

**Abstract:** The background of this research are 1) The average velocity (in some bigger cities) of the public transportation and private cars in toll road that is slow, 2) The ratio between number of private cars and total length of the road is high. 3) Everybody can drive and go anywhere and many places easily. 4) Just go out site and have no target or destination because the fuel price is cheaper. The research objectives are to design the strategy planning for producing the alternative energy, to describe, and to explain the strategy planning for producing the alternative energy. This research method is a qualitative approach. The research results reveals, there are: 1) The vision is empowering the communities (the people in the villages) to sustain and to produce the bio-fuels and to concern the environment. 2) The mission is everyone participate in planting the Singkong (Manihot Esculenta) and Jatropha Curcas also producing the bio-fuels.

**Keywords:** *Energy alternative, Mission, Strategic planning, Vision*