

Electric Vehicle Subsidies and the Challenges of Sustainable Energy Policy in Indonesia

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ABSTRACT

The increasingly apparent climate change has prompted various countries to accelerate the energy transition to renewable energy, which is a commitment to the Sustainable Development Goals (SDGs) which is a UN agenda. Indonesia, as one of the countries that demonstrated its commitment to supporting the energy transition by providing subsidies for the purchase of electric vehicles aimed at encouraging increased use of electric vehicles by the public. However, in practice, the policy did not last long after the government withdrew the electric vehicle subsidy, impacting the running of the electric vehicle ecosystem. This certainly contradicts the narrative of the commitment to the renewable energy transition, especially since its implementation gave rise to a public communication crisis. The withdrawal of electric motorcycle subsidies will certainly impact public perception of electric vehicles as an environmentally friendly transportation solution in the future. This study aims to provide a comprehensive explanation of how public policy shapes the dynamics of electric vehicles in Indonesia and how media narratives and public responses respond to these policies. This study uses public policy theory as the main foundation to understand the direction of government policy implementation, as well as framing and agenda-setting theories to analyze how the media frames the issue of electric vehicle subsidy policy in the dissemination of policy information and the formation of public perceptions of electric vehicles and the sustainable energy agenda. Through a qualitative approach, this study will examine how the instability of government policies not only affects economic aspects but also the effectiveness of government communication and the consistency of policy messages, which can disrupt public trust in sustainable energy transformation in Indonesia.

Keywords: *electric vehicles, subsidies, energy transition, policy, SDGs.*

INTRODUCTION

Climate change is one of the greatest global challenges facing nearly every country in the 21st century. The impacts of climate change not only affect environmental conditions but also

impact economic stability, public health, food security, energy security, and global security. Increasing global temperatures, changes in extreme weather patterns, rising sea levels, and the increasing intensity of natural disasters are clear evidence that climate change has become a serious threat to the sustainability of human life (Adom, 2024). One of the main causes of climate change is high carbon emission from fossil fuels that are used in many industrial, power generation and transportation sectors. This condition has encouraged many countries to start developing sustainable energy policies and accelerating the use of renewable energy in an effort to reduce global carbon emission. At this moment, energy transition is a crucial part in global development because it is directly related to reducing carbon emissions and environmental sustainability. Indonesia is one of the countries that has serious commitment to the issue of climate change and energy transition. As a developing country with high energy consumption, Indonesia faces a significant challenge in maintaining economic growth while reducing dependence on fossil fuels. Indonesia's commitment to reducing carbon emission is demonstrated through active participation in the Paris agreement, held on December 12, 2015 in Paris (World Resources Institute, 2015). The agreement resulted in a global agreement to hold global temperature rise below 2 degrees celsius and encourage each country to reduce carbon emission gradually. Based on this agreement, Indonesia has targeted a 20% emission reduction for domestic policies and up to 41% through international cooperation by 2030. This commitment as a part of target Net Zero Emission (NZE) by 2060.

To support the target of reducing carbon emissions and accelerating the energy transition, the Indonesian government has begun developing green energy policies. One of the policies is the development of electric vehicles. Indonesia has seen electric vehicles as a strategic solution to reduce carbon emission from the transportation section. Furthermore, the development of electric vehicles is also considered as a new investment opportunity to strengthen the national battery industries and increase competitiveness in the automotive industry globally. Indonesia's electric vehicle policy is regulated through Presidential Regulation no. 55 of 2019 that concerns the acceleration of the battery-based electric motor vehicle program for road transportation (President Republik Indonesia, 2019). This regulation is the government's primary program to build the national electric vehicle ecosystem. Furthermore, from these policies, the government provides a subsidy of 7 million rupiah for the new purchase of electric motorcycles and 10 million rupiah for the conversion of the conventional motor to electric motorcycles. This policy aims to increase public purchasing power for electric vehicles, which are still considered relatively expensive compared to conventional vehicles.

The implementation of electric vehicle subsidy policy has shown the growing public interest in using electric vehicles. Based on data from Sistem Informasi Pemberian Bantuan Pembelian Kendaraan Listrik Roda Dua (SISAPIRa), the government

successfully distributed 11,532 subsidized electric motorcycles in 2023. And for 2024, the government increased the quota of subsidies to 600.000 units.

