



# **Analyzing Public Perception of Shell Indonesia's Brand Reputation During Pertamina's Issues**

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# Introduction

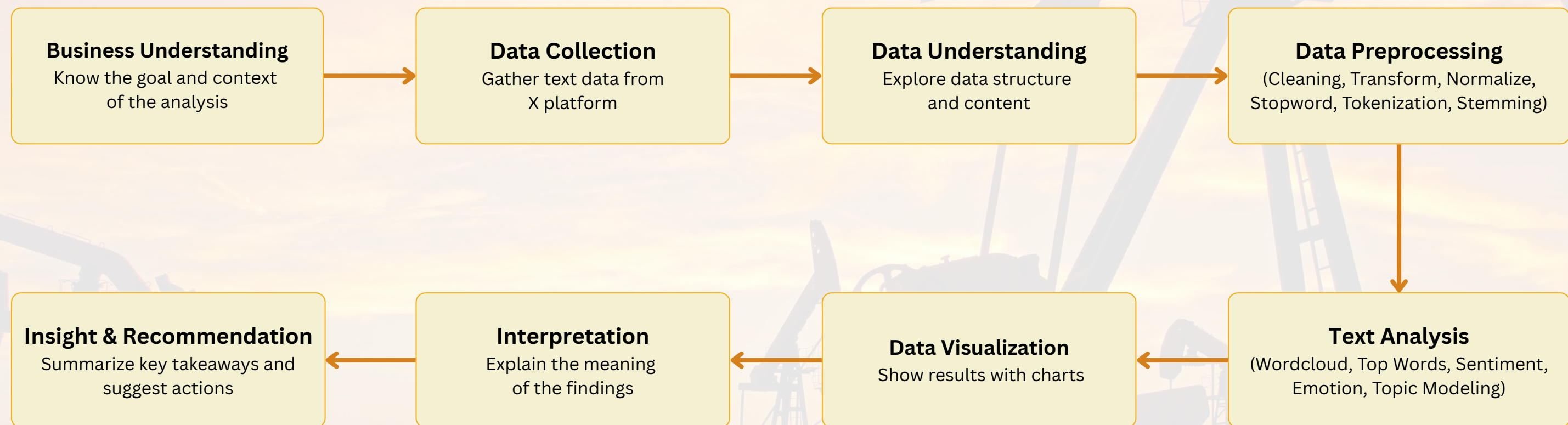
**Shell Indonesia** is the local arm of the global energy company Shell, focusing on retail fuel stations and lubricants. Positioned as a premium alternative to state-owned fuel providers, Shell emphasizes high quality and international service standards.

Although its market share is smaller than local competitors, Shell has built a solid reputation for reliability. Public perception is influenced both by Shell's own service and by broader industry trends, where trust and quality are key to brand reputation.





# Data Analysis Process



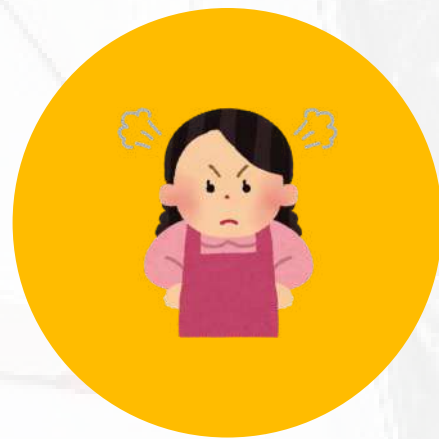
The process begins with understanding the business context and objectives, followed by gathering and analyzing relevant data, and ends with presenting clear visualizations to support decision-making.

# Industry Incident That Drew Public Attention



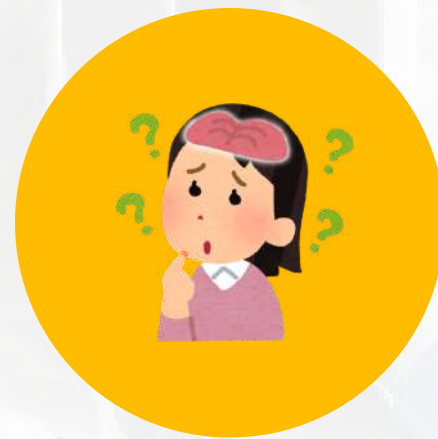
## Fuel Adulteration Case

In February 2025, Pertamina's fuel adulteration case was revealed, showing that some stations mixed lower-quality fuel with premium products.



## The Public Reaction

Consumers reacted strongly, leading to distrust toward fuel providers in general.



## Increased Awareness and Caution

People became more careful and started questioning the quality of fuel regardless of the brand.



## Shift in Brand Perception

Brands like Shell, which are not directly involved, might be seen in a more positive light because of a cleaner track record. However, they could also be criticized simply because they belong to the same industry.



## Key Question

Does this incident help build greater trust in Shell, or does it lead to increased doubt toward the entire fuel industry?

