



PT. Sentral Kreasi Kencana



DIGITAL GOVERNANCE
DALAM TRANSFORMASI
INDUSTRI PERHIASAN EMAS

JENNIFER HERYANTO, CEO SKK JEWELS

GRC SERIES MRT JAKARTA, JULI 2021

ABOUT MYSELF

- **Founder & Chief Executive Officer of SKK Jewels**, the fastest growing gold jewelry company in Indonesia with 3 champion brands : Hala Gold, Sandra Dewi Gold, and ILY Gold
- **Founder of The Wisemen & Company (www.thewisemenco.com)**, a leading business development & marketing firm in Indonesia with several external recognitions such as Partner of the Year 2018 from Unilever Enterprise
- A **P&G graduate**, the world's number 1 FMCG company and world's best company for leadership with various assignments
- Obtained bachelor's degree from **Industrial Engineering, Universitas Indonesia** at 19 years old

Account Manager
for Central
Sumatra (West
Sumatra, Riau,
Batam), handling
total **distributor
operations** and all
channels.

**Senior Account
Manager** for
Greater Jakarta,
handling total
**distributor
operations and all
channels, setting
up e-commerce**
for P&G Indonesia

**Country Leader
for SK-II
Indonesia**,
managing end-to-
end business both
commercial and
operations of SK-II
in Indonesia

Jan 2018 – Dec
2019 : **Chief
Operating
Officer, Gold
Jewellery, PT
Central Mega
Kencana**

Account Manager
for Modern Retail
Greater Jakarta,
handling 20 top
modern accounts
from supermarket,
drug/pharmacy to
convenience.

**Market Strategy
Manager for P&G
Indonesia**,
handling **strategy
for all P&G
brands** for all
channels

Jan 2016 – now :
**Founder of
The Wisemen &
Company**

Jan 2020 – now :
**Chief Executive
Officer, PT
Sentral Kreasi
Kencana (SKK
Jewels)**

MY PROFESSIONAL RECENT ACHIEVEMENT

Forbes
30
30
UNDER
ASIA 2021



F PROFILE

Jennifer Heryanto

Founder

SKK Jewels

Jakarta, Indonesia

Heryanto is the founder and CEO of SKK Jewels, leading a gold product development and manufacturing facility with over 250 workers and managing two award-winning jewelry brands (Hala Gold and Sandra Dewi Gold). It has become one of the fastest growing gold jewelry brands in Indonesia, tapping into the country's massive demand for gold products. A self-made entrepreneur, Heryanto is also the founder of The Wisemen & Company, a brand management firm focusing on consumer goods, beauty, luxury, and lifestyle. She learned about consumer goods at Procter & Gamble Indonesia, where she led their local SK-II team. [LESS](#)

INDONESIA'S GOLD JEWELLERY INDUSTRY **GAP**

**No
standardized
gold content
with actual
content is below
from what its
claimed**

**No
'proper' brand**

**No trading term
to retailer**

INDONESIA'S GOLD JEWELRY INDUSTRY GAP

Example of current gold jewelry products in the market

Measurement done on 12/21/2018

COMPUTERISED XRF TEST REPORT

Name of application: **GOLD ANALYSIS**

Name of the consumer : [REDACTED] 750

Description of Sample : [REDACTED]

Wt. Of sample (Gms) : [REDACTED]

Element	Concentration in %
Gold	72.12 %
Nickel	0.00 %
Copper	18.90 %
Zinc	3.25 %
Palladium	0.00 %
Silver	5.17 %
Cadmium	0.54 %
Carat value is	17.3

Tolerance +/- 10% Authorised Signature



With being engraved as 750 gold content, it should contain 75% gold. The actual gold is only 72%

Measurement done on 12/21/2018

COMPUTERISED XRF TEST REPORT

Name of application: **GOLD ANALYSIS**

Name of the consumer : [REDACTED] 700

Description of Sample : [REDACTED]

Wt. Of sample (Gms) : [REDACTED]

Element	Concentration in %
Gold	67.85 %
Nickel	0.00 %
Copper	22.05 %
Zinc	5.12 %
Palladium	0.00 %
Silver	4.94 %
Cadmium	0.00 %
Carat value is	16.3

Tolerance +/- 10% Authorised Signature



With being engraved as 700 gold content, it should contain 70% gold. The actual gold is only 67%

SKK JEWELS' REASONS FOR BEING



PT. Sentral Kreasi Kencana

VISION

A GAME-CHANGER in in the gold jewelry industry

To be the most leading gold jewelry company in Indonesia
Menjadi perusahaan perhiasan emas paling terkemuka di Indonesia

MISSION

To drive Indonesia's jewelry industry to the next level by providing the best products and services with integrity & continuous innovation through sustainable brands

