



2023 NARRATIVE TRENDS REPORT ON ENERGY TRANSITION

Vote for Energy Transition! Energy Transition Took
the Stage on the run of Presidential Campaign

The Online Conversation Insights for Policymakers, Campaigners, and
Businesses in Indonesia about Energy Transition Topic

A report by Clean, Affordable, and Secure Energy (CASE) for Southeast Asia Project. Indonesia Country Team, December 2024.

A Project Implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Institute for Essential Services Reform (IESR) - on behalf of the German Federal Ministry for Economic Affairs and Climate Action (BMWK) within the framework of its International Climate Initiative (IKI)



DISCLAIMER

- This report is based on academic research involving big data processing.
- This report is to provide insights into narrative trends and does not offer specific recommendations.
- The interpretation and use of this report's findings are at the reader's discretion, and should be applied in a manner relevant to their organization's or individual's efforts in communicating or narrating energy transition.
- CASE for Southeast Asia in Indonesia urges all readers and users to cite this report as:
 - ➔ "Narrative Trends Report 2023 on Energy Transition. CASE for Southeast Asia in Indonesia Country Team: GIZ ID ASEAN, IESR, Kementerian PPN/Bappenas - Direktorat KTI"



RENEWABLE

NARRATIVE



TRENDS REPORT

IN 2023



SAVE

FOR POLICY MAKERS:



Informed Decision-Making:

Understand evolving public discourse to shape effective policies



Anticipate Challenges:

Identify potential resistance or support for ET Initiatives



Measure Impact:

Assess the effectiveness of communication strategies and policy messaging

FOR CAMPAIGNERS:



Targeted Advocacy:

Tailor messaging to resonate with specific audiences and drive public opinion



Identify Opportunities:

Leverage emerging narratives to mobilize support for clean energy solutions



Monitor Counter-narratives:

Detect and address misinformation undermining energy transition efforts



FOR BUSINESSES:



Strategic Planning:

Identify emerging market trends and adjust business models accordingly



Investor Relations:

Demonstrate alignment with sustainable investment trends and ESG goals

Risk Mitigation:

Assess potential reputational risks and opportunities associated with energy transition



IN 2020 — 2022

1st Edition

ON OUR FIRST EDITION WE CAPTURE THE TRENDS OF ENERGY TRANSITION WITH THE FOLLOWING NARRATIVES:

1

Indonesia's pledge to achieve Net Zero Emissions by 2060 or earlier has garnered broad support from government bodies, state-owned enterprises and private business. Galvanized by the G20 Summit in Bali. 2022 was also the year that Indonesia entered into a discussion on coal-phase out, which culminated in the Just Energy Transition Partnership (JETP)

2

The overall low awareness of the potential benefits of a renewable energy based system, resulted in a slower shift towards cleaner energy

3

From 2020 to 2021 news coverage across Indonesia media on energy transition increased by 160% with the main narrative of: Indonesia is willing to carry our energy transition, which is driven by external factors such as NDC commitment and international funding

4

Energy transition Narratives also derived from public religious groups, and significant voices come from NGOs and International organization. Youth was also show remarkable support for RE when they receive clear and informative messages.

5

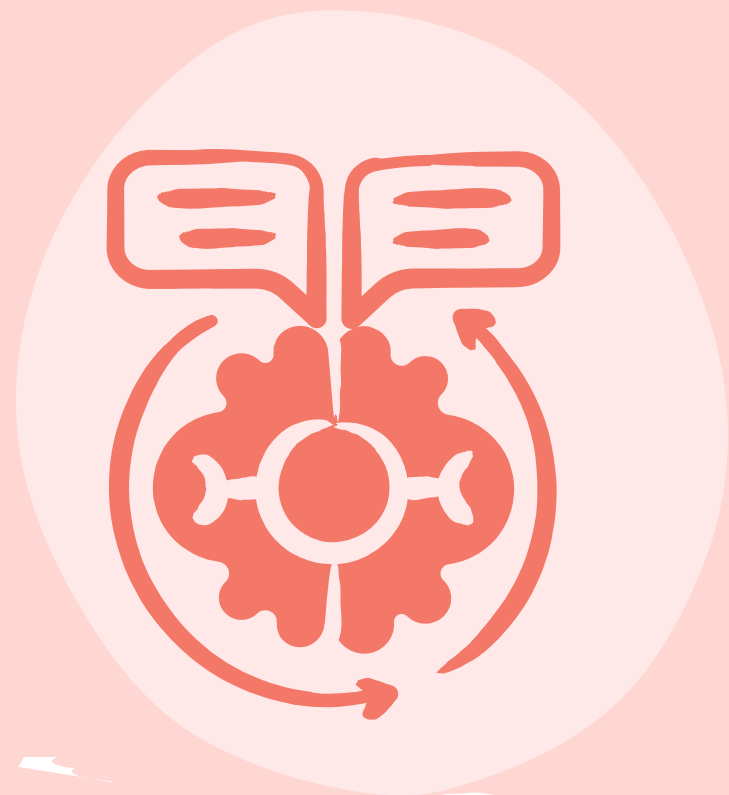
Emerging instruments and technologies narratives. As new incentive schemes and technologies are aiding the transition to a cleaner energy systems. Green bonds and tax incentives address regulatory risk that impede investment in RE. Emerging technology solutions, such as energy storage, smart grids, carbon capture, nuclear, and hydrogen, are also playing a role in the shift towards a low-carbon economy.