# Research Objective



## Analyzing Public Perception of Shell

To track how public attention shifts over time and understand overall sentiment toward Shell, particularly during the fuel adulteration issue.



## Identify Emotions and Key Discussion Topics

To identify emotions and key topics discussed in Shell-related conversations.



## Inform Strategic Decision-Making for Shell

To extract actionable insights from public reactions that can support Shell Indonesia's strategic response during fuel-related controversies.

# Dataset



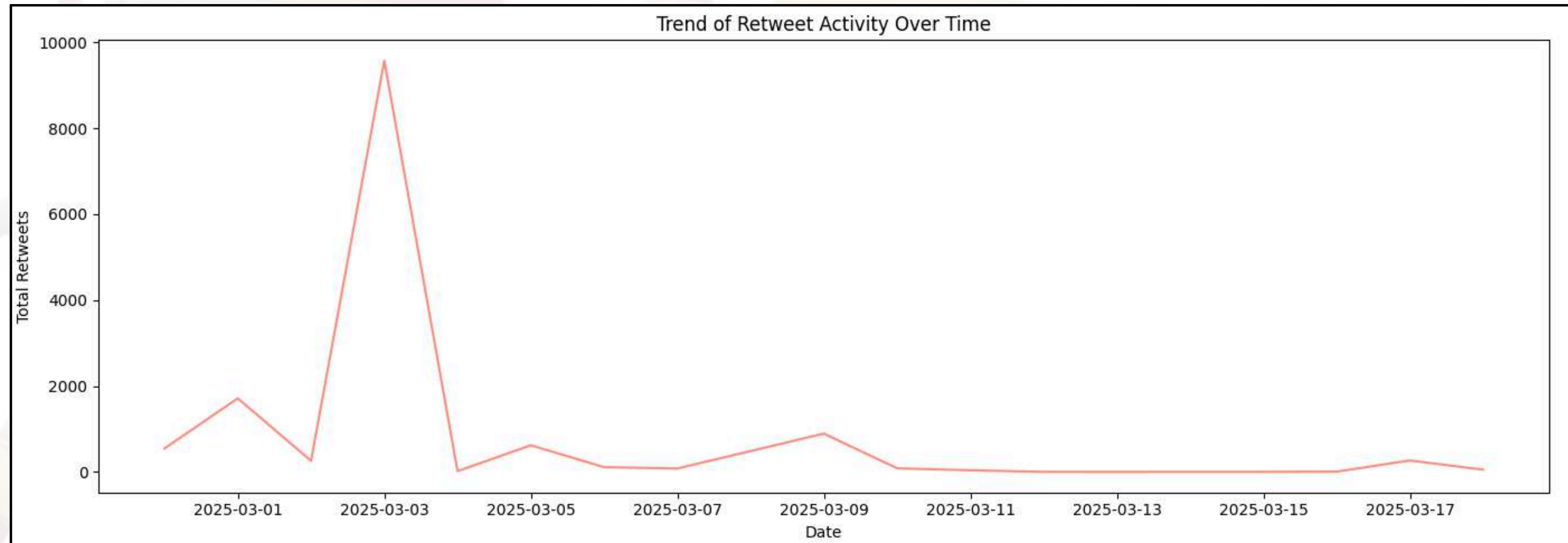
```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 215 entries, 0 to 214
Data columns (total 6 columns):
#   Column                Non-Null Count  Dtype
---  -
0   full_text              215 non-null   object
1   created_at             215 non-null   object
2   favorite_count         215 non-null   int64
3   quote_count            215 non-null   int64
4   reply_count            215 non-null   int64
5   retweet_count          215 non-null   int64
dtypes: int64(4), object(2)
memory usage: 10.2+ KB
```

The data was collected through crawling from platform X, resulting in **215 rows** and **6 columns**.

The time range spans from **February 28 to March 18, 2025**, during the peak of the fuel adulteration issue in Indonesia.