Menjadi penggerak utama industri perhiasan emas di Indonesia dengan menyediakan produk dan layanan berkualitas tinggi melalui operasional yang penuh integritas dan inovasi berkelanjutan melalui merek-merek aspirasional

Highlights :

Industry Leadership
with Integrity

The Best Products &
Services

Sustainable Brands

Continuous Innovation



PT. Sentral Kreasi Kencana

SKK JEWELS' INTRODUCTION



Officially running from January 1st, 2020

The fastest growing gold jewelry company in Indonesia with full-fledged operations from product development, manufacturing, distribution, to brand building

The only gold jewelry company with certified gold content from Ministry of Industry, Indonesia

Wholesale
(B2B)

hala
GOLD



Direct to
Consumer
(D2C)



SKK JEWELS' GAME-CHANGER HIGHLIGHTS

HONESTY

The first and the only gold jewelry with certified gold content certification from Ministry of Industry (SNI 8880 : 2020)

LASTING

Creating the best gold jewelry products with high craftsmanship, recognized as 'diamond look' product

AUTHENTICITY

Authentic design from original idea, not from imitating other brands

ASPIRATIONAL

Building emotional value with end user and key opinion leader as aspirational brand

GAME CHANGER HIGHLIGHT – HONESTY

Certified as
**THE FIRST
AND THE
ONLY GOLD
JEWELRY
COMPANY IN
INDONESIA** with
certified gold content



KEMENTERIAN PERINDUSTRIAN RI
BALAI BESAR KERAJINAN DAN BATIK
**LEMBAGA SERTIFIKASI PRODUK TOEGOE
(TOEGOE – PCB)**
Jl. Kusumanegara No. 7 Telp. (0274) 546111, 512456 Fax. (0274) 543582
YOGYAKARTA – 55166



SERTIFIKAT KESESUAIAN PENGGUNAAN TANDA SNI

No. 001.a/T-PCB/Pe/1/2020

Dengan ini LS-Pro TOEGOE Balai Besar Kerajinan dan Batik
atas nama Badan Standardisasi Nasional memberikan Sertifikat Kepada:

PT. SENTRAL KREASI KENCANA

Alamat : Jl. Suci No 8 Susukan, Ciracas, RT 02 RW 04, Jakarta Timur, Provinsi DKI Jakarta
Sebagai perusahaan yang telah memproduksi Barang - Barang Emas sesuai dengan SNI 8880:2020

Jenis Produk	: Barang – Barang Emas
Merek	: HALA Gold
Tipe Produk	: Perhiasan
Tipe Skema	: Tipe 3
No. Perjanjian Sertifikasi Diproduksi Oleh	: 434/BPPI/BBKB/KD/III/2020 PT. SENTRAL KREASI KENCANA Jl. Suci No 8 Susukan, Ciracas, RT 02 RW 04, Jakarta Timur, Provinsi DKI Jakarta

Sertifikat ini berlaku selama 4 (Empat) tahun, dan wajib memenuhi persyaratan yang ditetapkan

Dikeluarkan di : Yogyakarta
Pada tanggal : 2 Maret 2020 (Revisi 16 April 2021)
Berlaku Sampai : 1 Maret 2024

Kepala Balai Besar Kerajinan dan Batik

Ir. Titik Purwati Widowati, MP.

*Sertifikat ini memberikan hak kepada perusahaan untuk menggunakan tanda sertifikasi pada produk/
kemasan produk, iklan atau tujuan promosi lainnya sesuai ketentuan yang berlaku. Sertifikat ini tidak boleh direproduksi sebagian atau secara keseluruhan
tanpa izin tertulis dari TOEGOE – PCB.*

GAME CHANGER HIGHLIGHT – HONESTY

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Sertifikat : No. 001.a/T-PCB/Pe/I/2020
 Pemegang sertifikat : PT. SENTRAL KREASI KENCANA
 Alamat : Jl. Suci No 8 Susukan, Ciracas, RT 02 RW 04, Jakarta Timur, Provinsi DKI Jakarta