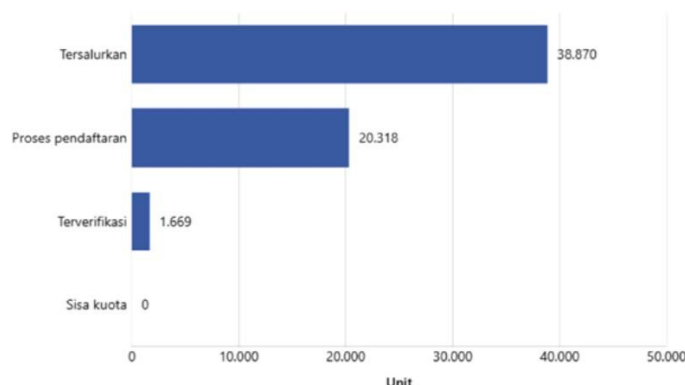


Figure 1. Data on the increase in electric motorbike purchases (Sources: SISAPIRa, 2024)

This data shows that subsidies have a significant power to gain public consumption of behavior in purchasing electric vehicles. With the subsidy, the public is more attracted because electric vehicles become more affordable beside conventional or fossil fuel vehicles.

Beyond economic policy, electric vehicle subsidies are also part of the government's communications strategy to build the image of national energy transition. The government actively promotes electric vehicles as a symbol of modernization, energy efficiency and the future environmentally friendly transportation. Using the narrative of "green mobility" the government continuously reinforced through mass media coverage and automotive industry promotions. In the context of public communications, electric vehicles are positioned not only as environmentally friendly but also as a symbol of sustainable lifestyle.

However the dynamic of electric vehicle subsidy policy has significant changes in the mid 2024. The government started to reduce the quota of subsidies from 600.000 to 60.000 units. And on December 15, 2025, The government has announced the termination of the subsidy program through the SISAPIRa website (Tempo English, 2025). This decision provokes many reactions from the public, media and the industries because the decision was made suddenly without structured public communication. From a public communication perspective, policy changes without consistent communication will lead to a crisis of public trust in the government. Previously, the government could have successfully built public expectations that electric vehicles will be a vital part of Indonesia's energy future, but now, the impact of the government decision will create a new perception that electric vehicles are unable to develop independently in the national market. This situation demonstrates that the success of public policy depends not only on regulatory and economic aspects, but also on the government's ability to build consistent, transparent, and participatory public

Changes in electric vehicles subsidy policy also impacted the national electric vehicle industry. After the subsidy discontinued electric vehicle sales reportedly experienced a significant decrease in sales in early 2025. This situation indicates that the electric vehicle market in Indonesia remains highly dependent on government subsidies. Electric vehicles still can't compete with conventional motorcycles due to the relatively high price and the distribution of supporting infrastructure. So when the subsidies were discontinued many customers returned a conventional motorcycle because there was more comprehensive infrastructure. Beside economic challenges, another change in development of electric vehicles in Indonesia is the availability of the public electric vehicle charging stations (SPKLU) that are still available in the large cities. Meanwhile, the other cities or areas still experience limited access to electric vehicles charging infrastructure. This condition means that electric vehicles are not yet equally accessible to all public. Furthermore, Indonesian national energy composition is still dominated by fossil fuels and also given rise to criticisms regarding the effectiveness of electric vehicles as an environmental solution.

Previous research has discussed the effectiveness of electric vehicle subsidy policies from various perspectives, ranging from economics and technology to consumer behavior. Hakam and Jumayla (2024) explained that the adoption of electric vehicles in Indonesia is still hampered by relatively high vehicle prices, uneven charging infrastructure, and low public awareness of electric vehicles. Furthermore, research by Damanik et al. (2025) also shows that the implementation of electric vehicle subsidy policies still faces various economic and technical challenges that have not been fully resolved. Another study conducted by Kresnanto and Putri (2024) shows that people's decisions to purchase electric vehicles are influenced not only by economic factors but also by social norms, public perception, and the influence of the social environment.

Although various previous studies have examined electric vehicles from an economic and technological perspective, research on public communication in electric vehicles subsidy policy is still relatively limited. Yet, in the context of modern public policy, media framing and agenda setting play a crucial role in making public understanding of a policy. The government is not only required to create effective policies but also to build public trust to appropriate communication.

