



BELI INDONESIA

membeli produk indonesia, membela bangsa Indonesia
menghidupkan semangat persaudaraan

MUTIARA HIKMA
MAHENDRADATTA ASYHARI

MUTIARA HIKMA MAHENDRADATTA

- **Speaker of Future Leader Summit 2011**
- **Young Entrepreneur and Entertainer 2011**
- **Young Entrepreneur School 2012**
- **Social Entrepreneur Action AIESEC 2012**
- **Indonesian Young Entrepreneur**
- **Rich In Dream Rich In Action**
- **Muslimah Berprestasi 2012**
- **Runner up university student ambassador 2012**
- **International Ambassador of BELI INDONESIA movement**





245 million people

**Sumber BPS 2011*

www.belIndonesia.com

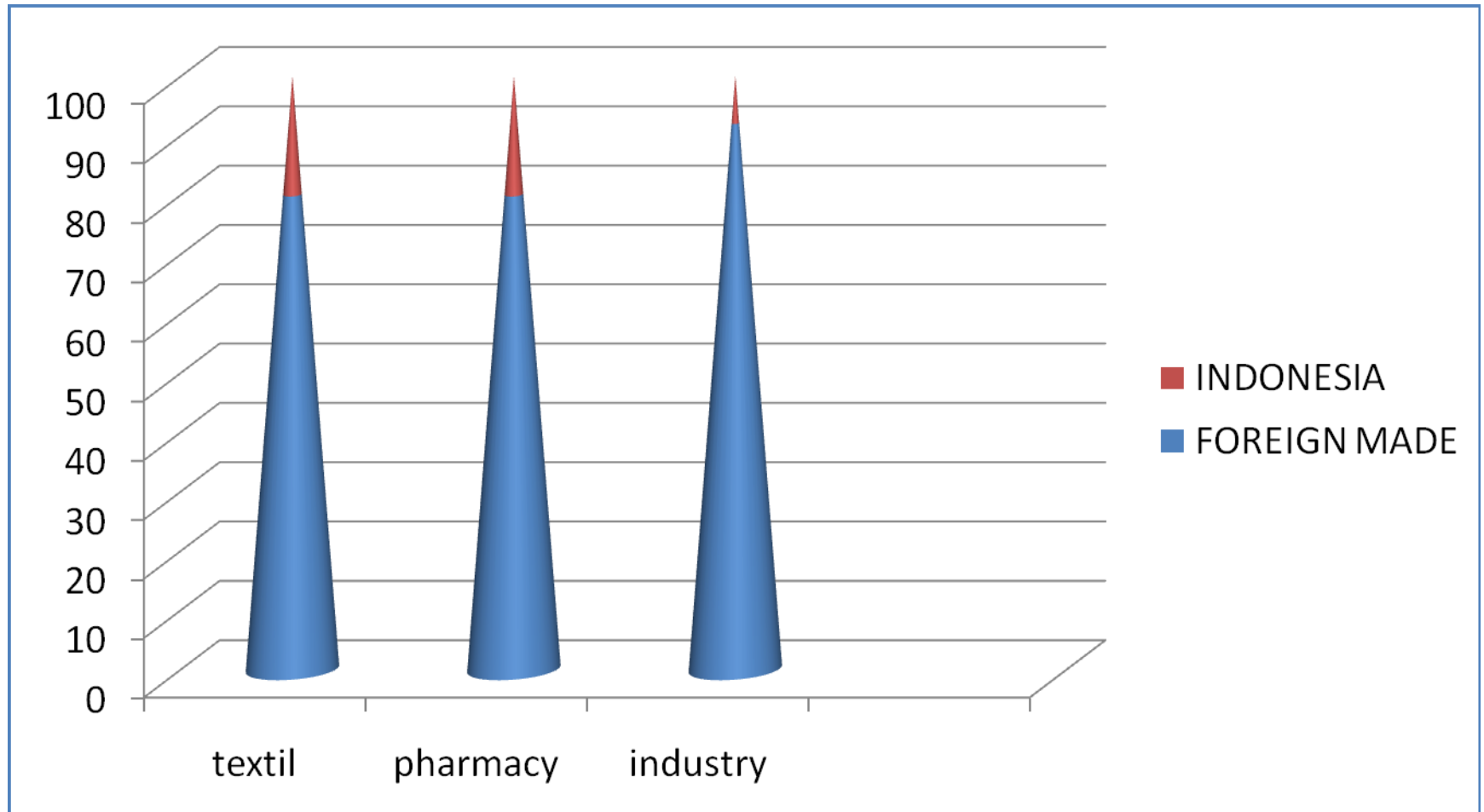
Who is the host?