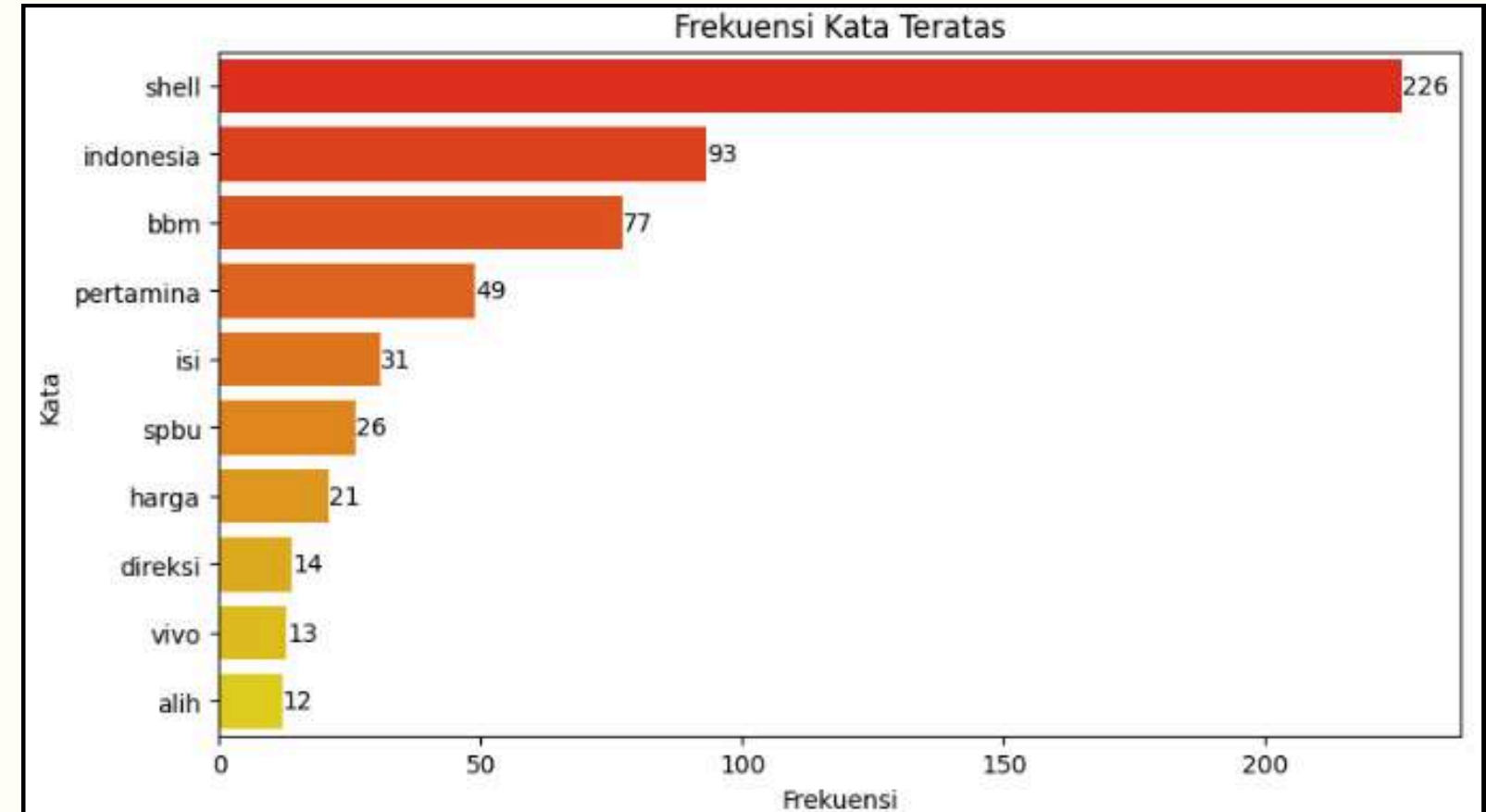
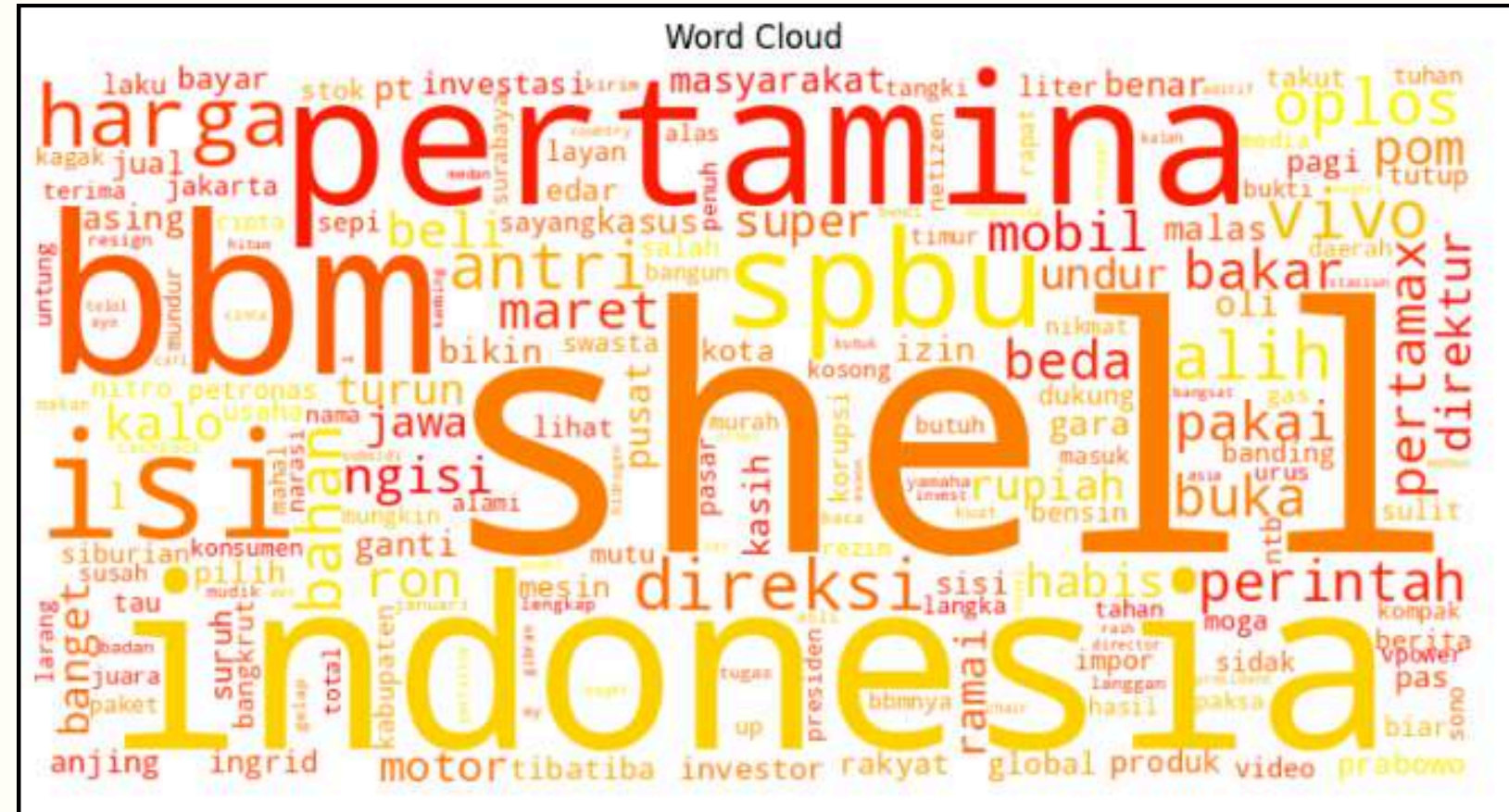