This study uses public policy as the primary theory for understanding how to govern the way and implementation of electric vehicles subsidy in Indonesia. According to David Easton, political system theory views public policy as a systemic output from the interaction between political units and their environment. Easton conceptualizes policy as the output of a political system that emerges in response to its inputs, which consist of demand and support from the public (Imene et al., 2023; Magriasti, 2011). This process operates cyclically, starting from when the inputs are processed through a political conversion mechanism, leading to government decisions or policies (Knill & Tosun, 2020). These outputs then create an impact on the social and industrial environment, eventually generating the feedback that returns to the system as the new

In addition, this study also uses Framing theory to examine how the media shapes the narrative of electric vehicles in Indonesia. Framing is the process of selecting specific aspects of a perceived reality and making them more salient in a communicating text to promote a particular problem or issue definition, interpretation, moral evaluation, and treatment recommendation. Robert Entman defines framing through four primary elements, first defining problems, determining what a political actor is doing and at what cost. Second, diagnose the causes, identifying the cause or actors that create the problems. Third, make moral judgments to evaluate the elements involved based on social values (Entman, 1993; Sanita et al., 2025). And fourth, treatment recommendation, offering and justifying the treatments or solution for the problem. In the context of electric vehicles, the media show that some media will frame electric vehicles as a green transportation solution while the other media will focus on the policy of electric vehicles, high price of electric vehicles and the lack of the infrastructure.

Beyond framing, the media also has the ability to determine what issues are considered important through agenda setting. The Agenda setting introduced by Maxwell McCombs and Donald Shaw posits that mass media and by extension the government possesses the power to transfer the salience of an issue from their own agenda to the public agenda (McCombs & Shaw, 1972; Efendi et al., 2023). The core premise is that if an issue is covered frequently and consistently, the public will come to regard the issue as something important. The success of this process relies heavily on message consistency and information continuity. And for the context of electric vehicles subsidy, the media will focus more on issues of subsidies, quotas and the transition of environmental sustainability. The development of social media has also strengthened the dynamics of public communication regarding electric vehicles. The public is no longer merely a recipient of information but now actively producing and disseminating opinions about government policies.

Based on these conditions, this research is important because it is not related to economy and energy transition only, but also concerns how these policies are constructed, communicated and implemented in Indonesia's public sphere. This research will focus on the communication aspect of policy to understand the relationship between the government, media, industries and public in the process of implementing electric vehicle policies in Indonesia.

LITERATURE REVIEW OR RESEARCH BACKGROUND

a. Public Policy

David Easton's political system theory views public policy as a systemic output from the interaction between political units and their environment. Easton conceptualizes policy as the output of a political system that emerges in response to its inputs, which consist of demand and support from the public. This process operates cyclically, starts from when the inputs are processed through a political conversion mechanism, leading to government decisions or policies. These outputs then create an impact on the social and

industrial environment, eventually generating the feedback that returns to the system as the new inputs.

b. Framing Theory

Framing is the process of selecting specific aspects of a perceived reality and making them more salient in a communicating text to promote a particular problem or issue definition, interpretation, moral evaluation, and treatment recommendation. Robert Entman defines framing through four primary elements, first define problems, determining what a political actor is doing and at what cost. Second, diagnose the causes, identifying the cause or actors that creating the problems. Third, make moral judgments to evaluate the elements involved based on social values. And fourth, treatment recommendation, offering and justifying the treatments or solution for the problem.

c. Agenda Setting Theory

Agenda Setting theory introduced by Maxwell McCombs and Donald Shaw posits that mass media and by extension the government possesses the power to transfer the salience of an issue from their own agenda to the public agenda. The core premise is that if an issue is covered frequently and consistently, the public will come to regard the issue as something important. The success of this process relies heavily on message consistency and information continuity.

METHODOLOGY

This study uses a qualitative descriptive approach to analyze the implication of the Indonesia Government's decision to remove electric vehicle subsidies. Qualitative methods were chosen because they allow the researchers to provide a comprehensive and contextual explanation of how public policy decisions shape industry dynamics, also capturing media narrative and public perception that emerge in response to the policy.

