

An aerial architectural rendering of a residential development. The scene shows a grid of streets with modern, multi-story houses featuring dark grey roofs and light-colored facades. The houses are interspersed with lush green trees and manicured lawns. A central street is lined with trees, and a few small figures of people can be seen walking on the sidewalks. The overall atmosphere is bright and sunny, suggesting a high-quality, modern neighborhood.

BARCELONA Cove

Who Are We?

METLAND – PROFIL PERUSAHAAN



1994
Opened first commercial project
Mal Metropolitan and Hotel Horison Bekasi



2011
Launch commercial project
@HOM Hotel Tambun

2012
Opened strata-titled hotel
Horison Seminyak Bali

2014
Opened Metland hotel
Cirebon



2016
Opened Metropolitan Mall
Cileungsi

1994
Launch first residential project
Metland Menteng

1995
Launch residential project
Metland Puri

1996
Launch residential project
Metland Tambun

1997
Launch residential project
Metland Transyogi

2003
Launch residential project
Metland Cileungsi

2011
Launch residential project
Metland Cibitung

2013
Launch Commercial project
Grand Metropolitan Bekasi

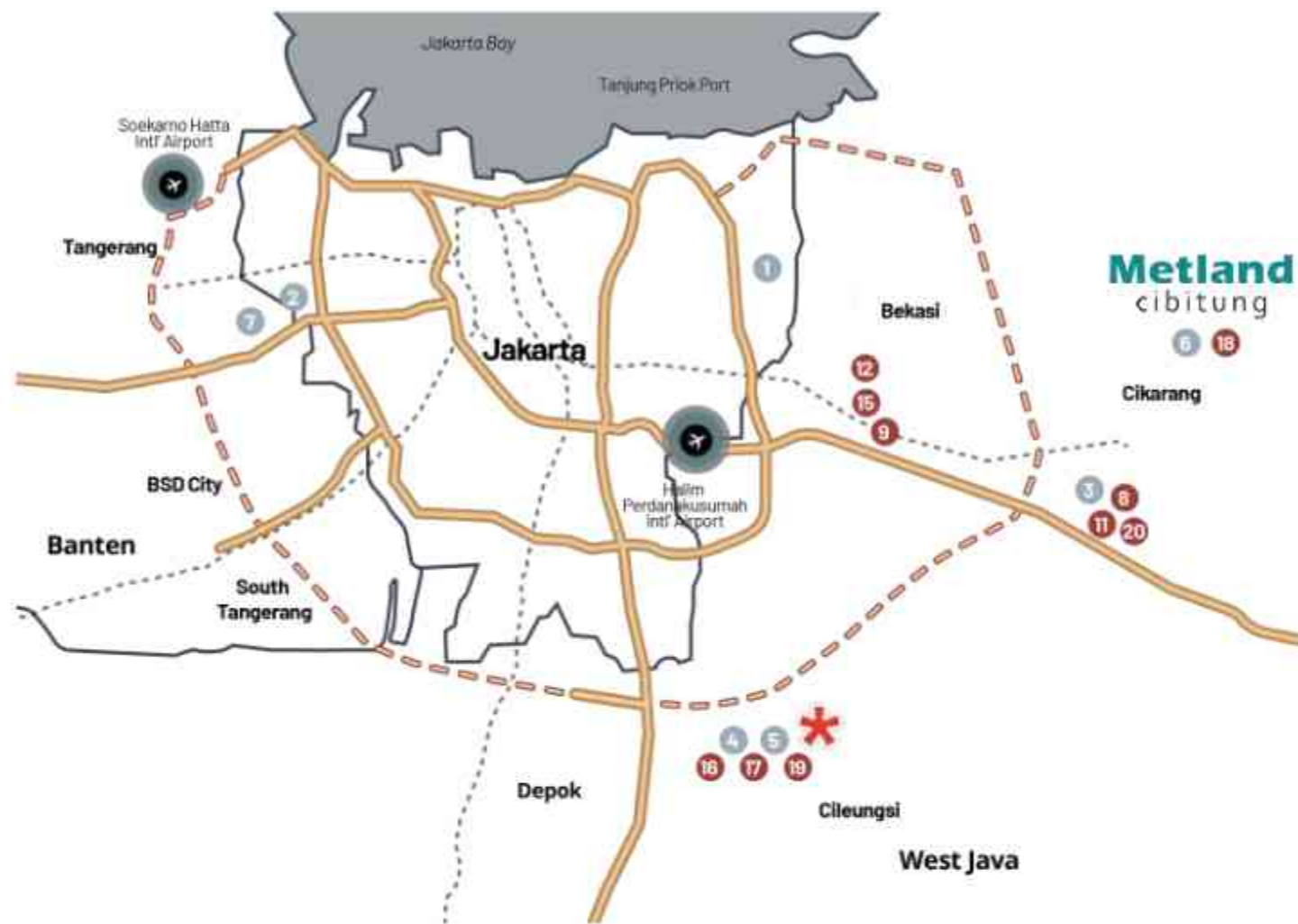
2015
M Gold Tower Hand Over

2017
Ground Breaking Kaliana Apartment



1994
SAMPAI
2021

LEBIH DARI 2 DEKADE FOKUS PADA MARKET MIDDLE-LOW, MIDDLE-MIDDLE, DAN MIDDLE-UP



M Gold Tower, Bekasi



Metropolitan Mall Bekasi



Grand Metropolitan



ROYAL WENA LILIU SALI



Horison Seminyak Bali



Metropolitan Mall Cileungsi



Metland Cyber City



Metland PROJECT LOCATION

Residential

- 1 Metland Menteng
- 2 Metland Puri
- 3 Metland Tambun
- 4 Metland Transyogi
- 5 Metland Cileungsi
- 6 Metland Cibitung
- 7 Metland Cyber City

Commercial

- 8 Plaza Metropolitan, Tambun
- 9 Metropolitan Mall, Bekasi
- 10 Grand Metropolitan, Bekasi
- 11 @HOM Hotel, Bekasi
- 12 Horison Hotel, Bekasi
- 13 Horison Hotel, Seminyak
- 14 Metland Hotel, Cirebon
- 15 M Gold Tower, Bekasi
- 16 Metland Urban City
- 17 Metropolitan Mall, Cileungsi
- 18 Metropolitan Mall, Cibitung
- 19 Metland Apartment, Cileungsi
- 20 Metland Apartment, Tambun
- 21 Metland Apartment, Lampung