# Trend of Retweet Activity Over Time



On **3 March 2025**, retweet activity **reached almost 10,000**, showing a sharp increase in public interest during the fuel adulteration issue in Indonesia. This peak means that conversations **about Shell and the related controversy gained a lot of attention**, making the brand highly visible during a critical time

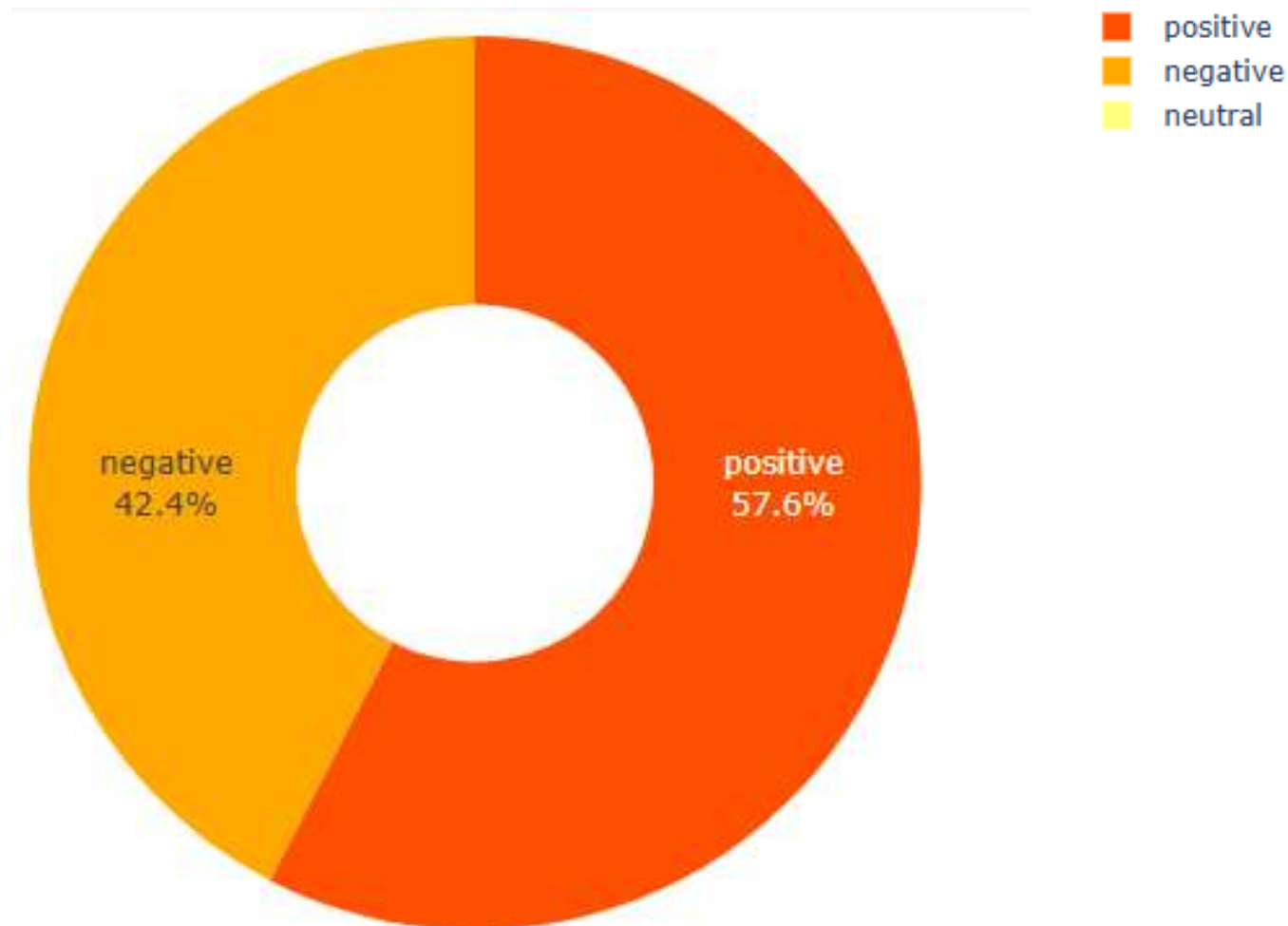
# What Are People Commonly Talking About?