This research uses public policy theory as the primary foundation for analyzing how the government designs and implements electric vehicle subsidy policies. Furthermore, framing theory is used to examine how the media frames the issue of electric vehicle subsidies through specific perspectives, while agenda-setting theory is used to analyze how the media determines which issues are more dominant and considered important by the public. The data that used in this paper were primarily obtained through a literature-based study. The research data was obtained through documentation studies and media analysis. Data sources included news from national media, government policy documents, and electric vehicle industry reports. The results were then interpreted to examine the relationship between public policy, media communication, and the formation of public perceptions of electric vehicles in Indonesia

RESULTS AND DISCUSSION

a. Electric Vehicle Subsidy Policy in Indonesia

The electric vehicle subsidy policy was initially positioned by the government as a strategic step to the national energy transition toward clean and sustainability energy. Indonesia government through the Ministry Of Industry and the Ministry of Energy and Mineral Resources is striving to encourage the use of electric vehicles through the various fiscal incentives, and subsidizing the purchase of two wheeled vehicles. This is also part of the Indonesia commitment to support 2060 Net Zero Emission (NZE) and the implementations of the Sustainable Development Goals (SDGs).

From a public policy perspective, electric vehicle subsidies represent a form of government intervention to direct public and industrial behavior towards specific development goals. Easton conceptualized public policy as a systemic output from the interaction between political units and their environment. Based on decision to giving the subsidies, it will be accelerate the adoption of electric vehicle through fiscal support. This policy aims not only to increase public purchasing power but also build domestic electric vehicle industry ecosystem and attract investment in the green energy sector.

In 2023, the Indonesian government began implementing broader electric vehicle subsidies through the electric two wheeled motor vehicle through SISAPIRa. Based on SISAPIRa data at least 11.532 electric motorcycles were successfully distributed using the government subsidy scheme during 2023. This data indicates increasing public interest in electric vehicles, primarily due to the support of financial incentives that can significantly reduce vehicle prices. Seeing the high public enthusiasm, in the 2024 the government increasing the quotes to 600.000 units. The increase of subsidy quota in 2024 significantly boosted electric vehicle purchases. Data show that approximately 62.541 electric motorcycles were sold during that period. This shows how subsidies significantly influence people's decision regarding electric vehicle purchasing. And for the context agenda setting, the government successfully established the electric vehicle issue as a national agenda through the "Green mobility" narrative, supported by extensive policy communication and economic incentives. The mass media and government communication play a part in actively promoting electric vehicles as an energy efficiency and the future environmentally friendly.

However, the situation changed in mid 2024 when the government suddenly changed the policy of subsidies. The subsidy quota was previously targeted at 600.000 units, and was significantly reduced to 60.000 units. And on December 15, 2025, the government announced through the official SISAPIRa website that the electric vehicles are no longer available and the program was officially discontinued.

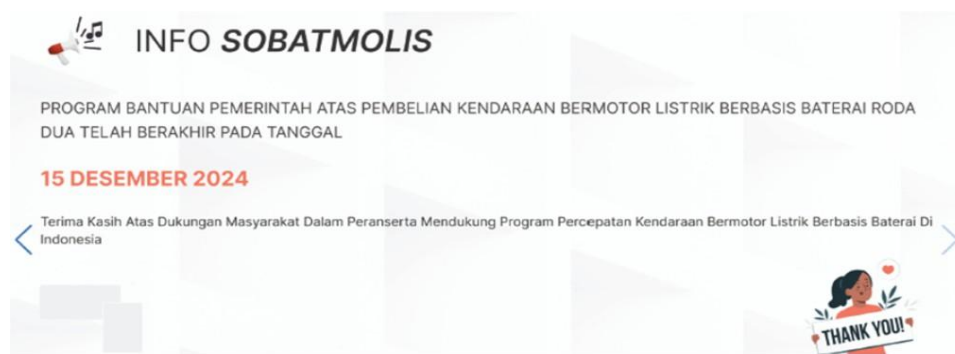


Figure 2. Announcement of the end of subsidies (Source: SISAPIRa, 2024)

This announcement sparked mixed reactions from the public, the industries and the media due to its suddenness and the absence of the lengthy and structured public communication process.

From a public policy communication perspective, sudden policy changes without consistent communication can cause policy shocks in society (Yue & Yu, 2025). The previous government successfully built public expectations that electric vehicles were a vital part of Indonesia's future energy agenda. However, the abrupt end to subsidies has given rise to a new perception that electric vehicles remain heavily dependent on government fiscal support and are not yet capable of standing on their own in the national market. The impact of the subsidy cessation began to be seen in early 2025, when electric motorcycle sales reportedly declined by around 30–40% compared to the previous year (Juwita, 2025). This decline indicates that the adoption rate of electric vehicles in Indonesia is still heavily influenced by government subsidies. A similar phenomenon is also seen in the Battery Electric Vehicle (BEV) market, which previously experienced rapid growth but began to show a slowdown after the subsidy policy was discontinued. This situation demonstrates that the success of the electric vehicle market in Indonesia is not fully supported by market readiness and public environmental awareness, but rather still relies on short-term economic stimulus.

