa.com	
28	Jinda	CBP			






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NO.	NAMA	PERUSAHAAN / COMPANY	PHONE NUMBER	EMAIL	TANDA TANGAN / SIGN
29	lynn			f.chrisant@yaho	
30	Nid'aderynt				
31	yuke				
32	Wisni				
33	TANATHA PRADJA				
34	SUTRISMA SANTI				
35	Fenny				








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NO.	NAMA	PERUSAHAAN / COMPANY	PHONE NUMBER	EMAIL	TANDA TANGAN / SIGN
36	Salmiah	PPW1			
37	S. Rosidag	u			
38	I Ketut Adi Putra	Deutsche Bank			
39	Nina H.	Mega Corp			
40	Marlene	Parin sekuritas			
41	Pisalla	CS			
42	Tomy	N C			

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NO.	NAMA	PERUSAHAAN / COMPANY	PHONE NUMBER	EMAIL	TANDA TANGAN / SIGN
43	Salim. M. Djuna	Indonesia Finance Today	081380089341	maulabjuna@gmail.com	
44	Sulwanu	Market			
45	Yuan Ij Koh				
46	Yuan	Tutor			
47	Bing				BING
48	din	Shrest			
49	Wasti				








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NO.	NAMA	PERUSAHAAN / COMPANY	PHONE NUMBER	EMAIL	TANDA TANGAN / SIGN
50	Mus	PT. Diate			
51	JANTO	investor			
52	Lim melie	me			
53	Dew				
54	Piera	Sono			
55	Jos LIE	investor			
56	Wafaric.	INVESTOR			








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NO.	NAMA	PERUSAHAAN / COMPANY	PHONE NUMBER	EMAIL	TANDA TANGAN / SIGN
57	<i>Frank</i>			<i>Wusuf setiawan Ekstra</i>	<i>[Signature]</i>
58	<i>Philippus Agnes Junono</i>				<i>[Signature]</i>
59	<i>Ridwanah</i>				<i>[Signature]</i>
60					
61					
62					
63					



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NO.	NAMA	PERUSAHAAN / COMPANY	PHONE NUMBER	EMAIL	TANDA TANGAN / SIGN
71	Meganta	Dalwos	92885923	handismp@yaho.com	
72	Latiq	---	---	---	
73	The Hut Gur	---	---	---	
74	Puh	---	---	---	
75	Anta Silvia	Magenta	---	---	
76	fafimah	---	---	---	
77	Asti	Magenta	---	---	

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NO.	NAMA	PERUSAHAAN / COMPANY	PHONE NUMBER	EMAIL	TANDA TANGAN / SIGN
78	M. H. STONO -	P.T. JAGH R. BAYU	0816092075		
79	dwi	Bn.			
80	I E J O L - H I R E				
81	Pevi				
82	Lukman	Bisnis Indonesia	081265578227		
83	Widayat		02193693926		
84	W/W	lsy			

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NO.	NAMA	PERUSAHAAN / COMPANY	PHONE NUMBER	EMAIL	TANDA TANGAN / SIGN
85	Emil C.	Jullesfor			
86	Anna	Investor	086 1388 73		
87					
88					
89					
90					
91					



Public Expose

12 November 2014

Company Overview



What makes HERO Indonesia's leading retailer?

Established in 1971, HERO has grown to become Indonesia's leading modern retailer operating six brands with 706 stores across Indonesia as of 30 Sept 2014



To bring Indonesian customers the benefits of Modern Retail

Our Vision and Strategy



Pioneers in
Indonesia Retail

Bringing to Indonesia
Consumers the Benefits
of
Modern Retail

VISION

MISSION

THE WAY WE WORK: OUR GUIDING PRINCIPLES

CONSUMERS ARE OUR REASON FOR BEING

INNOVATION DRIVES OUR GROWTH

OUR PEOPLE MAKE US DIFFERENT

TEAMWORK GIVES US OUR COMPETITIVE EDGE

SUSTAINABLE RESULTS REINFORCE EVERYTHING WE DO

INTEGRITY IS AT THE HEART OF THE WAY WE DO BUSINESS

THE WAY WE GROW: OUR STRATEGIC PRIORITIES

BEST BRANDS

Build compelling retail brands that win consumer loyalty

LEADERS EVERYWHERE

Achieve and demonstrate market leadership in each of our businesses

OUTSTANDING OPERATIONS

Execute consistent and high quality operations supported by a reliable, efficient and trusted supply chain