METLAND CIBITUNG – PROFIL PERUSAHAAN

Lokasi proyek	: Kec.Cibitung & Kec. Cikarang Selatan Kab Bekasi
Luas total lahan	: 260 Ha (Gross)
Luas telah dikembangkan	: 180 Ha
Luas belum dikembangkan	: 80 Ha
Jumlah unit terjual	: 4.750 unit
Tipe Rumah (LT/LB)	: 72/36 – 108/66
Kisaran Harga Jual (Rumah)	: Rp. 650 Juta s/d 1,4 M
Kisaran Harga Jual (Ruko)	: Rp. 1,2 M s/d 1,4 M
Jumlah unit tersedia (rencana)	: 11.000 unit
Populasi eksisting	: 4.200 KK



LOCATION

MARKETING GALLERY METLAND CIBITUNG

Jl. Raya Metland Cibitung,
Wanajaya, Cibitung, Bekasi,
Jawa Barat 17520 Indonesia.

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 @metlandcibi

 Google Maps



Akses ke

METLAND

Cibitung

bisa melalui :

.| Jalan Tol Jakarta-Cikampek
Exit Toll Cibitung

.| Dari Jakarta Timur
melalui Jl. Inspeksi Kalimalang

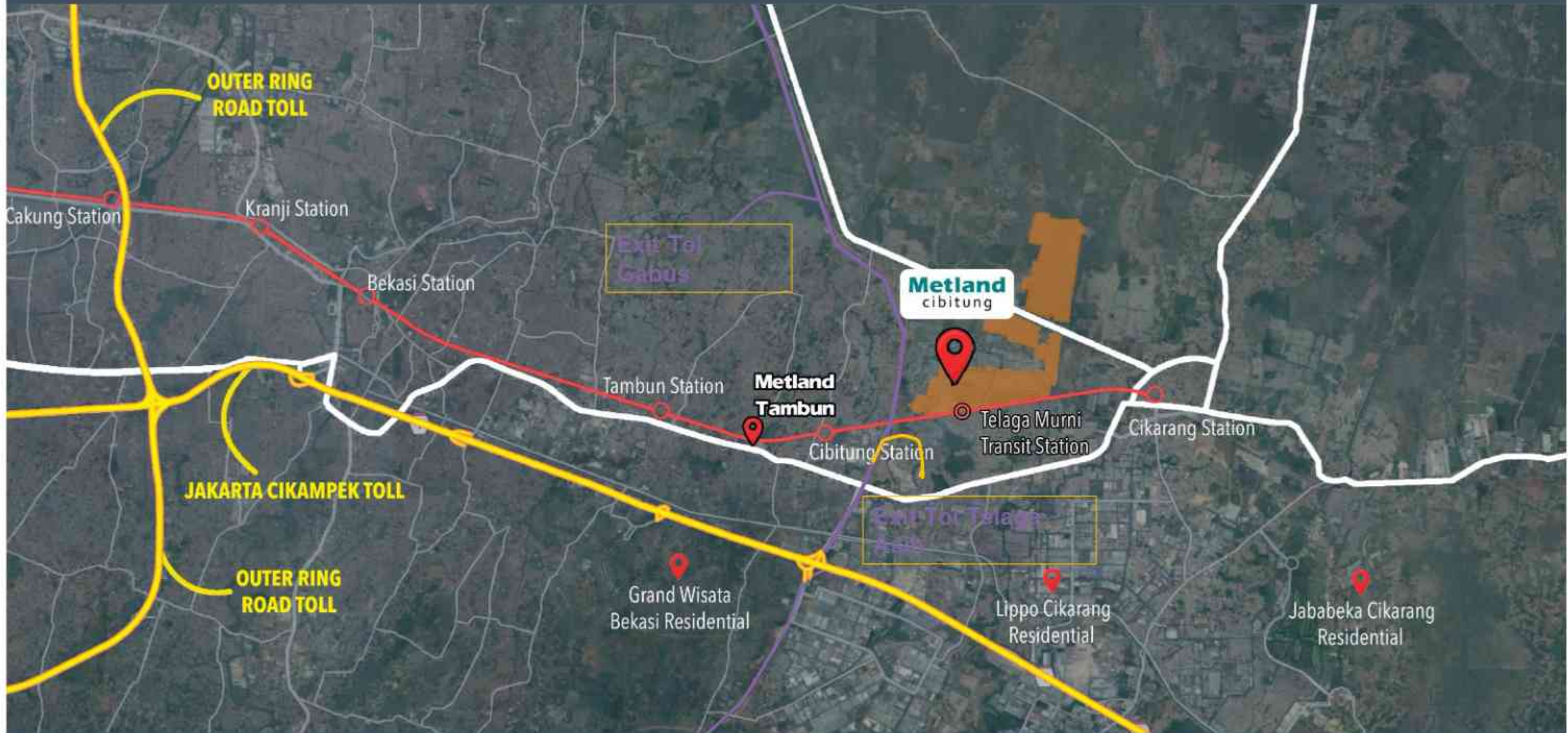
.| Dari Jakarta Utara/Kelapa Gading
melalui Jl. Raya Bekasi - Jl. Raya
Pantura

.| Dari Karawang
Melalui Jl. Pantura

.| KRL Jabodetabek
Berhenti di Stasiun Metland Telaga
Murni

.| Bus Antar Kota
Berhenti di Terminal Bus Cikarang

AKSESIBILITAS (JABODETABEK)



