

Siaran Pers

Untuk Disiarkan Segera

Kehadiran Mosslife Coffee Pertegas Daya Tarik Ruko di District East

Sinergi *Lifestyle* untuk Mendukung Ekonomi Kreatif Lokal



Foto: *Signing ceremony* antara District East dan Mosslife Coffee

Jakarta, 26 Januari 2026 – True Land sebagai salah satu pengembang terkemuka di Indonesia Kembali memberikan komitmen untuk memberikan nilai tambah pada setiap proyeknya. Komitmen ini diwujudkan dalam bentuk penandatanganan Memorandum of Understanding (MoU) antara District East dengan salah satu gerai kopi terkemuka, Mosslife Coffee. Penandatanganan MoU dengan salah satu lini bisnis AlfaLand Group ini menandai dimulainya kerja sama strategis antara Mosslife Coffee dan District East dalam pengembangan fasilitas *lifestyle* di kawasan District East Karawang.

Melalui kerja sama ini, Mosslife Coffee akan membuka cabang barunya di District East Karawang. Kehadiran Mosslife Coffee diharapkan menjadi salah satu *anchor lifestyle* yang memperkaya pengalaman kawasan serta mendukung visi District East sebagai *lifestyle destination* baru di Karawang yang mengintegrasikan hunian, area komersial, ruang publik, dan aktivitas komunitas dalam satu ekosistem.

Dibukanya gerai Mosslife Coffee di District East dilatarbelakangi oleh meningkatnya kebutuhan masyarakat Karawang dan sekitarnya akan ruang berkumpul yang modern, nyaman, dan relevan dengan gaya hidup urban masa kini. Tidak hanya sebagai tempat menikmati sajian makanan dan minuman, Mosslife Coffee juga diproyeksikan menjadi ruang interaksi sosial dan aktivitas komunitas yang terbuka bagi berbagai kalangan.

PT TRINITY DINAMIK TBK

The Smith – Alam Sutera

Jl. Jalur Sutera Kav. 7A Alam Sutera, Kunciran, Pinang

Kota Tangerang Selatan 15144

T : (021) 3970 5988 E : corsec.true@trinitiland.com

Direktur Utama True Land, Yohanes E. Christianto mengungkapkan, “Penandatanganan MoU ini merupakan langkah strategis bagi District East dalam menghadirkan fasilitas *lifestyle* yang memiliki nilai tambah. Kami melihat Mosslife Coffee sebagai brand F&B dengan konsep *lifestyle* yang kuat dan sejalan dengan visi District East. Kolaborasi ini diharapkan dapat menciptakan *value* yang memperkuat karakter serta menjadikan District East sebagai destinasi gaya hidup yang semakin diminati di Karawang.”

Sebagai brand F&B dengan konsep *lifestyle*, Mosslife Coffee dinilai memiliki keselarasan dengan arah pengembangan District East yang menekankan pada kualitas produk dan nilai tambah bagi konsumen. Kehadiran Mosslife Coffee di District East diharapkan mampu mendukung ekosistem kreativitas, aktivitas sosial, serta memperkaya ragam kegiatan yang dapat dinikmati oleh penghuni maupun masyarakat umum.

Presiden Direktur AlfaLand Group, Hanto Djoko Susanto mengatakan, “Kami melihat District East sebagai kawasan yang berkembang dengan visi jangka panjang dan potensi yang sangat besar. Harapan kami, kehadiran Mosslife Coffee di District East dapat menambah daya tarik kawasan ini, sekaligus menjadi ruang berkumpul yang dapat dinikmati oleh masyarakat Karawang dengan berbagai latar belakang.”

