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## **Implementation of Integrated Marketing Communication for ERIGO Brand Through Instagram**

**Lisa Rosita**

Faculty of Social and Political Science, Universitas Muhammadiyah Prof. DR. HAMKA  
[lisarosita93@gmail.com](mailto:lisarosita93@gmail.com)

**Farida Hariyati**

Faculty of Social and Political Science, Universitas Muhammadiyah Prof. DR. HAMKA  
[farida@uhamka.ac.id](mailto:farida@uhamka.ac.id)

**Deni Adha Akbari**

Faculty of Economics and Business, Universitas Muhammadiyah Prof. DR. HAMKA  
[deni@uhamka.ac.id](mailto:deni@uhamka.ac.id)

**Vilya Dwi Agustini**

Faculty of Social and Political Science, Universitas Muhammadiyah Prof. DR. HAMKA  
[vilya@uhamka.ac.id](mailto:vilya@uhamka.ac.id)

**Abstract.** Today, the internet has making many things easier for business, including ERIGO, a local fashion brand from Indonesia. With the rapid development of fashion trends, consumers desire to be looked modern, stylish, and fashionable. This brand adopts a neutral fashion, making it suitable for individuals of any gender. In its marketing strategy, ERIGO incorporates Integrated Marketing Communication (IMC). This research examines the application of IMC to ERIGO brand through the Instagram social media platform. The study used a qualitative descriptive approach with a content analysis methodology, incorporating a literature study and documentation data collection method. The study's results indicate that the utilization of hashtags and visually appealing content has a positive impact on brand awareness, contributing to the formation of a positive image for ERIGO. Furthermore, ERIGO has effectively established relationships with its target audience, collaborated closely with influencers to expand its reach, and presented interesting, high-quality visual content. The target audience for ERIGO brand can be defined based on gender, specifically as unisex. This research contributes significantly by offering valuable insights into implementing Integrated Marketing Communication (IMC) for ERIGO brand through the Instagram social media platform.

**Keywords.** Integrated Marketing Communication, Fashion, Instagram social media

## 1. Introduction

Today, the internet has become a source of various information and activities, including fashion. Fashion plays a crucial role in shaping personal identity and communicating personal style. The rapid development of fashion trends, driven by the growth of the internet, has led to an increased demand for contemporary, semi-formal, comfortable, and affordable fashion products (Minhas, 2021). ERIGO, a local fashion brand from Indonesia, was established to meet these consumer needs. The brand has succeeded in Indonesia and foreign markets such as Malaysia, the Philippines, Singapore, and Thailand. ERIGO is also notable for being the only Indonesian fashion brand participating in the New York Fashion Week (Purwanti, 2022). In this fast fashion industry, business actors must proactively attract customers by creating unique marketing strategies that adapt to technological advancements and implementing Integrated Marketing Communications (IMC) (Nikadimov, 2019). Utilizing IMC can help fashion brands expand their reach and be recognized by a wider audience while allowing them to keep pace with the rapid changes in fashion trends. Overall, fashion plays a vital role in shaping personal identity and communication. The development of the internet and the fashion industry has created new challenges and opportunities for fashion brands. Implementing effective marketing strategies, such as IMC, can help fashion brands stay competitive and meet the changing needs and desires.

IMC is a marketing approach involving interactive interaction between individuals using specific messages and media channels. The main objective of IMC is to establish long-term relationships between sellers and buyers by engaging the target audience in a two-way exchange of information (Rehman et al., 2022). In practice, IMC uses multiple integrated marketing communication channels, such as online marketing, social media, and television advertising, to deliver a consistent and impactful message. The IMC approach allows companies to maximize the impact of their marketing messages and achieve their marketing objectives more effectively than through a single marketing communication channel. The effective placement of media efforts and utilizing computer databases are crucial in communicating messages to the appropriate target audience and developing a consistent visual and verbal image for a product or service (Camilleri, 2018). Moreover, the message utilized in an IMC campaign must be tailored to meet the target audience's needs, desires, and lifestyles. The target audience is critical in building effective relationships and developing brand loyalty (Blakeman, 2018). In conclusion, IMC is a powerful marketing tool that can help companies build strong relationships with their target audience and achieve their marketing objectives more effectively.