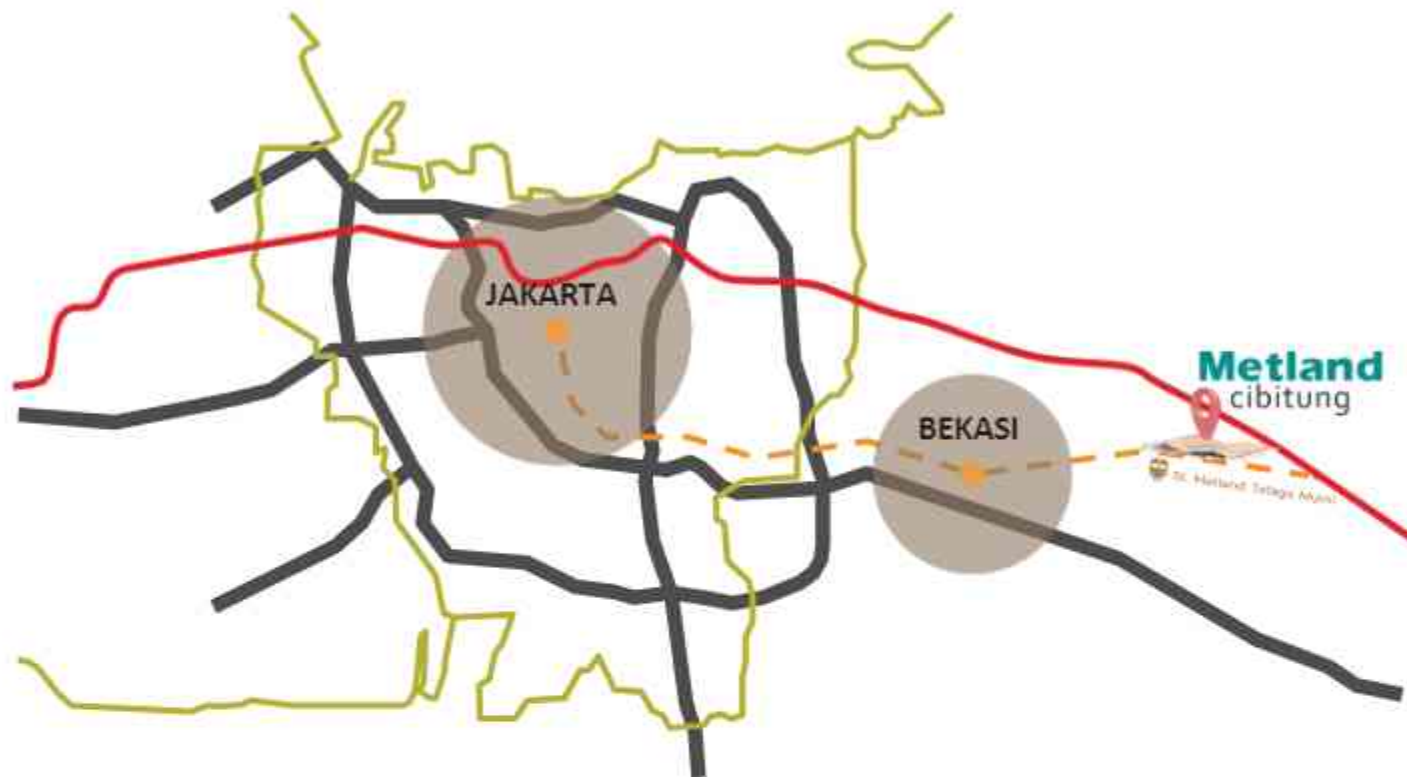
Waktu Tempuh dari Jakarta = 1 jam
Waktu Tempuh dari Bekasi = ½ jam
Waktu tempuh ke Cikarang = 13 min



Adanya fasilitas stasiun KRL Metland Telaga Murni yang berada di dalam kawasan perumahan membuat trafik dalam kawasan menjadi lebih tinggi. Selain menjadi salah satu fasilitas kawasan, stasiun ini juga menjadi fasilitas untuk masyarakat sekitar kawasan, dan dapat diakses 24 jam.

Traffik Stasiun Metland Telaga Murni:
64.000 org / bulan





The potential for Commuter Line Station users in Jakarta and Bekasi is quite large making Metland Cibitung makes these users as a target market.

9.6million

Residents in Jakarta

2.3million

Residents in Bekasi

1.3million

People commute from Greater Jakarta to Jakarta

200thousand

People commute to Jakarta is from Bekasi

2hours

Travel time from Bekasi to Downtown Jakarta by Car (24km/hr)

1 hr 20mins

Travel time from Bekasi to Jakarta by Train

48KM

Distance from Bekasi to Jakarta



NEW ACCESS



FACILITY & CLUSTER



FACILITY



ACTIVITY PARK

METLAND SCHOOL

RS HERMINA METLAND CIBITUNG

MILLENNIA SQUARE

FASILITAS PENDIDIKAN

ALFAMIDI SUPER

MARKETING GALLERY

KORAMIL

STASIUN KRL
METLAND TELAGA MURNI

TERMINAL BUS

WATERLAND

PEMADAM KEBAKARAN

FASILITAS IBADAH

23 CLUSTER

1. KEMANGGISAN
2. SUNDA KELAPA
3. TAMAN MARINA
4. TAMAN PLUIT
5. TAMAN MARUNDA
6. TAMAN ANCOL
7. TAMAN CILANDAK
8. TAMAN CIKINI
9. TAMAN SENAYAN
10. PESONA JEPANG
11. PESONA DE ESPANA

12. PESONA DE AZZURA
13. PESONA ELLADA
14. PESONA ARIZONA
15. SALVIA
16. RUELLIA
17. ALAMANDA
18. IRIS
19. SPRING TERRACE
20. BATAVIA
21. PESONA LA TANZANIA
22. LISSE
23. HAVANA

6 RUKO

1. MELAWAI 1
2. MELAWAI 2
3. NAGOYA 1
4. NAGOYA 2
5. BIZHAUS
6. ORCHID



NEW BEHAVIOUR

Transportasi Mahal

Biaya BBM kendaraan pribadi Jenis City Car adalah 12 KM per 1 liter bensin (Sumber : Jawapos.com)

Jarak Metland Cibitung ke SCBD adalah 42 KM
Konsumsi BBM sekali perjalanan adalah 42 KM : 12 KM = 3.5 liter
Konsumsi BBM Pulang pergi menjadi 7 liter x Rp10.500,-
(harga terbaru pertalite) = Rp73.500,-

Asumsi 22 hari bekerja, maka total biaya BBM adalah

**22 x Rp.73.500,-
= Rp.1.617.000,-**



Siapa yang berawal dari rumah

Metland
cibitung



Transportasi Mahal

POV jika bekerja di SCBD
Harga tiket Commuter Line dari Stasiun Metland Telaga Murni ke Stasiun Sudirman Baru BNI City :
Rp. 4.000 (sekali perjalanan)

Harga tiket
Commuter Line Pulang Pergi menjadi
**2 x Rp.4.000
= Rp.8.000,-**

Asumsi 22 hari bekerja, maka total biaya transportasi dengan Commuter Line :

22 x Rp.8.000 = Rp.176.000,-



Siapa yang berawal dari rumah

Metland
cibitung



SOLUSINYA



Tarif Commuter Line ini

Minim Polusi

Pasti On Time

Transit Oriented Development (TOD)

Siapa yang berawal dari rumah

Metland
cibitung



Wah Inflasi Meroket!

