

BREAKING INTO THE WORLD THROUGH INSTAGRAM: THE SECRET TO ERIGO'S SUCCESS IN THE GLOBAL MARKET

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Abstract. Erigo's participation in New York Fashion Week was a strategic move to enhance the international profile of Indonesian fashion products. The event attracted significant attention on social media, particularly Instagram, and leveraged Indonesian consumers' interest in internationally associated products. A sense of pride, along with increased brand awareness and positive domestic brand perception, emerged from Erigo's participation. Erigo successfully demonstrated that an active presence on social media—especially Instagram—is essential for increasing brand awareness, enhancing customer engagement, and boosting sales. Using a qualitative case study method involving observation, interviews, and documentation, this research aims to analyze Erigo's marketing strategies in improving brand awareness in Indonesia. The findings indicate that Erigo implemented consistent, integrated, and audience-focused communication by combining Integrated Marketing Communication (IMC) strategies with the AISAS approach.

Keywords: IMC Strategy, AISAS, Instagram, Brand Awareness

INTRODUCTION

Along with globalization, the fashion industry in Indonesia has grown rapidly. For many people, fashion has evolved from a basic necessity into a lifestyle and an indicator of social status. Erigo's participation in New York Fashion Week (NYFW) was a strategic effort to strengthen business relations and introduce Indonesian culture to the international community. This opportunity enabled designers and young entrepreneurs to expand their businesses onto the global stage, thereby enhancing Indonesia's position in the global fashion industry.

New York is one of the world's largest fashion capitals, alongside Paris, Milan, and London. Its long history and unique role in fashion have made New York home to more than 900 fashion companies and the host of the world's first Fashion Week in 1943. Erigo's participation in NYFW was a strategy to capitalize on Indonesian consumer behavior, which tends to favor internationally recognized brands, creating an "overproud" effect among local audiences. This participation increased brand awareness and generated a positive perception of Erigo in both domestic and international markets.

New York, together with Paris, Milan, and London, remains one of the world's leading fashion centers, hosting more than 900 fashion companies and the first-ever Fashion Week in 1943. By participating in NYFW, Erigo leveraged Indonesian consumers' attraction to international brands, generating a sense of national pride among the local community. Moreover, this participation strengthened brand awareness and enhanced Erigo's positive image in both domestic and global markets.

The fashion industry has undergone a significant transformation due to technological advancements and digitalization, particularly among millennials. As internet and social media usage in Indonesia continues to grow—including Instagram, which reached approximately 89.15 million users in 2023—brands such as Erigo have gained substantial opportunities to increase brand awareness and customer engagement. Instagram-based marketing strategies have proven effective in building digital presence and attracting young audiences as their primary target market.

Amid increasingly intense competition in the fashion industry, Erigo successfully leveraged this momentum to differentiate its products through creative approaches in both design and marketing. This success has encouraged other local brands to follow Erigo's path, demonstrating that marketing strategies integrating both offline and online approaches can become a key success factor in a highly competitive fashion industry.

To strengthen its position in both local and international markets, Erigo has utilized global trends and digital technology. By focusing on creative, adaptive marketing strategies, the brand has been

able to reach wider audiences and continue growing in the dynamic fashion industry. This serves as an important example for other brands in leveraging technological opportunities for sustainable growth.

LITERATURE REVIEW

Communication Strategy. According to Chris Fill, as cited in Pambayun Menur Seta (2014:25), communication strategy is divided into three main approaches:

- a) Push Strategy: In this approach, the communication strategy focuses on reaching the target audience. It aims to direct audiences to notice the product, consider it, and eventually become part of the company's network.
- b) Push Strategy: This communication strategy emphasizes employee performance capabilities. It focuses on building internal strength to encourage loyalty and work commitment among employees.
- c) Pull Strategy: This strategy is aimed at maintaining the company's image and focuses on sustaining relationships with partners and customers.

According to Effendy, cited in Arfian (2016:19), a communication strategy has three primary objectives:

- a) To Secure Understanding, meaning to ensure that message recipients understand and comprehend the message they receive.
- b) To Establish Acceptance, meaning to foster audience acceptance once they understand the message conveyed.
- c) To Motivate Action, meaning to motivate or encourage audiences to take action or behave in accordance with the objectives of the communication strategy.

