

## **ABSTRACT**

*This study aims to analyze the implementation of the Ministry of Energy and Mineral Resources (MEMR) Regulations No. 26 of 2021 and No. 2 of 2024 on Rooftop Solar Power Plants (PLTS Atap) connected to the electricity network of the holders of an Electric Power Supply Business License (IUPTL) for public interest at PT Uni-Charm Indonesia Tbk. The research is driven by the national energy transition agenda toward renewable energy utilization, in which the industrial sector plays a pivotal role in contributing to carbon emission reduction. The study focuses on: (1) policy implementation, (2) supporting factors, challenges, and obstacles, (3) contributions to environmental performance, and (4) the effectiveness of the implementation in supporting environmental performance improvement.*

*A qualitative approach was employed through a case study at two PT Uni-Charm Indonesia Tbk manufacturing plants, located in Karawang and Mojokerto. Data were collected through in-depth interviews with internal stakeholders of PT Uni-Charm Indonesia Tbk, PLN UP3 Karawang, the vendor PT Xurya Daya Indonesia, and the Ministry of Energy and Mineral Resources Regional Office III Purwakarta, as well as document analysis. The findings were analyzed using the Van Meter & Van Horn Policy Implementation Model.*

*The findings indicate that the implementation of the Rooftop Solar PV policy at PT Uni-Charm Indonesia Tbk complies with regulatory provisions, supported by strong management commitment, government energy transition policies, and effective collaboration among stakeholders and experienced vendors. Key challenges include technical constraints and the dynamics of regulatory changes, particularly regarding licensing procedures and electricity export policies to the PLN grid. The Rooftop Solar PV system has contributed to reducing PLN electricity consumption during peak hours, lowering greenhouse gas emissions, and supporting Environmental, Social, and Governance (ESG) practices as well as ISO 14001 compliance. While the implementation is considered effective, further improvements can be achieved through capacity expansion, peak load optimization, and strengthening of the energy monitoring system.*

*The study recommends strengthening regulatory compliance, simplifying technical procedures by the government, leveraging supporting factors to overcome technical barriers, expanding Rooftop Solar PV capacity, and optimizing solar energy utilization during peak hours.*

**Keywords: Policy Implementation, MEMR Regulation, Rooftop Solar PV, Environmental Performance**