BBM Naik!! Biaya transportasi jadi membengkak, Beban hidup makin berat!



Siapa yang berawal dari rumah

Metland
cibitung

**GREEN AND
TRANSIT ORIENTED
DEVELOPMENT**



Cluster Spring Garden
Metland Cibitung

GREEN CONCEPT

GREEN CONCEPT (LANDSCAPE)



Green area for urban forest in an area of 23 Ha. Rivers, lakes and urban forests. These three things are elements that are raised in the project, one of which is by planting vegetation and making supporting facilities such as a **Jogging track** and **Children's Playground**.



Community Center
Cluster Spring Terrace

LIGHT



The area's main road uses Solar Panels and green open spaces use dark sensor lights.

WATER



Water that falls in the project and household water is stored in a pond which is then reprocessed into clean water, the rest is channeled to CBL (Cikarang Bekasi Laut) main drain.

CLIMATE CONTROL



- Greening in the area
- Greening all clusters

RECYCLING



There is a Temporary Garbage Disposal Site in the Metland Cibitung area.

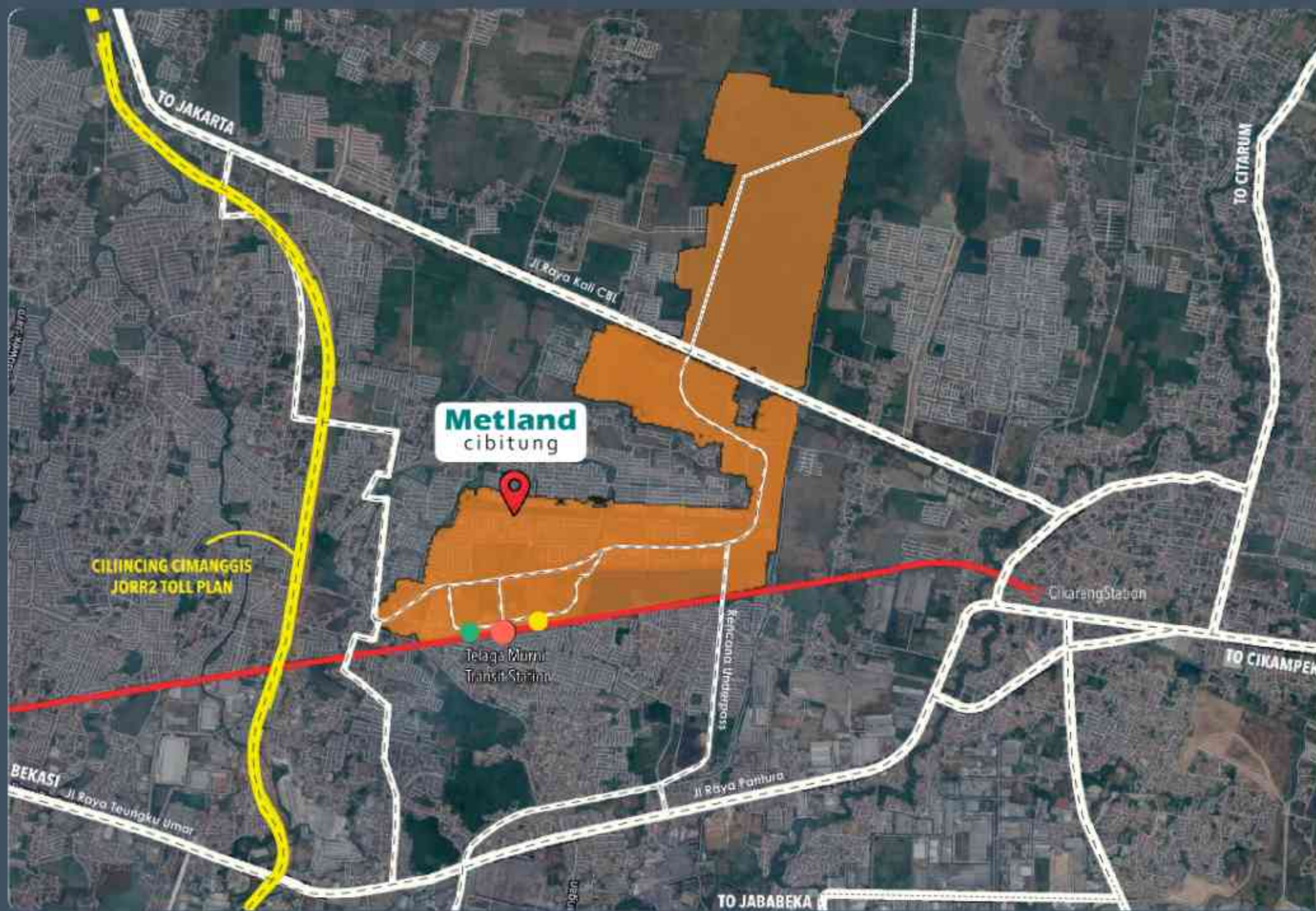
BIO Septic Tank



There is a Bio Septic Tank in every house and shophouses built in Metland Cibitung.



GREEN CONCEPT (TRANSPORTATION)



