

THE PHENOMENON OF MASS ORGANIZATION INTERVENTION IN THE DEVELOPMENT OF THE ELECTRIC CAR INDUSTRY IN INDONESIA

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Abstract

The phenomenon of civil society organisations (CSOs) intervening in industry often causes serious problems, both for the industry itself and for the government and society. This study aims to analyse the forms, motives, and impacts of CSO intervention on the development of the electric car industry, including its implications for government policy, investment, and public acceptance. The research method used is a qualitative approach with a systematic literature review of media reports on the electric automotive industry in Indonesia. The results of the study show that CSOs play a role in intervention in the form of extortion or illegal levies, financial, psychological, social relations, mass media, administrative, power, and business. This study concludes that CSO involvement in the electric car industry has a negative impact, and clear regulations are needed so that intervention can support sustainable development in Indonesia's electric automotive sector.

Keywords: Intervention by mass organizations, Electric Car industry, Deveopment

A. INTRODUCTION

Electric vehicles in Indonesia have become a key indicator of environmentally friendly technological advancement, continuously promoted by the government. The growing attention toward clean energy, carbon emission reduction, and the development of electric vehicles as a future transportation solution has made the electric vehicle industry a major focal point (Robertua et al., 2024). Through various incentive policies and strategic programs, the government seeks to accelerate the development of the electric automotive sector, which is viewed as a symbol of modernization, technological innovation, and Indonesia's commitment to the global sustainability agenda. However, despite this optimism, the development of the electric vehicle industry faces several challenges that hinder its progress (Aprillia, I. S., 2024).

One of the main problems confronting Indonesia's electric vehicle industry arises from illegal practices and arrogance within industrial environments, such as extortion, complex licensing procedures, and acts of thuggery. These issues have caused foreign investors to hesitate and delay their capital investment decisions (Maulana & Ovalia, 2025). Uncertainty within the investment ecosystem, combined with potential social conflicts, creates high risks for the industry's growth. Hence, greater attention from the government and relevant stakeholders is required to ensure a secure and conducive business climate (Lazuardy et al., 2023).

Acts of industrial thuggery are often organized and not merely conducted by individuals but also by certain community organizations (Mei Ie et al., 2025). These organizations leverage their social influence and internal networks to exert pressure or exploit industrial

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activities for specific interests. In this context, distinguishing between legitimate advocacy and actions that constitute harmful intervention often becomes difficult (Bagir, M., 2019).

Community organizations frequently engage in actions that harm multiple stakeholders including investors, local entrepreneurs, and the government. Such actions may take the form of extortion, illegal fee collection, coercion of factory management, or disruption of operations through demonstrations that often escalate into social tension (Nugraha et al., 2025). Moreover, their interventions sometimes manifest as advocacy efforts that impose group-specific interests without considering regulatory frameworks or the broader public good, thereby generating complex conflicts within the industrial sector (CNN Indonesia, 2025).

This study focuses on the electric vehicle factory operated by PT BYD, located in Sawangan Village, Cipendeuy District, Subang Regency. The factory represents one of Indonesia's leading centers for electric vehicle production, supported by significant investment, the involvement of local labor, and advanced foreign technology (Sabrina, 2025). PT BYD Subang was selected as the research site due to its strategic role in accelerating Indonesia's electric vehicle industrialization and its recurrent exposure to community organization (ormas) interventions that may influence the factory's development process (Aprillia, I. S., 2024).

The BYD Subang factory has frequently faced disruptions and interventions from community organizations pursuing specific interests related to the construction of the electric vehicle industry. These disturbances (Aprillia et al., 2024) have not only manifested as social pressure but also as production delays, worker intimidation, and interference with the company's internal policies. Such conditions pose significant risks to investment sustainability, technological innovation, and the overall reputation of Indonesia's electric vehicle industry (Tempo, 2025).

