



C O M M U N I T Y P R O F I L E



**A RUNNING GROUP BUILT ON CONNECTION,
CONSISTENCY, AND SHARED GROWTH.**



WHO WE ARE

HuruHara Running Club was founded at the end of 2023 by a small group of friends who wanted to create a meaningful space around running. What began with 6 members has grown into 30 active members — all Gen-Z.

We operate as a curated running group, not an open community. Our priority is consistency, trust, and genuine relationships rather than rapid growth or mass participation.

HuruHara is built on quality of relationships, not quantity of members.



OUR APPROACH TO RUNNING

Running As a Medium for Connection | Shared Experience Over Competition | Consistency Over Competition
Growth Over Comparison | Intimacy Over Scale



OUR PROFILE

100% Gen Z | Predominantly Urban-Based | Mix of Students and Young Professionals
Actively Engaged in Fitness, Lifestyle, and Culture | Value Both Performance and Social Experience

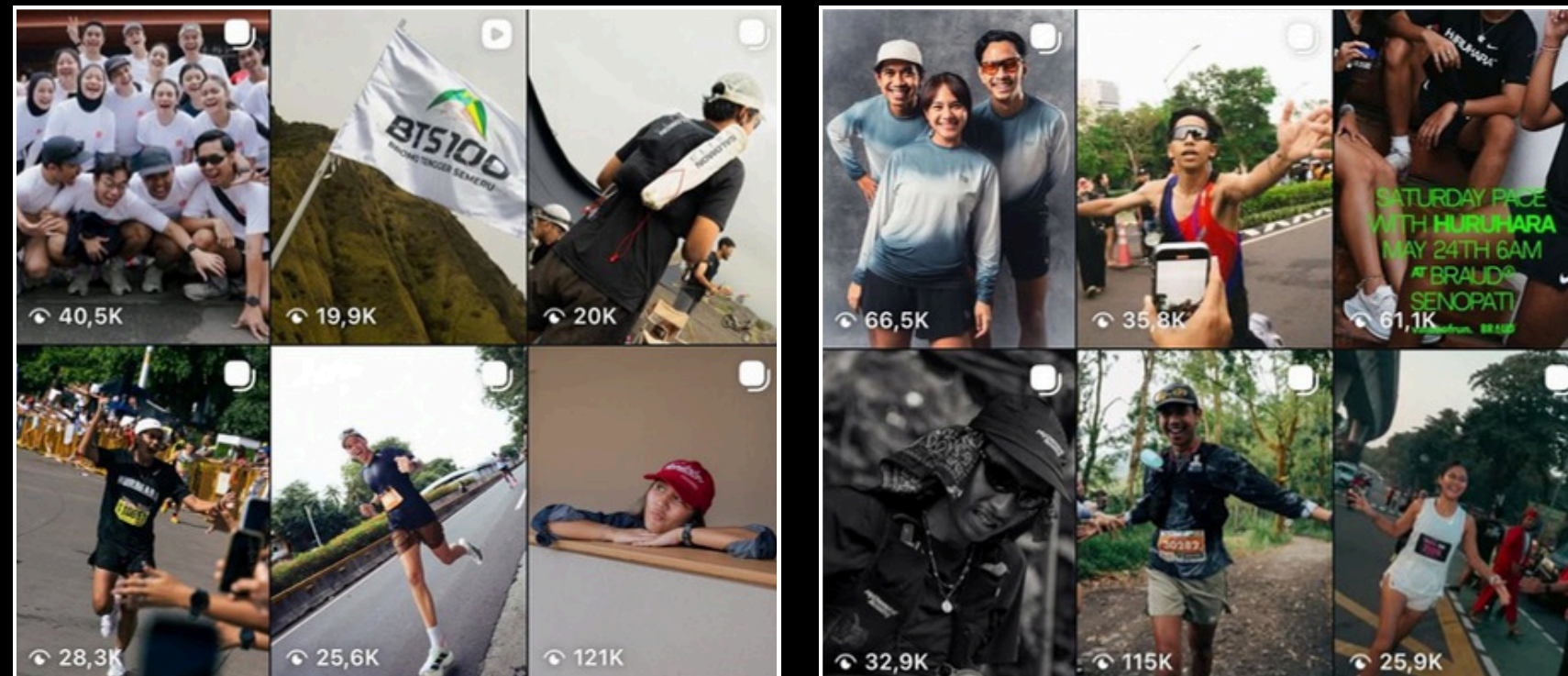


SOCIAL MEDIA



@____huruhara

Last Updated: Feb 2026





OUR ACTIVITIES



*EVERY
WEDNESDAY*



*SATURDAY
/ SUNDAY*



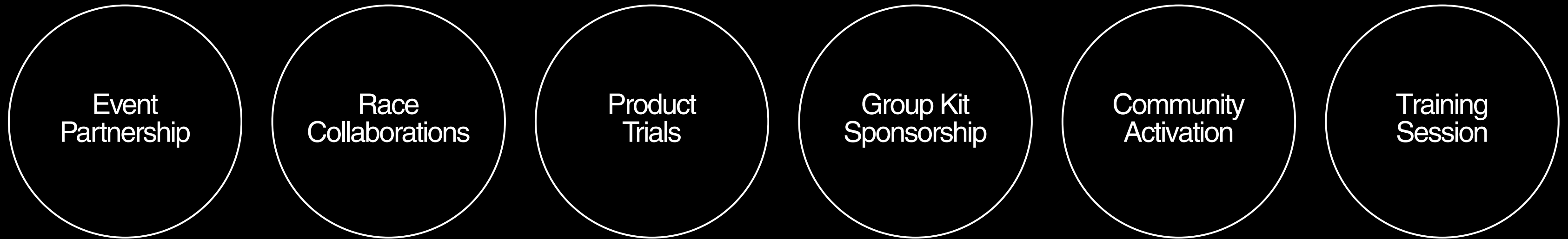
*AFTER
EVERY LONG RUN*



*DURING PARTNERSHIP
WITH BRAND / OTHER COMMUNITY*



COLLABORATION OPPORTUNITIES



We Prioritize Partnerships Aligned with Our Values Rather than Mass Exposure.

Giving a Meaningful Experience for Our Members.



OUR PAST PROJECT



“FRIENDS FOR RUN” POP UP

Pop-up Event in Collaboration with Doublecort and Suasanakopi as Our Coffee Brand Partner.



WHAT WE DO?

- Merchandise Collaboration with Doublecort Consist of Post-Run T-Shirt, Key Chain & Tote Bag.
- Activation with Suasanakopi Consist of Social Run, Treadmill Challenge & DJ Session.



SHUFFLE RUMBLE

A Community Based Project in Creating a Full Speed Mocktail Relay.



WHAT WE DO?