- The most frequently mentioned words in the discussion include key terms like “Shell,” “Pertamina,” and “Indonesia,” showing that people are **focused on the main fuel providers** and the national context.
- Other common words such as “BBM” (fuel), “SPBU” (gas station), and “harga” reflect **public concerns about fuel availability and cost**.
- Mentions of “Vivo,” “direksi,” and “alih” (switch/change) suggest discussions around **competitors, leadership, and shifts in consumer behavior**.



# Shell Brand Sentiment Distribution



## Positive (57,6%)

More than half of the sentiment toward Shell remains positive, suggesting that the brand is still perceived favorably despite the surrounding controversy.



## Negative (42,4%)

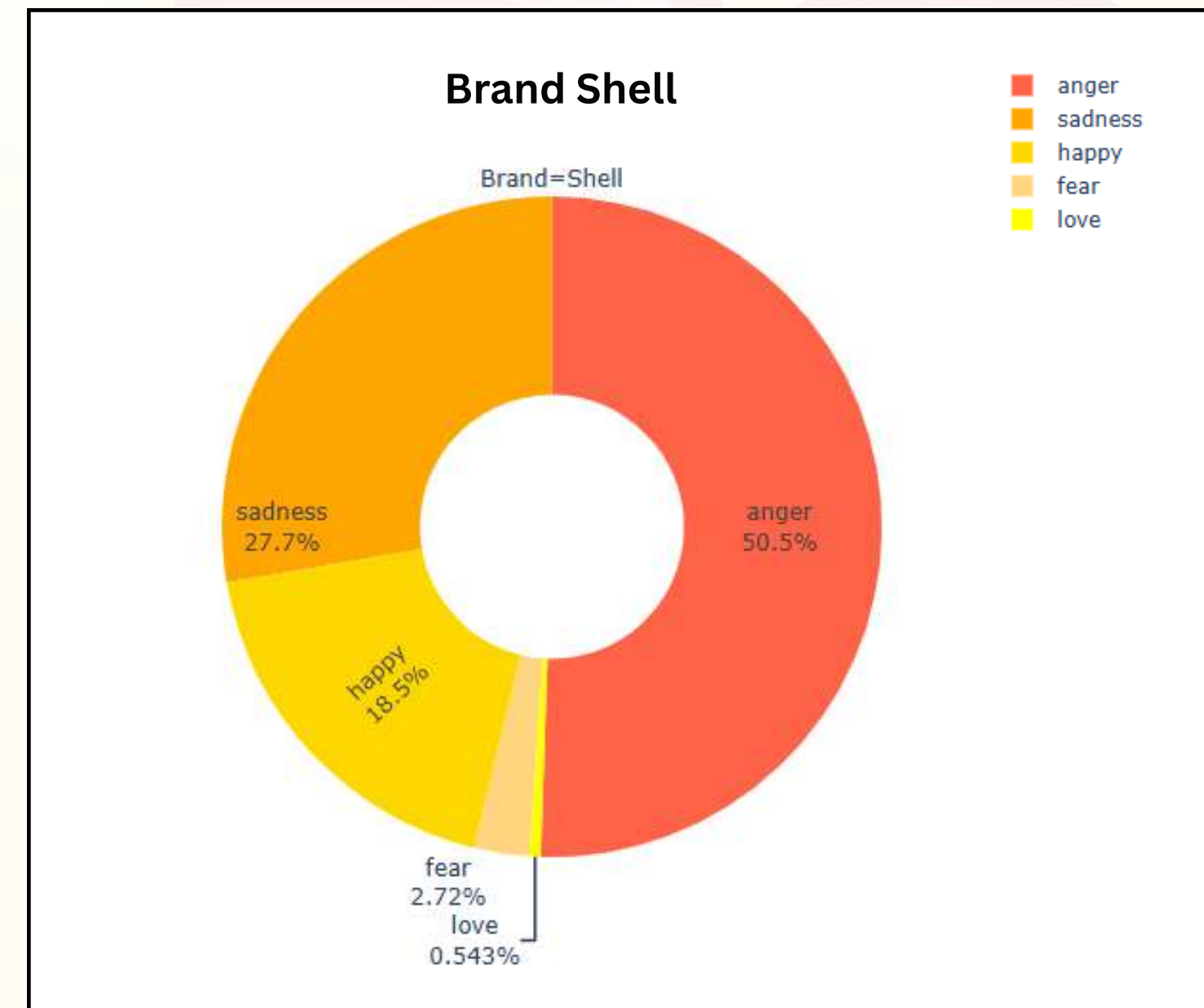
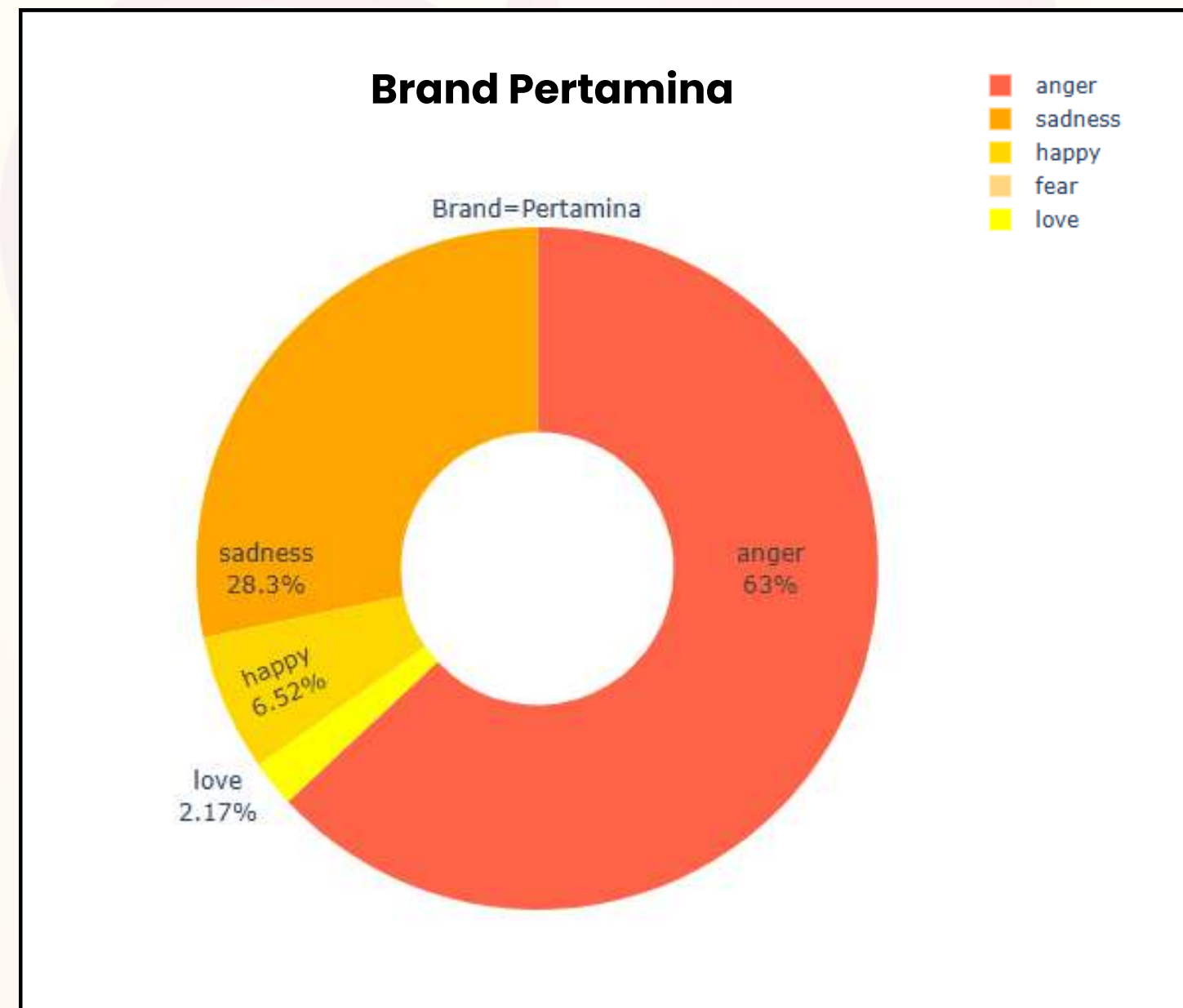
A considerable amount of negative sentiment indicates that the issue has influenced some public perception, potentially creating concern or criticism toward oil companies in general.