Terminal



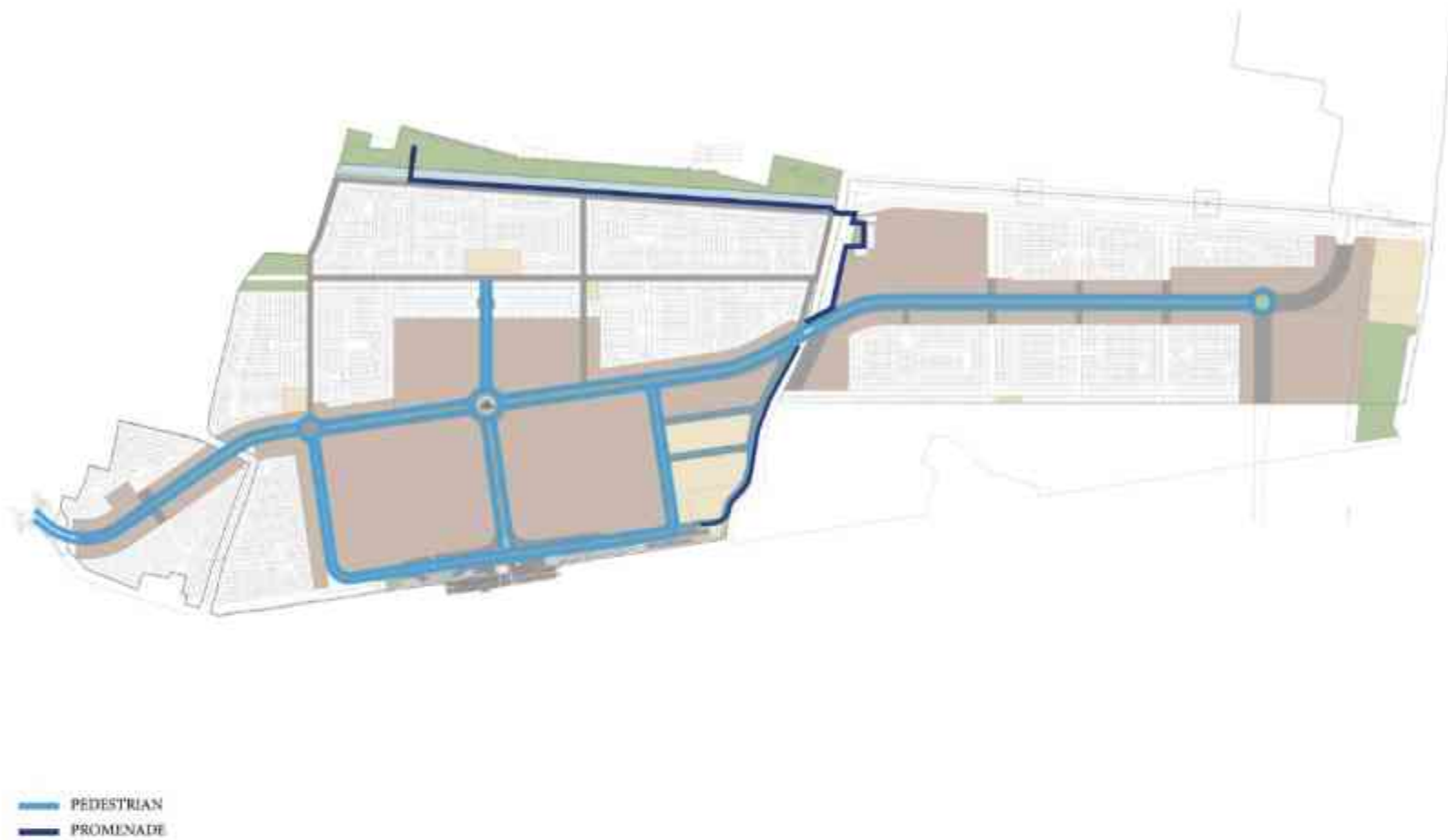
Commuter Line Station



Park and Ride

There are three transportation facilities planned in the Commuter Line Station, Terminal, Park and Ride. These three facilities are expected to be maximally integrated to facilitate the large traffic generation around the area.

GREEN CONCEPT (PEDESTRIAN & BIKE LANE)



LANTAI DASAR

- SIRKULASI PEJALAN KAKI DARI & KE LUAR KAWASAN
- |||| ZEBRACROSS
- PEJALAN KAKI KE STASIUN
- RUANG TUNGGU TERMINAL TRANSITE
- RUANG TUNGGU / WAITING BAY TAXI ONLINE
- TITIK SIMPUL

SERVICE & FACILITIES



FACILITIES AREA METLAND CIBITUNG

COMMERCIAL AREA in Metland Cibitung applies the mixed use development concept consisting of various building functions in one area, such as Shophouses, Bizhaus, entertainment center, Waterland, Millenia Square, Hospital, School, Supermarket, Fire Department & Police station. In the future will be developed Apartment, Office and Shopping Malls. Commerce in the form of shopping centers and offices, and entertainment in the form of malls and **Waterlands**.



COMMERCIAL AREA

COMMERCIAL AREA in Metland Cibitung applies the mixed use development concept consisting of various building functions in one area, such as housing in the form of houses and apartments, commerce in the form of shopping centers and offices, and entertainment in the form of malls and waterlands.

PUBLIC FACILITIES

Commuter Line Station | Metland Telaga Murni



COMMUTER LINE STATION Metland Telaga Murni is the only Commuter Line Station located in a residential area. Telaga Murni Metland Commuter Line Station was inaugurated in 2019 which serves the Cikarang-Jakarta City route. For users who use private vehicles to the station. It is planned to be equipped with facilities park and ride.

PUBLIC FACILITIES

Waterland || Water Recreation

WATERLAND in Metland Cibitung is a of water recreation. Waterland in Metland Cibitung is located close to the Commercial Area (Future Shopping Mall) and the Telaga Murni Commuter Line Station.

Waterland operated since July 2022 with variety of water play area, such as a water slides, splash pads, spraygrounds, and a children's pool.



PUBLIC FACILITIES

Hermina Hospital | General Hospital

In the Metland Cibitung equipped with a general hospital (Hermina Hospital) that will serve residences of Metland Cibitung and surrounding area. Hermina Hospital has been operating since 2021.



PUBLIC FACILITIES

Metland School || Metland Cibitung



Metland Cibitung equipped with educational facilities in the form of Junior High School and Vocational High School. In the future there will be developed educational facilities such as Primary School, Kindergarten and University.