PROFITABLE GROWTH

Drive strong and sustainable profit growth based on attractive format economics

PASSIONATE PEOPLE

Attract and develop passionate people who love retail

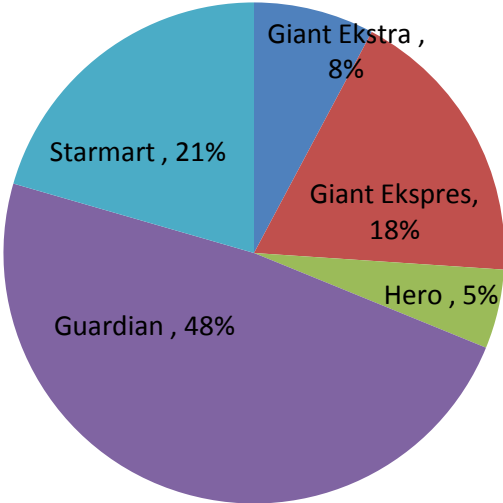


HERO's store footprint has expanded by 51% in the last five years



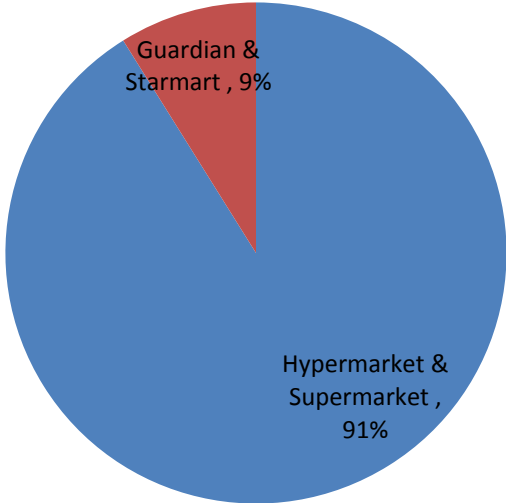
Segmental breakdown as at 9M2014

No. of stores breakdown



Total : 706 stores

Segmental revenue breakdown



IDR 10.1 trillion revenue

Our Current Brand Portfolio



The Original Hero

- ❑ Emphasis on fresh, imported and premium brands
- ❑ Higher pricing point than Giant
- ❑ Aimed at A-B income class Indonesians
- ❑ Historically located in malls, now more often standalone

Stores: 36
Average size (sqm): 800-1,200
Format: Mid-high supermarket

The Community Hero

- ❑ Largest format
- ❑ Usually stand-alone stores
- ❑ Price leader
- ❑ Heavy use of promotions
- ❑ Use stores as focal points of the community

Stores: 55
Average size (sqm): 3,000-7,000
Format: Hypermarket

The Local Hero

- ❑ A 'Giant' offering in a smaller format
- ❑ Provides quick shopping for basic needs and fresh products
- ❑ Slightly higher average price than supermarkets

Stores: 129
Average size (sqm): 800-1,200
Format: Supermarket

The Trusted Hero

- ❑ Pharmacy led Health and Beauty
- ❑ Aimed at serving growing health and beauty needs of all Indonesians
- ❑ Wide range of exclusive and international brands

Stores: 341
Average size (sqm): 100-300
Format: Health & Beauty Store

The Future Hero

- ❑ Offers a wide range of convenient products and services
- ❑ Typically located near to traffic hubs – apartments, offices, hospitals

Stores: 145
Average size (sqm): 30-200
Format: Minimarket

The Home Furnishing Hero

- ❑ Creating a better everyday life for the many people
- ❑ To offer a wide range of well-designed, functional products at prices so low that as many people as possible will be able to afford them

Store: 1
Average size (sqm): 35,000
Format: Large purpose built, stand alone concept store, good accessibility

