

Wujud Kepedulian Bagi Sesama: Unicharm Indonesia Salurkan Bantuan

Sanitasi Esensial untuk Penyintas Gempa Flores

JAKARTA, September 2026 – Sebagai wujud kepedulian sosial terhadap warga terdampak bencana alam gempa bumi di Flores, Nusa Tenggara Timur (NTT), PT Uni-Charm Indonesia Tbk (Unicharm) menyalurkan bantuan donasi produk sanitasi dan higienitas esensial. Langkah ini berfokus pada pemenuhan kebutuhan mendesak para pengungsi, meliputi popok bayi, pembalut wanita, popok dewasa, masker wajah, hingga tisu basah antibakteri.



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Pemberian Donasi Produk Sanitasi melalui Polres Manggarai

Bencana gempa tektonik berkekuatan Magnitudo 7,7 yang mengguncang Flores telah melumpuhkan aktivitas masyarakat dan merusak berbagai fasilitas umum. Berdasarkan data Badan Meteorologi, Klimatologi, dan Geofisika (BMKG), hingga akhir Agustus 2026 tercatat terdapat lebih dari 10 ribu kejadian gempa susulan, dengan 35 kejadian di antaranya bermagnitudo di atas 5,0^[1]. Badan Nasional Penanggulangan Bencana (BNPB) dalam situs resminya juga mencatat total korban jiwa mencapai lebih dari 140 jiwa, lebih dari 100 ribu rumah warga mengalami kerusakan, serta lebih dari 2,000 fasilitas kesehatan dan sekolah turut terdampak^[2]. Kondisi ini memaksa puluhan ribu warga bertahan di tempat pengungsian darurat.

Di tengah keterbatasan fasilitas air bersih serta sarana MCK (mandi, cuci, kakus) di posko pengungsian, menjaga kebersihan diri menjadi faktor krusial untuk mencegah timbulnya potensi penyakit, khususnya bagi kelompok rentan seperti bayi, wanita, dan lansia.

Merespons kondisi tersebut, Unicharm menyalurkan produk sanitasi yang mencakup popok bayi MamyPoko, pembalut wanita Charm, popok dewasa Lifree, masker, serta tisu basah MamyPoko. Seluruh bantuan diserahkan ke 2 titik yaitu ke RSUD Manggarai untuk para pasien dan warga yang mengungsi, serta untuk warga terdampak di Kecamatan Reok melalui Polres Manggarai.



Penyerahan Bantuan Produk untuk Warga Terdampak di RSUD Manggarai

Mewakili penerima bantuan, Ibu Zeni dari Kepala Bagian RSUD Manggarai menyampaikan apresiasinya, “Kami mengucapkan terima kasih atas kepedulian yang diberikan. Kebutuhan produk sanitasi harian seperti popok dan pembalut sangat mendesak bagi para pengungsi di lapangan guna menjaga kesehatan dan kenyamanan warga di posko penampungan.”

Presiden Direktur Unicharm, Yasutaka Nishioka, menyampaikan rasa prihatin sekaligus berharap para korban dapat segera pulih. “Kami menyampaikan empati yang mendalam atas musibah yang menimpa masyarakat di Flores, NTT. Sejalan dengan komitmen keberlanjutan perusahaan melalui slogan Ethical Living for SDGs, kami hadir untuk meringankan beban warga terdampak. Kami berharap bantuan produk sanitasi ini dapat memberikan perlindungan kesehatan serta kenyamanan bagi ibu, bayi, dan lansia di masa pemulihan ini.”

◆Situs Terkait

- Informasi terkait profil perusahaan & kegiatan PT Uni-Charm Indonesia Tbk dapat dilihat di situs unicharm.co.id dan akun resmi IG [unicharm.id](https://www.instagram.com/unicharm.id).

Sumber data:

[1] Laporan BMKG (Per 31 Agustus 2026): Pembaruan Data Gempa Susulan Flores NTT M7,7.
<https://news.detik.com/berita/d-8641243/gempa-susulan-terus-terjadi-di-ntt-kini-tembus-10-232-kejadian>.

[2] Dashboard BNPB (per 14 September 2026): Data Resmi Korban Jiwa Gempa NTT.
<https://data.bnpb.go.id/gempantt2026>

Expressing Care for Others: Unicharm Indonesia Distributes Essential Sanitation Aid for Flores Earthquake Survivors

JAKARTA, September 2026 – As a gesture of social concern for residents effected by the earthquake in Flores, East Nusa Tenggara (NTT), PT. Uni-Charm Indonesia Tbk. (Unicharm) distributed donations of essential sanitation and hygiene products. This initiative focuses on meeting the urgent needs of evacuees, including baby diapers, sanitary napkins, adult diapers, face masks, and antibacterial wet wipes.



Distribution of Sanitation Product Donations through the Manggarai Police

The tectonic earthquake with a magnitude of 7.7 that struck Flores paralyzed community activities and damaged various public facilities. According to data from the Meteorology, Climatology, and Geophysics Agency (BMKG), as a late August 2026, more than 10,000 aftershocks were recorded, 35 of which had a magnitude above 5.0^[1]. The National Disaster Management Authority (BNPB) on its official website also recorded a total body count of more than 140 fatalities, over 100,000 damaged homes, and more than 2,000 health facilities and schools affected^[2]. This situation has forced tens of thousands of residents to stay in emergency evacuation shelters.

Amidst the limited clean water facilities and public sanitation facilities (toilets and washing area) at the evacuation centers, maintaining personal hygiene becomes a crucial factor in

preventing the potential outbreak of diseases, especially for vulnerable groups such as infants, women, elderly.

In response to these conditions, Unicharm distributed sanitation products including MamyPoko baby diapers, Charm sanitary napkins, Lifree adult diapers, face masks, and MamyPoko wet wipes. All assistance was handed over to two locations: RSUD Manggarai for patients and evacuated residents, and for affected residents in Reok District through the Manggarai Police.



Penyerahan Bantuan Produk untuk Warga Terdampak di RSUD Manggarai

Representing the recipients, Mrs. Zeni, Head of Department at RSUD Manggarai, expressed her appreciation, “We express our gratitude for the care provided. The need for daily sanitation products such as diapers and sanitary napkins is extremely urgent for the evacuees in the field to maintain the health and comfort of residents in the evacuation centers.”

Unicharm’s President Director, Yasutaka Nishioka, expressed his deep concern while hoping for the swift recovery of the victims. “We convey our deepest empathy for the disaster affecting the people of Flores, NTT. In line with the company’s sustainability commitment through the slogan Ethical Living for SDGs, we are here to lighten the burden of affected residents. We hope this aid of sanitation products can provide health protection and comfort for mothers, babies, and the elderly during this recovery period.”

◆ Related Sites

- Information regarding Unicharm Indonesia’s activities and company profile can be viewed at unicharm.co.id and official Instagram [unicharm.id](https://www.instagram.com/unicharm.id).

Data Sources:

- [1] BMKG Report (As of August 31, 2026): Data Update on Aftershocks of Flores NTT M7.7 Earthquake.
<https://news.detik.com/berita/d-8641243/gempa-susulan-terus-terjadi-di-ntt-kini-tembus-10-232-kejadian>
- [2] BNPB Dashboard (As of September 14, 2026): Official Data on Fatalities of the NTT Earthquake.
<https://data.bnpb.go.id/gempantt2026>