6

RPJP 2025-2045 presents a significant opportunity for Indonesia to also integrate RE/Energy Transition Plan

HOW DO WE GATHER THE TRENDS DATA THROUGHOUT YEAR OF 2023

The report uses topic modelling to analyse the narrative surrounding energy trends:



NLP - Natural language processing to identify clusters of similar texts using unsupervised machine learning



Analyses texts to identify common themes and provide a suitable cluster



Discovering latent topics that exist within a large set of texts in the social media conversation or online news

METHODOLOGY

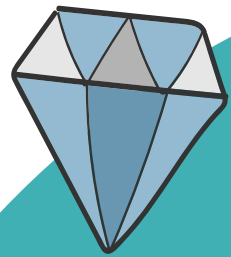
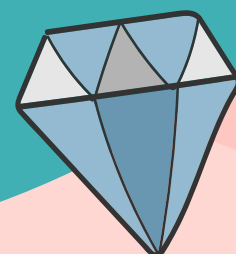
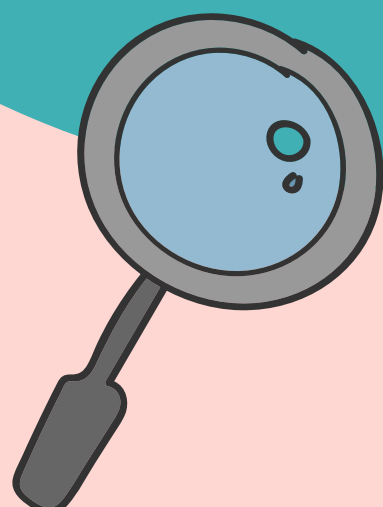
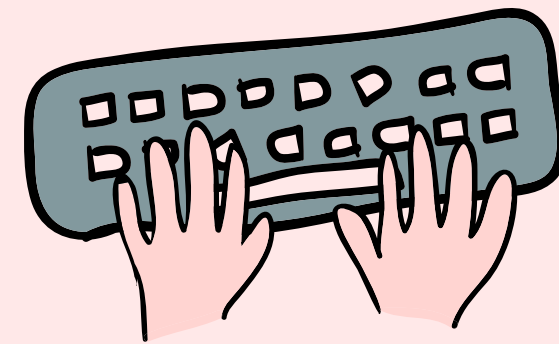
Data Mining

100+

keywords associated in energy transition+blue economy

Data Cleaning

We leverage several methods to ensure data quality while simultaneously reducing the text complexity and unnecessary information to control the machine learning model complexity. Removing duplicates.



METHODOLOGY

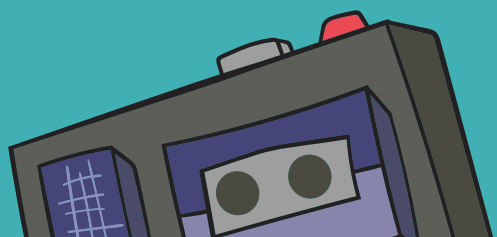
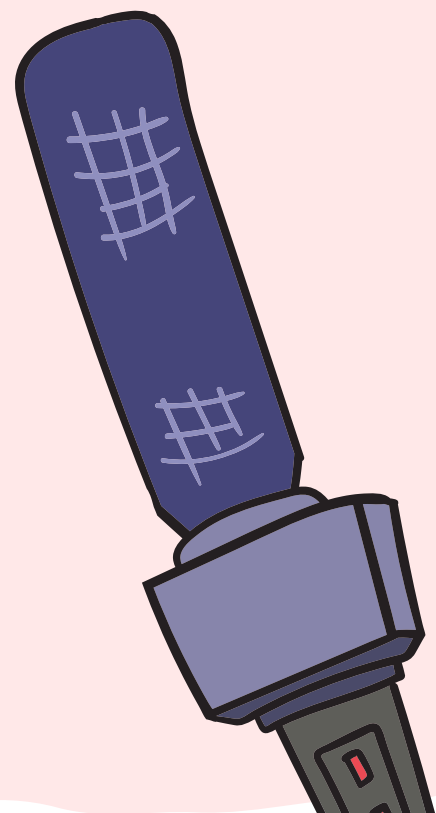
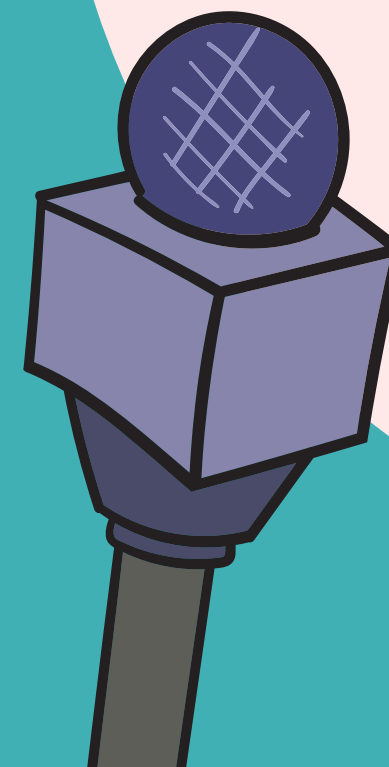
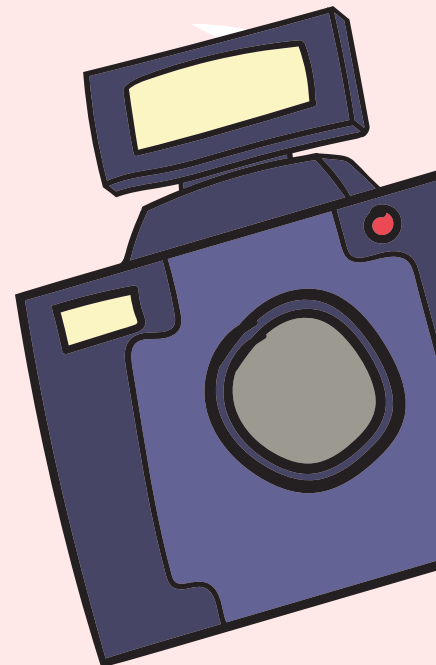
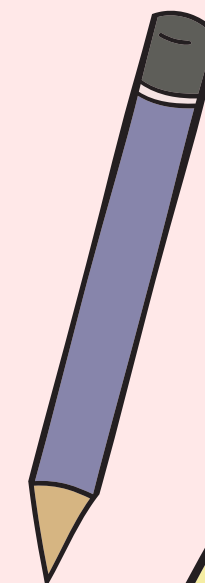
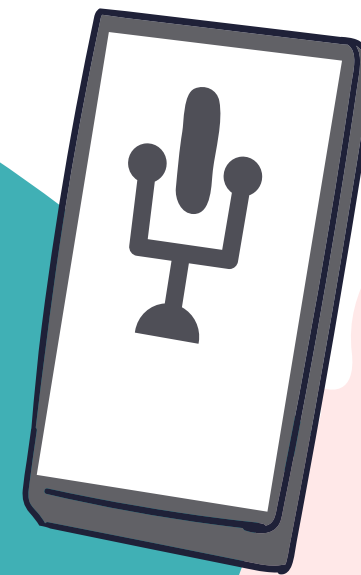
Semi-Structured Interview