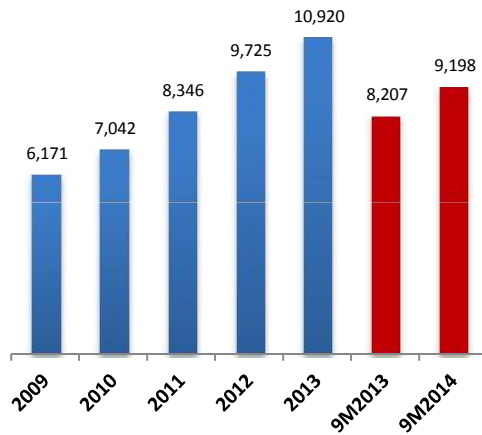


Overview of 9M 2014 Financial Performance

Sales is growing in 9M2014

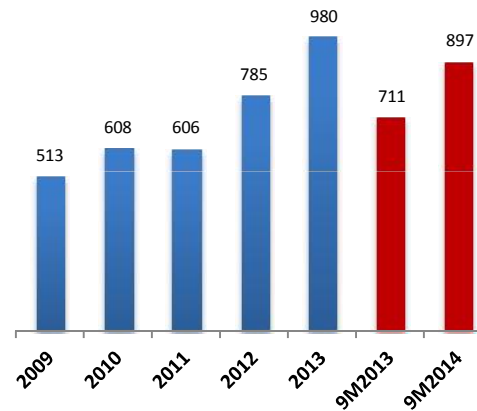
Supermarket & Hypermarket

9M 2014 YOY: 12%



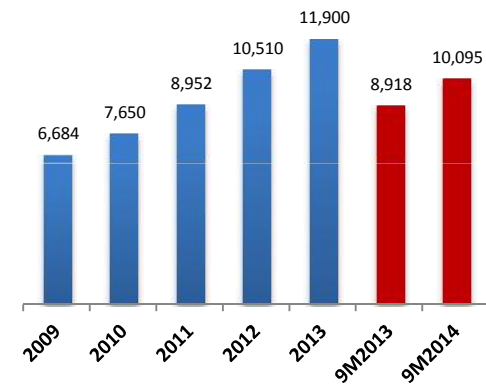
Guardian & Starmart

9M 2014 YOY: 26%



Total

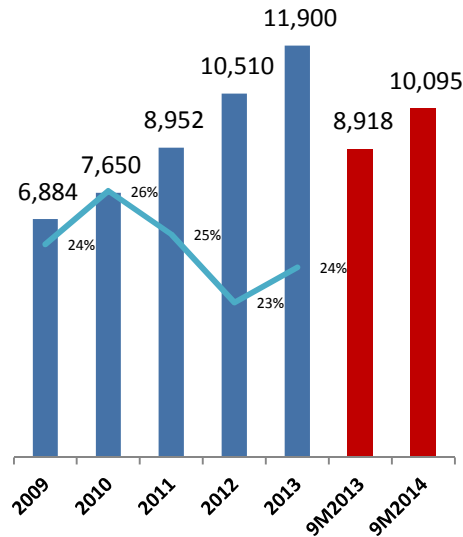
9M 2014 YOY: 13%



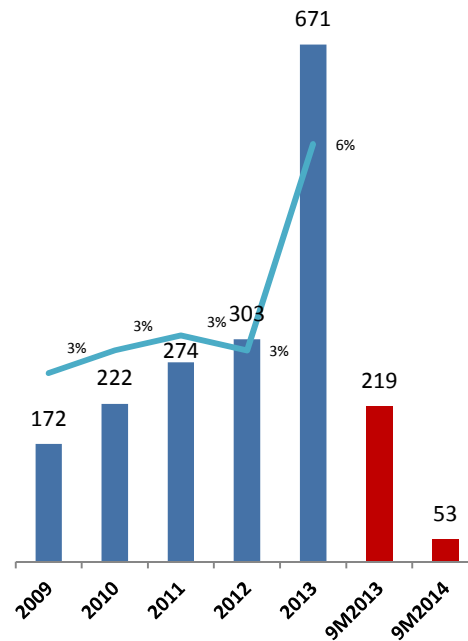
in IDR Bio

Earnings impacted by increased costs in 9M 2014

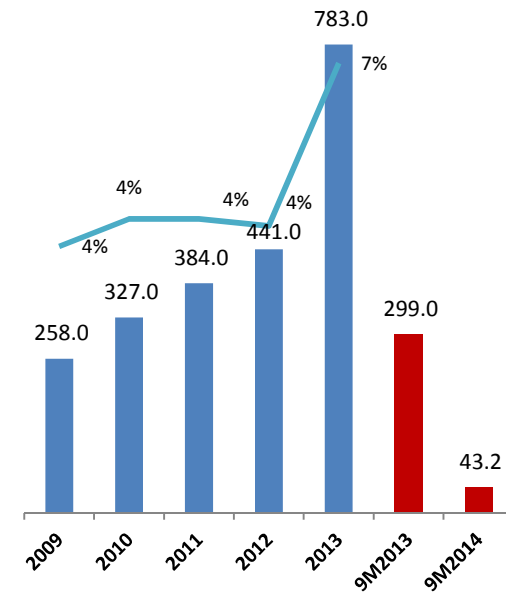
Net sales and gross profit margin



Operating profit and OP margin



Net profit and NP margin



in IDR Billion

Note:

