Dokumen Penawaran Administratif

Pengadaan Jasa Konsultan Penyusunan Buku Laporan Tahunan dan Laporan Keberlanjutan PERURI 2025

PENGALAMAN PEKERJAAN

No	Nama Pekerjaan	Klien	Uraian Pekerjaan	Tahun
BUKU LAPORAN TAHUNAN/ ANNUAL REPORT				
1	Annual Report & Sustainability Report 2024	PERUM PERURI	Copywriting, Design & Printing	2025
2	Annual Report & Sustainability Report 2023	PERUM PERURI	Copywriting, Design & Printing	2024
3	Annual Report & Sustainability Report 2022	PERUM PERURI	Copywriting, Design & Printing	2023
4	Annual Report & Sustainable Report 2020	PERUM PERURI	Copywriting, Design & Printing	2021
5	Annual Report 2018	PERUM PERURI	Copywriting, Design & Printing	2019
6	Annual Report & Sustainable Report	PT ADHI KARYA	Copy writing	2017
7	Annual Report & Sustainable Report	Indopoly Swakarsa Industry, Tbk	Copywriting	2017
8	Annual Report	BINTRACO	Copywriting, Design & Printing	2017
9	Annual Report 2015,2016	PT Bayer Indonesia	Copywriting & Design	2016,2017
COMPANY PROFILE & Lainnya				
1	Buku 50 thn BKPM	Kementerian Investasi (BKPM)	Copywriting, Design & Printing	2023
2	Company Profile	PT Edukasi Mahakarya Prima	Copywriting, Design & Printing	2023
3	Buku Percepatan Investasi Indonesia	Badan Koordinasi Penanaman Modal (BKPM)	Copywriting, Design & Printing	2017
4	Company Profile	PT Len Industri	Copywriting, Design & Printing	2018-2019
5	Company Profile	PT RCP (Rahayu Carita Perkasa)	Design & Printing	2017
6	Interim Manual Logo	YPIA (Yayasan Pendidikan Internal Audit)	Design & Printing	2015
7	Catatan Akhir Tahun / analisa kondisi makro ekonomi	PT Bahana Invst. Management	Printing Design & Printing	2015-2018 2012-2014
8	Manual Logo	PT MASTEL	Design & Printing	2015
9	Buku UMKM di Indonesia	PT Medco & PT BPUI	Design	2014
10	Manual Logo	Logo Kemerdekan 71 Indonesia	Design & Printing	2016
11	Buku Katalog Museum Indonesia	Kementrian Pendidikan dan Kebudayaan	Design	2018
12	Buku Gambar Cadas Prasejarah di Indonesia	Kementrian Pendidikan dan Kebudayaan	Design & Printing	2015

ACHIEVEMENT

No.	Nama Pekerjaan	Klien	Uraian Pekerjaan	Award
1	Sustainability Report 2024	PERURI	Copywriting , Desain , Printing	Gold Award Asia Sustainability Report Rating (ASRRAT)
2	Sustainability Report 2023	PERURI	Copywriting , Desain , Printing	Silver Award Asia Sustainability Report Rating (ASRRAT)
3	Sustainability Report 2022	PERURI	Copywriting , Desain , Printing	Gold Award Asia Sustainability Report Rating (ASRRAT)
4	Annual Report 2022	PT Polytama Propindo	Copywriting	Platinum Award Indonesia Corporate Communication & Corporate Secretary Award 2022

Tenaga Ahli Bersertifikasi :

