

CASE Report: Insights on Indonesia's energy transition news in the electricity sector from 2020-2022



Imprint

Insights on energy transition news in the electricity sector in Indonesia from 2020- 2022

In the context of CASE

The regional programme, “Clean, Affordable and Secure Energy for Southeast Asia” (CASE), is jointly implemented by GIZ, and international and local expert organisations in the area of sustainable energy transformation and climate change: Agora Energiewende and NewClimate Institute (regional level), the Institute for Essential Services Reform (IESR) in Indonesia, the Institute for Climate and Sustainable Cities (ICSC) in the Philippines, the Energy Research Institute (ERI), Thailand Development Research Institute (TDRI) in Thailand, and Vietnam Initiative for Energy Transition (VIET) in Vietnam. These organisations have set the objective of changing the narrative for energy transition. In Indonesia, CASE is anchored to the Ministry of National Development Planning/National Development Planning Agency (Bappenas) – Directorate of Electricity, Telecommunications and Informatics, and jointly implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and the Institute for Essential Services Reform (IESR)

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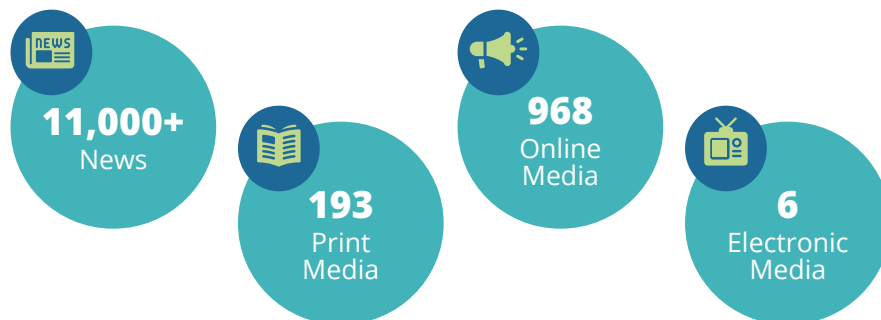
Background

Media plays a vital role in disseminating information and building narratives and messages. In the context of energy transition, this transition adaptation can be propelled by media empowerment. The hype of energy transition is happening not only because the impact of climate change is already here, but also because the size of the audience and available media channels are simply enormous. Media plays huge roles in our daily life, from informing us about how government policies affect us, to functioning to provide feedback to the government on their policies and programs. Media is also an active participant in the policy making process due to its ability to stimulate change or maintain the status quo depending on their choice of subject or policy issue and how they frame it

To monitor news around energy transition in Indonesia, CASE Indonesia conducted media monitoring for the time period of January 1st, 2020, until December 31st, 2022, using Newstensity's big data monitoring machine. The data extraction is done using these following keywords:

1. *Pensiun Dini Batubara* (*Batubara* OR *Batu Bara* AND *Pensiun Dini*)
2. *Ketenagalistrikan* (*Transisi Energi* OR *Energi Terbarukan* AND *Ketenagalistrikan*)
3. Just Energy Transition (Just Energy Transition)

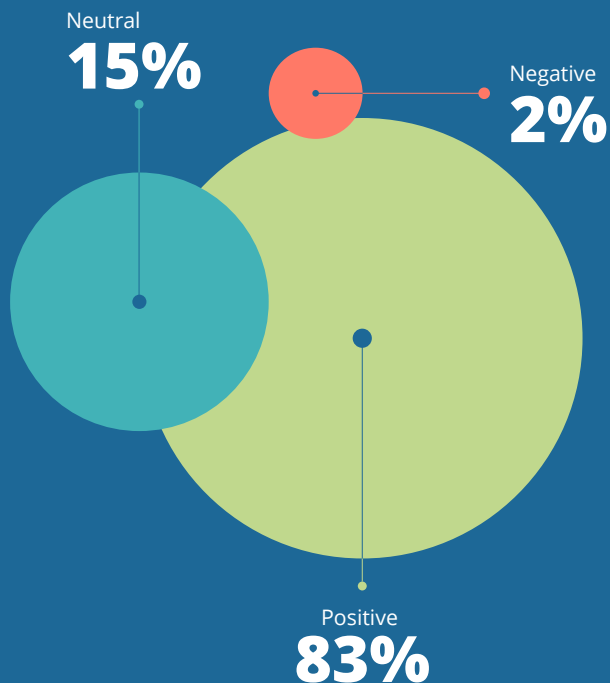
These keywords resulted over 11,000 news with a total media of around 1,167 media