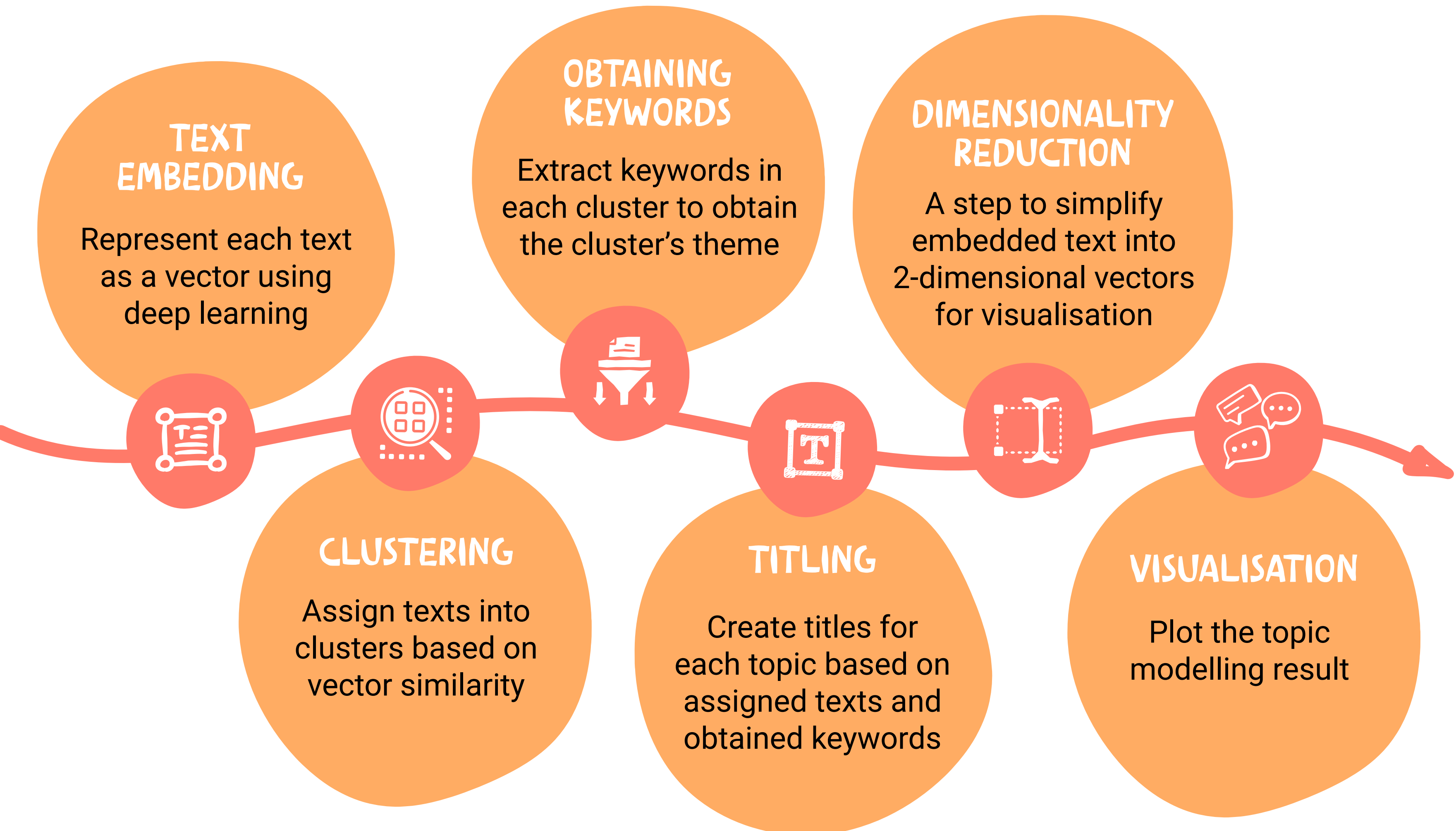
Allows for discovery, with space to follow topical trajectories as the conversation unfolds.

We conduct a separate interviews with relevant stakeholders:

**KSP, IKI JET, SoCOOL Project,
Directorate KTI Bappenas,
Media/Journalist, and IESR**



THE FRAMEWORK STEPS FOR TOPIC MODELLING

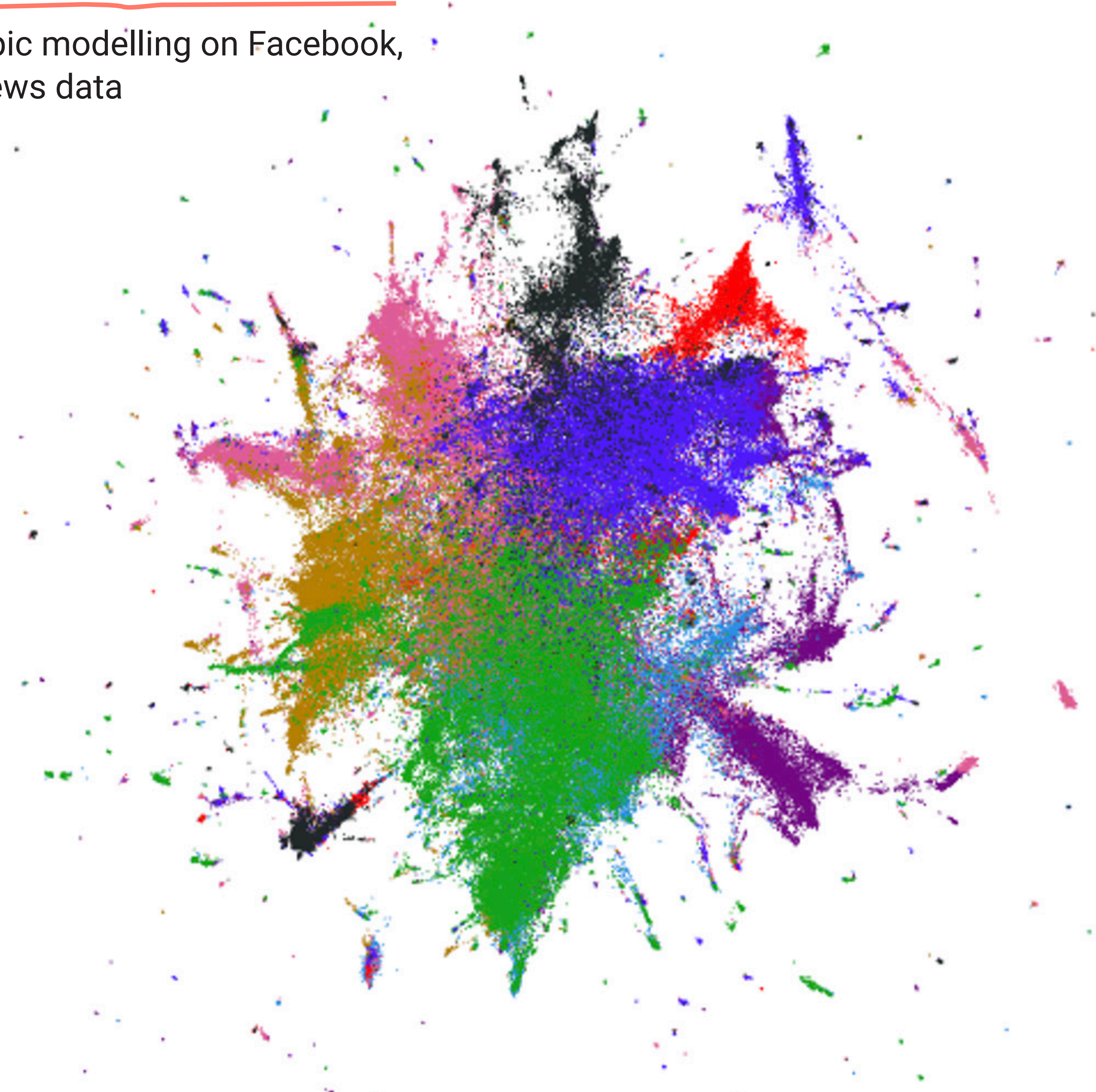


DATA CHART | TOPIC DIMENSION

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

Topic

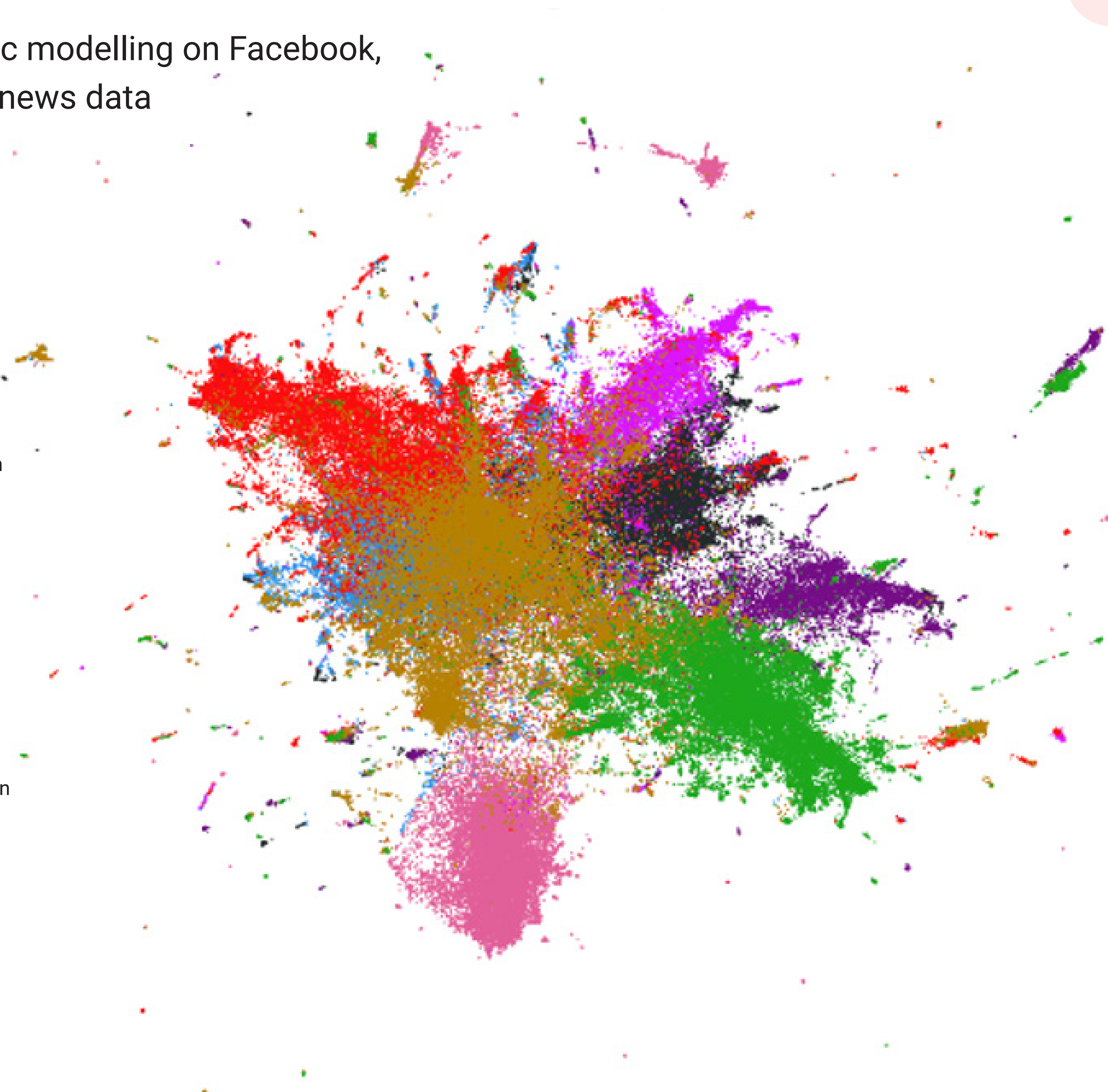
- Supporting Sustainable Energy Development by PLN, Local Communities, and Religious Group Leader
- Sustainable Development and Energy in Java
- Renewable Energy Transition in Indonesia Global Warming
- Threat: Rising Earth Temperature Vision for Indonesia's
- Advancement: Building a Sustainable Future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



