ABSTACT

The global industry is looking for ways to survive during massive technological developments. The same goes for industrial electricity. The electricity industry must be able to meet consumer demands, keep abreast of technological developments and develop business models in order to adapt to change. To address the future demands of growing electricity needs, the swift flow of deregulation of the electricity sector, and the energy transition towards renewable energy, scenario planning is needed which will be elaborated in this study to provide a comprehensive planning plan to help PLN adapt and develop in the future with logistics which may have an impact on the future business electrification.

The purpose of this study is to provide an overview of the future situation in the power industry and all aspects that may impact changes in the power sector in Indonesia such as the strengthening of drivers, critical uncertainties, possible scenarios, and implicit options for each scenario. This research will use a qualitative research methodology that uses primary data and secondary data to determine the driving factors that will affect the electricity business, especially at PLN. The results of data collection will then be analyzed through scenario planning, PESTEL analysis, and industry analysis approaches. From the matrix scenario, four scenarios are obtained that describe the business positioning of PT Len Telekomunikasi Indonesia in 2030, namely Business as Usual, Demand Creation, Renewable Pioneer, and Energy Setter. This research will generate possible future opportunities and prepare for future competitive challenges.

Keywords: Scenario Planning, Utility companies; energy transition, Analysis, business strategy, PLN