Dengan hadirnya Mosslife Coffee di District East diharapkan semakin memperkuat posisinya sebagai destinasi gaya hidup di Karawang. Manfaat kerja sama ini antara lain meningkatnya daya tarik kawasan, tersedianya pilihan tempat nongkrong dan berkegiatan bagi penghuni dan masyarakat umum, serta kontribusi terhadap pertumbuhan bisnis lokal dan pengembangan ekonomi kreatif di wilayah Karawang. Kerja sama ini juga mencerminkan komitmen District East untuk terus menghadirkan *tenant* dan mitra strategis yang tidak hanya bersifat komersial, tetapi juga mampu memberikan dampak positif bagi kawasan dan komunitas di sekitarnya.

Untuk informasi lebih lanjut silakan hubungi:

Ray Farandy
Public Relations
PT Trinita Dinamik Tbk
Telepon: 081383338898
Email: publicrelations@trinitiland.com
www.trinitidinamik.com

PT Trinita Dinamik Tbk
The Smith Alam Sutera
Jl. Jalur Sutera Kav 7A Alam Sutera
Kunciran, Pinang, Kota Tangerang
Banten 15144
Telepon: (021) 3970 5988

Press Release

For Immediate Release

Mosslife Coffee Strengthens the Appeal of Shophouses at District East Lifestyle Synergy to Support the Local Creative Economy



Photo: Signing ceremony between District East and Mosslife Coffee

Jakarta, January 26, 2026 – True Land, one of Indonesia’s leading property developers, once again reaffirms its commitment to delivering added value in every project it develops. This commitment is realized through the signing of a Memorandum of Understanding (MoU) between District East and one of the leading coffee brands, Mosslife Coffee. The signing of this MoU, with one of AlfaLand Group’s business lines, marks the beginning of a strategic collaboration between Mosslife Coffee and District East in the development of lifestyle facilities within the District East Karawang area.

Through this partnership, Mosslife Coffee will open its new outlet at District East Karawang. The presence of Mosslife Coffee is expected to become one of the lifestyle anchors that enrich the overall area experience, while supporting District East’s vision as a new lifestyle destination in Karawang, integrating residential areas, commercial spaces, public areas, and community activities within a single ecosystem.

The opening of Mosslife Coffee at District East is driven by the growing demand among the people of Karawang and its surrounding areas for modern, comfortable gathering spaces that are relevant to today’s urban lifestyle. More than just a place to enjoy food and beverages, Mosslife Coffee is also projected to become a hub for social interaction and community activities that is open to diverse groups of people.

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President Director of True Land, Yohanes E. Christianto, stated, “The signing of this MoU represents a strategic step for District East in delivering lifestyle facilities that offer added value. We see Mosslife Coffee as an F&B brand with a strong lifestyle concept that aligns with the vision of District East. This collaboration is expected to create value that strengthens the area’s character and further positions District East as an increasingly attractive lifestyle destination in Karawang.”

As an F&B brand with a lifestyle-oriented concept, Mosslife Coffee is considered well aligned with District East’s development direction, which emphasizes product quality and added value for consumers. The presence of Mosslife Coffee at District East is expected to support a creative ecosystem, social activities, and enrich the variety of experiences that can be enjoyed by both residents and the general public.

President Director of AlfaLand Group, Hanto Djoko Susanto, commented, “We see District East as a developing area with a long-term vision and significant potential. We hope that the presence of Mosslife Coffee at District East will enhance the attractiveness of this area, while also becoming a gathering space that can be enjoyed by the people of Karawang from diverse backgrounds.”

With the presence of Mosslife Coffee at District East, the area is expected to further strengthen its position as a lifestyle destination in Karawang. The benefits of this collaboration include increased area attractiveness, the availability of new places to socialize and engage in activities for residents and the public, as well as contributions to local business growth and the development of the creative economy in the Karawang region. This partnership also reflects District East’s commitment to continuously presenting tenants and strategic partners that are not only commercial in nature, but also capable of delivering a positive impact on the surrounding area and community.

For further information, please contact:

Ray Farandy

Public Relations

PT Trinita Dinamik Tbk

Phone: 081567779651

Email: publicrelations@trinitiland.com

www.trinitidinamik.com

PT Trinita Dinamik Tbk

The Smith Alam Sutera

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