

PRESS RELEASE**Rumah Pracetak WIKA Beton "WHOME"
Hadir di Danantara Housing Expo 2026****Contact Person:****Ignatius Harry**

Sekretaris Perusahaan

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WHOME (WIKA Beton Home) Rumah Modular Precast Tahan Gempa di Danantara Housing Expo 2026

Jakarta, 28 Agustus 2026 — PT Wijaya Karya Beton Tbk (WIKA Beton) menghadirkan inovasi hunian pracetak WHOME (WIKA Beton Home) dalam Danantara Housing Expo 2026 yang berlangsung pada 27-30 Agustus 2026 di Nusantara International Convention Exhibition (NICE), PIK 2.

Kehadiran WHOME menjadi kian relevan di tengah dorongan besar pemerintah memperluas akses masyarakat terhadap hunian layak dan terjangkau. Danantara Housing Expo 2026 sendiri menghadirkan lebih dari 100 ribu unit hunian dari lebih dari 100 pengembang properti, dengan dukungan skema pembiayaan seperti bunga KPR mulai 2,75 persen, uang muka mulai 1 persen, dan tenor hingga 30 tahun.

Di tengah ekosistem tersebut, WHOME menawarkan sudut pandang yang berbeda. Membeli rumah bukan hanya persoalan lahan dan pembiayaan, tetapi juga tentang bagaimana rumah dapat dibangun lebih cepat, terukur, dan tetap mengutamakan mutu. Pada pameran ini, WHOME hadir menampilkan sistem rumah pracetak modular Tipe 36, yang dilengkapi ruang tamu, dua kamar tidur, satu dapur, dan kamar mandi.

Inovasi WHOME juga memiliki komitmen kuat terhadap keberlanjutan. Sebagai *green product*, WHOME dibuat dari material ramah lingkungan dengan memanfaatkan bahan substitusi seperti *fly ash* dan *slag*. Tidak hanya dari sisi material, proses produksinya pun dilakukan di pabrik yang telah menerapkan penggunaan energi terbarukan guna mendukung upaya pengurangan emisi karbon.

Salah satu kekuatan utama WHOME berada pada sistem konstruksi pracetaknya. Struktur rumah dapat dipasang hanya dalam waktu dua hari, sementara proses penyelesaian hingga siap huni memerlukan waktu hanya sepuluh hari. Sistem modular ini juga dirancang agar pemasangan komponen dapat dilakukan tanpa alat berat, sehingga membuka peluang penerapan yang lebih fleksibel di berbagai lokasi.

Dari aspek keamanan, selain telah mengacu pada Standar Nasional Indonesia (SNI), struktur WHOME juga telah lulus uji siklik di Laboratorium Balai Besar Struktur Bangunan dan Geoteknik Kementerian Pekerjaan Umum, Bandung. Hunian ini telah memenuhi standar Kategori Desain Seismik (KDS) D, sehingga keamanannya terjamin terhadap potensi risiko gempa.

Bagi pengembang, WHOME dapat menjadi alternatif konstruksi yang efisien karena proses produksinya dilakukan dengan kontrol mutu pabrik. Sementara bagi masyarakat, konsep ini menawarkan gambaran hunian yang modern, fungsional, dan sesuai kebutuhan keluarga muda maupun program penyediaan rumah berskala besar. Bahkan material arsitektur, seperti atap dan dinding, dapat disesuaikan (*customize*) dengan anggaran maupun selera pelanggan.

Kehadiran WHOME di Danantara Housing Expo 2026 memperlihatkan bahwa isu perumahan tidak berhenti pada pembiayaan dan ketersediaan lahan. Inovasi konstruksi juga menjadi bagian penting untuk menjawab kebutuhan rumah yang layak, cepat dibangun, dan memiliki standar mutu yang jelas.

Melalui WHOME, WIKABeton menempatkan teknologi beton pracetak sebagai bagian dari solusi perumahan nasional, terutama dalam mendukung Program 3 Juta Rumah. Di tengah pameran yang mempertemukan pengembang, perbankan, dan industri pendukung, WHOME hadir sebagai contoh bahwa percepatan pembangunan hunian dapat berjalan seiring dengan kualitas, keselamatan, dan keberlanjutan.