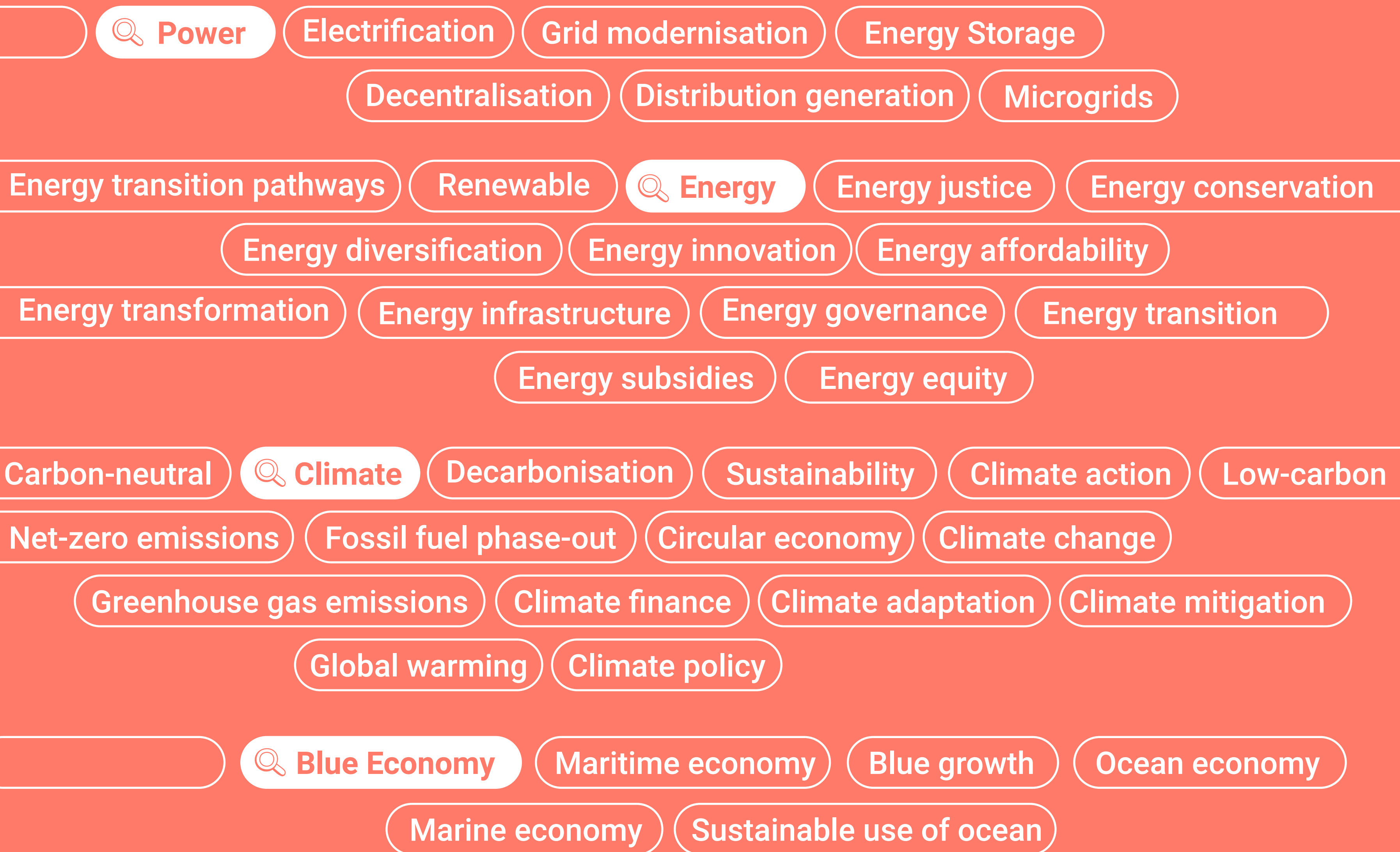
Blue Economy topic modelling on Facebook, Instagram, twitter, news data

Topic

- Economic Development in Local Government Development of Maritime
- Command in Indonesia: A Vision for the Future
- Renewable Energy Development and Transition in Indonesia
- Sustainable Development and Economic Growth
- Maritime Economy and Coastal Communities
- Accelerating Economic Development for Indonesia
- Sustainable Energy Development in Indonesia
- Renewable Energy Transition in Indonesia