Overview of analyzed news from 2020 - 2022

Data Collected	2020	2021	2022	Note
Amount of News	931	2920	7581	Growing number of news + 200% increased news in 2022
News source	66% release	55% release	74% release	Agenda setting by the interest groups
Sentiment	76% Positive	76% Positive	87% Positive	increasing positive sentiment in 2022
Media scope	70% national	63% national	69% national	It's still being considered as national issue, less appealing for local media
Media tier	54% Tier 1	54% Tier 1	42% Tier 1	
Media house	Print: Investor Daily, Bisnis Indonesia Online: kontan.co.id, bisnis.com	Print: Investor Daily, Majalah Global Energy Online: Katadata, cnbcindonesia.com	Print: Investor Daily, Bisnis Indonesia Online: cnbcindonesia.com, liputan6.com	Dominated by the business and economy media with thousands of circulation/day and hundred thousands daily page views of Top 10 Media All News
Organic news	Print: Investor Daily, Kompas Online: Katadata, kontan.co.id	Print: Investor Daily, Majalah Global Energy Online: Katadata cnbcindonesia.com	Print: Bisnis Indonesia, The Jakarta Post Online: Katadata, cnbcindonesia.com	Nearly 50% news in the top 2 of all media are organic

The issue of energy transition has been well received by the media for the past three years



There are 83% positive tendency of news reporting related to energy transition between 2020-2022

Note:

- **Positive:** news that supports the energy transition in Indonesia based on the news source, the actor/stakeholder, what is said, as well as the quotes displayed
- **Neutral:** news featuring the pros and cons of the energy transition as well as concerns towards energy transition action plan in Indonesia
- **Negative:** news that looks at the downside of what energy transition may bring. In addition, it is also related to the increase in the use and investment of fossil energy in Indonesia

Indonesia is willing to implement energy transition which is driven by factors such as NDC commitment and international funding



2020

ET will be focused after the 35GW program completion

The government is experimenting with new technologies, such a co-firing

2021

ET needs to be accelerated as more developed countries will stop funding fossils

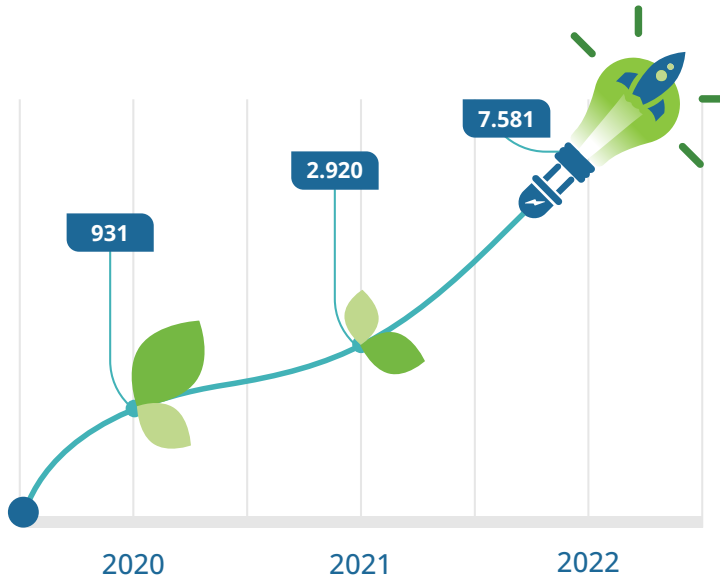
Indonesia expedites the implementation of ET by retiring CFPP earlier

2022

Indonesia's ET needs to be accelerated through the early retirement of CFPP

Indonesia needs funding support to accelerate its ET

News about energy transition in the electricity sector in Indonesia has increased from 2020 to 2022



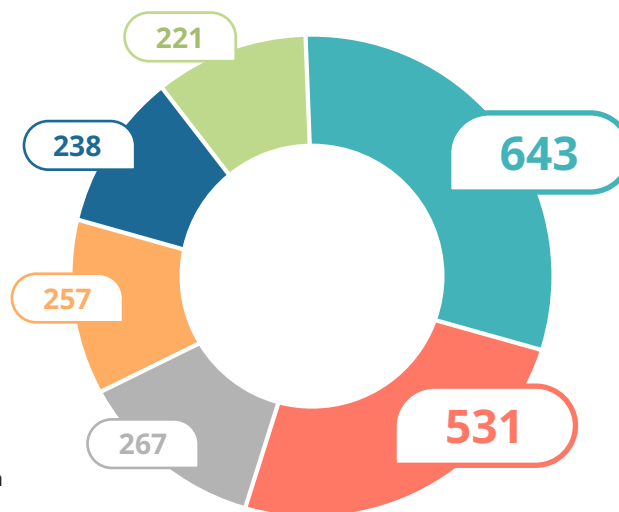
Total news related to energy transition in power sector in Indonesia

