

ABSTRACT

In the world of the cosmetic industry, there is a process of delivering The Body Shop Forever Against Animal Testing campaign, there are several media used so that, from the delivery of the message, it is expected to have a cognitive effect. The Body Shop runs a campaign using Green marketing with five positive values that are trying to be applied in all forms of promotional activities for The Body Shop products in the market. The Body Shop campaign itself consists of: Against Animal Testing, Support Community Fair Trade, Activate Self Esteem, Defend Human Rights, and Protect The Planet. Implementing this policy tool plays an important role in changing consumer buying behavior to buy environmentally friendly products. The purpose of this study was to determine the effect of the green marketing variable that affects the Brand Image of The Body Shop variable. The research method used in this research is a quantitative research method with descriptive nature. This research uses descriptive analysis and a quantitative approach with a total sample of 100 respondents. The sampling technique used in this research is non-probability sampling. Based on the results of descriptive analysis, it can be concluded that the average percentage of the green marketing variable (X) is 70.32% and the average Brand Image variable (Y) is 68.70%. The t-test results show that green marketing has a positive effect on Brand Image. The analysis of the coefficient of determination can be seen from the R square value of 52.2%, the green marketing variable can explain the Brand Image variable. The remaining 47.8% is explained by other variables outside of green marketing.

Keywords: Forever Against Animal Testing, Green Marketing, Brand Image