WE HARNESSED FROM THE FOLLOWING KEYWORDS



Energy policy

Policy

Energy subsidies

Energy governance

Transition pathways

Energy subsidies reform

Energy transition financing

Energy transition opportunities

Energy transition risks

Energy transition challenges

Energy transition policies

Energy transition scenarios

Energy transition roadmaps

Energy transition indicators

Energy transition investments

Energy transition technologies

Energy transition targets

Energy transition accelerators

Energy transition pathways

Wind energy

Power Plants

Solar power

Geothermal

Hydroelectricity

Biomass

Blue hydrogen

Green hydrogen

Hydrogen economy

Carbon capture and storage (CCS)

2023 IN NUMBERS: CONVERSATION ONLINE (TEXT BASED)

692.000
Overall Data



THE FINDINGS

POPULAR BUT ELITIST

The narrative of energy transition was successfully introduced by central government, and became a national priority. The main narratives was 'we are the champions' in energy transition

REPRESENTATION

Local communities and their specific needs are not well-represented. The Focus is on technology and financial models, neglecting social and infrastructural realities

ENERGY TRANSITION WINNING THE POLITICAL AGENDA

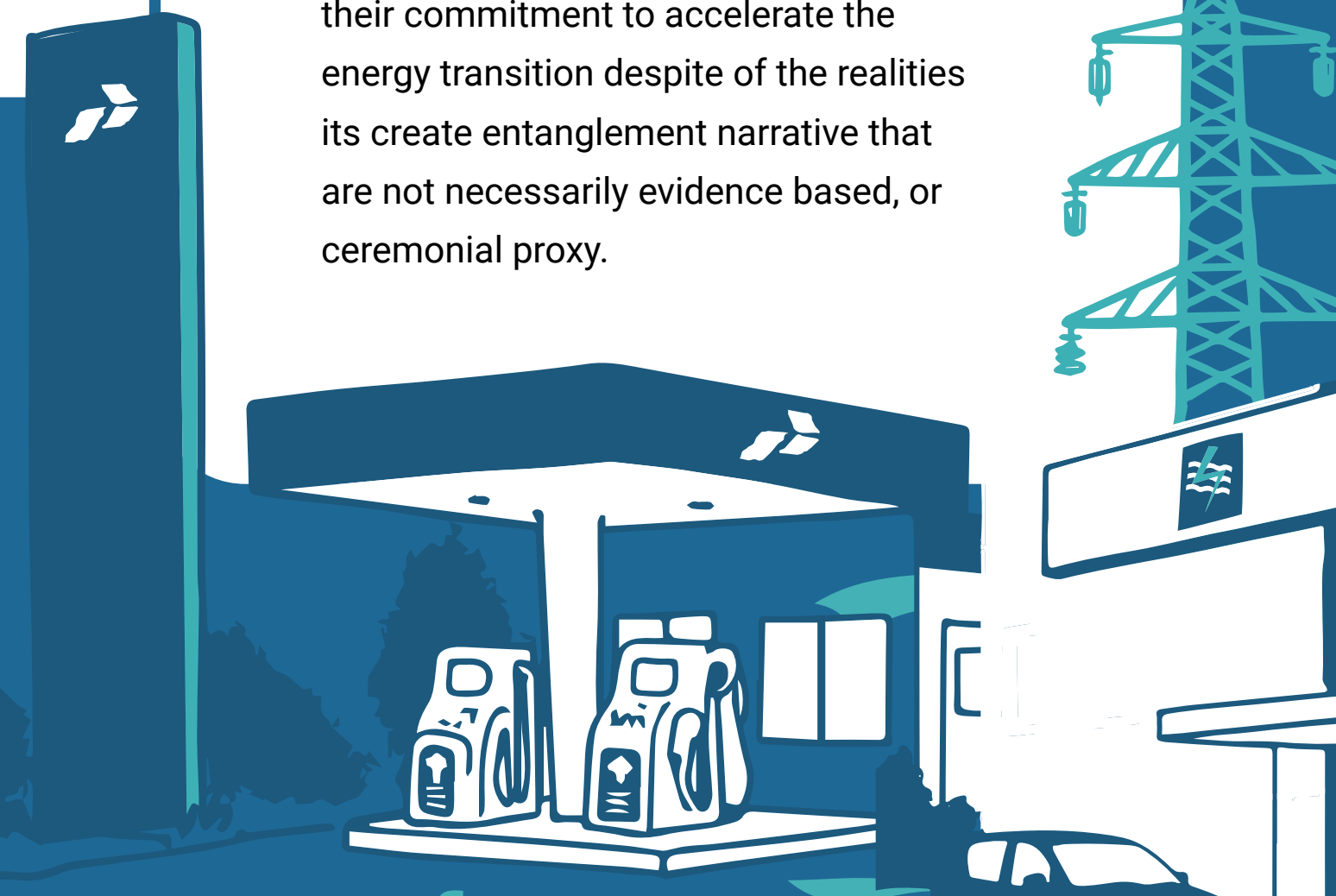
The national government prioritizes clean energy and sets ambitious targets. 2023 is a political year, whereas all three presidential candidate during their campaign put Energy Transition Agenda to their program

JUST ENERGY TRANSITION PARTNERSHIP (JETP) NARRATIVES OVERPOWERED THE 2023 MEDIA CONVERSATION

Considered as the largest energy transition funding – Indonesia will received US\$20 billion in a form of financial support to switch into green energy, sparks great narratives throughout the year.

THE ENTANGLEMENT NARRATIVES CLAIMED OF ENERGY TRANSITION

As the main political agenda during 2023 utilize by (presidents candidate) campaigners, many actors narrate the sustainability initiatives or efforts as their commitment to accelerate the energy transition despite of the realities its create entanglement narrative that are not necessarily evidence based, or ceremonial proxy.