Total news related to energy transition in Indonesia from 2020-2022 reached 11,432 news, with an incremental of 231% from 2020-2021 and 160% from 2021-2022

The massive number of news came from G20 Summit coverage in November 2022, in which energy transition is one of the main themes

Coal-fired power plants retirement and Just Energy Transition Partnership (JETP) are the two most reported news topic between 2020-2022

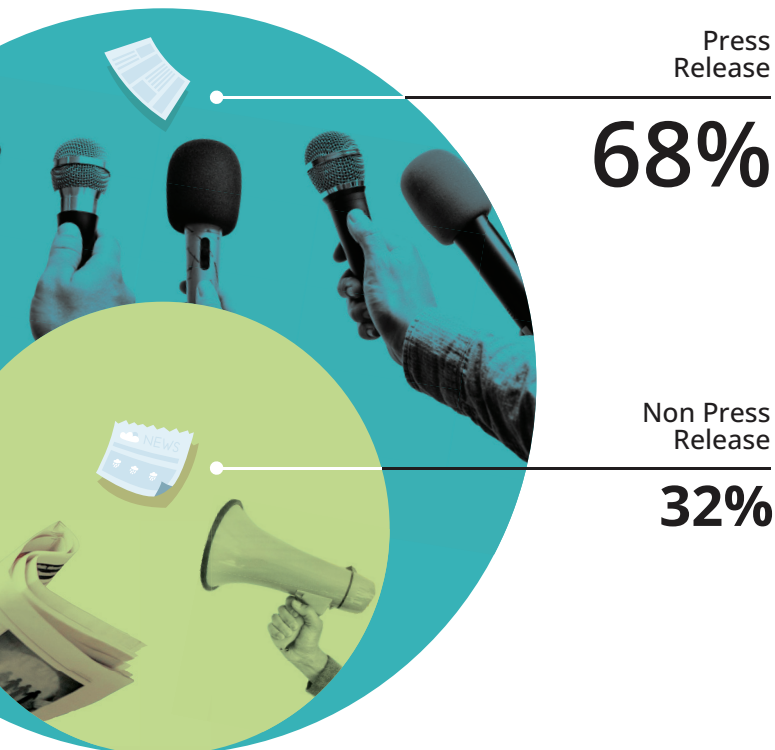
- Coal-fired power plant early retirement
- Just Energy Transition Partnership (JETP)
- Launching of the PLN's subholding
- Coal-fired power plant co-firing
- New and Renewable Energy Bill (RUU EBT)
- G20 Bali Leader's Declaration



Following these 6 topics, the additional 4 topics that appear most often in the media are:

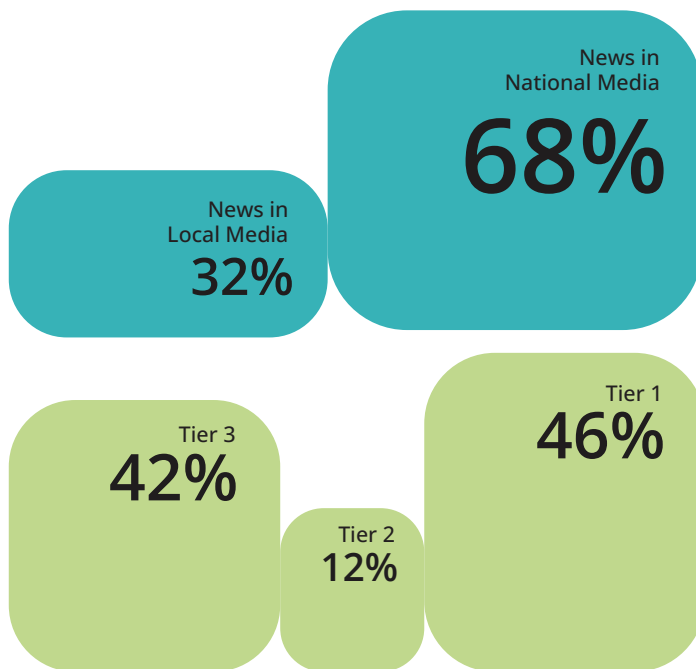
- The carbon emission reduction of PLN (169 news)
- The issuance of Presidential Decree 112/2022 (168 news)
- The induction stove conversion program (157 news)
- The establishment of the US and Japan funding control task force

Press release became the most used source of news



- Compared to organic sources, like elaboration of issues by journalists, media, and public opinion, press releases are the most used sources of news on energy transition in Indonesia
- Press release can be used as a powerful tool to convey messages