No	Nama	Jabatan	Tugas	
Tenaga Ahli Bersertifikasi				
1.	Inda Ariesta	Project Leader Desainer Komunikasi Visual	Mengkoordinir, mengarahkan Jalannya Pekerjaan	
2.	Dewi H Gadjahmada	Wakil Koordinator Tim	Mengarahkan & membantu kelancaran jalannya pekerjaan.	
3.	Andri Rochtris Andriani	Project Coordinator	Mengarahkan kelancaran pekerjaan & Koordinasi antar Tim	
4.	Irwan Setiawan	Desainer Komunikasi Visual	Melaksanakan pekerjaaan Desain , Layouting dan Mengatur Isi Buku Laporan Tahunan	
5.	Patria Kirana Devi	Desainer Komunikasi Visual	Melaksanakan pekerjaaan Desain , Layouting dan Mengatur Isi Buku Laporan Berkelanjutan	
6.	Wulan Virgiantie	Copywriter & Translator	Melaksanakan pekerjaan penulisan Laporan Tahunan, menterjemahkan & Editing ke dalam Bahasa Inggris	
7.	Siti Marwiyah	Copywriter & Translator	Melaksanakan pekerjaan penulisan Laporan Berkelanjutan dan menterjemahkan.	
8	Dimas Prasetyo	Data Collection & Analysis Proof Reader	Mengumpulkan dan Menganalisa data . Memeriksa & Memastikan Tidak terdapat Kesalahan penulisan.	
9.	Mahargyo Jati N	Fotografer	Melaksanakan pekerjaan Fotografi sampai tahap Digital Imaging	

Tenaga Penunjang				
10.	Surya Gabe S	Koordinator Administrasi	Memonitor dan Bertanggung Jawab dalam Pengumpulan Data dan Administrasi Pekerjaan	
11.	Ibrahim	Administrasi	Membantu tugas tugas koordinator Administrasi	

LAMPIRAN CV

Nama : Inda Ariesta
Pendidikan Terakhir : S2, Creative Media Entreprise di IKJ (2014)

PENGALAMAN KERJA:

2000-Sekarang : Creative Director, Designer, Illustrator NAFERA DESIGN
- Project Leader Lomba logo Bang Sulsel dan Launching Logo Bank Sulsel
- Desainer dan illustrator kalender Suryapaacejaya 2024, 2022, 2021, 2019

2003-Sekarang : Faculty Member-School of Design- Universitas Bina Nusantara
2019-Sekarang : KAJAVVA (Komunitas Pengrajin Kreatif) Brand Development
2015-Sekarang : Deputi Tanggung Jawab Profesi AIDIA (Asosiasi Profesional Design Komunikasi Visual Indonesia)
- Project Leader pada pembuatan Desain dan produksi Buku ORBIT (program menjadi desainer masa depan Indonesia) pada tahun 2018 (Kemenparekraf)
- Tim Riset, penulis dan desainer Buku 'Dasar Pengadaan dan Pengelolaan Jasa Desain di Indonesia' tahun 2019 (Kemenparekraf)
- Project Leader launching Buku 'Dasar Pengadaan dan Pengelolaan Jasa Desain di Indonesia (Kemenparekraf)
- Project Leader pada kegiatan Loka Rancang Desain Identitas IHYA Halal (Kementrian Perindustrian)

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Nama : Dewi Hartawati
Pendidikan Terakhir : S1, Institut Teknologi Bandung
Jurusan : Arsitektur

PENGALAMAN KERJA:

1. Project Coordinator PT Adwitiya Alembana (1992-1995)
2. Project Manager (Exhibition, EO dan Grafis Desain) PT Fortune Adwicipta
3. Director PT Fortune Adwicipta (2011 – 2013)
4. Associate Partner PT Antarindo Reka Dimensi (ARD) (2013-2024)
5. Associate Partner PT Mytra Kreasi Abdi (2024-sekarang)

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Nama : Andri Rochtris Andriani
Pendidikan Terakhir : S1 , Administrasi Niaga, FISIP Univ. Katolik Parahyangan Bandung

PENGALAMAN KERJA

1. Project Manager (1996-2009) PT Fortune Adwicipta

2. Event Consultant Jakarta Business Forum (Kiev, Warsawa) Th 2012
3. Event Consultant Jakarta Business Forum (Dubai, London, Sydney) Th 2019
4. Event Consultan ODICOFF (Denmark, Dubai) Th 2021
5. Event Staf G20 Conference (Bali) Th 2022
6. Direktur PT Mytra Kreasi Abdi (2014 – Sekarang)

PENGALAMAN PROFESI :

1. Project Coordinator Buku AR & SR Perum PERURI tahun 2023, 2024
2. Project Manager Design & Produksi Buku Annual Report PT Bukit Asam tahun 2004
3. Project Manager Design & Produksi Buku Annual Report dan Company Profile PT Jasa Marga tahun 2003 & 2004
4. Project Manager Design & Produksi Buku Annual Report PT Indosat Mega Media tahun 2004