b. Industry Dependence on Government Subsidies

Research findings underscore that Indonesia's electric vehicle industry remains heavily dependent on government intervention. Data from the Indonesian Electric Motorcycle Industry Association (AISMOLI) in 2024 reveals a stark reality, that electric motorcycle sales are driven by the subsidy programs (Kontan TV, 2025). This high level of dependency suggests that the national EV market lacks a self-sustaining foundation and still in its nascent stages of energy transition. Fundamentally, EVs have yet to achieve organic competitiveness against internal combustion engine vehicles, primarily due to prohibitive upfront costs and the fragmented distribution of supporting infrastructure. Consequently, the industry faces significant volatility, as evidenced by the sharp decline

in demand and sales whenever the subsidy schemes are disrupted or discontinued by the government. The instability of these incentive structures and policy has sparked concern among the key industry players, such as Polytron and Tangkas. From their perspective, sudden shifts in subsidy policies create an uncertainty that undermines long-term business strategies and domestic industry expansion. And for investors, inconsistent government support and policy translates into higher perceived risk, which stifles the long-term capital investment and commitments necessary to fortify the EV ecosystem. This situation highlights a critical gap; without a stable and predictable policy and roadmap, the national vision for a green energy transition struggles to translate into a sustainable corporate action.

From a public communications standpoint, this situation reveals a significant disconnect between the government's narrative of energy transition and the practical reality of its implementation. While the state projects EVs as the future of Indonesian transportation, abrupt policy changes foster a perception of instability, damaging public and investor confidence in the nation's sustainable energy agenda. Furthermore, the market's reaction to the stoppage of the subsidies also suggests that Indonesian consumers still view EVs through a lens of practical economics rather than environmental stewardship. The fact that interest wanes in the absence of discounts indicates that communication strategies have yet to successfully shift public consciousness toward climate urgency. This proves that the transition is currently being sold as a financial bargain rather than a collective move toward a carbon emission reduction mission.

c. Infrastructure Readiness and Energy Transition Challenges

Beyond the fiscal challenges of the subsidy policy, the structural readiness of Indonesia's EVs infrastructure remains a formidable barrier to widespread electric vehicle adoption. While the data shows a dramatic surge in electricity consumption at Public Charging Station (SPKLU) Increased by 299 Percent in 2024 (Tempo English, 2025). This growth is more a reflection of concentrated urban usage than a sign of national readiness. In reality, the availability of charging stations remains vastly inadequate and geographically skewed, with the majority of facilities clustered in major metropolitan cities like Jakarta, Bandung, Surabaya, and Bali. For those outside Java or in remote regions, the lack of infrastructure renders EVs as a logistical impossibility. This geographic disparity creates a significant friction point in policy communication, exposing a disconnect between the government's ambitious narrative of a nationwide energy transition and the practical, everyday limitations faced by the citizens.

Furthermore, the environmental legitimacy of the EV movement in Indonesia is being challenged by the nation's underlying energy mix which is still dominated by fossil fuels. Despite the National Energy Master Plan (RUEN) targeting a 23% share of renewable energy by 2025, the actual contribution remains below 15% (Sisdwinugraha et al., 2025). This heavy reliance on coal and fossil fuels for electricity generation creates a paradox fueling public and media skepticism regarding the true number of carbon

In the sphere of media framing, this issue has become a central point of contention. Critics argue that the shifting from gasoline to electricity is merely a relocation of emissions rather than a total reduction, as long as the grid is powered by coal-fired plants. Consequently, the government's attempts to frame the electric vehicle as a definitive symbol of green and sustainable energy are facing an uphill battle. As the public begins to question the effectiveness of these solutions in the absence of genuine clean energy foundation.