PUBLIC FACILITIES



BARCELONA

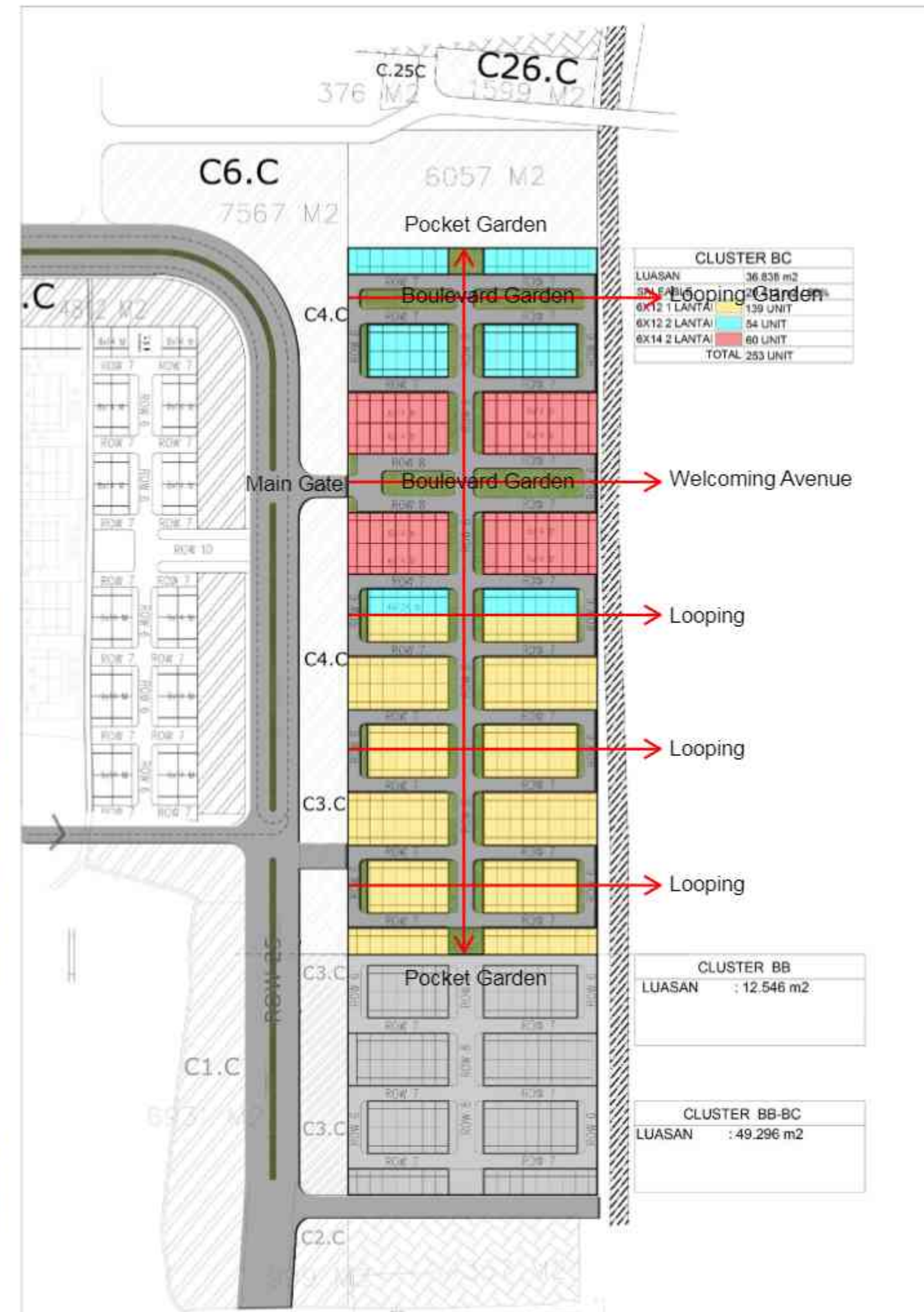
Cove

Masterplan Concept

Pembagian grid sirkulasi cluster dibuat dengan konsep looping setiap melewati 2 block rumah dan maksimal 8 baris rumah yang bertujuan agar memudahkan penghuni yang berada diujung block bisa lebih cepat menuju jalan utama cluster.

Pada saat masuk kedalam cluster, penghuni disambut dengan taman terbuka hijau yang besar dan rindang dengan pepohonan, yang membuat suasana cluster menjadi lebih asri dan memberikan kesan tropis. Selain itu, taman besar di boulevard juga bertujuan untuk menurunkan suhu iklim mikro Kawasan yang mana kita tahu bahwa cuaca wilayah Cibitung cukup panas ketika siang hari.

Ditaman ini warga cluster dapat beraktifitas bersama keluarga, bersosialisasi dengan tetangga, ataupun berolahraga.



Main Gate Concept

Penerapan konsep pada cluster Barcelona antara lain dengan *One gate system* yang mana akan memastikan keamanan seluruh penghuni cluster dengan tidak mengizinkan orang tak dikenal memasuki Kawasan cluster sebelum dikonfirmasi oleh penghuni cluster yang dituju.

Kanan dan kiri main gate terdapat jalur pedestrian dengan taman besar seperti di *Arc de Triomf Barcelona*, jajaran pohon Palm semakin menambah kesan elegan dan megah. Pengguna pedestrian juga akan merasa aman dan nyaman karena tidak berjalan kaki di jalur mobil.

Menggunakan material bata ekspose pada kolom – kolom dan bangunan pos, memberikan kesan klasik tetapi di bentuk dengan form yang modern. Menggunakan Atap lebar sebagai upaya merespon iklim tropis di Indonesia.



Clubhouse / Community Lounge Concept

Plaza dan taman besar di cluster Barcelona menjadi pusat aktifitas warga yang hendak berekreasi, berkumpul, mengadakan acara bersama, berolahraga, atau hanya sekedar duduk bersantai. Dengan pepohonan rindang dan taman bunga semakin menambah estetika lingkungan cluster.

Bangunan lounge di buat lebih terbuka, dengan bentuk atap pelana sederhana sebagai simbol arsitektur local yang di finish dominan bata ekspose sehingga menguatkan konsep tema Barcelona. Dibangunan ini juga terdapat BBQ pit jika warga ingin mengadakan acara makan-makan Bersama, pantry untuk cuci tempat makan atau cuci tangan, dan satu toilet unisex.



Unit Cluster Concept

Penerapan konsep tema Barcelona kedalam bangunan unit rumah yaitu melalui façade bangunan dengan material bata ekspose dan warna warna grey, kemudian memberikan bukaan kaca yang lebar sehingga memaksimalkan pencahayaan dan sirkulasi udara alami di dalam bangunan. Namun tetap menggabungkan dengan konsep tropis melalui bentuk atap pelana dan taman yang lebar di sisi depan dan belakang bangunan.