Social media, including Instagram, is frequently used by companies and individuals as a marketing channel. One of them is Instagram, it has become a popular choice for profitable businesses because it can promote captivating photos or videos (Kusumasondjaja, 2020). IMC can be implemented through Instagram, which boasts over one billion active users and offers significant opportunities for companies to build customer relationships and increase brand awareness. For maximum impact of marketing messages and achieving marketing objectives, all marketing communication elements must be seamlessly integrated and consistent when utilizing Instagram for IMC purposes. Implementing IMC on Instagram enables brands or products to create a consistent and coordinated impression on their audience. This study examines Instagram's performance in implementing IMC and its ability to help brands expand their reach and gain recognition from a wider audience. Instagram performance provides companies with valuable information about their advertising performance, the types of content that resonate with their audience, and tactics for gaining followers and engagement. Based on this information, companies can create effective marketing strategies and tactics to remain

competitive and improve their performance on the platform (Agung & Darma, 2019). In conclusion, implementing IMC on Instagram offers valuable opportunities for companies to increase brand awareness, build customer relationships, and achieve their marketing goals more effectively.

## **2. Method**

This study used a qualitative descriptive approach equipped with a content analysis method. Qualitative research is a method that focuses on in-depth observation. It can produce descriptive data in the form of written or spoken language. The purpose of qualitative research is to investigate, discover, describe, and explain the qualities or properties of a natural object (Creswell & Creswell, 2018). It use to investigate the implementation of IMC on the fashion brand ERIGO via Instagram IMC theory aims to comprehend how marketing messages are communicated and integrated through various media channels, such as advertisements, publications, and social media, and how the target market perceives these messages. By examining the adaptation of IMC messages to the media and the reception by the target market, this study can provide valuable insights for creating more effective integrated marketing strategies. Careful analysis and systematic interpretation of the data collected are necessary to achieve this objective (Pluta-Olearnik, 2018). This study adopts the constructivist paradigm, with the Instagram account of the local fashion brand, ERIGO (@erigostore), as the observation unit. Verifying ERIGO's account, indicated by a blue check mark, is a testament to its authenticity. For this study, the researchers gathered information by reading about similar topics and looking at existing records. They also used a computer program called Virol' to gather data from ERIGO's Instagram account (@erigostore).

## **3. Result and Discussion**

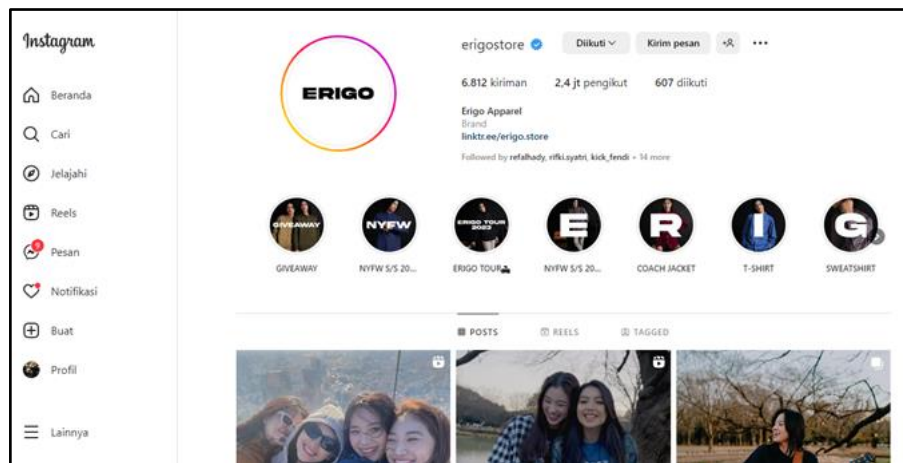
ERIGO is an Indonesian fashion brand established by Muhammad Sadding, the founder and CEO of ERIGO. The brand prioritizes comfort and design in creating its fashion products, specifically catering to the needs of individuals engaging in travel activities. The brand was officially established on November 28, 2010, under "Selected and Co." before rebranding as ERIGO.



