

ABSTRACT

PT AQUA Golden Mississippi is the first drinking water company in Indonesia that has been established for more than 30 years and has 14 factories throughout Indonesia. This research uses single variable that is brand image. This study aims to analyze the brand image variables on AQUA products that in value have been able to master market share with the strategies they make. The research method of this research is using qualitative descriptive method, by using sampling technique non *accidental sampling*, scale of measurement using *likert* scale. Based on the results of research responses of respondents on brand image in Aqua products have a percentage of 76.09% which is in the category of "high enough". This shows that the responses of respondents on the *brand image* of Aqua product is good.

Keywords: *Brand Image*