THE FINDINGS

UNEQUAL ACCESS TO ELECTRICITY

Discussion often exclude the challenges faced by regions with limited electricity infrastructure



TOP-DOWN SOLUTIONS

Policies like electric stove or rice cooker distribution might not consider community cooking practices and lead to increased electricity bills



LACK OF INTERMEDIARIES

People need help understanding and adapting to new technologies



LOCAL OFFICIALS AND ENERGY PLAYERS/STAKEHOLDERS ARE SHOWING INTEREST IN CLEAN ENERGY INITIATIVES

2023 IS 'HOT'

The fact that 2023 was recorded as the warmest temperature globally, sparks the online conversation to urge Indonesia mitigate the risks, narrating the urgency of RE and Energy Transition



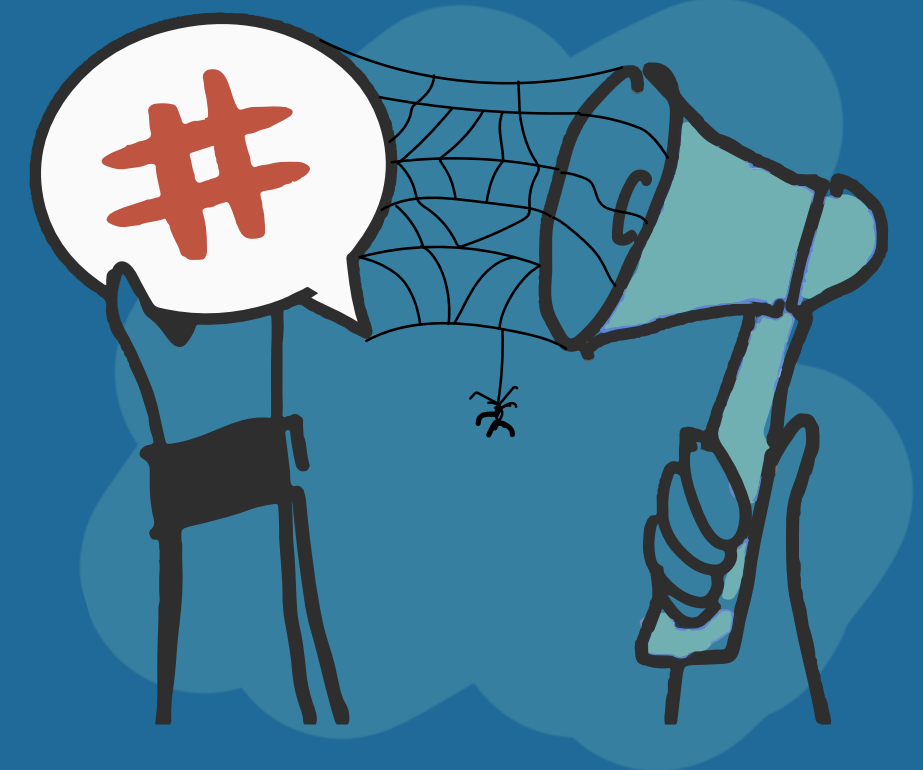
ENERGY TRANSITION AND BLUE ECONOMY



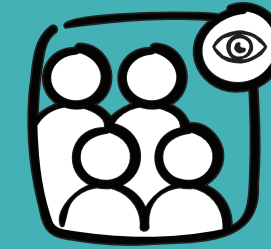
Far from the mark is an apt description of how blue economy and energy transition are underrepresented in social media and mainstream media discussions.



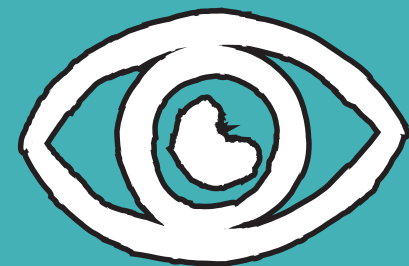
The narrative of economic developments was interlinked in this area of topic; that development is only destructive if its not green. The conversations tends to focus on government bodies discussing energy sustainability superficially, often boasting about their role in the Blue Economy sector.



Until the year 2023, narrating the Blue Economy potential as main sector to support energy transition was almost undernarrated.



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

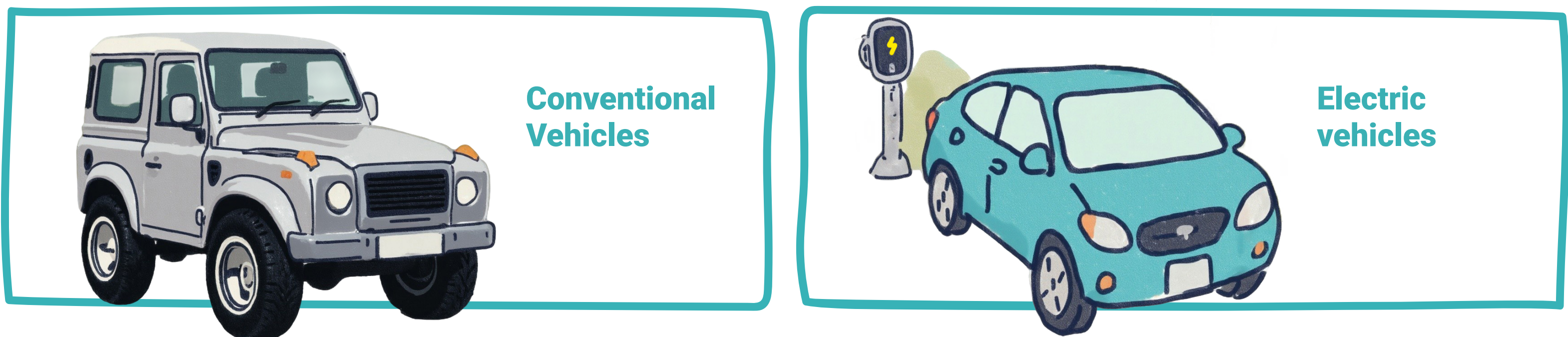
Transition for the sake of Basic Needs (primary)



There are no narratives recorded on energy transition perceived by a secondary needs (of economic class)

- 2 A transition for mobility lifestyle

Transition for the sake of Tertiary Needs



WHY "CHAMPION" NARRATIVES IN ENERGY TRANSITION NEED A TWIST

The Problem

In 2023, Energy transition narratives often frame leaders as heroes battling villains like "dirty energy". This oversimplifies complex issues and risks painting an unrealistic picture of success.