**Figure 1.** *Raise the logo.*

ERIGO's participation in the prestigious New York Fashion Week in September 2022 at Spring Studios, New York City, marked a significant milestone for the brand. As the only Indonesian fashion brand selected to participate, ERIGO showcased a collection of 60 runway looks. Additionally, ERIGO has successfully expanded its reach by marketing its products in foreign countries such as Malaysia, the Philippines, Singapore, and Thailand (Sukses, 2021). Before this, ERIGO established a robust domestic market presence through consistent efforts to maintain product quality, provide excellent customer service, introduce innovative products,

keep prices reasonable, and conduct promotions. These efforts have helped ERIGO retain its customers and build a positive reputation among its target audience. In implementing IMC, ERIGO utilizes various communication channels, including the popular social media platform Instagram. The @erigostore Instagram account, with its 2.4 million followers and 6,812 diverse content posts as of 28th February 2023, is an essential tool for ERIGO in implementing its IMC strategies.



**Figure 2.** Instagram account @erigostore

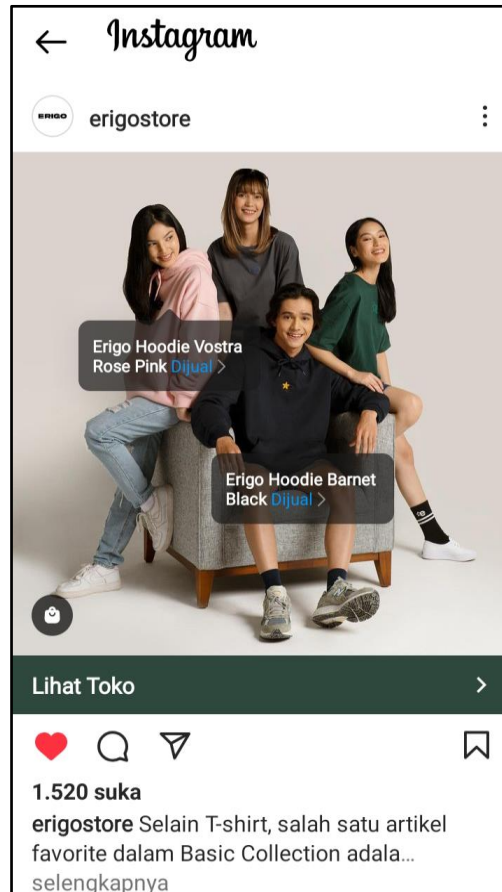
*Source: Instagram account @erigostore*

One of the ways that ERIGO implements IMC is through the use of Instagram. IMC comprises five elements: advertising, sales promotion, public relations, personal selling, and direct and online marketing (Kuswaha, 2020). When using Instagram as a medium for IMC, it is essential to maintain consistency in visual use, plan content, and regularly post content (Almeida-Santana et al., 2018). Visual content can also communicate information about products or brands (Freberg, 2020). Collaborating with influencers is another effective way to implement IMC on Instagram. Working with influencers can help a brand or product reach a wider audience and establish connections with potential customers (Dhanesh & Duthler, 2019).