NO.	PRODUK YANG DISERTIFIKASI			KARAT / KADAR	STANDAR RELEVAN/SNI	KETERANGAN
	MERK	JENIS	ITEM NUMBER			
1	HALA Gold	Perhiasan Gelang	BG/BR	18 K / 75.40% – 78.19%	SNI 8880:2020 Barang-Barang Emas	Sertifikasi Tipe 3
		Perhiasan Cincin	RI	18 K / 75.40% – 78.19%		
		Perhiasan Anting	EA	18 K / 75.40% – 78.19%		
		Perhiasan Kalung	NC	18 K / 75.40% – 78.19%		
		Perhiasan Liontin	PD	18 K / 75.40% – 78.19%		
		Perhiasan Bros	BO	18 K / 75.40% – 78.19%		
		Perhiasan Gelang	BG/BR	17 K / 70.83% -74.99%		
		Perhiasan Cincin	RI	17 K / 70.83% -74.99%		
		Perhiasan Anting	EA	17 K / 70.83% -74.99%		
		Perhiasan Kalung	NC	17 K / 70.83% -74.99%		
		Perhiasan Liontin	PD	17 K / 70.83% -74.99%		
		Perhiasan Bros	BO	17 K / 70.83% -74.99%		
		Perhiasan Gelang	BG/BR	9K / 37.50% - 41.66%		
		Perhiasan Cincin	RI	9K / 37.50% - 41.66%		
		Perhiasan Anting	EA	9K / 37.50% - 41.66%		
Perhiasan Kalung	NC	9K / 37.50% - 41.66%				
Perhiasan Liontin	PD	9K / 37.50% - 41.66%				

Pt. Kepala Bidang Pengujian, Sertifikasi, dan Kalibrasi



Dr. Ir. Retno Widiastuti, MM.

Sertifikat ini memberikan hak kepada perusahaan untuk menggunakan tanda sertifikasi pada produk kemasan produk, iklan atau tujuan promosi lainnya sesuai ketentuan yang berlaku. Sertifikat ini tidak boleh direproduksi sebagian atau secara keseluruhan tanpa izin tertulis dari TOEGOE – PCB.

GAME CHANGER HIGHLIGHT – HONESTY

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certified gold content



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Sertifikat : No. 001.b/T-PCB/Pe/I/2020
Pemegang sertifikat : PT. SENTRAL KREASI KENCANA
Alamat : Jl. Suci No 8 Susukan, Ciracas, RT 02 RW 04, Jakarta Timur, Provinsi DKI Jakarta

NO.	PRODUK YANG DISERTIFIKASI			KARAT / KADAR	STANDAR KELEWANSI	KETERANGAN
	MERK	JENIS	ITEM NUMBER			
1	Sandra Dewi Gold	Perhiasan Gelang	BG/BR	18 K / 75.00% – 79.16%	SNI 8880:2020 Barang-Barang Emas	Sertifikasi Tipe 3
		Perhiasan Cincin	RI	18 K / 75.00% – 79.16%		
		Perhiasan Anting	EA	18 K / 75.00% – 79.16%		
		Perhiasan Kalung	NC	18 K / 75.00% – 79.16%		
		Perhiasan Liontin	PD	18 K / 75.00% – 79.16%		
Perhiasan Bros	BO	18 K / 75.00% – 79.16%				

PIL. Kepala Bidang Pengujian, Sertifikasi, dan Kalibrasi



Dr. Ir. Retno Widiastuti, MM.

Sertifikat ini memberikan hak kepada perusahaan untuk menggunakan tanda sertifikasi pada produk / kemasan produk, iklan atau tujuan promosi lainnya sesuai ketentuan yang berlaku. Sertifikat ini tidak boleh direproduksi sebagian atau secara keseluruhan tanpa izin tertulis dari TOEGOE – PCB.

TOEGOE – PCB

F/46.313 rev 2

GAME CHANGER HIGHLIGHT – HONESTY

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NO.	PRODUK YANG DISERTIFIKASI			KARAT / KADAR	STANDAR RELEVAN/SNI	KETERANGAN
	MERK	JENIS	ITEM NUMBER			
1	ILY Gold	Perhiasan Gelang	BG/BR	9K / 37,50% - 41,66%	SNI 8880:2020 Barang-Barang Emas	Sertifikasi Tipe 3
		Perhiasan Cincin	RI	9K / 37,50% - 41,66%		
		Perhiasan Anting	EA	9K / 37,50% - 41,66%		
		Perhiasan Kalung	NC	9K / 37,50% - 41,66%		
		Perhiasan Liontin	PD	9K / 37,50% - 41,66%		
		Perhiasan Bros	BO	9K / 37,50% - 41,66%		

