The Acceleration of Ev User in Medan: Through The Implementation of Marketing Mix and Ev Policy

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Abstract

Electric Vehicles (EV) are an important pathway for decarbonizing transportation and a form of renewable energy as an environmentally friendly technology to accelerate sustainable development. This is in line with the Indonesian government's target in the Nationally Determined Contribution (NDC) document of reducing emissions by 31.89% in 2030. This paper aims to find out the government policies in accelerating the use of EV in Indonesia, especially in the city of Medan. Semi-structured interviews were done supported by voice note recordings, data collection, and observations of informants who were directly involved in the social conditions studied, that were those from four EV dealers in Medan City and additional informants, who were consumers who already use EV and the community, who have not used an electric vehicle, but know about the existence of the electric vehicle. The result of the current policy has resulted in an increase in sales of 50% -60% and the use of EV in the city of Medan by 30%. Policies such as exemption from toll fees, parking in public places, and parking spaces that are easily accessible for electric vehicle drivers are needed. Apart from that, certainty is also needed regarding the policy on entry fees and EV impor taxes, which will affect EV production, especially pricing and variation. In conclusion, the policy cannot stand alone but is supported by a 4P marketing mix strategy (price, product, place, and promotion).

Keywords: *electric vehicle, marketing mix, policy incentive, policy option*

1. Introduction

The transition from conventional to electric vehicles is an effort chosen by the Indonesian government to realize its emissions reduction target. Based on data from the International Energy Agency (IEA), cars and vans are the transportation subsector that contributes the largest carbon dioxide emissions in the world with a percentage reaching 48% in 2022 [1]. Electric Vehicles (EV) exist as a form of renewable energy as an environmentally friendly technology that can reduce carbon emissions by between 30%-50% and accelerate sustainable development [2]. Considering the enormous contribution shown by renewable energy globally, significant changes need to be made and require more attention and policy [3]. Electric vehicles have the potential to reduce transportation dependence on fossil fuels and reduce total emissions [2] [4] [5] [6]. Besides that, electric vehicles also have the potential to reduce greenhouse gas emissions [7].

Globally, the electric vehicle industry has not yet reached its target [8]. In Indonesia, several factors cause people not to switch to using electric vehicles, such as the purchase price which is still considered more expensive compared to conventional cars, lack of technological knowledge on how to use them, and inadequate infrastructure [9]. Significant fiscal incentives are one way to support the increase in electric vehicle manufacturing, steps that can be taken through purchase subsidies, purchase tax discounts, and vehicle registration [10]. Based on a survey from Gaikindo 2024 that 63.5 percent of respondents admitted to not knowing the government's subsidy program for electric cars

and motorbikes. As many as 51.3 percent of respondents considered the price of electric vehicles after subsidies still did not match their financial capabilities [11].

The government has set various goals and policies related to the development of the electric vehicle industry [12]. The government has set a target to reach 2.2 million electric vehicles by 2030 [13]. To achieve this target, various regulatory supports have been provided by the government. Some of them are Presidential Regulation Number 55 of 2019, concerning the Acceleration of the Battery-Based Electric Motor Vehicle Program for Road Transportation, and Government Regulation Number 73 of 2019, concerning Taxable Goods Classified as Luxury in the Form of Motorized Vehicles Subject to Tax on Luxury Goods. The contents of other derivative regulations are explained in the relevant ministries, which contain provisions for incentives and tax cuts. In addition, the Minister of Finance of the Republic of Indonesia, Sri Mulyani immediately issued a Minister of Finance Regulation regarding the fiscal incentive policy for imported goods for electric vehicles [14].

The government has extended the Government-borne Value Added Tax (VAT) incentives for the sale of certain four-wheeled battery-based Electric Motor Vehicles (KBL) and certain bus battery-based Electric Motor Vehicles (KBL) and extended the Government-borne Luxury Goods Sales Tax (PPnBM) incentives for the sale of certain electric (hybrid) Low Carbon Emission Vehicles (LCEV) until the end of 2025. These provisions are regulated through the Regulation of the Minister of Finance Number 12 of 2025 (PMK-12/2025) which was issued and came into effect on February 4, 2025.

The implementation of this government policy will have an impact on accelerating sales of electric vehicles in Indonesia, especially in the city of Medan, which is one of the largest cities in Indonesia where people's interest in using electric vehicles is high [15]. So this research can support and find other important variables that are the reasons why people do not use electric vehicles.