- Manage and Organize The Relay Event
- RTD Mocktail in Collaboration with Suasanakopi
- Sponsored by SSS (Sun, Sand & Sport) Providing Goodie Bag for All Participating Teams



SIP N' STRIDE

Huruhara Presents "Sip N' Stride" Where We Invite People for a Morning Run and Have Some Refreshments Afterwards.



WHAT WE DO?

- Hosting Social Run
- Collaborate with F&B brands to Increase In-Foot Traffic to Offline Store.



WOMEN'S 10K 2025

Partnership with Women's 10K



WHAT WE DO?

- Cheering Spot During D-day for Womens10K
- Selected Members as Race Pacer & Event Bachelors
- Lead Several Womens10K "Road to Race Day Events" Called Sunday Run as Their Community Partner



BTR (BALI TRAIL RUN) 2025

Participated in BTR 2025 & Official Jersey Collection in Collaboration with Fieldway



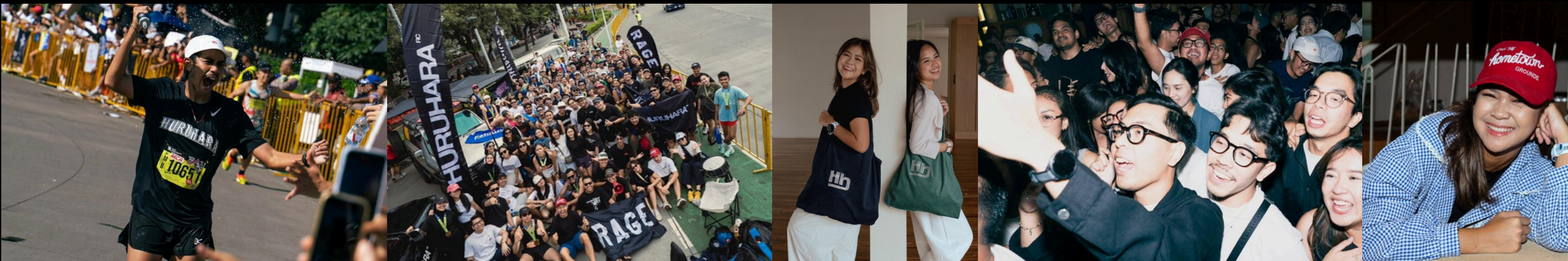
WHAT WE DO?

- Member Participations for The Race day, 30K & 15K Category.
- Exclusive Collaboration Jersey with Fieldway



JRF (JAKARTA RUNNING FESTIVAL) 2025

Participated in JRF 2025 & Official Merchandise Collaboration with Fieldway.



WHAT WE DO?

- 15 Members Virgin Marathon Participations & 10 Members Participated Half-Marathon
- “Hometown” Collection Release (Totebag, Running Cap, Casual Cap) at Houm Yoga
- Create a Dedicated Cheering Zone with Fieldway, Asics, & Running Rage
- Lead & Organize Post-Race After Party with Running Rage & BR20 at Ratatat



BTS (BROMO TENGGER SEMERU) 2025

Cheering Zone & Freebies Collaboration.



WHAT WE DO?

- Dedicated Cheering Zone at Mount Bromo with Fieldway
- Sticker & Keychain Freebies for Participants at BTS



BRANDS WE'VE WORKED WITH





MEDIA COVERAGE

[Hypebeast](#)

[Runhood Magz](#)

[Whiteboard Journal](#)

[Cretivox](#)

[Kumparan](#)

Click for More Details



**LET'S
COLLABORATE!**

Hit Us on Whatsapp
+62 877 8051 6481 (Alvin)