Operating and net profit in 9M 2014 had been impacted by significant cost pressures and IKEA pre-opening expenses

Competitive Strengths



Competitive Strengths

- 1 Well-positioned to capture opportunities in high growth market
- 2 Wide range of distinct brands, each satisfying differing customer needs
- 3 Centralised functions allowing economies of scale
- 4 Expanding nationwide presence with convenient locations
- 5 Part of a leading Asian retail group
- 6 Strong human resource facilitating expansion strategy

Challenges to HERO's business



Challenges to HERO's business

- 1 Inadequate Indonesian infrastructure presents supply chain challenges
- 2 Rising costs of operations
- 3 Regulation and licensing
- 4 Potential new entrants
- 5 Changing consumer habits as living standards improve

Corporate Social Responsibility



Corporate Social Responsibility

4 Pillars in Hero CSR

Education

- Education in under privilege area and surrounding HERO stores
- Improving the quality of school (elementary / junior high / high school / vocational) curriculum that has such expertise Life Skill, Art & culture / retail marketing / IT
- Informal education aimed at age 6-17 years (underprivileged preferred) to improve the quality of human resources

Community Health

- Improve the quality of Maternal and Child Health, focus on nutrition
- Improve service that apply Green & Healthy stores or office

Environment

- Improve the quality of a clean environment by empowering people and at same time also economic value

Entrepreneur

- Improving the welfare of the community by empowerment local supplier/SMEs and increase the company value chain
- The local SME become our Supplier especially for Fresh product



PHILANTHROPY Participating in significant humanitarian event & Natural Disaster

Corporate Social Responsibility



One Store One School "Adopt a School" Program

Improve the school welfare and its student in the vicinity of our stores



Rumah GIAT Provide Learning Centre

Activities of edutainment held for children in the vicinity of Giant stores, in effort to increase interest of reading.

This is as an additional value of One Store One School where with this program we provide the brain-ware & soft skills



Program KASIH Improve maternity health and child development

Coaching is done include health services, supplementary feeding (software), increased competencies Posyandu cadres (brain ware), provision of facilities (hardware)



HERO Green Actions Way towards to Environmental Friendly

A social environmental act to increase people's awareness by restoring the environment for a healthy place to live and organising recycle corner workshop



Entrepreneurship

We support local SME who has potential product and encourage them as regular suppliers of fresh products in our stores

The IKEA global Soft Toy campaign.

For every soft toy sold globally Nov-Dec, IKEA Foundation donates 1 to UNICEF and Save the Children, focusing on children's rights to education and protection of children with disabilities.

IKEA Foundation has raised €67 million assisting more than more 10 million children since 2003.

In 2013 alone the Soft Toy Campaign raised €10.1 million

Since 2012, IKEA Foundation has funded Save the Children Indonesia, benefiting 2,000 children from 31 schools in 183 villages throughout West Java.

Indonesia is also the primary country producing the global soft toy range. In fact, IKEA has proudly been producing and exporting Indonesian products since 1991.

Blue Bag Project.

Throughout the year, 100% retail value of ever blue bag sold will go to Mercy Corps Indonesia towards a Water & Sanitation sewerage project in Kelurahan Penjaringan, 25km from the IKEA store. The target is to deliver 100 Septic tanks in 2 years.

IKEA Blue Bag Water Innovation Award 2015 will sponsor one Indonesia student for 2 years scholarship on a Masters Degree Program in Water Resources at Lund University, Sweden. This will be followed by an internship with Mercy Corps Indonesia Blue Bag Project