2. Literature Review

Implementation of policies and guidelines can encourage sustainable management practices [16]. There is a lot of research regarding policy implementation to accelerate the development of the electric vehicle industry. According to [17] the adoption of electric vehicles has turned out to be very effective in limiting the current climate crisis, so every country is accelerating the adoption of electric vehicles. In large cities in the United States (US), incentives are very necessary for the cost competitiveness of Battery Electric Vehicles [18]. The electric vehicle market in Germany considers a depreciation allowance and subsidy of 1000 Euros as the most effective and efficient monetary policy [7]. Although encouraging the purchase of electric vehicles is beneficial for the environment, policymakers must balance the potential adverse impacts on domestic industry and the economy [19]. Policy steps according to [6], to attract people to use electric vehicles can be done in various ways, by providing purchase-based incentives, for example by providing subsidies when buying an electric vehicle or tax deductions when registering an electric vehicle. In addition, usage-based policies such as providing free parking for electric vehicles, waiving congestion charges in certain cities, and providing access to alternative routes.

3. Research Methodology

This research was based on phenomenology which was part of a qualitative research design, used to find out the impact of government policy on accelerating the use of electric vehicles objectively, validly, and reliably. This phenomenological research aims to explain a person's relationship in understanding their experience of a concept, event, and phenomenon that occurs [20]. In collecting data, this research used the theory of [21] consisting of semi-structured interviews supported by voice notes and triangulation of data sources, data condensation, data presentation, and conclusion. Based on what is seen in Figure 1. This technique comes from the theory owned by Miles and Huberman, namely interactive data analysis. So, it is widely used in qualitative research models. In it there are three flows. First, data reduction, namely the data obtained is then reduced or sought for similarities and differences. Second, data presentation, namely the results of analysis and observation are then presented in the form of strengthening the theory from the source of analysis. Third, verification, namely proving the truth of the problem so that the conclusions and benefits of a

particular study are known. The data analysis technique in this research used the Marketing Mix 4P perspective (Product, Price, Place, and Promotion) plus Policy.

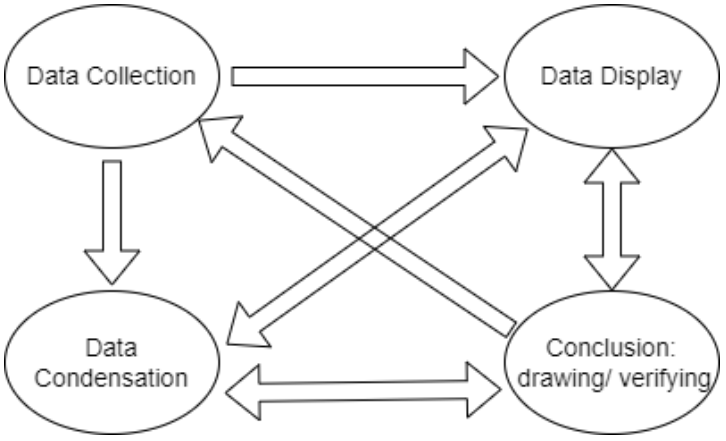


Figure 1. Miles and Huberman Interactive Analysis
Source: Miles et al., (1992)

The 4P marketing mix is a collection of marketing tools used by companies that aim to achieve marketing goals by the target market that has been found out. This 4P concept plays a very important role in influencing consumers [22]. However, meeting consumer needs and desires was not only seen from the 4P side. In this condition, Policy is present as a strategy that is also needed to accelerate electric vehicle users, in line with the opinion of [22] who says that to respond to these changes and additions, flexible and innovative marketing techniques are needed. So Policy is here as the answer.

In-depth interviews were done in this research using purposive sampling techniques. The purpose of sampling was to fulfill a series of specified criteria [20]. The sources or samples used in this research are referred to as informants. This research divides informants into two. The first was key informants, who were people who were directly involved in the social conditions being studied. This research used four key informants who worked at dealers who marketed electric vehicle. The following are four key informants:

a. Sales and marketing manager (Dealer Y) as the first key informant
b. Head of Dealer Branch (Dealer W) as the second key informant
c. Marketing and Sales Supervisor (Dealer X) as the third key informant
d. Consultant Sales (Dealer Z) as the fourth key informant

Apart from that, additional informants were used, which were consumers who already used electric vehicles and people who have not used electric vehicles but know about the existence of electric vehicles. These two additional informants have different characteristics and backgrounds. So it is hoped that it can provide a wider variety of answers to the questions asked.

4. Result and Discussion

The current strategy to accelerate electric vehicle sales in the City of Medan does not only focus on implementing government policies, but must be encouraged in other ways such as the 4P (price, product, place, and promotion) marketing mix plus Policy. In line with Langbroek et al., (2016) which states that accelerating the use of electric vehicles can be done in various ways.

