

## **ABSTRACT**

*As a form of the company's commitment in the form of caring and social responsibility for the community and nature as well as its sustainability, The Body Shop has many CSR programs that have been implemented globally. In addition to working in the cosmetic industry, The Body Shop is also active in social issues around the world, so that The Body Shop company is also famous for its implementation of Corporate Social Responsibility. One of The Body Shop's CSR programs adopted in this research is Bring Back Our Bottles (BBOB). This program invites The Body Shop consumers to return empty packaging of The Body Shop products to nearby shops for recycling, then the processing results will be used for community empowerment.*

*According to John Elkington's theory, in influencing a company's image, CSR activities have 3 dimensions, namely profit, people, and planet. In addition to pursuing profit, companies must contribute, pay attention to the fulfillment of community welfare (people) and be actively involved in preserving the environment (planet) if they want to become a sustainable company. The purpose of this study was to determine the effect of Corporate Social Responsibility (CSR) of the Bring Back Our Bottles (BBOB) program on The Body Shop's corporate image. Companies that carry out their social responsibility consistently will get broad support from the community and will improve the company's image and in the long run will accumulate into the company's reputation.*

*The method used in this research is quantitative with descriptive research type. Samples were taken using a non-probability sampling technique in the form of purposive sampling. The population of this research is the community or consumers of The Body Shop who know about the Bring Back Our Bottles CSR program with a research sample of 100 respondents taken from the Cochran formula. The measurement scale in this study uses a Likert Scale with 4 values to avoid Central Tendency Errors.*

*The data in this study were taken through a questionnaire which was then analyzed using simple linear regression analysis by testing the t-test hypothesis. Based on the results of statistical tests, the Bring Back Our Bottles Corporate Social Responsibility (CSR) program has a positive effect on The Body Shop's Corporate Image. Furthermore, the Bring Back Our Bottles CSR program contributed 56.9% to The Body Shop's corporate image and the remaining 43.1% was explained by other variables outside of this study. The suggestions and information obtained from this research are expected to be used by companies to improve the quality of their CSR activities so that they can contribute to improving the company's image in the future.*

**Keywords:** *Corporate Social Responsibility, Bring Back Our Bottles, Corporate Image, The Body Shop*