Pt. Kepala Bidang Pengujian, Sertifikasi, dan Kalibrasi

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TOEGOE – PCB

F/4.6.1 T 1 rev 2

GAME CHANGER HIGHLIGHT – AUTHENTIC

Our products come from original idea
not from imitating other brands



GAME CHANGER HIGHLIGHT – AUTHENTIC

Two Tone Color



GAME CHANGER HIGHLIGHT – AUTHENTIC

4D Design



3WZ0909
2.21gram



3WZ0470
2.50gram

GAME CHANGER HIGHLIGHT – AUTHENTIC

4D Design



GAME CHANGER HIGHLIGHT – AUTHENTIC

2 in 1 Style

1 product has 2 different wearing styles



GAME CHANGER HIGHLIGHT – AUTHENTIC

Multifunction

Brooch & Pendant in 1 Product



3LZ0555
±16,3 gr



3LZ0773
±21,6 gr



GAME CHANGER HIGHLIGHT – LASTING

Our product is produced with the best craftsmanship with 'diamond look' quality

Comparison of Finishing Quality of Hala Gold vs. Competitor

COMPETITOR
Not polished inside



GAME CHANGER HIGHLIGHT - ASPIRATIONAL



halagold_id

Message

1,462 posts 132k followers 378 following

HALA GOLD

Jewelry/Watches

#PerhiasanEmasKadarPas yang #AMANAHA

PERTAMA dgn SNI 8880:2020

18K 75.5% | 17K 70.83% | 9K 37.5%

Kualitas #diamondlook

Order Hala Gold disini

halagold.co.id/order-hala-gold



sandradewigold_id

Message

919 posts 135k followers 118 following

Sandra Dewi Gold

Jewelry/Watches

Highest Quality of #GoldJewellery by @sandradewi88

#PerhiasanEmas Kadar Pas 18K 75.5% SNI

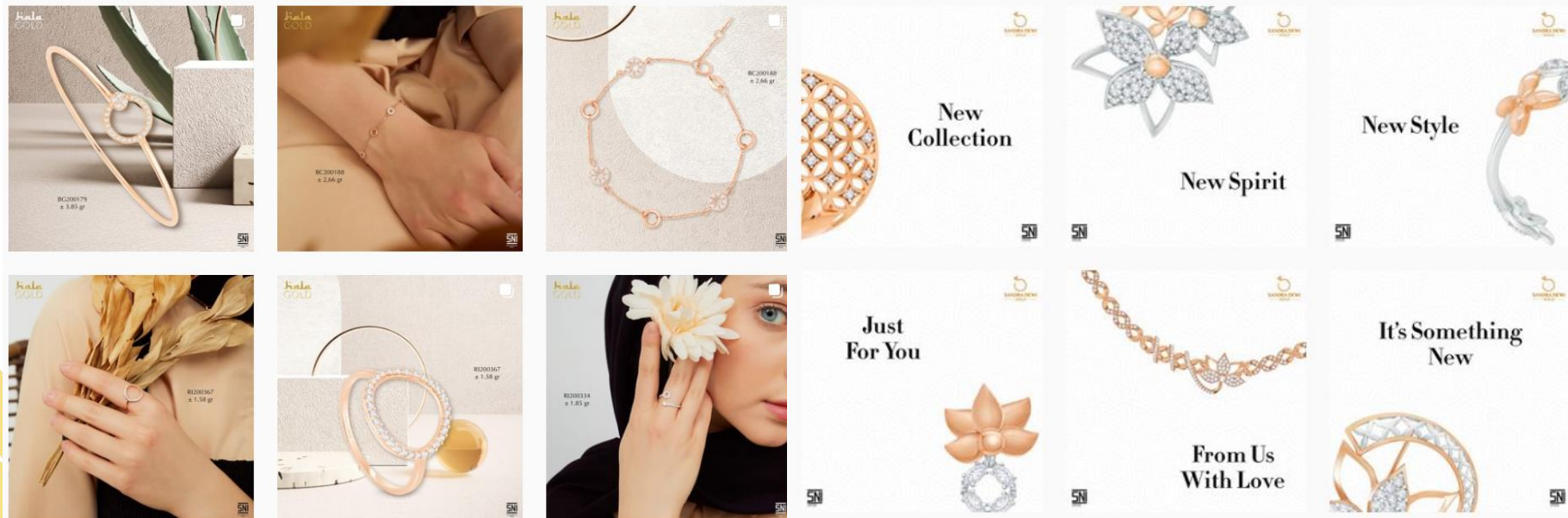
Share your #GoldenMoment

Order melalui #sdwpartner

www.sandradewigold.com/order-sandra-dewi-gold

Top 2

Sandra Dewi Gold is no. 1 and Hala Gold is no. 2 for Indonesia's gold jewellery brand category in Instagram just in 1 year, and the only gold jewellery brands with verified account



GAME CHANGER HIGHLIGHT - ASPIRATIONAL



#2

No. 2 in Instagram for gold jewellery brand category in Indonesia with **133k** followers



Key Highlight :

- Hala Gold was launched in April 2018 with a very high acceptance rate in the targeted consumers
- Driven by influencer, customer (gold shop owner) endorsement, and engaging content

GAME CHANGER HIGHLIGHT - ASPIRATIONAL

Influence people by being

Model, Presenter, Celebrity

Number of Follower

20.4 million
(Top 10 Influencer with Highest Followers in Indonesia)