One notable case of community organization intervention occurred in early 2025, when several ormas groups organized demonstrations in front of the BYD Subang factory, extorting truck drivers transporting construction materials. This incident led to severe project delays as material deliveries were obstructed (Wicaksana & IP, 2020). These organizations, claiming to represent local residents, asserted territorial rights over access routes to the construction area and imposed conditions on workers operating within the BYD industrial site. This case illustrates how ormas interventions can directly affect the progress of electric vehicle industrialization (Bagir, M., 2019).

Given these circumstances, Wright Mills' Conflict Theory appears relevant for this study, as it emphasizes power inequality over resources, dominance, resistance, and social tension (Sidiq, 2023). The theory explains how groups with limited access to certain resources may exert pressure or intervention to gain benefits, while power dominance can generate conflicts that undermine social and economic stability. This analytical framework provides insight into understanding the pattern of community organization interventions within Indonesia's electric vehicle industrialization context (Ikamsah, M. Y., 2025).

Accordingly, this research aims to identify the patterns of community organization intervention in the PT BYD Subang electric vehicle project, analyze the driving factors such as power inequality, resource domination, resistance, and social tension, and evaluate their impact on the industrialization of electric vehicles in Indonesia. Through deeper understanding, this study seeks to provide policy recommendations and mitigation strategies to foster a secure and conducive industrial environment that supports investment and technological innovation (Aprillia, I. S., 2024).

B. LITERATURE REVIEW

The first study was conducted by Aprillia et al. (2024) titled “Electric Vehicle Policy in Indonesia: Challenges and Opportunities in Achieving Environmentally Friendly Mobility.” This research discusses the Indonesian government’s policies in developing the electric vehicle industry, as well as the challenges and opportunities related to promoting sustainable mobility.

The second study, by Nugraha, Bintarti, and Praborini (2025), entitled “The Role of Government Policy in Promoting the Green Economy and Raising Awareness of the Benefits of Electric Vehicles,” emphasizes the role of green economy regulations and policies in enhancing public awareness and acceptance of electric vehicles.

The third study, conducted by Sabrina (2025), titled “The Role of Foreign Direct Investment in National Industrial Development: A Case Study of Hyundai Motor Company,” explores the influence of foreign direct investment on the development of Indonesia’s automotive industry, including economic and business strategy aspects (Utami, I., 2025).

Research Gap

Based on the three previous studies, several research gaps require further and more in-depth examination. First, the substantive focus of this study differs, as it emphasizes the intervention of community organizations (ormas) in the development of the electric vehicle industry, rather than merely exploring government policies or investment roles. Second, this study adopts a sociological perspective to understand the social dynamics and power relations surrounding electric vehicle factories an aspect not addressed in prior research. Third, this study applies C. Wright Mills’ Conflict Theory, allowing the analysis to move beyond description toward a theoretical interpretation of power inequality, dominance, and social tension arising from ormas interventions (Sidabutar, 2020).

Theoretical Approach

This study employs C. Wright Mills’ Conflict Theory as the analytical framework to examine the phenomenon of community organization intervention. The theory emphasizes that social conflict arises from structural inequalities in power and resource distribution within society. First, the aspect of power inequality over resources is evident when community organizations leverage their strategic positions to obtain financial benefits or additional facilities from electric vehicle factories. Such inequality demonstrates unequal access to local resources, serving as a key trigger for intervention. Second, power dominance is reflected in the ability of community organizations to pressure factory management into fulfilling specific demands such as security fees, extortion, or social facility provision. This dominance creates dependency between companies and local groups, ultimately influencing operational policies and production strategies. Third, resistance and social tension emerge from interactions among corporations, local communities, and community organizations (Wijaya et al., 2023). Forms of resistance may include demonstrations, intimidation, or the mobilization of public opinion, all of which generate social tension and disrupt operational stability. By applying this theoretical framework, the study systematically analyzes the patterns of ormas intervention and links them to the broader dynamics of power and social conflict within Indonesia’s electric vehicle industry.

C. RESEARCH METHODOLOGY

This study employs a qualitative method with a Systematic Literature Review (SLR) approach. Additionally, data are obtained from reputable news portals to ensure the research context remains current and relevant. This approach was chosen because the study aims to deeply understand the phenomenon of community organization (ormas) intervention in the

development of Indonesia's electric vehicle industry, including its underlying causes and its impact on industrialization.