### **3.1. Advertising**

Instagram provides many advertising opportunities, including sponsored posts, Instagram Stories ads, and carousel ads. These advertising options allow for targeted audience reach based on specific demographics, interests, and behaviours. In implementing the advertising aspect of IMC, ERIGO utilizes both paid promotion and organic promotion techniques, such as displaying ads on both the Instagram feed and Instagram Stories (see figure 3). Additionally, to enhance the impact of its advertising efforts, ERIGO uses visually appealing content that effectively conveys its brand message. This is essential in attracting the attention of the target audience and building brand awareness. Furthermore, using Instagram's ad targeting options allows ERIGO to reach a specific audience demographic based on interests, behaviours, and other vital characteristics. In sales promotion, ERIGO uses several strategies to entice customers and drive sales. This includes offering discounts and special promotions through discount codes, holding giveaways and challenges on Instagram with the opportunity to win prizes, and offering product bundling deals at specific deadlines. These sales promotion

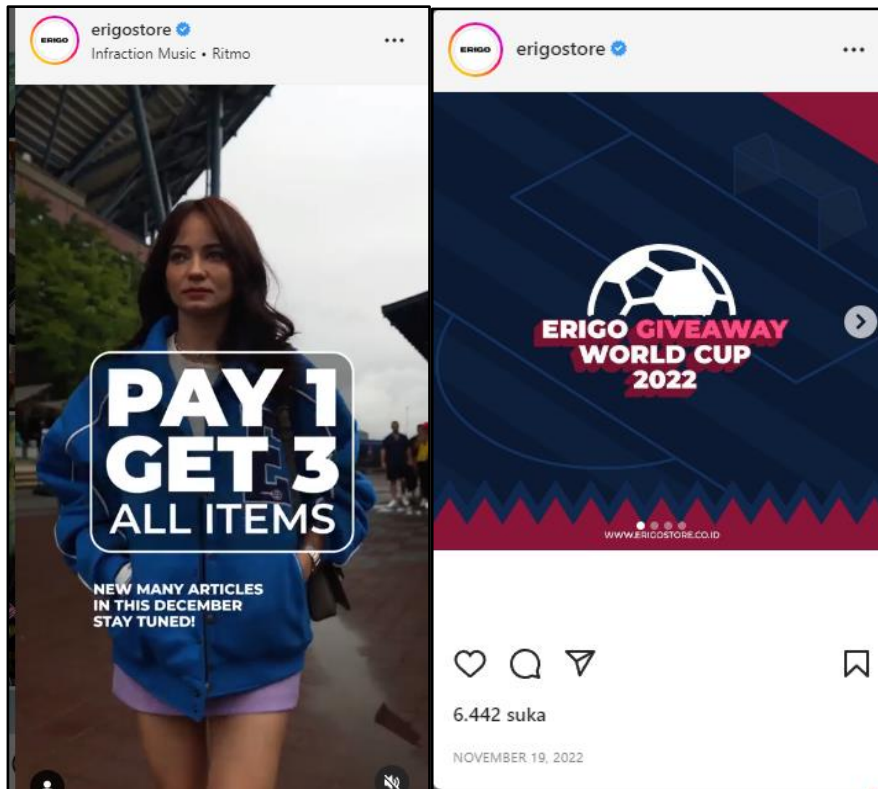
techniques are designed to increase customer engagement, drive traffic to the ERIGO website, and ultimately boost sales.



