Bio Farma Receives Trusted and Popular Brand 2026 Award, Strengthening Public Trust through Quality and Healthcare Innovation



Bandung, October 5, 2026 – PT Bio Farma (Persero) has once again been recognized for the public's trust in its brand by receiving the Trusted and Popular Brand Award in the Healthcare category at the Disway Award 2026, organized by Disway Group on September 29, 2026, in Jakarta.

The award was presented by Dahlan Iskan, Founder of Disway Group, and received by Hersi Rosilani, Head of Marketing Operations Division at Bio Farma, on behalf of the company.

The award reflects the public's trust that Bio Farma has built for more than a century through its consistent commitment to maintaining product quality, developing innovation, and making tangible contributions to improving public health in Indonesia and globally.

Dahlan Iskan, Founder of Disway Group, emphasized that building trust in a brand requires a long-term process, particularly amid the dynamics of communication in the digital era.

"In today's digital era, the trust that industry players have worked hard to build over many years can quickly collapse, almost without warning. A piece of content that goes viral on social media can undermine consumer trust that has been built over a long period," said Dahlan.

In line with this, Bio Farma continues to strengthen its reputation not only through brand communication, but more importantly through the company's demonstrated capabilities in delivering high-quality and innovative healthcare products and solutions that meet international standards.

Now in its 136th year, Bio Farma has transformed from a vaccine manufacturer into a life science company developing a broad range of innovation-driven healthcare solutions. This transformation goes hand in hand with efforts to strengthen Indonesia's national healthcare industry, enhance the competitiveness of Indonesian healthcare products, and expand public access to high-quality healthcare products.

Hersi Rosilani, Head of Marketing Operations Division at Bio Farma, said that public trust is the result of a long journey that must be continuously maintained through quality, innovation, and consistent contributions.

"For Bio Farma, trust is not merely a perception built through communication, but the result of continuous efforts to demonstrate our capabilities through product quality, innovation, compliance with global standards, and our commitment to delivering healthcare solutions that benefit society. For more than a century, this trust has been a responsibility that we continue to uphold and strengthen," said Hersi.

Hersi added that one of the key foundations of Bio Farma's reputation is the company's ability to meet stringent international standards in the vaccine and biologics industry.

"Global recognition demonstrates that healthcare products developed and manufactured in Indonesia are of a quality that can compete internationally. For us, the ability to meet global standards is not merely an achievement, but also a responsibility to continuously strengthen the competitiveness of the national healthcare industry while expanding the health benefits available to the public," Hersi added.

The Trusted and Popular Brand 2026 Award was based on a study involving 20,000 respondents aged 17–60 across 20 major cities in Indonesia. The study used a *top-of-mind awareness* approach with a *multistage area random sampling* method, in which respondents were asked to identify the brand that first came to mind within a particular industry category.

As part of the Danantara Indonesia ecosystem, Bio Farma continues to strengthen its role as a strategic national asset by ensuring that the company's capabilities, experience, and resources generate greater value and broader benefits for society. This is pursued through strengthening the national healthcare industry, developing innovation, enhancing production capabilities, and expanding access to high-quality healthcare products.

These efforts to strengthen performance and competitiveness are also aimed at building a foundation for sustainable growth. Bio Farma continues to develop its competencies, innovation, and corporate governance to address evolving healthcare needs while creating long-term value for society and future generations.

These efforts are aligned with the spirit of *"Transforming National Assets into Prosperity with Integrity,"* under which the management of strategic national assets and capabilities is directed not only toward achieving corporate performance, but also toward creating tangible impacts on improving quality of life, strengthening strategic national industries, and ensuring sustainable long-term benefits.

Looking ahead, Bio Farma remains committed to maintaining public trust through quality, innovation, integrity-driven governance, and the development of sustainable healthcare solutions. With these foundations, Bio Farma will continue to strengthen its contribution to national health resilience while advancing Indonesia's healthcare industry capabilities to create an increasingly broader global impact.

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