1.1 Price

Pricing must consider production costs, operations, and all marketing activities [23]. Based on the results of interviews from four electric vehicle dealers and additional informants, the purchase price of electric vehicles is still a consideration for the people in Medan City, in line with research

done in several countries and several regions of the country, that the purchase price makes consumers not yet adopt electric vehicles [24] [25] [26] [19]. According to the price of raw materials for electric vehicles such as batteries is considered expensive, apart from that there are still many problems with EV batteries due to bad habits and inconsistency when charging the battery. Electric vehicle dealer This is very likely to happen if the Indonesian government's policy plan regarding the complete or Completely Built Up (CBU) import tax exemption for electric vehicles is implemented. This is because based on the regulations of the Ministry of Finance of the Republic of Indonesia, currently all goods entering Indonesia are subject to import duties of 50% plus Value Added Tax (VAT) of 11%. Apart from that, another opinion was expressed by electric vehicle dealer Z that the use of raw materials Production of original, domestically made electric vehicles will minimize production prices, thereby influencing the setting of selling prices for electric vehicles which will enable them to be cheaper.

1.2 Product

The diversity of products marketed to the target market will be an important consideration for consumers [27]. Looking at the variety of electric vehicle products, currently, it is still said to be less varied. The following is a list of electric vehicles marketed in Indonesia.

Tabel 1. List of Variations of Electric Vehicles in Indonesia

No	Electric Vehicle Brand	Company
1	Wuling Air EV	Wuling
2	Renault Twizy	Renault
3	Nissan Leaf	Nissan
4	Hyundai Ioniq 5	Hyundai
5	Hyundai Ioniq 6	Hyundai
5	Hyundai Kona Electric	Hyundai
6	Mini Electric	Mini
7	Toyota bZ4X	Toyota
8	Lexus UX 300e	Lexus
9	Tesla Model 3 Standart	Tesla
10	Tesla Model Y Long Range	Tesla

Source: CNN Otomotive Year 2024 [28]

It can be seen from Table 1. on average each automotive companies currently only produces one type of electric vehicle. So there are not many people's choices in adopting electric vehicles considering the price is still relatively above IDR 300 million. Electric vehicle dealer Z said that the government could create a policy limiting conventional car production so that electric vehicle manufacturers in Indonesia would innovate and make many variations of electric vehicles. This statement is also in line with the statement of the Coordinating Minister for Maritime Affairs and Investment, who said that the government is committed to limiting and making it difficult for conventional cars based on Internal Combustion Engines (ICE) [29].

1.3 Place

After a product is released, the company must pay attention to placement. It has been proven that more products that are available and easily accessible can increase consumer purchases [27]. Based on internal data held by Tokopedia, the Electronic Control Unit (ECU) and car electricity percentage has increased. Medan is one of the cities with the highest increase in the number of electric vehicle buyers in the first quarter of 2023, which is then followed by Pekanbaru City, Bogor City, Sleman City, and Badung [30]. Many dealers market electric vehicle products in Medan City, so people can easily make purchases.

If averaged based on informant assessments, the percentage of electric vehicle users in Medan City is 30%. This number will continue to increase along with the acceleration done by the government and other stakeholders. When traveling in the city of Medan today, you will find electric vehicle users, although not too many. Based on the results of recording the guest list of the State Electricity Company in the Medan City area, it was recorded that in a day 10 electric vehicles are

charged [31]. Currently, the City of Medan has several Public Electric Vehicle Charging Station, the following is a list:

Table 2. List of Public Electric Vehicle Charging Station

No.	Location
1.	SPKLU Cityview Medan (Jl. K. M Adi Sucipto, Medan Polonia)
2.	SPKLU PLN HVT Amir Hamzah (Jl. Amir Hamzah)
3.	SPKLU Cahrging Station Medan Kota (Jl. Listrik)
4.	SPKLU PLN Medan Timur (Jl. Durung)

Source: Writer from Different Source Year 2024

Apart from the list above, charging station locations can be found at dealers that produce electric vehicles. The four key informants said that the company also support infrastructure development by providing free charging services for an electric vehicle at every dealer. The informant X from the dealer said that consumers are free and do not have time limitations when charging.

1.4 Promotion

When a consumer already knows the price and product information, this shows that potential consumers can buy the product [27]. Additional informants said that currently, the image of electric vehicles in Medan City is as city cars, this is in line with the statement stated by Niagara (2021) that electric vehicles are suitable for use in the city, because of the model and way of charging the battery. The General Chair of the Electric Vehicle Industry Association (Periklindo) said that the lack of education and information regarding electric vehicles was one of the obstacles to accelerating the use of electric vehicles [33]. Additional informants also said the same thing, that information and marketing were not working well in areas in Medan City. From a marketing perspective, the right strategy can help to enter the market [34]. The Electronic-Word of Mouth (E-WOM) promotional strategy for consumers who have used electric vehicles, also has a big influence on people's buying interest in electric vehicles [35]. So education is not only done by the government but there is an important role for consumers who have used electric vehicles, who can tell directly about their experiences in using electric vehicles. Research done by [36] stated that customer experience results in increased customer engagement toward electric vehicles.