Inspirational woman as

- Young mother with 'perfect princess' life : has good looking husband, adorable baby boy, and able to continue her career & personal passion
- Cinderella Ambassador – Walt Disney Indonesia
- CIMB Niaga Bank Ambassador – Top 5 Bank in Indonesia
- Entrepreneur :
* Saint by Sandra : Makeup Brand

Track record

- Never earn bad reputation or gossip
- Princess life



sandradewi88

Message



5,803 posts

20.4m followers

486 following

Sandra Dewi

Actress, TV Host ,Brand Ambassador
& Business Woman

Mother of @raphaelmoeis @mikhaelmoeis2
sandradewicontact@gmail.com



GAME CHANGER HIGHLIGHT - ASPIRATIONAL


Spokespersons of Hala Gold called **#HALALADIES**

Each **#HALALADIES** has special collection under their name...

cutratumeyriska  Message  

1,971 posts 10.1m followers 831 following

Cut Meyriska
Wife of @rogerojey
Mother of @shaquillekailidanuarta



shireensungkar  Message  

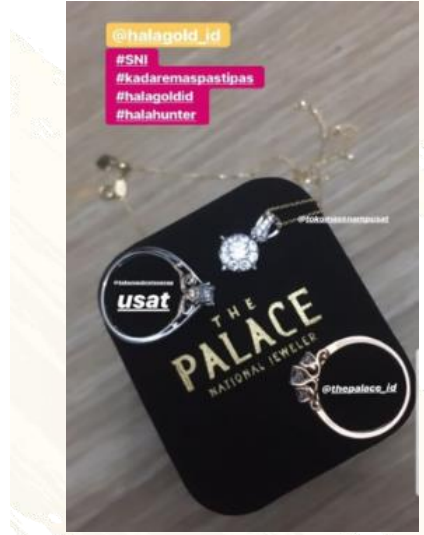
3,862 posts 22.4m followers 882 following

Shireen Sungkar
Public Figure
Alhamdulillah 
Mom of 3 

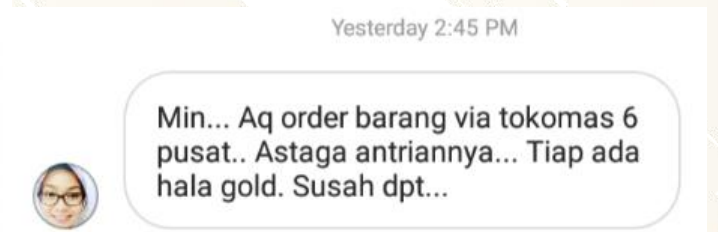


GAME CHANGER HIGHLIGHT - ASPIRATIONAL

Consumers buy Hala Gold as collection and create #HalaGoldHunter movement



Consumers come to the store before the gold shop opens





SKK JEWELS
3RD BRAND



ILYGOLD

D2C
(Direct to Consumer)



About ILY Gold

#SayitWithILoveYou

Our curated collection of the most exclusive pieces for modern young women. Elegantly wrapped in beautiful rose gold and authentic rose quartz stone. Through ILY Gold, we want to encourage young women to always be confident, fun, and be who you are. ILY GOLD's own tagline – *Say It With I Love You* – invites young people to be more courageous in expressing themselves and their love for their loved ones with something that has high durability such as gold jewelry as well as for long-term investment



