

## ABSTRACT

*This research aims to explore the implementation barriers of new renewable energy (NRE) implementation in Indonesia by using a phenomenological approach to management experiences within the PT PLN Indonesia Power subholding. Technical barriers such as infrastructure limitations, plant design incompatibility with alternative fuels, and lack of readiness of energy storage technology are some of the technical barriers found. Economically, renewable energy projects are not attractive to investors due to high initial investment costs, lack of fiscal incentives, and the dominance of fossil energy subsidies. The main political factors hindering the sustainability of renewable energy programmes are policy changes and regulatory uncertainty.*

*This research uses a qualitative approach with phenomenological methods. Data collection techniques focused on exploring the experiences and meanings formed by 5 participants at the management level at PT PLN Indonesia Power who felt and managed technical, economic, social and political barriers in the energy transition process..*

*Based on the results of the analysis that has been carried out, the conclusions in this study are: (1) Implementation of Renewable Energy (EBT) within PT PLN Indonesia Power still faces complex and interrelated barriers. (2) The role of the internal organisation is very decisive, the experience and understanding of managers at the operational level shows that many challenges come from within the organisation and there is still a gap in understanding between central level policies and implementation at the generating unit level. (3) The need for a systemic and collaborative approach to accelerate the energy transition, through synchronisation of government policies, technological readiness, and the active role of the community. (4) The strategy for overcoming social barriers emphasises the importance of participatory, educative and communicative approaches that prioritise the active involvement of local communities in every stage of renewable energy projects. (5) Adaptive managerial strategies through increasing human resource capacity, integrating information technology for project monitoring, and strengthening collaboration with the private sector and investors are important elements in supporting sustainable energy transition and achieving the Net Zero Emission target in 2060.*

*Keywords: Renewable energy, Implementation Barriers, Managerial Strategy*