d. Social Inequality and Criticism of Subsidy Policies

Research also shows social inequality in the implementation of electric vehicle subsidies. A 2024 OECD Indonesia survey showed that the majority of electric vehicle subsidy recipients came from urban communities with middle- to upper-income levels (Goldstein et al., 2024). Meanwhile, low-income communities still face difficulties in purchasing electric vehicles, even with subsidies. This situation has given rise to criticism that electric vehicle subsidies are not fully targeted and instead benefit certain groups. Media framing has begun to frame electric vehicle subsidies as a form of unfair distribution of state funds. This narrative has intensified as the government begins to face fiscal pressures and the need to finance other sectors such as education, health, and social assistance. According to Robert Entman, framing is the process of selecting and highlighting certain aspects of reality to shape public understanding of an issue (Entman, 1993). The framing analysis in this study uses Robert Entman's model, which consists of four main elements: *define problems*, *diagnose causes*, *make moral judgments*, and *treatment recommendation*. To clarify how the changing narrative of electric vehicle subsidy policy is framed in the context of public communication and media, the results of the framing analysis can be seen in Table X below.

Table I. Framing Analysis of Electric

Framing Elements	Communication Analysis Focus	Finding in Indonesia's EV Policy Context
Define Problems	How are energy transition barriers communicated?	The issue of removing EV subsidies is no longer framed as an energy transition and climate crisis (SDGs) problem but has shifted toward fiscal burden on the state and "injustice" in government's budget distribution.

Diagnose Causes	Who or what is responsible for adoption failure?	Narratives have moved away toward the uneven distribution of infrastructure such as Public Electric Vehicle Charging Stations (SPKLU) and the swelling of the government's budget are considered as the biggest factors hampering the sustainability of the subsidy policy for EV.
Make Moral Judgments	What values legitimize the subsidy withdrawal?	The narrative of social justice is being used to legitimize the government's move to cut the subsidies for EV. EV subsidies policies are believed to benefit the upper-middle class more than the general public, especially the lower-middle class.
Treatment Recommendation	What message is offered for the future?	To maintain support for the energy transition program and the EV industry, the government could shift from providing direct incentives and subsidies to discussing tax incentives to reduce taxes on EV. The government could also build a broader narrative and environmental awareness campaign to support the energy transition program.

Sources: Researcher's analysis is based on Robert Entman's (1993) framing model.

Based on the framing analysis, a change in the narrative from the energy transition to fiscal justice and state budget distribution is evident. In the initial stages of policy implementation, electric vehicles were framed as a symbol of modernization and a green energy solution. However, when issues of beneficiary inequality and pressure on the state budget emerged, the media framing shifted to criticizing the effectiveness and fairness of the subsidy policy. This shift in framing influenced public perception of electric vehicles. Previously viewed as a symbol of the future of sustainable transportation, after the subsidies were discontinued, electric vehicles began to be perceived as expensive products accessible only to certain economic groups. This situation demonstrates the crucial role of the media in shaping public understanding of government policies (Scheufele, 1999).

e. Agenda Setting and Government Crisis Communication

Based on the agenda-setting theory, the media and the government play a crucial role in determining what is discussed and perceived as important by the public. This capability depends heavily on the consistency of messages and the continuity of policies issued by the government. During the 2023-2024 period, the Indonesian government successfully positioned the issue of electric vehicles as one of the top priorities on the national agenda. The government achieved this by constructing a "Green Mobility" narrative, further bolstered by a massive fiscal incentive through financial subsidies. This agenda was positively received by the public, successfully encouraging a shift toward

electric vehicles. The success of this agenda was reflected in the surge of electric motorcycle purchases and distribution during that period. That surge indicates that the public accepted and adopted the energy transition issue promoted by the government as one of the priorities in their consumption decisions. However, the situation changed drastically after the government announced the termination of EV subsidies policy, which significantly interrupted the previously established energy transition agenda.

Theoretically, the abrupt termination of subsidies without a proactive communication process led to a disconnect between the government's policy agenda and the public agenda. Through the "Green Mobility" narrative and fiscal support, EVs had previously been successfully branded as the future of transportation. Yet, due to this disconnect, the perception of the issue has shifted toward an "investment risk" in the public mind. Ultimately, this resulted in a drastic decline in EVs sales by up to 40% in early 2025. This downturn serves as evidence that EVs are no longer a top priority for the public due to the loss of stable commitment and government support. The discrepancy between the 2060 Net Zero Emission target and the reality of subsidy withdrawal triggered a policy shock. In the field of public communication studies, fluctuating agenda changes without transparency and effective communication could erode public trust in the sustainability narratives and agenda being built. Consequently, the public tends to withdraw from active participation in ongoing energy transition programs; their perception and sense of urgency regarding the energy transition have been weakened by the government's own policy inconsistency.

f. Challenges and Opportunities for Sustainable Energy Policy

While the electric vehicles subsidies have faced a communication crisis and decrease in electric vehicles sales, this situation is also an opportunity for the government to create a more sustainable policy model. The market's dependence on subsidies demonstrate that electric vehicles subsidies is not for long term policy for fiscal support. Government need to develop more stable and long term energy transition strategies.