PERIKLINDO Electric Vehicle Show (PEVS) 2023 is a form of participation in the success of the government's program toward Indonesia's Net Zero Emission in 2060. PEVS 2023 is not only a place to sell electric vehicles, this event is also a place to socialize and educate the public regarding electric vehicles. This event is a form of collaboration between stakeholders in the car industry which is packaged with the latest technology. The presence of various brands and displays of superior electric vehicle products has made people interested. Based on the data obtained, during the five days of PEVS 2023, transactions amounting to IDR 289 billion occurred from a total of 81 participating brands [37].

1.5 Policy

Prices and infrastructure related to electric vehicles are still a challenge which means that market penetration for electric vehicles is not very high. To fund and accelerate the use of electric vehicles, cooperation between the electric vehicle industry, electricity companies, and the government is needed [38]. The following are the results of the analysis regarding policies that have been and will be implemented in Indonesia.

Based on data obtained from [39] sourced from the Association of Indonesian Automotive Industries (GAIKINDO), sales of electric vehicles have increased significantly, since the implementation of incentive policies and providing subsidies by the Indonesian government. As seen in the table below, 391 units of electric vehicles were sold in February 2023. Furthermore, there was a drastic increase of more than three times in March 2023, which were 1,106 units [39]. This upward momentum is in line with the battery-based electric vehicle subsidy (KBLBB) which was implemented on March 20, 2023 [40].

Table 3: Electric Vehicle Sales in Indonesia (January-August 2023)

No.	Period	Number of Electric Vehicle Sales
1.	2020	125 Unit
2.	2021	687 Unit
3.	2022	10.327 Unit
4.	2023	17.051 Unit
5.	2024	43.188 Unit

Source: *Gaikindo Year 2024* [41]

The existence of government policies regarding the acceleration of electric vehicle users in Indonesia also has an impact on sales of electric vehicles in the City of Medan. The four informants from the dealers said that sales had increased significantly with the current government policy if the percentage increase was 50% - 60% of sales before the policy. However, the policy cannot stand alone in this acceleration, it must be supported by rapid and adequate infrastructure development. Regulations of Minister of Energy and Mineral Resources Number 5 of 2021, it has now become easier to obtain permits for the construction of Public Electric Vehicle Charging Stations, whereas determining the charging station business area requires a recommendation from the regional government, but currently, it can only be stated with document proving ownership of the Public Electric Vehicle Charging Stations land and owner cooperation agreement [42].

Apart from that, the Indonesian government must also consider new policies in waiving parking fees and providing easily accessible parking spaces in public places such as malls, business centers, hotels, and airports for electric vehicle users. Norway, as one of the global pioneers in electromobility, has created policies that can help consumers save costs (for example, tax exemptions, toll exemptions, free parking, and giving privileges to drivers), the results of the research prove that 80% believe that these incentives are motivating. they adopt electric vehicles [43] [26]. Not only in Norway but also in China [44], in several areas of Amsterdam, Rotterdam[45], and in the United States this policy has been effective and stimulated the acceleration of the use of electric vehicles [18].

Government policy through the State Electricity Company (PLN) relates to incentives for installing new power and additional power as well as providing incentives for electric vehicle owners in the form of a 30% discount for night charging use. The reason it was chosen at night is that based on experience from many countries, electric vehicle owners charge at night [46]. This policy is contained in Government Regulation Number 73 of 2019 which was officially implemented on October 16, 2021. A study done in Sweden found that the readiness of public charging infrastructure is dependent on the acceleration of the use of electric vehicles [47].

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5. Conclusion

The study concluded by exploring government policies in accelerating the use of electric vehicles in Indonesia, especially in large cities, such as Medan City. It was found that with the implementation of various policies towards electric vehicle users, there was an increase in sales. However, this policy cannot be effective if the marketing strategy (price, product, place, and promotion) and the acceleration of infrastructure development are not implemented well. Based on the results of the analysis, it was found that providing economic incentives such as waiving toll fees, parking, and special privileges (for example, providing easily accessible parking spaces in public places) is needed by the community. If translated into money, this incentive is a big savings for users and of course an incentive for other people who do not yet use electric vehicles. In addition, clarity and formalization of currently planned policies are needed, such as exemption from entry fees and import taxes on electric vehicles. Because this will have an impact on electric vehicle production including sales prices.

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