## Neutral (0%)

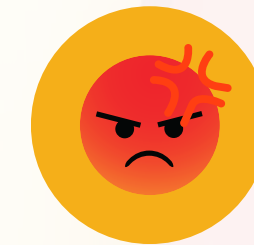
Neutral sentiment is absent, showing that most people have strong opinions on this topic.

# Emotion Distribution Across Pertamina and Shell



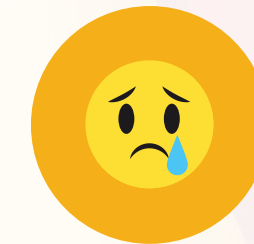
Pertamina has higher anger and sadness, while **Shell shows more happiness and some fear**. Both brands have low levels of love emotion.

# Emotion Breakdown in Shell Brand



## Anger

Many people feel angry because the scandal shows a problem in fuel quality and trust. Even though Shell is not involved, anger spreads to all fuel brands in the industry.



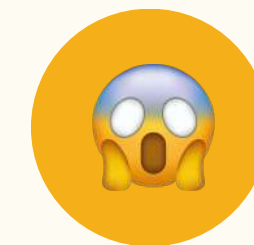
## Sadness

Sadness reflects the disappointment many feel toward the fuel industry's problems. It shows concern about how this affects everyday consumers.



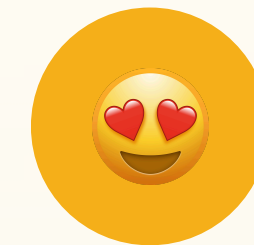
## Happy

Some are happy because they see Shell as a better, safer choice compared to others. This shows trust in Shell's quality during the crisis.



## Fear

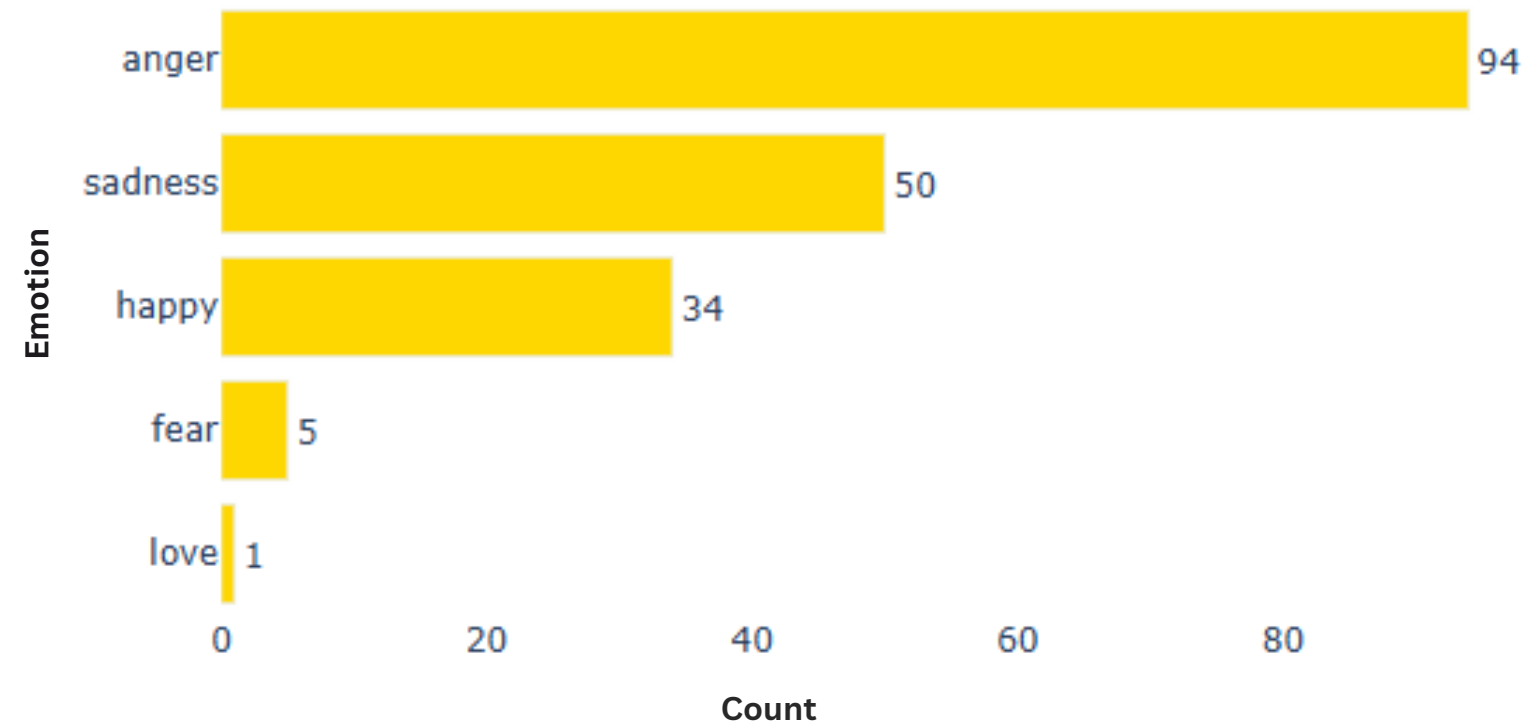
The fear comes from not knowing whether fuel will be safe in the future. People are concerned about possible risks that could happen later on, even with brands like Shell.