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Nama : Irwan Setiawan
Pendidikan Terakhir : Sekolah Tinggi Seni Rupa dan Desain (STISI) Bandung
(Telkom University), Jurusan Desain Grafis / Komunikasi Visual

PENGALAMAN PROFESI :

1. United Nations Climate Change Conference – Bonn
2. Nusantara Expo – TMII Jakarta
3. Integrated Textiles Industries Trade Show – JCC jakarta
4. Super Group Live in Concert – JCC Jakarta
5. IDB Expo – JCC Jakarta
6. Festival Band ITB – Dome Square, Jakarta
7. Indonesia Merdeka 72 – Medco – Energy Building
8. TelkomMetra Annual Report 2021
9. BKPM 50th Book
10. Peruri Calendar 2019, 2026
11. Indonesia International Marathon 2022
12. United Nations Climate Change Conference 2023 – Dubai
13. Apkasi Otonomi Expo 2024
14. Peruri Annual Report 2023, 2024
15. United Nations Climate Change Conference 2024 – Azerbaijan
16. Apkasi Annual Report 2024
17. Apkasi Calendar 2025
18. PW Travel Calendar 2025

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Nama : Patria Kirana Devi
Pendidikan Terakhir : Sekolah Tinggi Seni Rupa dan Desain (STISI) Bandung (Telkom University), Jurusan Desain Grafis/Komunikasi Visual

PENGALAMAN PROFESI :

1. Desain Annual Report & Sustainability Report Peruri 2024
2. Desain Annual Report & Sustainability Report GoTO
3. Desain Annual Report & Sustainability Report AMMAN Mineral
4. Desain Annual Report & Sustainability Report EMTEK
5. Desain Annual Report & Sustainability Report Bank Mandiri
6. Desain Annual Report Saratoga
7. Desain Annual Report ABM Investama
8. Desain Annual Report & Sustainability Report Matahari
9. Desain Annual Report & Sustainability Report Lippo
10. Desain Annual Report & Sustainability Report Peruri

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Nama : Wulan Virgiantie
Pendidikan Terakhir : 2007 – 2012 : Universitas Negeri Jakarta, Bachelor's Degree, Indonesian Language and Literature
2017 – present : LSPR Communication and Business Institute
Master of Arts, Marketing Communication

PENGALAMAN KERJA :

- Creative Director :2019 – 2022 , AMPM Communications
- Associate Content Director : 2017 - 2019, SAM Creative Group Indonesia
- Senior Copywriter : 2014 - 2016, SAM Creative Group Indonesia
- Copywriter : 2012 - 2013, Skawan Creative Agency

PENGALAMAN PROFESI

1. Annual Report Bank Mega (2015)
2. Annual Report & Sustainability Report PT Pelabuhan Indonesia II (2015)
3. Annual Report PT Bukit Asam (2016)
4. Annual Report Bentoel International Investama (2019)
5. Annual Report Chandra Asri Petrochemical (2019)
6. Sustainability Report PT Darma Henwa (2020)
7. Annual Report & Sustainability Report Polytama Propindo (2021)
8. Annual Report & Sustainability Report Mahaka Media (2021)
9. Annual Report PT Wika Gedung (2022)
10. Sustainability Report Bank IBK Indonesia (2022)
11. Annual Report PT Wika Beton Tbk (2023)
12. Annual Report & Sustainability PT Polytama Propindo (2023)
13. Annual Report PT Waskita Toll Road (2023)
14. Annual Report & Sustainability Report PT Mahaka Media (2023)
15. Annual Report & Sustainability Report Peruri (2024)

ACHIEVEMENT :

- **1st Winner Annual Report Award (Bank Negara Indonesia)**
  Lead Copywriter Annual Report PT Bank Negara Indonesia (Persero) Tbk 2015, juara 1 Annual Report Award 2016 Kategori BUMN Keuangan Listed.

- **1st Winner Annual Report Award & Gold LACP (Garuda Indonesia)**
  Tim Copywriter Annual Report PT Garuda Indonesia (Persero) Tbk 2015, juara 1 Annual Report Award 2016 Kategori BUMN Non Keuangan Listed dan League of American Communication Professionals Gold Winner, Top 100 Reports Worldwide.