The SLR approach in this research follows five main stages of data analysis, as outlined below:

Reduction of Relevant Research Findings

The initial stage involves identifying literature sources relevant to the phenomenon of ormas intervention and social conflict within the electric vehicle industry. Data were collected from two primary sources:

1. Scientific literature, including journal articles, theses, dissertations, and previous research obtained from academic databases such as Google Scholar, ScienceDirect, Neliti, and DOI.org;
2. Secondary news sources, drawn from trusted national news portals such as Kompas, Detik, Antara, Tempo, CNN Indonesia, and CNBC Indonesia. The publication range was limited to January 2025–October 2025 to ensure that all collected information remains contextual and up to date.

Determination of High-Quality Research Results

This stage involves selecting and evaluating the credibility of both academic and news sources. All collected materials were reviewed comprehensively to identify key themes relevant to ormas intervention within the electric vehicle industry. The process ensured that only reliable and academically sound sources were included in the analysis.

Data Extraction

The third stage focuses on compiling and consolidating essential information from the selected literature and materials. This process includes documenting critical details such as research objectives, methodologies, key findings, and contextual settings. All extracted data were organized systematically to facilitate the subsequent stages of analysis. The goal was to integrate relevant information from diverse sources into a coherent and consistent dataset.

Data Synthesis

At this stage, the extracted research findings were compared, merged, and analyzed to identify similarities, differences, patterns, and recurring themes. Through a narrative synthesis approach, the qualitative data were interpreted using C. Wright Mills' (1956) Conflict Theory, which emphasizes how power structures in society create relationships of domination and resistance. The synthesis produced a conceptual mapping that connects social phenomena (omas intervention), local power structures, and the industrial development context of Indonesia's electric vehicle sector. This mapping facilitated the identification of intervention patterns and their broader implications (Sabrina, D., 2025).

Data Presentation

The final stage involves presenting a structured narrative that illustrates the relationships among the concepts and findings analyzed throughout the study. This section also outlines the study's conclusions, limitations, and future research recommendations. By presenting the findings in a systematic and organized manner, the study enables readers to clearly understand the outcomes and implications of the research.

D. RESULT AND DISCUSSION

Extortion and Illegal Levies

Based on the observations, this study finds that one form of community organization (omas) intervention in the PT BYD Subang electric vehicle factory involves extortion or illegal levies. Ormas representatives often approach company management demanding money under the pretense of security fees, compensation, or social contributions. These practices are carried out routinely and systematically, creating a significant operational

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burden for the company. Such extortion frequently triggers tension between factory management and ormas, as these unofficial demands disrupt the progress of industrial development. Furthermore, these practices generate legal uncertainty that undermines the confidence of foreign investors in Indonesia's electric vehicle sector. Another manifestation of intervention involves regular payments requested by ormas in exchange for "community support" or "local social agreements," which, in practice, serve as an additional financial burden on the company (Farhan, 2024). The psychological impact on workers is also evident, as a sense of fear and insecurity emerges in the workplace (Bagir, M., 2019).

Field findings also reveal another form of intervention so-called "security fees" demanded by ormas to ensure a supposedly conducive environment around the factory. Although framed as security support, such payments are not always aligned with official procedures or government oversight (Susrama, 2025). These costs further strain the company's financial resources and damage its relationship with the local community, as they create the perception that the company submits to ormas pressure. This issue is particularly critical because the electric vehicle industry requires social stability to attract investors and sustain long-term production. Moreover, such intimidation negatively affects the company's public image, while the resulting uncertainty causes investors and business partners to reconsider their commitments (Octavianie, S. A., 2025).

Hence, this phenomenon aligns with the dimension of power domination within C. Wright Mills' Conflict Theory. In this context, ormas exercise social coercion to subdue the company, and by forcing businesses to pay "security contributions," they effectively transfer economic benefits from productive actors to dominant groups.