Based on the expert opinions described above, the author concludes that a communication strategy is a form of planning, tactics, and design used to facilitate the communication process and achieve specific objectives. This strategy is implemented to achieve desired targets and to better anticipate existing or potential conditions, thereby minimizing outcomes that do not align with the company's expectations.

AISAS Model. According to Sugiyama and Andree (2011:79), AISAS is a formula designed to effectively approach target audiences by considering behavioral changes, particularly those influenced by advances in internet technology. In short, AISAS is a contemporary marketing model that explains the flow of interaction between products or services offered and consumers. AISAS was first introduced by Dentsu in 2004. AISAS stands for Attention, Interest, Search, Action, and Share, and it evolved from the earlier marketing model AIDMA (Attention, Interest, Desire, Memory, and Action), which itself developed from the AIDA model (Attention, Interest, Desire, and Action).

Integrated Marketing Communication (IMC). Integrated Marketing Communication (IMC), according to Kotler and Keller (2009:194), is a concept in which a company integrates and coordinates various communication channels to deliver clear, consistent, and compelling messages regarding the company and its products. Schultz, as cited in Diwati & Santoso (2015), defines IMC as the process of developing and implementing various forms of persuasive communication programs directed at customers and prospects over time. The objective of IMC is to influence or directly affect the behavior of selected communication audiences.

Instagram Social Media. Instagram was created by Kevin Systrom and Mike Krieger and officially launched in October 2010. The name Instagram, according to its founders, is a combination of the words "instant camera" and "telegram." Instagram can now be installed across various mobile operating systems, including the Apple App Store, Google Play, Windows Phone Store, and the Play Store.

Only a few months after its launch, Instagram reached one million users in December 2010. This number continued to grow rapidly, reaching 5 million users by June and 10 million by September 2011. Instagram is a photo and video-sharing app that lets users capture, edit, and share content across other social media platforms such as Facebook, Twitter, and Tumblr. As its user base grew, Instagram

continually introduced new features, including video content, paid promotions, endorsements, Instagram Stories, Instagram Live, hashtags, and more.

Brand Awareness. The brand awareness pyramid consists of several levels, starting with the lowest—unawareness of the brand—then brand recognition, brand recall, and, finally, top-of-mind awareness. The following explains the theory of brand awareness:



Figure 1. Brand Awareness Pyramid (Durianto et al., 2004)

- a) Unaware of Brand, referring to consumers who are not aware of the existence of a particular brand.
- b) Brand Recognition, referring to the recognition of a brand that reappears after being recalled with assistance (aided recall).
- c) Brand Recall, referring to the ability to remember a brand without any assistance (unaided recall).
- d) Top of Mind, referring to the brand that is first remembered by consumers and becomes the primary brand among various brands stored in their memory.

In accordance with this theory, the first stage for a brand to encourage consumers to purchase a product is to create brand awareness. There are four factors that can influence brand awareness.

The first factor is widespread brand publication through social media or mass media. This factor increases consumers' advertising exposure. The second factor is longevity or proven existence over time. When a brand has been recognized for a long period, it can significantly influence consumers' brand awareness of the product. The third factor is extensive distribution reach. When a brand is distributed widely, more consumers are likely to remember it. The final factor is effective brand management; when a brand is well managed, it delivers attractive advertising messages, creative advertising content, and innovative media strategies in advertising (Herma, 2018)

METHOD

Qualitative methodology aims to explain phenomena in depth through comprehensive data collection. In this study, population size is not the primary concern, so the sampling is therefore very limited. Once the collected data are sufficiently in-depth and capable of explaining the phenomenon under investigation, additional sampling is no longer necessary. This is because qualitative research emphasizes the depth (quality) of data rather than their quantity (Kriyantono, 2010:56–57). Research methodology is a scientific approach to thinking rationally and empirically, enabling researchers to systematically design studies in line with the objectives and purposes of the research.

This study employs a qualitative case study approach within the framework of marketing communication. The use of this method is based on the research focus, which is Erigo's strategy to increase brand awareness through Instagram. Meanwhile, Integrated Marketing Communication (IMC) concepts are used as analytical tools to describe and understand the implemented strategies.