Brand DNA

- Fun
- Unique
- Lively
- Best Quality
- Passionate

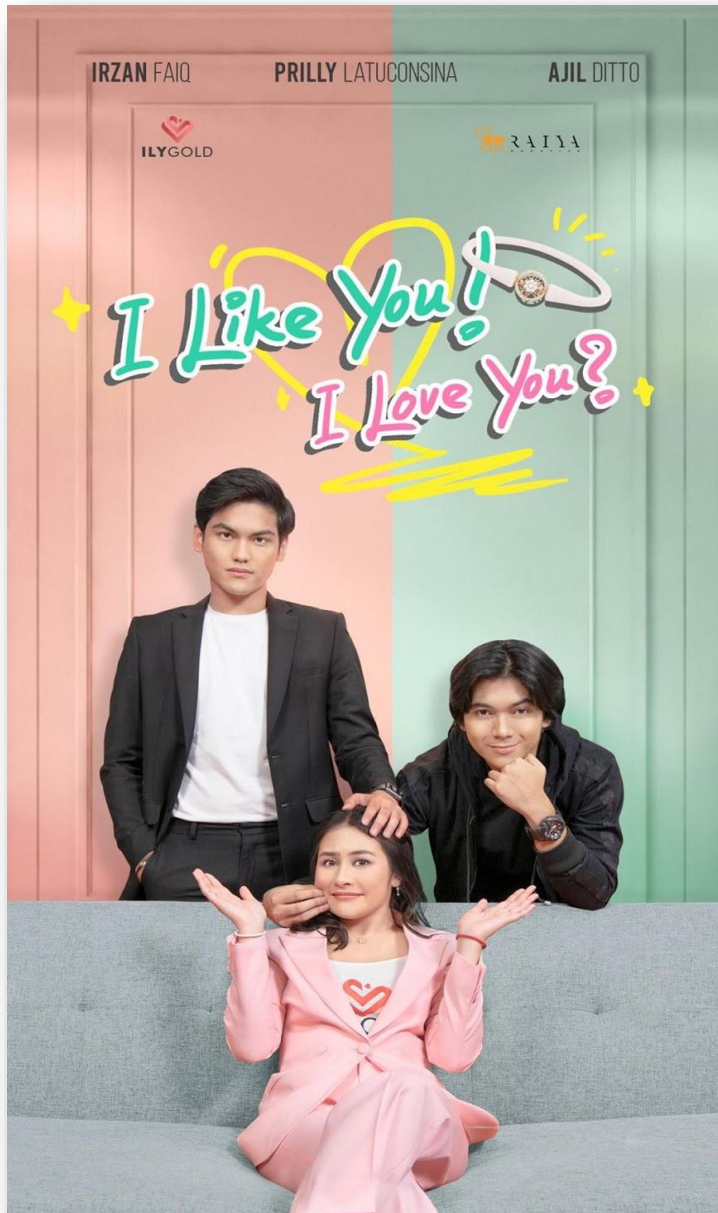
Target Market

- Young women in big cities from 18-30 years old :
- Young executive
 - First jobber
 - Varsity students



ILY GOLD SNAPSHOT

www.ilygold.com



ily.gold Message [Profile Icon] [Dropdown Arrow] [More Icon]

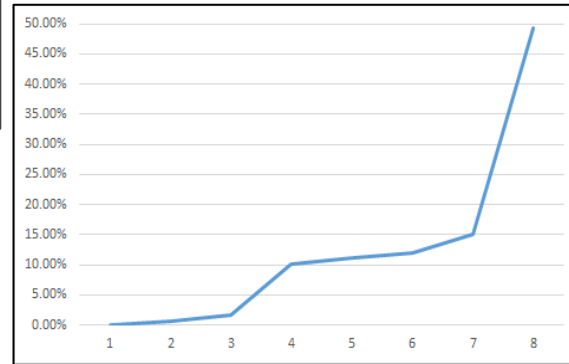
184 posts 47.8k followers 10 following

ILY GOLD OFFICIAL
Jewelry/Watches
Certified #DailyWear 9K #GoldJewelry by @prillylatuconsina96 #PerhiasanEmas
ilygold.com/pages/order-ilygold



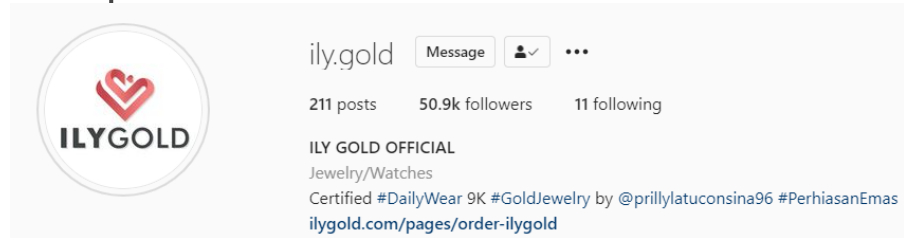
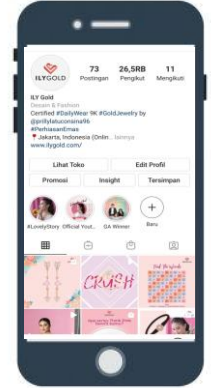
Engaging Brand Engagement Results Just in 3 Months

ILY Gold Youtube Channel



ILY GOLD
35 K Subscribers
#1 in Indonesia's gold jewelry brand in Youtube

Social Media Reach



INSTAGRAM
51.000 followers
5% engagement rate
1,429,846 Total Reach
4,351,157 Total Impressions





The Highest Engagement Ever Of New Brand's Online Grand Launch In Indonesia



	Episode 1	Episode 2	Episode 3	Grand Launching & Episode 4
Impressions	3.422.000	1.300.000	1.158.000	928.000
Total Views	502,000	317.000	266.000	208.000
Watch Time	13.800 hours	12.500 hours	9.700 hours	14.864 hours
Subscribers Increase	+9.700 subscribers	+3.400 subscribers	+1.768 subscribers	+364 subscribers

Episode 1 : <https://www.youtube.com/watch?v=fU4d7avFb1w&t=35s>

Episode 4 : <https://www.youtube.com/watch?v=IV6XKlf3mdo>

SKK JEWELS' KEY TO IMPLEMENT **GRC**

Engaging with all key stakeholders and synchronizing all together

Employee

Government

Customers

Consumers

Key Opinion
Leader

SKK JEWELS' CORE VALUES FOR OUR #GOLDSQUAD

G **ROW TO WIN** Tumbuh untuk menjadi yang terunggul, bukan sekadar menjadi pemanis di industri perhiasan emas.