**Figure 3.** Ads posted on the @erigostore account  
*Source: Instagram account @erigostore*

### **3.2. Sales promotion**

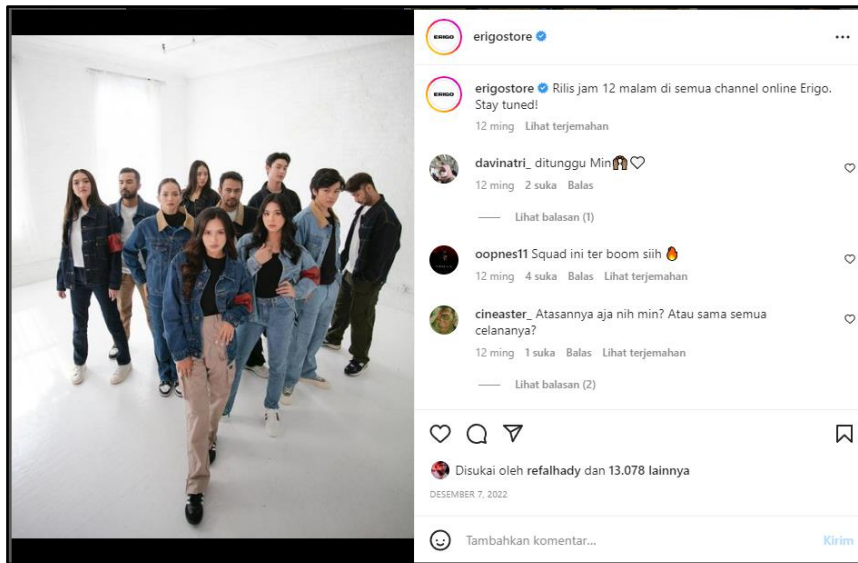
Sales promotion is a critical component of IMC and can be effectively implemented through Instagram. One way that ERIGO can implement sales promotion through Instagram is by offering a discount code that customers can use when purchasing on its website. This not only incentivizes customers to make a purchase, but it also provides them with a tangible benefit that they can take advantage of immediately. Another way that ERIGO can implement sales promotion through Instagram is by holding giveaways or challenges (see Figure 4). This can be accomplished by posting a challenge or giveaway on its Instagram account and asking followers to participate. This increases engagement with the brand and allows customers to win prizes, which can help build brand loyalty and foster positive relationships with its target audience. Finally, ERIGO can also implement sales promotion through Instagram by offering product bundling at a specific deadline. This strategy involves grouping products together and offering them at a discounted price for a limited time. This not only incentivizes customers to make a purchase, but it also provides them with an added value that they may not have otherwise considered.



**Figure 4.** Examples of promotions carried out by ERIGO  
*Source: Instagram account @erigostore*

### 3.3. Public Relations

Public relations play a crucial role in implementing IMC as it is responsible for conveying messages to the public and building a positive image for the brand. Public relations can be implemented through Instagram by using influencer marketing, a form of word-of-mouth marketing that utilizes influencer endorsements and product mentions to promote a brand or product. ERIGO can collaborate with Instagram influencers to promote its products and build brand recognition among a wider audience. For example, in figure 6, Erigo uses 10 (ten) (Raffi Ahmad, Refal Hady, Angga Aldi Yunanda, Hassan Alaydrus, Uus, Raline Syah, Enzy Storia, Anya Geraldine, Beby Tsabina and Zee JKT48) influencers. Influencer marketing can help establish brand credibility and increase consumer trust, increasing sales and revenue. ERIGO can also use Instagram to communicate with its customers and build positive relationships. By responding to customer inquiries and comments, ERIGO can show its dedication to providing excellent customer service and building a loyal customer base. ERIGO can also use Instagram to share behind-the-scenes content and give customers an inside look into the brand, further establishing a connection with its audience. Another way ERIGO can implement public relations through Instagram is by using Instagram stories. Instagram stories provide a platform for ERIGO to share its brand values and mission, providing a more personal touch to the brand. This can build a positive image for the brand and increase customer trust and loyalty.