- **3rd Winner Annual Report Award & Silver LACP (Bank QNB Indonesia)**
  Tim Copywriter Annual Report PT Bank QNB Indonesia Tbk 2015, juara 3 Annual Report Award 2016 Kategori Private Keuangan Listed dan League of American Communication Professionals Silver Winner, Top 100 Reports Worldwide.

- **1st Winner Annual Report Award (WIKA Persero)**
  Lead Copywriter Annual Report PT Wijaya Karya (Persero) Tbk 2018, juara 1 Annual Report Award 2019 Kategori BUMN Non-Keuangan Listed.

- **3rd Winner Annual Report Award (PT Bukit Asam)**
  Tim Copywriter Annual Report PT Bukit Asam 2018, juara 3 Annual Report Award 2019 Kategori Private Non-Keuangan Listed.

- **Platinum Winner Worldwide, LACP for 2020 Annual Report (WIKA Gedung)**
  League of American Communication Professionals, Platinum Winner 12th of 100 Worldwide, Top 100 Reports Worldwide, Most Engaging Report Wordwide in the Business/Construction/Engineering Services Category.

- **Platinum Winner Worldwide, LACP for 2021 Annual Report (WIKA Gedung)**
  League of American Communication Professionals, Platinum Winner 80th of 100 Worldwide, Top 100 Reports Worldwide, Most Engaging Report Wordwide in the Business/Construction/Engineering Services Category.

- **Indonesia Corporate Communication & Corporate Secretary Award VII 2022, Economic Review (PT WIKA Beton)**
  The Best Annual Report for Public Company 2022, Kategori Construction Materials. Gold Award

- **Indonesia Corporate Communication & Corporate Secretary Award VII 2022, Economic Review (PT Polytama Propindo)**
  The Best Annual Report for Private Company 2022, Kategori Petrochemical Industry. Platinum Award

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Nama : Siti Marwiyah
Pendidikan : Universitas Islam Negeri (UIN) Syarif Hidayatullah Jakarta

PENGALAMAN KERJA :

2002 – 2003 Wartawan Tempo News Room, PT Tempo Inti Media
2015 -1016 Managing Editor Majalah CSR Indonesia, Jakarta
2017 Managing Editor Media Online annualreport.id
2018 Copywriter in-house Inmark

CERTIFICATION :

- Certification Sustainability Report Specialist (CSRS) (2022)
- Annual Report Award Self Assessment Certified (2018)
- Asean Corporate Governance Scorecard (Fakultas Ekonomi dan Bisnis Univ. Trisakti. IAI KAPd) (2018)

PENGALAMAN PROFESI :

- Annual Report PT Impack Pratama Industri Tbk , 2024
- Annual Report PT Timah Tbk, 2024
- Annual Report PT Kimia Farma Tbk, 2024
- Annual Report PT Telkom Satelit Indonesia, 2024
- Annual Report PT Bank Negara Indonesia (Persero) Tbk , 2022, 2023
- Annual Report PT Bursa Efek Indonesia, 2023, 2024
- Annual Report PT Perusahaan Pengelola Aset , 2023, 2024
- Annual Report Lembaga Penjamin Simpanan , 2022, 2023
- Annual Report PT Wijaya Karya (Persero) Tbk, 2022, 2023 , 2024
- Sustainability Report PT Pelindo Multi Terminal 2024
- Sustainability Report PT Citra Borneo Utama Tbk, 2023, 2024
- Sustainability Report Bank of China (Hongkong) Limited Cabang Jakarta 2023, 2024
- Sustainability Report PT Jasa Armada Indonesia Tbk, 2023 , 2024

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Nama : Dimas Prasetyo
Pendidikan Terakhir : State University of Jakarta, Jakarta (2004 - 2008) Strata-1 English Literature, Non-Pedagogy Faculty of Language & Art

PENGALAMAN KERJA & ACHIEVEMENT :

- 1st Place of Pertamina Subsidiaries Annual Report Award 2012
- 1st Place of Annual Report Award 2013 in Private Financial Non-listed Category
- 1st Place of Annual Report Award 2014 in Private Financial Non-listed Category
- 2nd Place of Annual Report Award 2015 in Non-Private, Financial, Listed Category

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Nama : Mahargyo Jati Nugroho
Pendidikan Terakhir : STIE Perbanas