O **WNSERSHIP** Kepemilikan yang tinggi atas tanggung jawab yang diemban, atas produk/service yang dikerjakan, dan juga menjaga nama baik brand dan SKK Jewels sebagai rumah kita bersama.

L **EADERSHIP** Kepemimpinan harus dimulai dari diri sendiri. Diri sendiri adalah musuh utama yang harus ditaklukan untuk menjadi pribadi profesional yang semakin baik dan mahir

D **RIVE THE EXCELLENCE** Kualitas terbaik menjadi keunggulan SKK Jewels yang tidak boleh dikompromikan dan harus konsisten. Standar kerja dan kualitas yang sudah ditetapkan tidak boleh diturunkan dalam kondisi apapun.

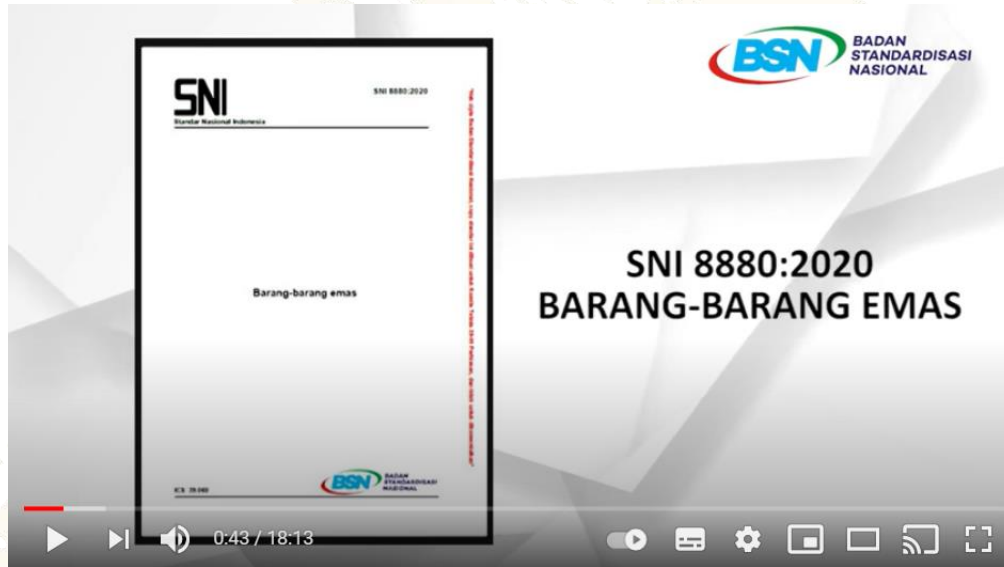
L **EARN & INNOVATE CONTINUOUSLY** Tanamkan diri kita sebagai pribadi yang masih harus banyak belajar. Keterbukaan untuk terus menerus belajar dari siapapun menjadi ciri khas seorang individu di dalam SKK Jewels.

I **NTEGRITY** Kejujuran dan integritas dalam hal apapun menjadi nilai dasar setiap individu, setiap divisi, setiap brand dan seluruh elemen perusahaan

F **OCUS ON PEOPLE** Perlakukan konsumen, customer (pelanggan), supplier dan tim sebagai partner jangka panjang kita

E **MBRACE CHANGE WITH AGILITY** Menjadi perusahaan paling unggul, gesit, dan fleksibel dalam beradaptasi dengan dinamika tren masa depan.

