



# Clean, Affordable and Secure Energy for Southeast Asia

Presents 2023 *-Preliminary Findings* - Narrative Trends on Energy Transition in Indonesia  
The conversation online among actors, *netizen*, and media (Second Edition)



# Narrative trends report 2021 - 2022

## *1st edition findings*

1 Seizing the momentum of Indonesia Emas 2045 -  
Collectively reaching NZE 2060

2 Bigger strides needed for energy transition

3 Increased news report on energy transition

4 More key messages from various stakeholders to  
support energy transition

5 Emerging technologies and financial instruments  
to accelerate energy transition

**Focused to analyze the narrative build  
through media/news articles and publicly  
accessible documents provided by the  
institution and energy sectoral.**



**CASE**  
for Southeast Asia

# Methodology

# Big Data | Topic Modelling

The report utilizes topic modelling, an unsupervised machine learning technique, to analyze a large dataset of online conversation and media articles

## 1 TEXT EMBEDDING

Each text is represented as a vector using deep learning

## 2 CLUSTERING

Texts are assigned into clusters based on vector

## 3 KEYWORD EXTRACTION

keywords are extracted from each cluster to obtain the cluster's theme

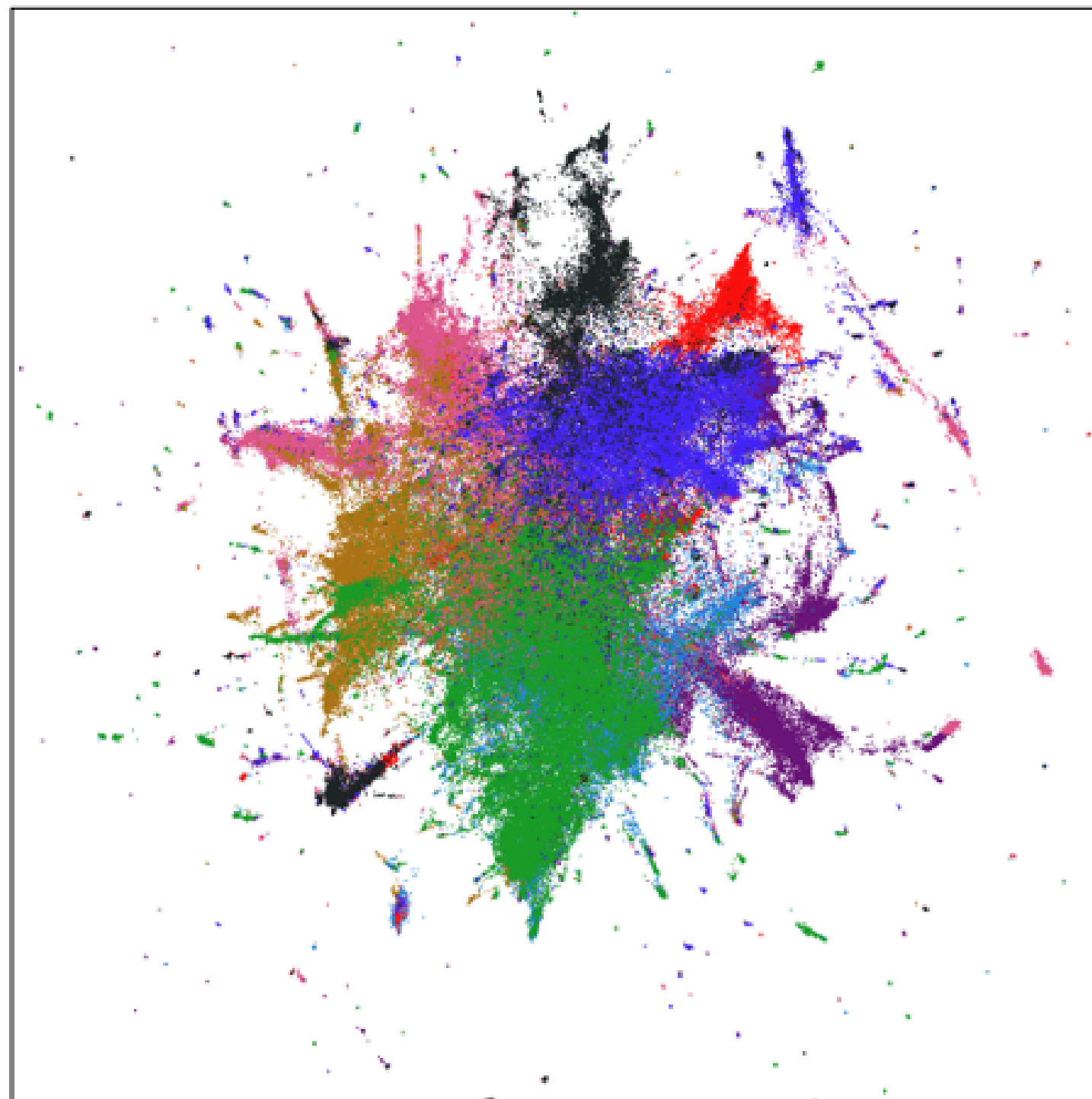
## 4 DIMENSIONALITY REDUCTION

Embedded text is simplified into 2-dimensional vectors for visualization



# Topic Dimension on ET (Reduced)

Energy Transition topic modelling  
 on Facebook, Instagram, twitter, news data



## Topic





- Supporting Sustainable Energy Development by PLN, Local Communities, and Religious Group Leader
- Sustainable Development and Energy in Java
- Renewable Energy Transition in Indonesia
- Global Warming Threat: Rising Earth Temperature
- Vision for Indonesia's Advancement: Building a Sustainable Future
- Sustainable Development in Indonesia
- Transitioning Energy with Pertamina: Achieving Clean Energy Benefits
- Solar Power Plant at Jatigede Dam - Development and Impact



# 2023 in Numbers

**581**<sup>K</sup>  
**TOTAL**  
TEXTS RETRIEVED

The platforms we analyze:

-  Twitter
-  Facebook
-  Instagram
-  Online News

**410**<sup>K</sup>  
**ONLINE**  
CONVERSATION

**96**<sup>K</sup>  
**ARTICLES**  
MEDIA

**75**<sup>K</sup>  
**SOCIAL**  
MEDIA



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# The narrative foundation

## **REACHING NET ZERO**

CASE for Southeast Asia aims to reach net zero emissions by 2060 or sooner through power sector transition.

## **PUBLIC RESPONSE**

Public responses and opinions serve as a reflection of campaign goals and objectives.

## **POLICY OUTCOMES**

The report explores and enhances policy outcomes related to energy transition campaign

## **STAKEHOLDER INFLUENCE**

Presidential candidates, politicians, state-owned enterprises, and provincial governments all contribute to the narrative

## **POWER DYNAMICS**

Power dynamics play a significant role as independent, yet intervening variables

## **RENEWABLE ENERGY POTENTIAL**

Indonesia has significant renewable energy potential, but faces challenges in its development



# 2023 Most influential narrators (Actors)

The report identifies key actors who have significantly influenced the energy transition narrative in Indonesia