Furthermore, the government can develop a broader public communication campaign on environmental awareness, air pollution reduction and the importance of clean energy use. In the context of development communication, changing public behavior depends not only on economic policies but also on the success of communication in building social values and awareness (Vasanthi, 2025). One possible alternative is to replace the direct subsidy scheme with tax incentives, reduce electric vehicle registration fees, or support the development of the national battery industry. Such policies are considered more stable and less burdensome on the state budget than direct purchasing subsidies.

Overall, this study demonstrates that the success of renewable energy policies depends not only on fiscal and regulatory support, but also on the government's ability to build consistent, transparent, and participatory public communication. The electric vehicle subsidy policy in Indonesia demonstrates that the energy transition is a

multidimensional issue involving relationships between the state, media, industry, and society. Therefore, the sustainability of Indonesia's green energy agenda requires a synergy between stable public policies and a communication strategy capable of maintaining public trust in the national energy transition agenda.

CONCLUSION

This research shows that the electric vehicle subsidy policy in Indonesia is a crucial part of the government's strategy to encourage the energy transition towards sustainable development and carbon emission reduction. Through various forms of fiscal incentives, the government seeks to accelerate the adoption of electric vehicles while simultaneously developing a national green energy industry ecosystem. The implementation of electric vehicle subsidies during the 2023–2024 period has been shown to significantly increase electric vehicle sales, particularly in the electric motorcycle sector. This situation indicates that the subsidy policy has a significant influence on consumer behavior and the development of the national electric vehicle market. However, this study also found that the success of the electric vehicle market in Indonesia remains heavily dependent on government subsidies. When the subsidy policy was reduced and ultimately discontinued at the end of 2024, electric vehicle sales declined significantly in early 2025. This situation indicates that Indonesia's energy transition process is not yet fully supported by market readiness, public environmental awareness, or adequate energy infrastructure. In other words, the growth of electric vehicles remains stimulus-driven and has not yet fully developed independently through market mechanisms.

Beyond economic issues, this research shows that the dynamics of electric vehicle subsidies are also closely linked to public communication and media framing. In the initial stages of policy implementation, the government and media successfully constructed a narrative of electric vehicles as a symbol of modernization, energy efficiency, and a solution for a future of environmentally friendly transportation. However, when subsidies were abruptly discontinued without consistent and transparent communication, a policy communication crisis emerged, affecting public perception of the government's commitment to implementing the energy transition agenda. From the perspective of agenda-setting and media framing, the narrative has shifted from environmental sustainability to social inequality and the country's fiscal burden. Electric vehicles, previously promoted as a symbol of green energy, are starting to be perceived as expensive products primarily enjoyed by the middle and upper classes. This shift in framing demonstrates the media's crucial role in shaping public opinion regarding government policies.

Overall, this study confirms that the success of renewable energy policies is determined not only by fiscal and regulatory support, but also by consistent public communication, infrastructure readiness, public environmental awareness, and the stability of government policies. The energy transition is a multidimensional process

involving relationships between the state, industry, the media, and the public. Therefore, the government needs to develop a more stable, participatory, and long-term electric vehicle policy to ensure the sustainability of the national green energy agenda.

This research still has limitations because it uses a qualitative approach based on secondary data and focuses on analyzing the communication of electric vehicle subsidy policies in Indonesia. Therefore, future research is recommended to use mixed methods or quantitative approaches to more specifically measure the influence of electric vehicle subsidies on changes in public behavior, the level of electric vehicle adoption, and the effectiveness of government public communication. Furthermore, comparative research is needed between Indonesia and other countries that have successfully developed electric vehicles sustainably, such as Norway or China, to develop a more effective model for energy transition policy and communication for Indonesia. Furthermore, the government needs to design a more stable and long-term electric vehicle policy to avoid market uncertainty and a crisis of public trust. An open and participatory policy communication process can help maintain government legitimacy and increase public trust in the national energy transition agenda. Public awareness of the importance of clean energy and carbon emission reduction needs to be continuously promoted through environmental education and ongoing public campaigns.

BIODATA

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