**INDONESIA's
MARKET**

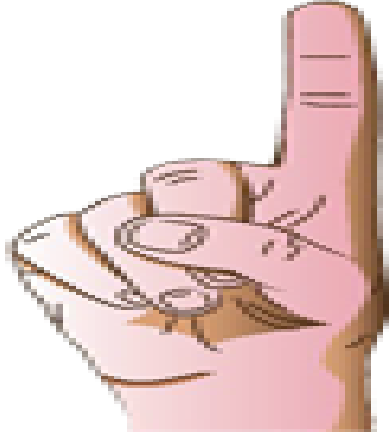
**INDONESIA's
PRODUCT**

INDONESIA'S MARKET



National Anxiety





VISION

**BELI
INDONESIA**

membeli Indonesia, membela Indonesia,
menghidupkan persaudaraan



Membeli Produk Indonesia

Buy Indonesian Products



Membela Bangsa Indonesia

Defend the Nation of Indonesia



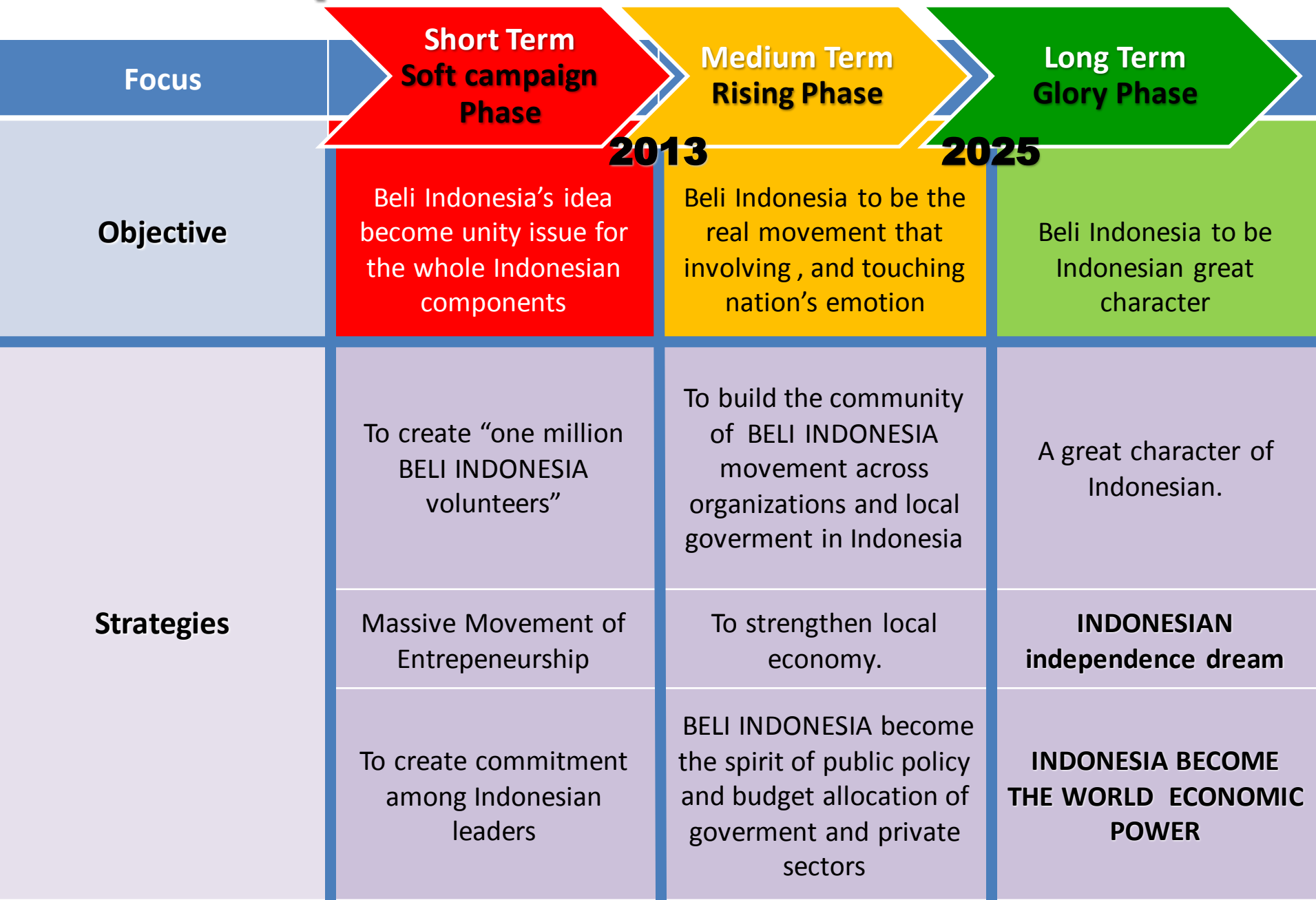
Menghidupkan Semangat
Persaudaraan

Strengthen the sense of kinship among Indonesians

Why “**BELI INDONESIA**” **Movement?**

- To build **The Economy**, we can't start from Industry or Production. But, we should grab the market first.
- To face **The Globalization Phenomenon**, the only opportunity that we have to raise sentimental of nasionalism.

Road Map of BELI INDONESIA



Short Term

Soft campaign Phase

Beli Indonesia's idea becomes a unity issue for the whole Indonesian people

Congress / Community

Competition

Social
Entrepreneur

Talkshow

Exhibition

Soft Campaign Phase



will be in Kulon Progo, Yogyakarta

Kulon Progo Yogyakarta is a remote / rural area

The greatest cases of suicide because a lot of unemployed

There's many local cultures of Kulon Progo

A lot of hidden natural resources

**WHY
KULON
PROGO ?**

Soft Campaign in Kulon Progo, Jogyaakarta

Focus	November	December	January
Objective	Beli Indonesia's idea become Kulon Progo issue	Beli Indonesia to be the real movement involving and touching kulon progo's emotion	Decreasing unemployeed in Kulon Progo, and making Kulon Progo to be an inspiring rural area
Strategies	Talkshow "one million BELI INDONESIA" and getting the volunteer to teach kulon progo's people about entrepreneurship	To build the community of BELI INDONESIA movement in Kulon Progo and make affiliation with Kulon progo's local goverment	National Exhibition, Kirab or Kongres in Kulon Progo Jogyaakarta, Culture Perform of Kulon Progo.
	Social Entrepreneur in Kulon Progo : Teaching about making /using / loving Indonesian products	To strengthen local economy. Promote their product : rice, gabah / paddy	There's a BELI INDONESIA traditional market in Kulon Progo
	Making a product from their natural resource : paddy become a soap	BELI INDONESIA exhibition in Kulon Progo : competition	KULON PROGO BECOMES AN INDONESIAN