## **POLITICIANS**

political figures; both national and local, incl. institution body played a crucial role in shaping the energy transition narrative



## **MEDIA NEWSROOM**

Media outlets have been instrumental in disseminating information and shaping public opinion



## **SOCIAL MEDIA BUZZER**

Social Media Influencers have amplified the energy transition discourse



# 2023 Top News Outlets with ET News (in no particular order)

## Online Portal (National Level)

- Antaranews
- BBC
- Bisnis.com
- CNBC Indonesia
- CNN Indonesia
- Detik
- JawaPos
- Kompas
- Tempo
- Suara/Viva.co.id





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# Primary theme narrative



Primary theme of 2023 Drivers/Movers on ET Milestones Narratives  
The Election Year, Indonesia Presidential Campaigns:

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**Energy Resilience, Transition, Sustainability and Green Energy are picked as one of the primary orchestrated narrative as their political messages for voters**

A decorative graphic at the bottom of the slide consisting of a dark blue horizontal bar. On the left side, there are two overlapping circles: an orange one on the left and a red one on the right. On the right side, there is a light green semi-circle.

# 2023 Main Narratives - Top Engagements

**1** **'We are the  
champion's of  
Energy  
Transition**

**2** **'We Feeling HOT'**

**3** **Entanglement of  
Narratives:  
Sustainability  
Energy  
Transition**



# *Special Report on Blue Economy & Energy Transition*

- *Indonesia's potential to explore and develop the Energy Transition Narratives from the Ocean/Maritime resources*
- *Prime narratives: on economic development and reclamation for urban area*



# *THE TRENDS*



# 'We' are the Champion's of Energy Transition

Top Leaders Narratives:  
Energy Transition is the  
National Priority Agenda

'We are the champion of  
ET' Narratives dominates  
the trends

The urgency of recognition  
as leaders or institution to  
'near' achieve clean energy  
initiatives

RE Initiatives or Ceremonies:  
narrating contributed to job  
opportunities, economic  
development, and electricity  
access significantly.





# We feeling 'HOT'

## GLOBAL WARMING

2023 is recorded as the hottest year of all time

## SARCASM NARRATIVE

The rise of global temperature, also raising all parties discussion, expressing their dissatisfaction and/or complaints of discomfort and insinuating if this is everybody's problems



# The entanglement narratives: Narrating Energy Transition and Sustainable Energy through Ceremonial Proxy

## Top Leaders Narrative

Adopting Energy Transition Slogans/Jargons  
by Energy Players as Company's Campaign  
Top-down approach and Technology driven  
Narratives dominates energy transition  
discourse in Indonesia

Directing Energy Transition Narrative one  
Ceremonies at a time - Entangling claims and  
recognition under sustainability efforts within  
the economical/development agenda

## Public Narrative

Questioning the relevance | Curious  
Sentiment for early adopter. Public  
Participation to engage and support the  
process - Educational content on RE  
technology and daily life relevance  
The imparity access to energy | Between  
Rice Cooker Distribution Program and  
other kitchen businesses.