## Love

A small group shows loyalty and support for Shell. They appreciate the company's effort to keep quality high.

Shell Brand Emotion





# 3 Main Topics Commonly Discussed by the Public



## Customer Experience

Users share satisfaction and frustration based on their fueling experiences.



## Cross-brand Fuel Comparisons

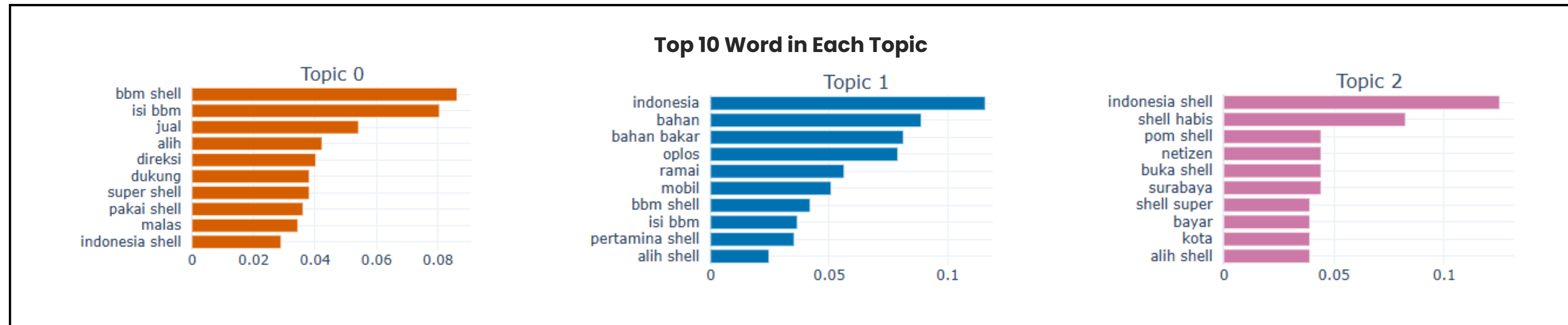
People compare fuel quality, price, and performance between Shell and competitors.



## Service Issues

Complaints arise around staff behavior, availability, and facility conditions.

# Key Themes in Public Perception



## Representation the Topic

### Topic 0:

Public discuss about **range of user experiences** at Shell gas stations, such as friendly service and convenience to complaints about **long queues** and **tank limitations**. Emotional responses vary, reflecting both satisfaction and frustration.

### Topic 1:

This discussion around **comparisons between Shell and other competitors** in terms of **fuel price and quality**, alongside public concern about **alleged fuel adulteration**. It reflects growing distrust and demand for transparency in the fuel industry.

### Topic 2:

Public voiced concerns about **Shell fuel shortages**, especially in **major cities**, and **criticized the company's distribution management and lack of clear communication** during the crisis.

Public discussions surrounding Shell focus on **customer experiences, cross-brand fuel comparisons, and concerns about service availability and quality**.



# CONCLUSION



The public conversation centers heavily on major fuel providers, Shell and Pertamina, highlighting national **concerns about fuel quality, price, and availability**.



Sentiment toward **Shell is predominantly positive**, though a significant portion of negative sentiment indicates ongoing public scrutiny and criticism related to the fuel industry.



Emotional responses differ between brands, Pertamina faces more anger and sadness, while **Shell receives more happiness and some fear**, reflecting mixed trust and uncertainty.



The discussion reveals a **demand for better transparency, quality assurance, and improved service management** within the fuel sector.



Key public topics include **customer service experiences, fuel comparisons across brands, and issues related to fuel supply** and communication during crises.





# RECOMMENDATION



## **Increase Transparency About Fuel Quality and Availability**

Proactively publish clear, verified data about fuel quality and availability across regions. Use easy-to-understand visuals or summaries to reassure customers and reduce negative assumptions.



## **Optimize Fuel Stock Management in Busy Stations**

Implement real-time monitoring and proactive replenishment strategies to maintain consistent fuel availability at high-traffic locations, preventing stock shortages and improving reliability.



## **Improve Customer Service Responsiveness**

Set up specialized support teams to swiftly manage and resolve customer complaints related to service delays, long queues, and other operational issues, ensuring a smoother customer experience.



## **Keep Pricing Consistent and Communicate Value Clearly**

Maintain stable pricing and educate customers on the benefits of Shell's fuel quality and reliability to justify costs and avoid confusion.



## **Strengthen Positive Brand Messaging**

Use social media and marketing campaigns to highlight Shell's innovations, customer stories, and community efforts to boost brand image and customer loyalty.



# Thank You

**For Your Attention**