Pengalaman kerja :

1. Creative Director Impro (2006)
2. Asistant Director Documentary Movie Bank Indonesia (2006)
   2D Animator Astro TV (2007)
4. Director Documentary Movie Bank Indonesia (2007)
5. Photographer Media Satu Group (2009-2011)
6. Head of Photography Department Treehouse Inc (2011-2012)
7. Freelance Photographer (2012-sekarang)

Klien:
BPJS Ketenagakerjaan, PT Blue Birds, LPS, Asuransi Brilliance Maxima, Bank BCA, BIS Industries Corporate, Campina, DBS Indonesia, Daya Dimensia Indonesia, RSPI Group, Penta Chemicals Indonesia, OJK, Peruri.

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PT MYTRA KREASI ABDI
Fatmawati Festival
Jl. RS. Fatmawati Raya No 50, Blok A/ 18,
Cilandak Barat, Jakarta 12430

Time Line - Penyusunan Buku Laporan Tahunan & Laporan Keberlanjutan PERUM PERURI 2025

NO	KETERANGAN	WAKTU 2026																						Action Plan	Follow Up/ Updated	PIC
		Januari				Februari				Maret				April				Mei				June						
		W.4	W.1	W.2	W.3	W.4	W.1	W.2	W.3	W.4	W.1	W.2	W.3	W.4	W.1	W.2	W.3	W.4	W.1	W.2	W.3					
	BUKU LAPORAN TAHUNAN & LAPORAN KEBERLANJUTAN 2025																									
1	**Kick Off Meeting & Arahan Tim Konsultan**																									
2	Usulan Tema Laporan AR, SR 2025 (bbrp Alternatif)																							Cop Writter		
3	Pemilihan Tema Buku Laporan																							Creative & Cop Writer		
4	Pengembangan Desain Dev. (2 alt/ 3 Alt) masing2 Buku																							Creative		
5	Approval Tema/ Judul Buku & Desain Development																							Klien		
6	Administrasi & SPK																							Klien		
	II																									
	MATERI																									
7	Koordinasi Brief Outline & Daftar ISI																							Cop Writter		
8	Penentuan Arahan Desain, Layouting, Content																							Cop Writter		
9	Story Board Pemotretan & Jadwal Pemotretan																							Fotografer		
10	Wawancara & Penulisan Laporan Direksi & Dekom																							Wawancara		
	III																									
	Pengumpulan Data & Layouting																									
11	Penerimaan Materi Tulisan & Fotography																							Creative & Fotografer		
12	Buku AR																									
	- Bersinap sesuai Bab																							Cop Writter		
	- Review & Approval Per Bab																							Cop Writter		
	- Translator & Approval per Bab																							Cop Writter		
13	Buku SR																									
	- Bersinap sesuai Bab																							Cop Writter		
	- Review & Approval Per Bab																							Cop Writter		
	- Translator & Approval per Bab																							Creative		
14	Penyusunan Materi																							Creative		
	- Content Final sesuai Daftar Isi																							Creative		
	- Pemilihan Fotography Final																							Creative		
	- Penyerahan Laporan AUDITOR / Soft Copy																							Klien		
15	Presentasi Dummy / Buku AR, SR																							Tim Agency		
	IV																									
	MATERI FINAL BUKU																									
16	Review Final																							Klien		
17	Approval Final Desain dan Isi																							Klien		
18	Finalisasi Dummy / Dummy Comprehensive																							Tim Creative		
19	Produksi/ percetakan																							Tim Agency		

LIBUR LEBARAN

Perincian Harga – Pengadaan Jasa Penyusunan Buku Laporan Tahunan dan Laporan Keberlanjutan Peruri 2025