Financial Intervention

Based on the research findings, several community organization (omas) interventions were carried out under the pretext of social advocacy or representing local community interests. However, in practice, these actions often exceed legal boundaries, thereby causing harm to the company. The demands made by ormas may include the provision of special facilities, preferential work contracts, or additional compensation beyond official agreements (Aziz et al., 2020). Such pressures create internal conflicts as company management must balance external demands with operational sustainability. Consequently, the company faces difficulties in maintaining equilibrium between investor interests and social pressures (Wardhana, A. R. & Safitri, 2025).

The study also finds that ormas interventions compel companies to allocate additional funds that should have been directed toward technological development and production capacity enhancement. This financial burden forces management to implement cost-efficiency measures in other areas, such as reducing promotional or research budgets. As a result, technological innovation in the electric vehicle sector is delayed (Parulian, H., 2025).

Furthermore, the findings indicate that the financial impact of ormas intervention on the BYD Subang factory extends beyond immediate monetary losses it also affects long-term production planning. The disruptions have forced the company to postpone facility expansion, delay raw material procurement, and adjust production schedules. Such uncertainty hampers the overall growth of the electric vehicle industry, as investors perceive social risk as a major determinant in investment decisions. Moreover, the company's reputation is at stake if ormas intervention persists without a clear resolution (Aprillia, I. S., 2024).

The research also uncovers a pattern of ormas influence expanding into auxiliary industrial projects, including component suppliers and logistics service providers (Sholahudin & Maksum, 2024). Ormas often demand compensation or "protection fees" from these

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partners, leading to additional costs and instability across the industry's supply chain. As a consequence, operational efficiency deteriorates, and production costs rise significantly.

This phenomenon aligns with the power domination dimension of C. Wright Mills' Conflict Theory. Ormas influence corporate financial operations without formal regulation, exercising informal authority to gain group benefits at the expense of organizational development. In Mills' framework, such groups represent a local form of the power elite, exerting dominant influence over corporate financial decisions (Khuril Ain, 2024). Non-formal power is thus instrumentalized to secure collective gains that should otherwise support the company's growth and industrial advancement.

Psychological Intervention

The study also reveals that beyond financial and operational pressures, community organization (omas) interventions generate significant psychological stress for both management and employees. Workers often feel threatened or intimidated by the presence of ormas around the workplace (Jauhari & Nurhayani, 2019). This condition adversely affects productivity, work discipline, and employee morale. The resulting fear leads to absenteeism, reduced work quality, and internal conflicts among employees. Therefore, management must implement psychological risk-mitigation strategies to ensure that production processes continue smoothly (Nugraha, A. T., 2025).

This phenomenon corresponds to the dimension of resistance and social tension in C. Wright Mills' Conflict Theory. According to Mills, unequal and imbalanced social structures produce psychological pressure on workers, resulting in insecurity and instability within the workplace (Bagir et al., 2022).

Social Relationship Intervention

The research also finds that ormas interventions affect the relationship between the factory and the surrounding community. Ormas often act as intermediaries for community demands, but in practice, their role tends to become exploitative. Factory management must carefully balance corporate interests with social demands to prevent prolonged conflict (Diatmika et al., 2022). Strained relations with local communities can disrupt labor supply, logistics, and operational security.

Furthermore, the study observes that ormas interventions frequently occur in a structured and organized manner. These organizations do not operate individually but form networks and institutions with strong social influence within the communities surrounding the factory. They exploit their strategic positions to pressure companies into meeting financial and social demands. The presence of systematic organizational structures makes it difficult for factory management to reject requests or pursue legal action (Kuswandoro, 2024). This reinforces ormas dominance within industrial environments and perpetuates long-term tension.

The study also finds that the social disruptions caused by ormas interfere with production facility security. Management must increase both internal and external security measures such as hiring additional security personnel and installing enhanced surveillance systems. These added costs reduce the funds available for technological development and facility expansion. Moreover, persistent social pressure forces management to adopt a more cautious stance when making strategic decisions, including new investments or product line expansions (Wardhana, A. R. & Safitri, 2019).