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Tentang PT Wijaya Karya Beton Tbk.

PT Wijaya Karya Beton Tbk (WIKABeton) bergerak di bidang industri beton pracetak terbesar di Indonesia. Membawa visi menjadi pemimpin industri di Asia Tenggara, WIKABeton berkomitmen pada inovasi teknologi berkelanjutan dan penerapan praktik bisnis berbasis ESG (*Environmental, Social, and Governance*). WIKABeton menerapkan pola *precast Engineering-Production-Installation* (EPI). WIKABeton memiliki 4 (empat) anak usaha yakni PT Wijaya Karya Komponen Beton (WIKAKOBE), PT Wijaya Karya Krakatau Beton, PT Citra Lautan Teduh, dan PT Wijaya Karya Pracetak Gedung.

PRESS RELEASE

WIKA Beton's Precast House "WHOME" Showcased at the Danantara Housing Expo 2026

Jakarta, August 28, 2026 — PT Wijaya Karya Beton Tbk (WIKABeton) is presenting its precast housing innovation, WHOME (WIKABeton Home), at the Danantara Housing Expo 2026, which is taking place from August 27–30, 2026, at the Nusantara International Convention Exhibition (NICE), PIK 2.

The presence of WHOME is increasingly relevant amidst the government's major push to expand public access to decent and affordable housing. The Danantara Housing Expo 2026 itself features more than 100,000 housing units from over 100 property developers, supported by financing schemes such as mortgage interest rates starting at 2.75 percent, down payments starting at 1 percent, and tenors of up to 30 years.

Within this ecosystem, WHOME offers a different perspective. Buying a house is not merely a matter of land and financing, but also about how a house can be built more rapidly and predictably while prioritizing quality. At this exhibition, WHOME showcases a Type 36 modular precast housing system, complete with a living room, two bedrooms, a kitchen, and a bathroom.

The WHOME innovation also demonstrates a strong commitment to sustainability. As a green product, WHOME is manufactured from environmentally friendly materials by utilizing substitutes such as fly ash and slag. Beyond the materials, the production process is conducted in factories that have implemented renewable energy to support carbon emission reduction efforts.

One of WHOME's primary strengths lies in its precast construction system. The house structure can be installed in just two days, while the finishing process to achieve move-in readiness requires only ten days. This modular system is also designed so that component installation can be executed without heavy equipment, thereby enabling more flexible implementation across various locations.

In terms of safety, in addition to complying with the Indonesian National Standard (SNI), the WHOME structure has also passed cyclic testing at the Laboratory of the Center for Building Structures and Geotechnics, Ministry of Public Works, Bandung. This housing unit has met the standards for Seismic Design Category (KDS) D, ensuring its safety against potential earthquake risks.

For developers, WHOME serves as an efficient construction alternative because its production process is carried out under strict factory quality control. Meanwhile, for the public, this concept offers a vision of modern and functional housing that meets the needs of young families as well as large-scale housing provision programs. Furthermore, architectural materials, such as roofs and walls, can be customized according to the customer's budget and preferences.

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WHOME's presence at the Danantara Housing Expo 2026 demonstrates that housing issues extend beyond financing and land availability. Construction innovation is also an essential component in addressing the need for decent, rapidly constructed housing with clearly defined quality standards.

Through WHOME, WIKA Beton positions precast concrete technology as an integral part of the national housing solution, particularly in supporting the 3 Million Houses Program. Amidst an exhibition that brings together developers, banks, and supporting industries, WHOME stands as a prime example that the acceleration of housing development can go hand in hand with quality, safety, and sustainability.

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About PT Wijaya Karya Beton Tbk

PT Wijaya Karya Beton Tbk (WIKABeton) is the largest precast concrete industry player in Indonesia. Driven by a vision to become an industry leader in Southeast Asia, WIKABeton is committed to sustainable technological innovation and the implementation of ESG-based (Environmental, Social, and Governance) business practices. WIKABeton adopts the Engineering-Production-Installation (EPI) precast model. The company operates four subsidiaries which consist of PT Wijaya Karya Komponen Beton (WIKAKOBE), PT Wijaya Karya Krakatau Beton, PT Citra Lautan Teduh, and PT Wijaya Karya Pracetak Gedung.