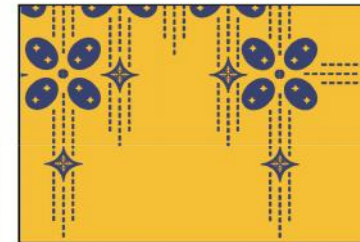
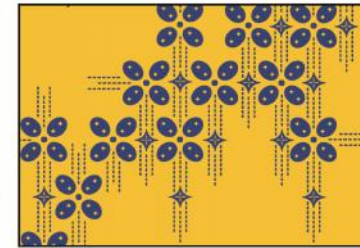
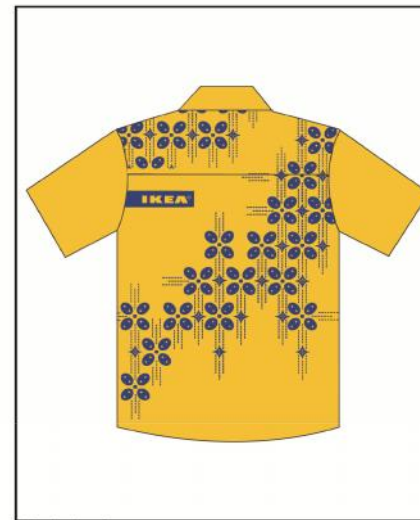
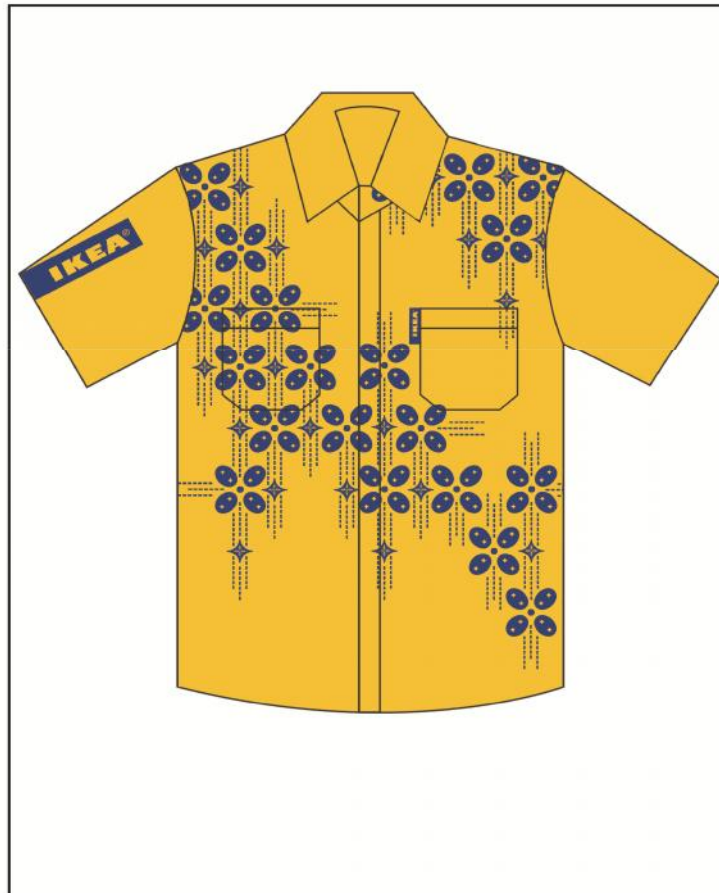
The winner will be announced in the IKEA Water and Local Community Forum to be held on 10th January 2015.

Batik Friday uniform.

Indonesian companies encourage employees to wear batik on Fridays, supporting the national craft.

In respect of this Indonesian custom, IKEA launch a local textile design competition amongst Jakarta design schools to create a yellow & blue IKEA coworker (Friday) uniform. The objective to combine traditional Indonesian and Swedish values.

Nama : Linda Arfiyanti
Universitas : Institut Teknologi Bandung
Judul Karya : Kawung Kalirisan



Deskripsi:

Motif yang digunakan pada batik ini adalah motif kawung yang dipadukan dengan garis putus-putus yang menstilasikan rintik-rintik hujan gerimis. Motif Kawung dipilih karena mencerminkan Indonesia, yakni terdiri dari empat clips yang mengelilingi lingkaran kecil sebagai pusatnya. Ini melambangkan empat arah angin atau sumber tenaga yang mengelilingi dan berporos pada pusat kekuatan. Arah timur melambangkan matahari terbit yang berarti sumber kehidupan, utara melambangkan gunung yang berarti tempat tinggal para dewa, barat tempat terbenam matahari yang berarti turunnya keberuntungan dan selatan adalah zenit yang berarti puncak segalanya. Sedangkan hujan gerimis menyimbolkan kesuburan, kesejahteraan, dan rahmat dari Tuhan yang berlimpah. Hal tersebut merupakan hal-hal yang dimiliki oleh Indonesia yang terbentang dari Sabang sampai Merauke. Komposisi terpisah terinspirasi dari Indonesia yang terdiri dari kepulauan.

Q & A

Thank You