



## ABSTRACT

*Electricity supply crisis has swept across Indonesia. Everywhere much protest from the public against because of frequent electricity blackout. Several formulation strategies such as Acceleration Program 10,000 MW Phase I and Phase II since 2006, and lease PLTG or PLTD across Indonesia has been implemented by PLN to solve electricity supply crisis in Indonesia. The purpose of this study was to conduct an analysis of internal and external business environment of PT PLN (Persero) in the planning of development projects throughout Indonesia, evaluate business strategies that have been applied at PT PLN (Persero) in the face of challenges to overcome power shortage in Indonesia, and formulating business strategies appropriate for PT PLN (Persero) to strengthen the company's position in the electricity supply throughout Indonesia.*

*The data sought in this research is the primary data is data obtained from field research through interviews and secondary data is data obtained from the research literature. Then these data were analyzed using qualitative methods is analyzed as a whole so that it will obtain answers to the formulation of problems in this research.*

*After analyzing the research data, it is known that the formulation of the strategy of PT PLN (Persero) to overcome the electricity supply crisis in Indonesia has not exactly as expected. Numerous issues arising in the acceleration program of 10,000 MW and an archipelago of Indonesia, including in making it difficult to create a network of reliable transmission and distribution. This thesis is expected to determine the appropriate strategy to resolve the crisis of power supply in the long term so it does not happen again burnout innings and gave directions right business strategy for PLN.*

**Keywords:** *electricity crisis, PLN, 10.000 MW Acceleration Program*