This phenomenon further aligns with the dimension of resistance and social tension in Wright Mills' Conflict Theory. The relationship between the company and the local community becomes a site of power struggle, where competing interests interact and clash. Within Mills' framework, social relations are viewed as an arena of power in which groups possessing greater social resources tend to dominate others.

Mass Media Intervention

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According to data from CNBC Indonesia (2025), the intervention of community organizations (ormas) has also influenced public perceptions of the electric vehicle industry. When the media reports incidents of extortion, intimidation, or ormas demands, the company's image can be severely tarnished. Foreign investors assessing Indonesia's industrial potential may view social risks as a major consideration before committing capital. This situation affects the company's ability to attract new investments and expand production capacity. Moreover, the negative public perception generated by such media coverage can also impact domestic electric vehicle sales.

The study further reveals that extensive media coverage of ormas interventions in the development of the BYD Subang electric vehicle factory attracted the attention of a prominent West Java political figure, Dedi Mulyadi. Media narratives frequently portrayed him as a public figure actively involved in resolving community issues. In his public statement on the case, Dedi Mulyadi emphasized the importance of balancing industrial development with local community interests, urging BYD to prioritize the recruitment of local workers and encourage community participation in the project. At the same time, he reaffirmed his commitment to ensuring that the factory's construction proceeds as planned free from ormas interference. His stance aligns with regional governance objectives to empower local economies while preventing social backlash and mitigating potential risks that could hinder project development (Juwita et al., 2020; Negara, 2024).

Mass media intervention aligns with the dimension of information resource inequality in C. Wright Mills' Conflict Theory. When the media reports ormas interventions, an imbalance in information resources emerges, as the coverage often favors dominant groups and reinforces negative perceptions of the company. Such biased narratives can also harm Indonesia's broader investment ecosystem, discouraging foreign investors from entering the market due to the portrayal of instability in media reports.

Administrative Intervention

The study also finds that ormas disruptions are not limited to physical interference but extend to legal and administrative pressures. In some cases, ormas exploit bureaucratic procedures or regulatory loopholes to exert control over the company. For example, they act as intermediaries or land brokers, selling local residents' land to the company at inflated prices well above the market rate thereby forcing BYD to reconsider its land acquisition plans. The long-term impact of such practices includes project delays and stalled facility expansion.

Administrative intervention corresponds to the dimension of inequality in access to economic and legal resources within Wright Mills' Conflict Theory. Here, ormas manipulate local land pricing and regulatory processes to monopolize economic benefits. As a result, the company faces barriers in acquiring land essential for factory expansion, ultimately impeding industrial development due to monopolistic pricing and exploitative administrative control.

Power Intervention

Several instances of community organization (ormas) intervention occur due to power asymmetry over local resources surrounding the factory. Ormas exploit their strategic social position within the community to gain material benefits and political influence. This condition aligns with C. Wright Mills' Conflict Theory, which emphasizes the domination of power and unequal access to resources. Such dominance has generated social tension that affects the operational stability of the factory and its surrounding environment (Wardhana, A. R., & Safitri, 2025).

This phenomenon corresponds to the dimension of power domination within Mills' framework, where ormas leverage their social status as local residents to control access to resources around the factory. Mills argues that social conflict emerges when a small,

unaccountable group monopolizes access to power and resources, creating inequality and perpetuating social unrest.

Business Intervention

Several cases of ormas intervention also influence the factory's relationships with suppliers and business partners. Ormas demands directed toward third parties often lead to shipment delays and logistical disruptions. Business partners become reluctant to commit to long-term cooperation due to the perceived social risks. Consequently, supply chain efficiency declines, resulting in decreased overall factory productivity. Moreover, ormas-related issues such as extortion, intimidation, or coercion often become national headlines, shaping negative public opinion and damaging the company's reputation. A tarnished corporate image diminishes consumer and investor trust, hindering the long-term growth of Indonesia's electric vehicle industry (Bagir, M., 2019).