Indicator

Soft campaign Phase

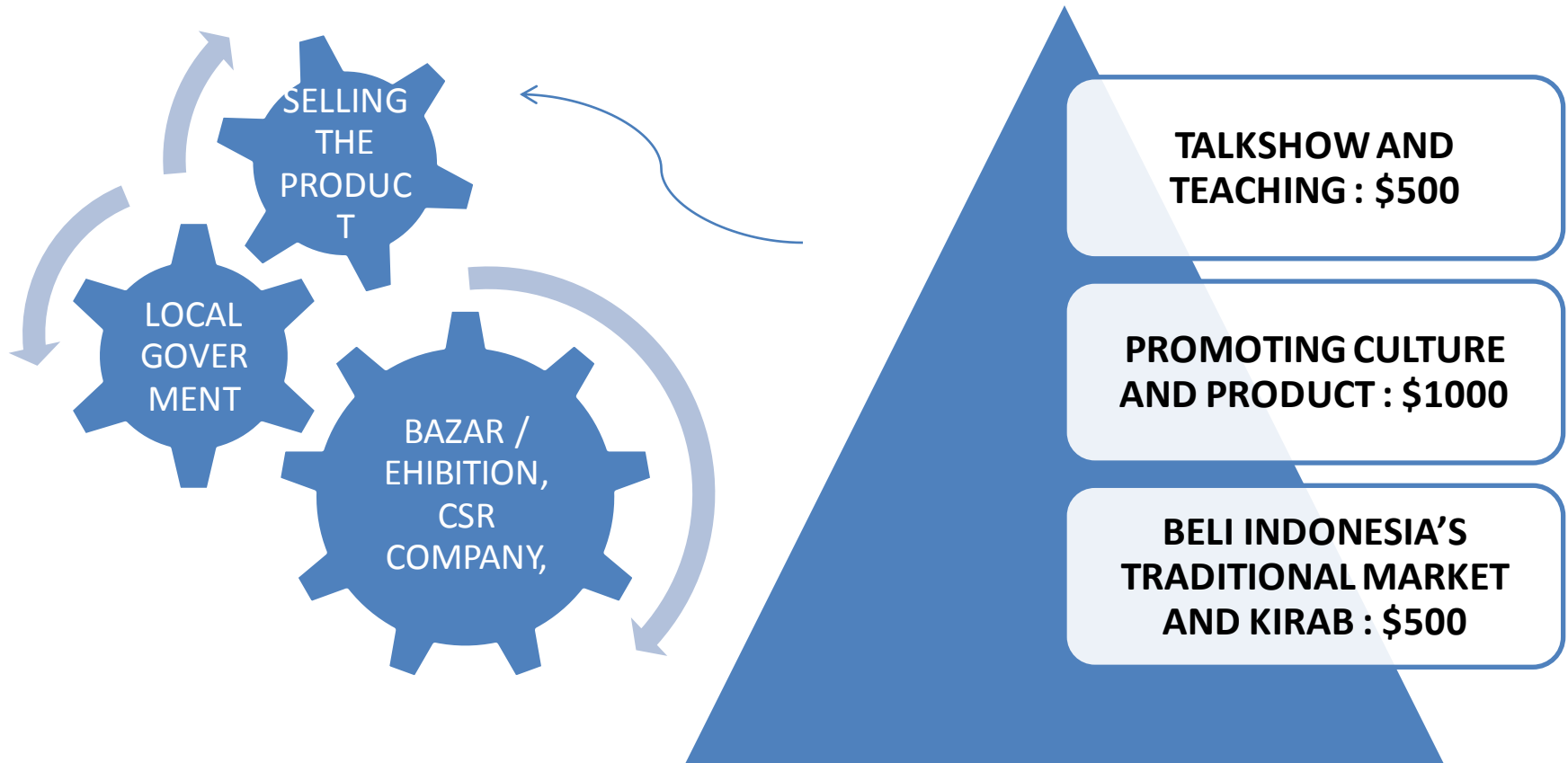
Kulon Progo to be an inspiring rural area

50% market in Kulon Progo using their own product

Making a local product successfully

Increasing 20% the Economic number in Kulon Progo

BUDGET



**“Natural Resource, democracy,
and regulations are very
important to build the nation,
But character is everything,
without the character a nation
will lost the future!”**

ADVICE, QUESTION, AND INFORMATION

MUTIARA HIKMA MAHENDRADATTA

WEBSITE :

**andromedakanginan.com
beliindonesia.com**

FACEBOOK :

Mutiara Hikma Mahendradatta

FANPAGE :

Andromeda Kanginan

TWITTER:

@mutiarahikma

EMAIL :

mutiarahikma@ymail.com