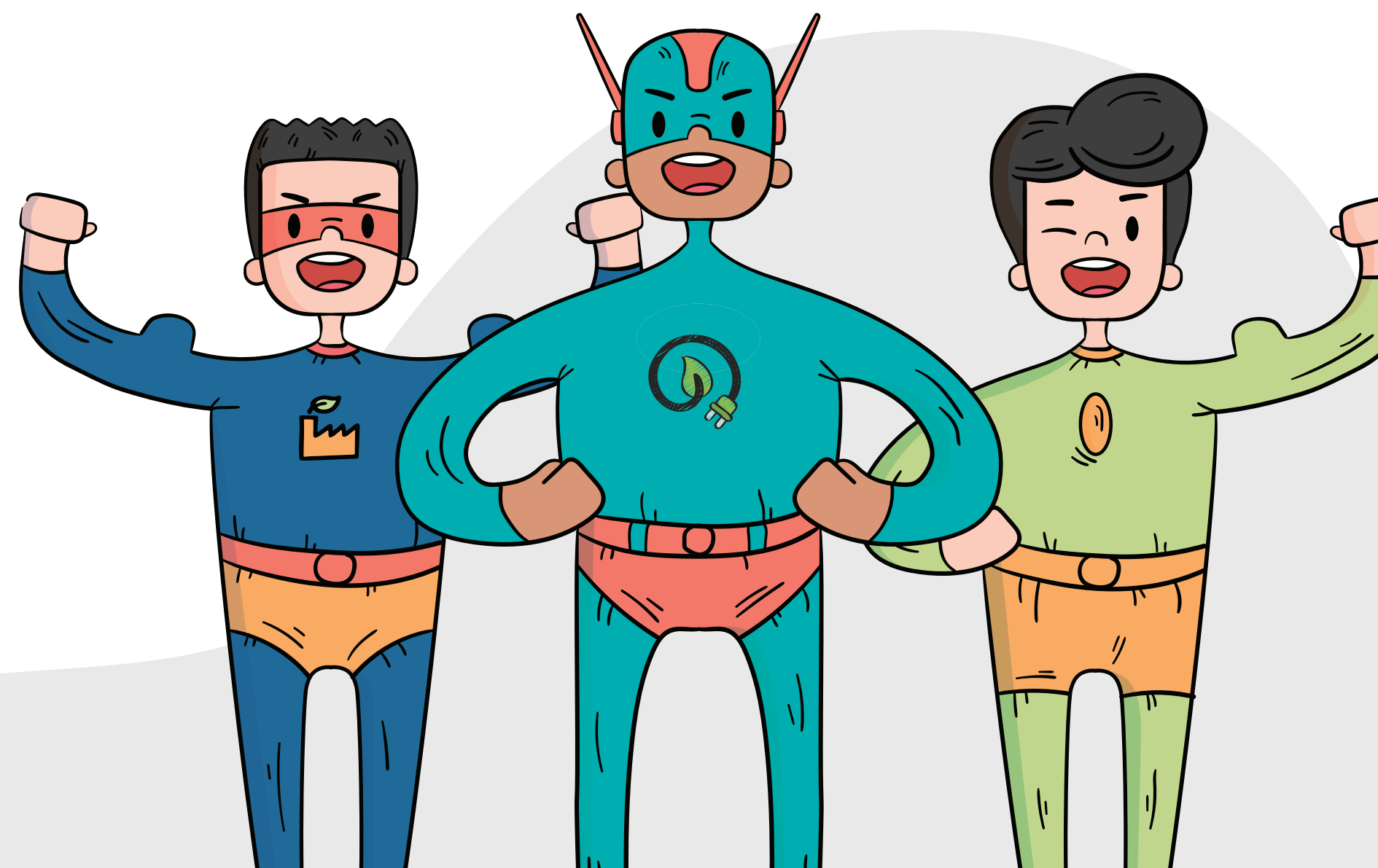
By Including "learning stories" alongside hero narratives. These stories acknowledge potential failures and highlight the importance of a daptation and reflection. This would benefit:

- ! More nuanced picture: learning stories offer a more realistic view of progress, acknowledging challenges and unintended consequences
- ! Improved policy making: by considering potential downsides, policymakers can develop more robust strategies
- ! Long-term focus: Learning stories encourage continuous learning and refinement, creating a more sustainable path to a clean energy future

While, overemphasis on hero narratives can lead to

- ! Short-lived enthusiasm: chasing heroic goals can overshadow long-term challenges
- ! Policy gaps: Focusing only on achievements might lead to overlooking unintended consequences.

Overall Hero narratives have a role to play, but they need to be balanced with learning stories to ensure a realistic and sustainable energy transition



Published by the

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Energy Programme Indonesia/ASEAN and Institute for Essential Services Reform
Narrative Trends Report 2023. Second Edition

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) and Thailand Development Research Institute (TDRI) in Thailand.

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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Acknowledgments

The Authors would like to thank all the collective experts from the
CASE Consortium who their insights, and review creates this report
exemplary. *Bappenas Colleagues*

On behalf of

The German Federal Ministry for Economic
Affairs and Climate Action (BMWK), within
the framework of its International Climate
Initiative (IKI).

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