No	Item	Quantity	Harga
Konsultan Jasa Penyusunan Buku Laporan Tahunan 2025			
1	• **Creative Concept** • **Layout Design** • **Basic Ilustration** • **Basic Infographic** • **Basic Fotography** • **Digital Imaging** • **Writing** • **Proofreading** • **Mock –Up** • **Translation & Editing**	1 ls 1 ls 1 ls 1 ls 1 ls 1 ls 1 ls 1 ls 2 mock up 1 ls	Rp. 37.000.000,- Rp. 30.000.000,- Rp. 23.600.000,- Rp. 19.800.000,- Rp. 65.400.000,- Rp. 27.500.000,- Rp. 63.500.000,- Rp. 17.500.000,- Rp. 6.500.000,- Rp. 35.800.000,-
	Sub Total 1		Rp. 326.600.000,-
Konsultan Jasa Buku Laporan Keberlanjutan 2025			
2	• **Creative Concept** • **Layout Design** • **Basic Ilustration** • **Basic Infographic** • **Basic Fotography** • **Digital Imaging** • **Writing** • **Proofreading** • **Mock –Up** • **Translation & Editing**	1 ls 1 ls 1 ls 1 ls 1 ls 1 ls 1 ls 1 ls 2 mock up 1 ls	Rp. 27.800.000,- Rp. 26.400.000,- Rp. 18.700.000,- Rp. 18.900.000,- Rp. 35.000.000,- Rp. 19.700.000,- Rp. 47.000.000,- Rp. 15.000.000,- Rp. 5.200.000,- Rp. 18.900.000,-
	Sub Total 2		Rp. 232.600.000,-
3	Book Print Production untuk 2 Buku @ Rp. 4.680.000,- (isi Buku ±@ 550 pages & ±@ 300 pages)	10 Set	Rp. 46.800.000,-
		Total	Rp. 606.000.000,-
		Ppn 11 %	Rp 66.660.000,-
		Grand Total	**Rp. 672.660.000,-**

Demikian penawaran ini kami sampaikan. Atas perhatiannya kami ucapkan terima kasih.

Hormat kami,

Andri Rochtris Andriani
Direktur

PT MYTRA KREASI ABDI
Fatmawati Festival
Jl. RS. Fatmawati Raya No 50, Blok A/ 18,
Cilandak Barat, Jakarta 12430

Jakarta, 27 Januari 2026

Kepada Yth.
KANTOR PERURI
Jl. Palatehan no.4, Blok K-V
Jakarta 12160
Up. Biro Strategic Corporate Branding dan TJSL

No : 002/MKA-PH/PRI/01-2026

Perihal : **Penawaran Harga – Pengadaan Jasa Konsultan Penyusunan Buku Laporan Tahunan dan Laporan Keberlanjutan Peruri 2025**

Dengan Hormat,

Bersama ini kami sampaikan penawaran harga untuk pekerjaan :
Pengadaan Jasa Konsultan Penyusunan Buku Laporan Tahunan dan Laporan Keberlanjutan Peruri 2025
dengan total Nilai **Rp.672.660.000,-**
Terbilang *: Enam ratus tujuh puluh dua juta enam ratus enam puluh ribu Rupiah*

Demikian penawaran ini kami sampaikan. Atas perhatiannya kami ucapkan terima kasih.
Perincian dan detail terlampir.

Hormat kami,

Andri Rochtris Andriani
Direktur

PT MYTRA KREASI ABDI
Fatmawati Festival
Jl. RS. Fatmawati Raya No 50, Blok A/ 18,
Cilandak Barat, Jakarta 12430

Surat Pernyataan

Kesanggupan Melaksanakan Pekerjaan

Yang bertanda tangan dibawah ini :

Nama : Andri Rochtris Andriani

Jabatan : Direktur PT Mytra Kreasi Abdi

Alamat : Fatmawati Festival, Jl. RS Fatmawati Raya No. 50 , Blok A/18 , Cilandak Barat Jakarta 12430

Setelah membaca, meneliti dan memahami semua syarat dan ketentuan yang tercantum dalam Dokumen Pengadaan **Nomor : 40/D1-1/I/2026 tanggal 23 Januari 2026**. Untuk Pelaksanaan Pekerjaan Jasa Konsultan Penyusunan Buku Laporan Tahunan dan Laporan Keberlanjutan Peruri 2025, kami bersedia dan sanggup untuk melaksanakan pekerjaan sesuai jangka waktu yang ditetapkan, jika perusahaan kami ditentukan sebagai pemenang.

Demikian Surat Pernyataan Kesanggupan ini dibuat dengan sebenar benarnya untuk dipergunakan sebagaimana mestinya.

Jakarta, 27 Januari 2026

PT Mytra Kreasi Abdi

Andri Rochtris Andriani
Direktur