COMMUNITY LOUNGE

GATE CLUSTER

JOGGING TRACK

CHILDREN PLAYGROUND



Total Unit	: 240
Type 31/72	: 65
Type 38/72	: 71
Type 56/72	: 60
Type 56/84	: 44



GATE CLUSTER

GREEN POCKET

JOGGING TRACK

CHILDREN PLAYGROUND

COMMUNITY LOUNGE

GREEN POCKET





BARCELONA Cove

Fasilitas Cluster

Gate Cluster



BARCELONA Cove

Fasilitas Cluster

Community Lounge



BARCELONA Cove

Fasilitas Cluster

Green Pocket



BARCELONA Cove

Fasilitas Cluster

Children Playground



BARCELONA Cove

Fasilitas Cluster

**Boomgate with
Access Card**

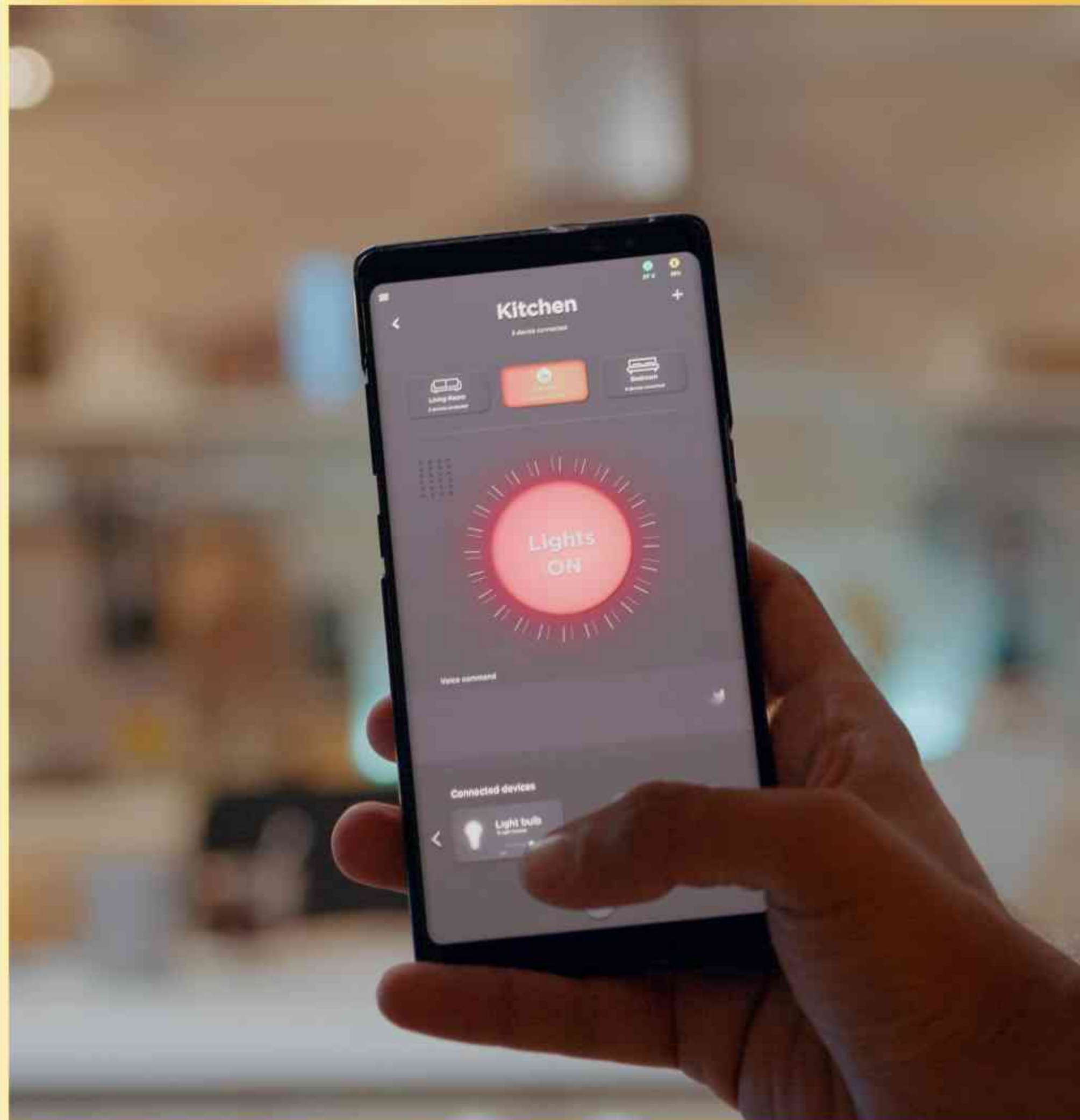
THOUGHTFULLY-DESIGNED HOMES



BARCELONA Cove

Fasilitas Rumah

Smart Door Lock



BARCELONA Cove

Fasilitas Rumah

Lighting Control



BARCELONA
Cove

Fasilitas Rumah

Free WIFI*



BARCELONA Cove

Fasilitas Rumah

**Halaman
Belakang
Luas**

UNIT TYPES



TYPE 31/72 & 38/72



TYPE 56/72 & 56/84

BARCELONA

Cove



6.000

12.000

Floor Plan
Type - 31/72
(6x12)



6.000

12.000

Floor Plan
Type - 38/72
(6x12)