RESULTS AND DISCUSSION

A company requires an effective communication strategy to introduce its products to the public, and the implementation of communication strategies may vary across companies. In this study, Erigo

implemented a new strategy using Instagram, events, and Key Opinion Leaders (KOLs) in New York, which went viral on social media. The data and research findings obtained in the field are presented as follows:

Marketing Strategy Used by Erigo at the New York Event. A communication strategy is needed to minimize the possibility of miscommunication and to ensure that communication objectives are accurately targeted, thereby increasing effectiveness. The success or failure of communication activities is largely determined by the communication strategy applied. The first stage in determining a strategy is planning, which includes defining target audiences and understanding market needs. The next step is determining messages that attract attention, as messages are the most important aspect in formulating a strategy. Equally important is selecting appropriate communication media aligned with the company's characteristics.

Based on the research findings described earlier, the communication strategy implemented by Erigo reflects the Push Strategy, as proposed by Chris Fill, in which communication efforts focus on reaching audiences and prompting them to notice the product, consider it, and eventually become part of the company's network. From this explanation, it can be concluded that Erigo's objective was not only to introduce a local brand to the global market but also to promote a new image of Indonesian fashion both nationally and internationally.

In designing this communication strategy, careful, systematic stages were required to establish an effective approach. Bringing KOLs/influencers to New York and organizing a fashion show at NYFW demonstrated the application of major marketing theory concepts. The collaboration between Tokopedia and Erigo was built upon a shared vision and mission to expand the market for local brands and compete in the global marketplace.

Furthermore, Erigo applied the AISAS model approach. According to Sugiyama and Andree (2011:79), AISAS is a model designed to effectively reach target audiences by considering behavioral changes, particularly those influenced by advances in internet technology. AISAS stands for Attention, Interest, Search, Action, and Share, describing the consumer journey: consumers first pay attention to a product, service, or advertisement (Attention), which generates interest (Interest) and leads them to seek further information (Search). Consumers then evaluate the information gathered and make a purchase decision (Action). After purchasing, consumers share information by communicating with others or posting comments and content on the internet (Share). The results from Instagram posts by KOLs significantly increased public awareness of the Erigo brand.

Based on the findings, the IMC strategy, combined with the AISAS approach, helped Erigo create cohesive, effective marketing communications. The AISAS approach is a consumer behavior model that illustrates the process consumers go through—from recognizing a brand to sharing their experiences.

Erigo's promotional strategy employed several supporting methods that enhanced the promotional process. The promotional strategy was carefully planned through a series of marketing implementations aligned with the Integrated Marketing Communication (IMC) concept. According to Kotler and Keller (2009:194), IMC is a concept in which companies integrate and coordinate various communication channels to deliver clear messages. Erigo implemented IMC by organizing events, opening bazaars, and collaborating with influencers, all executed simultaneously as part of an integrated communication effort.

Based on the research findings, this theory is used to address the research problem formulation by demonstrating the alignment between its fundamental assumptions and the study of the IMC strategy implemented by Erigo. When Erigo was first established by its founder, Muhammad Sadad, he decided to participate in the JakCloth fashion event in Jakarta as an initial step to introduce Erigo to the public. In addition, the presence of influencers (selebgram) promoting Erigo was one of the key strategies that significantly contributed to the brand's success.

The following marketing communication mix, according to Kotler and Keller (2009:174), has been implemented by Erigo:

- a) Publicity and Public Relations. Publicity and public relations involve delivering non-personal messages through media paid for by advertisers. This includes print media, broadcasting, outdoor media, and other forms. One example of Erigo x Tokopedia promotional media was influencer posts prior to the event date, which functioned as publicity efforts, along with billboard