GRC HIGHLIGHT – ENGAGING WITH ALL STAKEHOLDERS



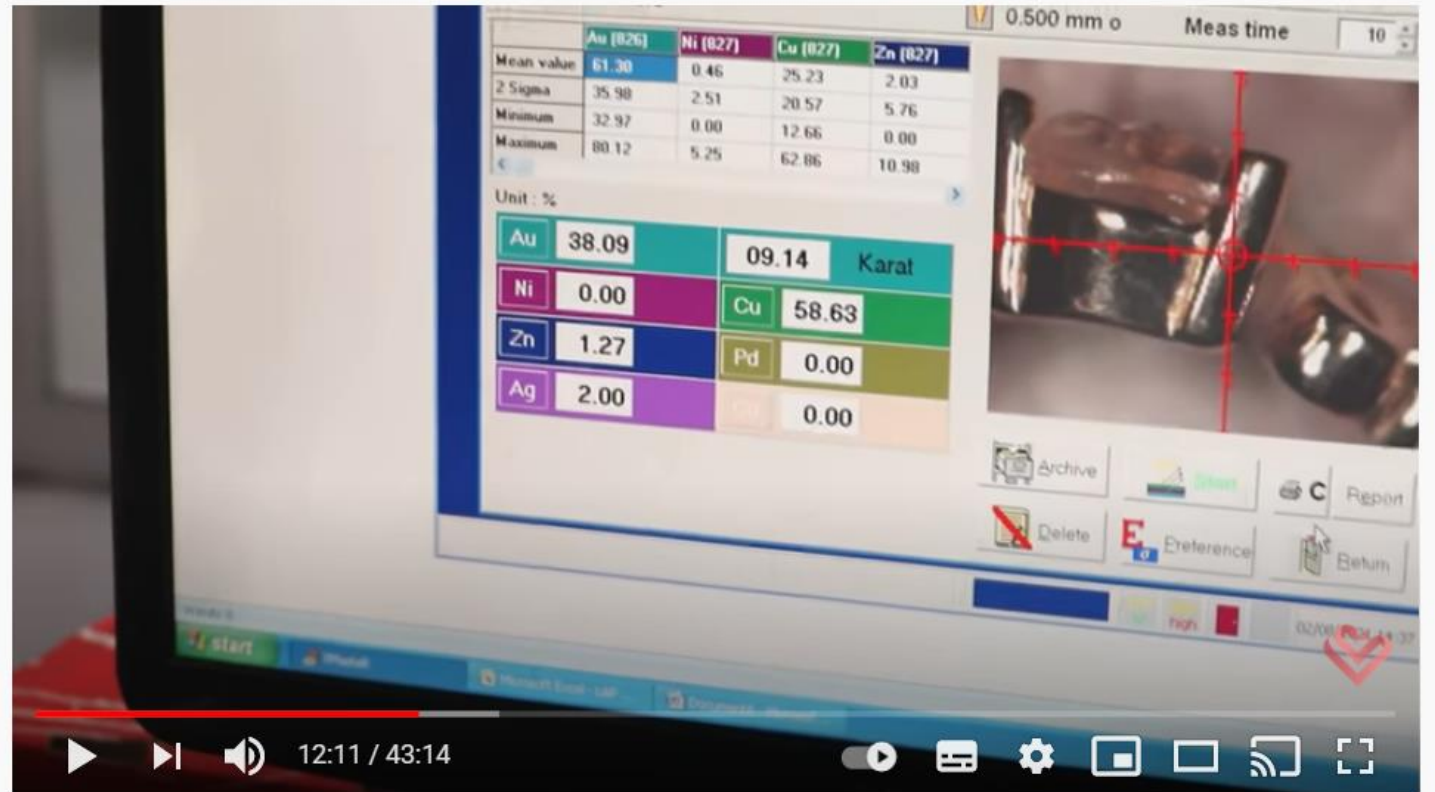
GRC HIGHLIGHT – ENGAGING WITH ALL STAKEHOLDERS



gatiwibawaningsih Hari ini saya melakukan kunjungan ke PT. Sentral Kreasi Kencana (SKK Jewels) yang berlokasi di Ciracas Jakarta Timur beraama dengan Kepala Badan Standardisasi dan Kebijakan Jasa Industri Bapak Doddy Rahadi sebagai agenda rutin untuk mengetahui kondisi di lapangan dalam hal ini sektor industri perhiasan, serta memantau penerapan SNI 8880-2020 pada barang-barang emas.

SNI ini juga diharapkan dapat memberi perlindungan kepada konsumen tentang informasi standar kadar pada perhiasan. PT. Sentral Kreasi Kencana (SKK Jewels) sendiri telah sukses membangun 2 brand ternama yaitu Hala Gold & Sandra Dewi Gold.

Semoga PT. Sentral Kreasi Kencana (SKK Jewels) semakin sukses dan menjadi contoh bagi para pelaku industri perhiasan lainnya untuk terus berkreasi dan berkembang di masa pandemi ini. (07/05/21)



#ILYGOLD #WebSeriesILYGOLD #ILYILY

ILY GOLD LAUNCH NIGHT | Final Episode Web Series I Like You! I Love You? Episode 4

236,282 views • Premiered on 14 Feb 2021

9.5K 93 SHARE SAVE ...

GRC HIGHLIGHT – ENGAGING WITH ALL STAKEHOLDERS



GRC HIGHLIGHT – ENGAGING WITH ALL STAKEHOLDERS

Engaging with customers (gold shops) to communicate our brand's commitment





PT. Sentral Kreasi Kencana



*“Integrity is doing the right thing
Even when no one is watching.”*

www.skjewels.com

 @skk.jewels / CEO @jennheryanto