BARCELONA Cove



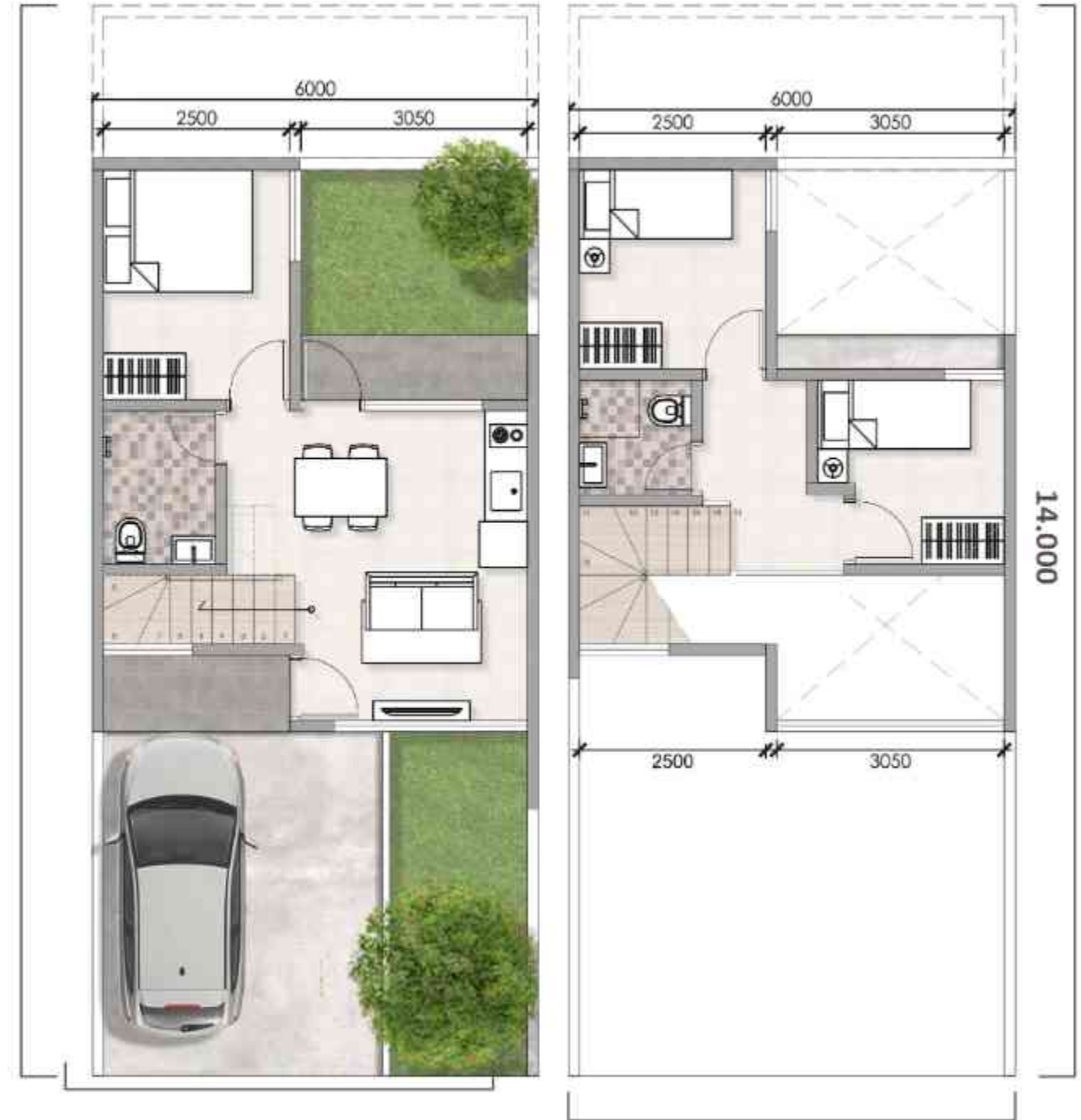
6.000

6.000

Floor Plan
Type - 56/72
(6x12)

12.000

14.000



6.000

6.000

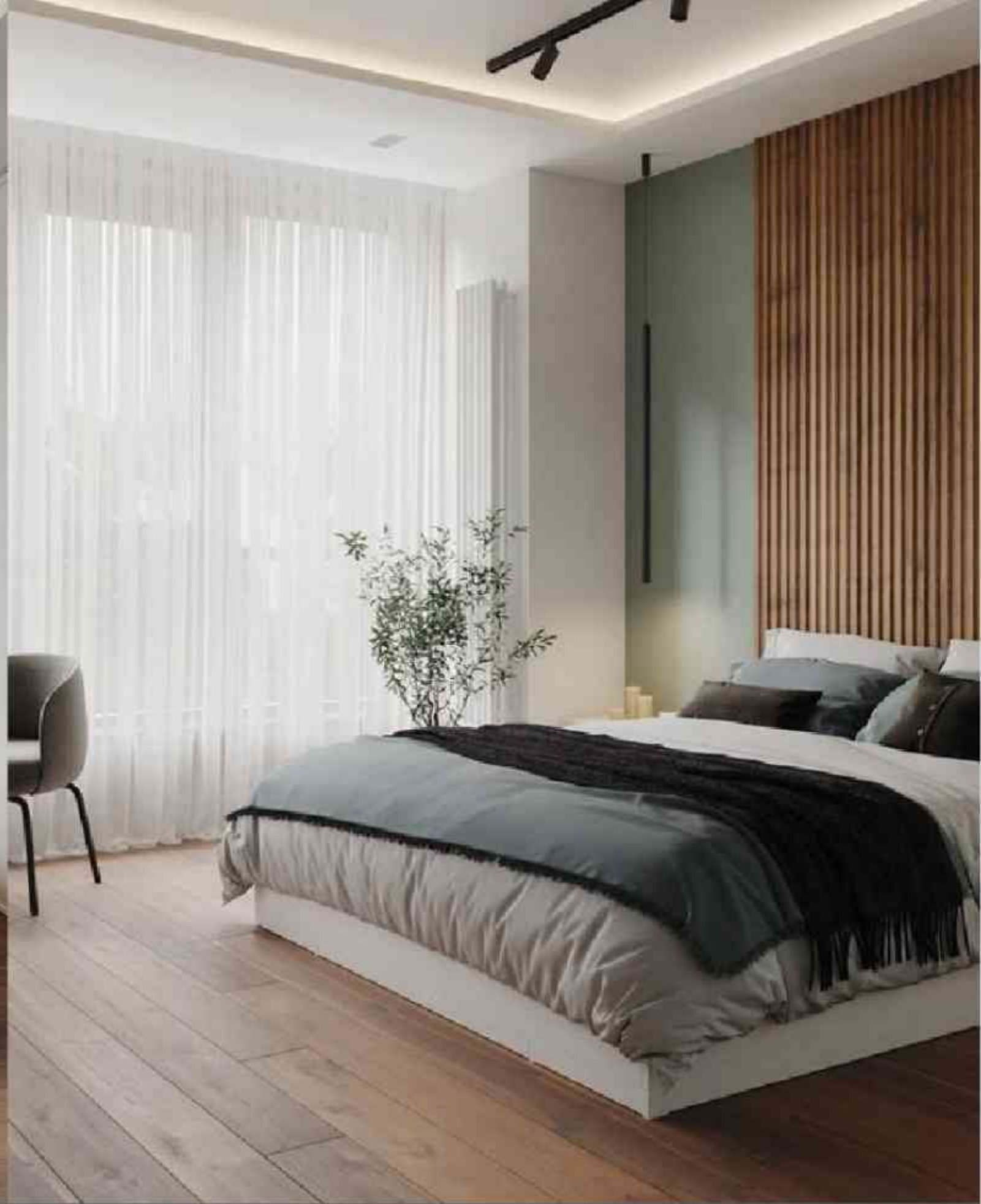
Floor Plan
Type - 56/84
(6x14)

14.000

INTERIOR



LIVING ROOM



MASTER BEDROOM



BATHROOM

TERIMA KASIH