*How does Energy Transition Perceived  
by public in 2023*



# There are two factions of narratives:

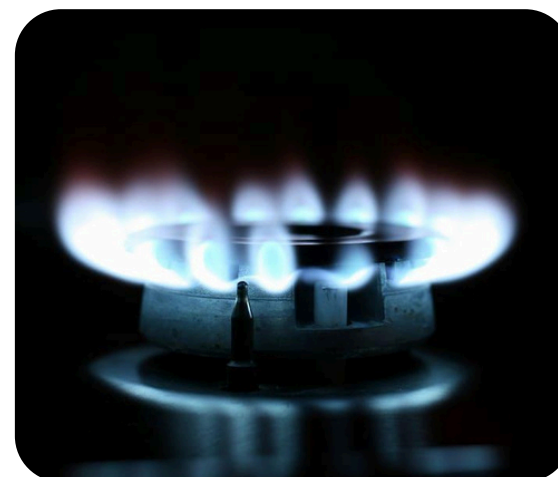
## 1. A transition of cooking lifestyle. Based on Front-end Government Programs



firewood



kerosene



Gas/Elpiji



Electric  
Stove



Rice Cooker  
Distribution Program

Transition for the sake of basic/primary needs

# A transition for mobility lifestyle

## Conventional Vehicles



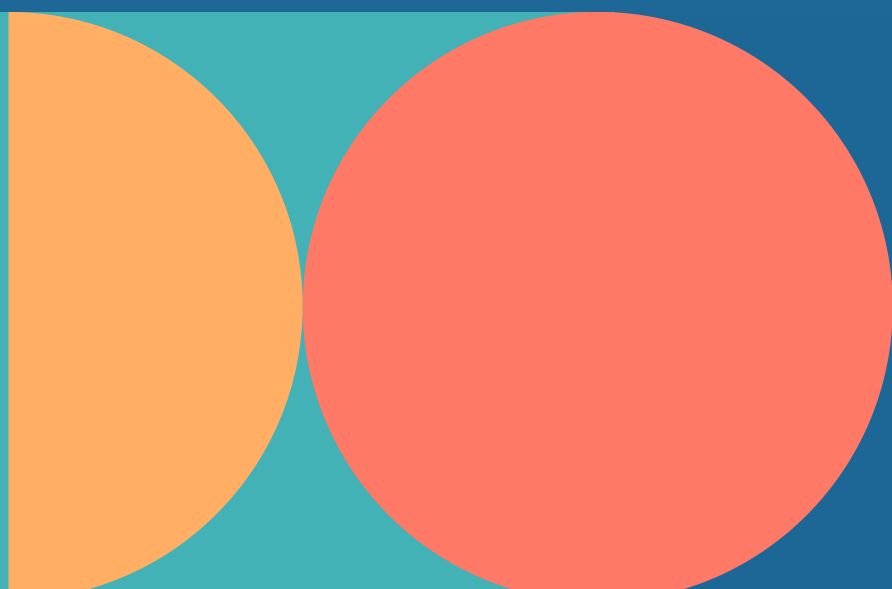
## Electric vehicles



Transition for the sake of tertiary needs

# Blue Economy

The Promising '*water*' of broader strategy, decarbonizing energy systems and alleviating the fossil fuels dependency



.....*'fill in the blank'*.....  
**this is a chapter for us to narrate**

There's no primary or dominating narrative on blue economy tapping in energy transition or it's power sector potential, including their coastal communities prosperity

As Indonesian energy maritime potential (BRIN, 2023);

- Geographical Advantage
- Renewable Energy Solutions
- Ocean Energy Sources
- Ocean Thermal Energy Conversion (OTEC)
- Offshore Wind Turbines
- Tidal, and Wave Energy

Yet, strong political messaging still insufficient and require improvement in these areas, hence narratives revolved solely around economic development and urban reclamation.

# Energy Transition Movers/Drivers for Leaders or Campaigners

- Seize the momentum of the current or in motion milestones to narrate the evidenced based ET comply with Paris Agreement/to achieve NZE
- Empowering more regional/stakeholders to be the champion of ET Narrative
- Acknowledge that energy transition narrative is also about but not only about power/electricity access
- Who/What do we fight for? When Narrating the Energy Transition  
Commitment or efforts
- Tap into the maritime and ocean potential of Indonesia islands energy solution narrative



# Thank You

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