

## **ABSTRACT**

*Growth in the World industry, which grew rapidly turned out to have an impact on social and environmental issues. The condition was strengthened by the issue of global warming which raged a debate in the world's population that foster awareness of the world's population to pay more attention to the environment. One of the world were very adept at running the concept of green marketing is The Body Shop. The Body Shop have to apply the concept of green marketing in the company by making green advertisement. The purpose of this study was to determine the effect of green marketing marketing mix partially and simultaneously to the Brand Image of The Body Shop products. This research is a quantitative study with descriptive data and causal analysis, respondents surveyed in this study amounted to 150 users on a store The Body Shop Bandung Trans Studio Mall with incidental sampling technique. The results showed that the green product is in position number 75.69% with good category, green price 72.07% to the category of good, green place with good category 69.53%, 67.73% green promotion with unfavorable category. green marketing mix consisting of a green product, green price, green place, and promotion of green simultaneously significant effect on the brand image of The Body Shop. The magnitude of the effect of green marketing that consists of a green product, green price, green place, and promotion of the process of green Brand Image has an influence 87.7%.*

**Keywords:** *Green Marketing, Green Marketing Mix, Brand Image*