The study also finds that instability caused by ormas interventions affects long-term investment strategies. Investors evaluating the BYD Subang project tend to reconsider or delay their investments due to additional social and financial risks. In the long run, this dynamic contributes to the slowdown of Indonesia's electric vehicle industrialization process (Wardhana, A. R., & Safitri, 2025).

This phenomenon aligns with the dimension of economic resource inequality in Wright Mills' Conflict Theory. Ormas influence the distribution chain of raw materials and business partnerships, exerting informal control over industrial processes. Mills asserts that dominant groups often expand their influence into economic sectors to control production and distribution channels, thereby consolidating their social and financial power.

The Need for Clear Regulation

The repeated incidents of ormas intervention at PT BYD Subang underscore the urgent need for clear regulatory frameworks. Both the government and company management must collaborate to establish effective monitoring mechanisms and conflict mitigation strategies. Clear regulations are essential to ensure that industrial development proceeds smoothly, free from unofficial social pressures. Moreover, regulatory certainty strengthens investor confidence and supports sustainable industrial growth (Putri, W., & Fadhillah, 2025).

The government plays a crucial role in shaping public perception of foreign investment. Sun et al. (2024) emphasize that alignment between local political leaders and foreign investors significantly influences public attitudes toward industrial development projects. In the context of the BYD Subang electric vehicle plant, local leaders function as facilitators and negotiators whose stance can either accelerate or hinder investment progress depending on how they balance the interests of the local community and broader development goals.

Impact of Ormas Intervention

The research identifies that ormas intervention at the BYD Subang factory has multidimensional impacts, encompassing extortion or illegal levies, financial pressure, psychological stress, social relationship disruption, mass media influence, administrative interference, power domination, and business obstruction. Collectively, these interventions create complex pressures for management and workers while influencing investment decisions. Hence, social risk management strategies must become an integral component of industrial planning in the electric vehicle sector.

This study concludes that ormas intervention is not an isolated incident but rather a manifestation of broader social dynamics and power conflicts within industrial environments. Inequality in resource access, dominance of power, and persistent social resistance are key drivers of such interventions. Understanding these patterns enables both management and policymakers to develop effective mitigation frameworks. Consequently, the advancement of

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Indonesia's electric vehicle industry can proceed with greater stability, security, and sustainability (Wardhana, A. R., & Safitri, 2025).

E. CONCLUSION

Based on the research findings and discussion, it can be concluded that community organization (ormas) interventions in the PT BYD Subang electric vehicle factory manifest in various forms, including extortion, routine payments, "security fees," employee intimidation, and legal or administrative pressure. These forms of intervention have caused significant losses for the company financially, operationally, and reputationally. The disruptions have led to production delays, increased operational costs, investment uncertainty, and psychological pressure on both management and workers. Furthermore, ormas interventions have affected the company's relationships with local communities, government authorities, suppliers, and business partners, thereby disrupting supply chain efficiency and hindering the overall strategic development of Indonesia's electric vehicle industry.

This phenomenon can be analyzed through C. Wright Mills' Conflict Theory. Acts such as extortion illustrate power inequality over resources, wherein ormas exploit their strategic social position to obtain financial benefits. Such practices also reflect power domination, as ormas exert coercive pressure on management to meet specific demands that favor their group. Moreover, these interventions generate resistance and social tension, both between the company and local communities and between investors and the broader social environment surrounding the factory. Thus, the findings confirm that ormas intervention in industrial development represents a concrete manifestation of social conflict dynamics and structural power imbalance.

This study is limited in scope, focusing solely on the forms of ormas intervention affecting PT BYD Subang and their impact on the company's operational, financial, and social aspects. It does not examine the internal factors within ormas or the broader political and economic dynamics that may contribute to such behavior. Additionally, since the research centers on a single factory, the findings may not fully represent the conditions of Indonesia's electric vehicle industry as a whole. Future research should therefore explore the structural dysfunctions within ormas, including internal motivations, leadership patterns, and social networks. Such inquiry could provide a more comprehensive understanding of the underlying causes of intervention, conflict mitigation strategies, and policy implications for the sustainable development of Indonesia's electric vehicle industry..

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