- advertisements in New York that later became content featured on several influencer accounts and entertainment portals.
- b) Sales Promotion. Sales promotion consists of short-term activities aimed at increasing product sales within a limited time period. These include discounts, product samples, and similar initiatives. Erigo ran sales promotions on Instagram, offering deals like buy one Erigo item and get three additional items. The promotional strategies varied depending on the theme of each activation or event.
 - c) Events and Experiences. This refers to company-sponsored activities and programs designed to create interaction between the company, the brand, and potential audiences. These may include sports events, performances, and other activities. One example is the Erigo event held in New York in collaboration with Tokopedia.
 - d) Public Relations and Publicity. These consist of programs designed to introduce or protect the company's image and safeguard its products and brand reputation. Activities include press releases, annual reports, charitable contributions, and similar initiatives.
 - e) Direct Marketing. Direct marketing involves communication with customers and potential customers through letters, telephone, email, or the internet. According to Erigo's Head of Marketing, customer service communication is available 24 hours a day.
 - f) Interactive Marketing. Interactive marketing includes online activities and programs designed to engage customers and potential customers. These efforts, whether direct or indirect, enhance brand image, increase awareness, and improve sales of products and services.
 - g) Word of Mouth Marketing. Word-of-mouth marketing refers to communication conducted person-to-person, either orally, in writing, or electronically, about experiences with purchasing, using, or consuming products and services. Erigo achieved international success through effective word-of-mouth marketing strategies. The company effectively used social media platforms to promote its products and build a loyal fan community. Creative content and smart digital marketing strategies enabled Erigo to reach global audiences more effectively.
 - h) Personal Selling. Personal selling refers to face-to-face interaction with one or more potential customers to deliver presentations, answer questions (in dialogue), and generate purchase prospects. Personal selling activities include sales presentations, sales meetings, and similar interactions.

From the eight points above, it can be seen that Erigo's implementation has applied the Integrated Marketing Communication (IMC) concept. Beginning with the Erigo X Tokopedia product launch, promotional dissemination was carried out through IMC, with Instagram as the online distribution medium.

In terms of IMC strategy, the integration of the New York Fashion Week event, publicity, and public relations successfully maximized Erigo's marketing objectives and generated positive impacts for the brand. This finding is consistent with previous studies indicating that organizing events—particularly participation in fashion weeks—may increase company expenditures, but such activities provide broader public relations reach and greater communication intensity than conventional advertising (Mitterfellner, 2020).

Professional public relations involves engagement with journalists, bloggers, and influential opinion leaders within relevant industries. The costs incurred are aligned with the expectation that these stakeholders will feature the brand in editorial coverage or across their media channels (Mitterfellner, 2020; Wang et al., 2017). While advertising primarily aims to increase sales and revenue, public relations focuses more on enhancing brand awareness, improving reputation, and strengthening public acceptance. Ultimately, these efforts are intended to support stronger brand growth in the market and, consequently, lead to increased sales performance (Kairupan & Yovanda, 2021; Mitterfellner, 2020; Wang et al., 2017).

CONCLUSION

Based on the conclusions presented above, the following points can be summarized:
Integrated Marketing Communications (IMC)

- a. Erigo implements IMC by combining various communication channels such as social media,

- billboards, offline events, and event activations. Messages are delivered consistently across all platforms, reinforcing Erigo's stylish, urban brand image.
- b. Erigo utilizes multiple channels to reach a broader audience, particularly in Indonesia. For example, organizing events and using billboards in Times Square as promotional content demonstrates how Erigo leverages traditional media to enhance global visibility, while social media platforms such as Instagram are used to directly engage with target markets.
 - c. Content created across different platforms is not only informative but also entertaining, attracting fashion enthusiasts and encouraging higher levels of audience engagement.
- b. AISAS Approach (Attention, Interest, Search, Action, Share)
- a. Attention: Activities in New York and collaborations with Key Opinion Leaders (KOLs) successfully attracted global audience attention.
 - b. Interest: Erigo generated audience interest through relevant and engaging social media content, particularly on Instagram, featuring visual styles aligned with current fashion trends.
 - c. Search: After audiences became interested in Erigo products, they were encouraged to seek further information through social media searches and the company's official website.
 - d. Action: Erigo encouraged audiences to make purchases through direct links to e-commerce platforms or marketplaces they utilized, ensuring a seamless transition from search to purchase action.
 - e. Share: Erigo encouraged consumers to share their experiences with its products on social media, generating strong word-of-mouth marketing. Customers frequently shared photos of themselves wearing Erigo products, organically increasing brand awareness.
- c. By integrating IMC and the AISAS approach, Erigo successfully built strong brand awareness and drove conversion through consistent, integrated communication strategies focused on audience engagement.

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