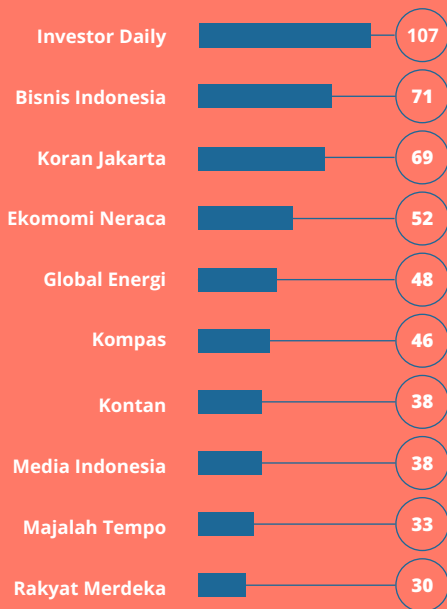
News dissemination on energy transition is led by national media and tier-1 media



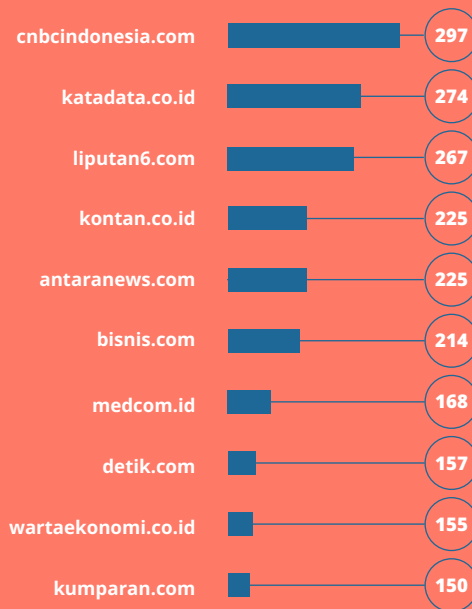
- The issue of energy transition circulated the most among stakeholders at the national level, for example central government, big industries, big financial institutions, and others. This also indicates that the energy transition issue is not yet a major discussion at the regional/local level
- Tier-1 leads the energy transition news publication

The economic and business media pay great attention to the energy transition issues

Top Print Media (All News)



Top Online Media (All News)



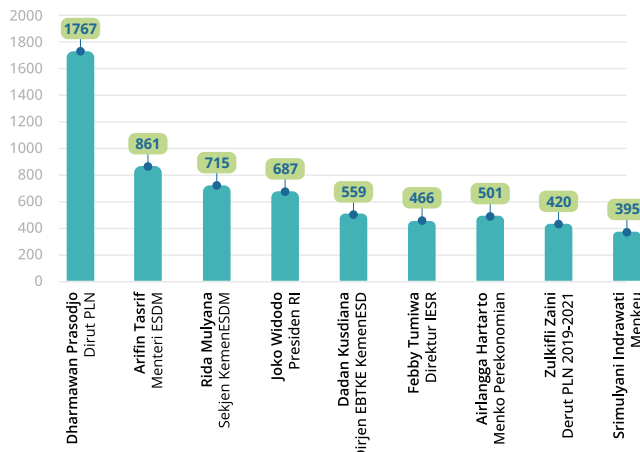
In the category of top print media, Investor Daily and Bisnis Indonesia report the most on the topic of energy transition

In online media, cncindonesia and katadata occupy the top 2 positions

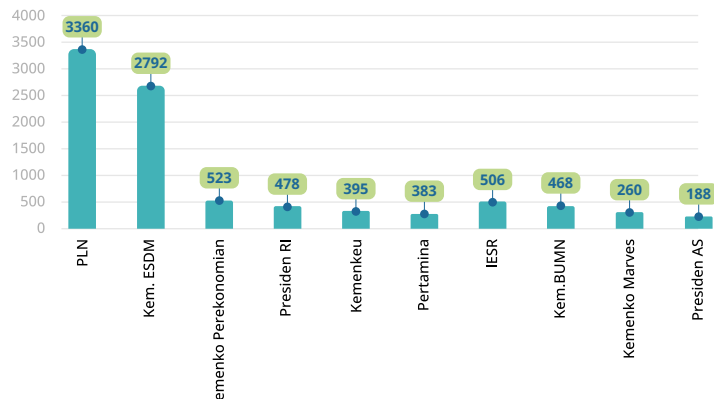
Three out of four top media that cover energy transition issues are media with the main economic and business segments

Key Opinion Leader on energy transition issues in Indonesia from 2020-2022

Top KOL 2020-2022



Top 10 Leading Institutions



The key opinion leader on energy transition in Indonesia is still dominated by ministries and state-owned enterprises. Moreover, the energy sector and narrative remain very male-centric, evident by the number of key opinion leaders who are mostly male, leaving Sri Mulyani as the only female leader to be included



Insights on energy transition in Indonesia from

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