

ABSTRACT

The coal mining and shipping industry has a significant role in the global economy, especially in meeting the needs of energy and industrial raw materials. However, these activities are also often associated with various issues, such as environmental damage, social impacts, and economic inequality. This research focuses on the analysis of public opinion of the industry based on questionnaire data, with a quantitative approach to understand the relationship between variables that influence public opinion.

The results of the study revealed that environmental impact is the dominant factor that triggers negative opinions, especially related to pollution and ecosystem damage. Social factors, such as the implementation of Corporate Social Responsibility (CSR) programs, show the potential to increase positive perceptions if done effectively. Economic factors provide mixed results, with positive perceptions of economic contributions, but also concerns about income inequality in society.

This research provides an in-depth understanding of the public's perception of the coal mining and shipping sectors. Strategic recommendations are put forward to improve the industry's image through an inclusive sustainability approach and better communication.

Keywords: public perception, coal industry, shipping, sentiment analysis, quantitative.