**Figure 5.** Use of endorsers by ERIGO

*Source: Instagram account @erigostore*

### **3.4. Personal Selling**

Personal selling is a two-way communication that aims to do product marketing. Personal selling allows consumers to interact with sellers directly so that a buying and selling transaction occurs. Personal selling is an integral component of IMC and can be effectively implemented on Instagram. ERIGO's approach to personal selling on Instagram involves several strategies. Firstly, by holding events or product demonstrations on specific days, ERIGO creates opportunities for its customers to interact directly with the products and the brand (see figure 6). This creates a personalized experience for customers and allows them to build a connection with ERIGO. Secondly, by producing unisex products or products that all genders can use, ERIGO can reach a wider audience and cater to diverse needs and preferences (see figure 7). Finally, by consistently producing the latest products that meet consumers' evolving needs and wants, ERIGO demonstrates its commitment to delivering high-quality and relevant products. Through these strategies, ERIGO can utilize personal selling to build customer relationships, increase brand loyalty, and enhance its overall marketing efforts. In conclusion, personal selling plays an essential role in IMC. Its implementation on Instagram can help brands like ERIGO achieve their marketing objectives and build strong relationships with their customers (Duralia, 2018).



**Figure 6.** Interaction between consumers and sellers  
*Source: Instagram account @erigostore*



**Figure 7.** The unisex concept carried by ERIGO  
*Source: Instagram account @erigostore*

### **3.5. Direct & Online Marketing**

Direct marketing is a way of selling products or services directly to consumers without going through retailers. Direct marketing tools encompass email, text messaging, catalogues and telemarketing. Direct marketing is an element of IMC that aims to connect with consumers and educate them about products through various channels (Theodora, 2021).

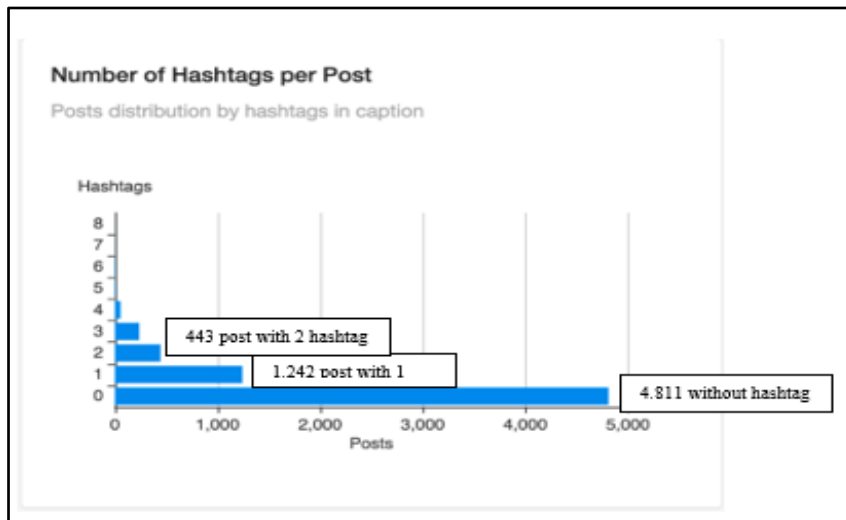


**Figure 8.** Example of direct marketing done by ERIGO

*Source: Instagram account @erigostore*

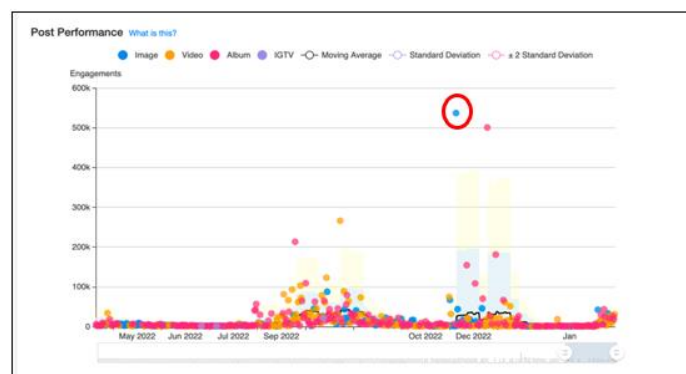
Meanwhile, Online marketing is marketing that is carried out through the internet and various types of promotional media. Online marketing can also be used to build direct interactions with customers and build stronger relationships with them through social media, blogs or online forums. It can also assist companies in obtaining feedback and information from customers that are helpful in improving the quality of their products or services (Infante & Mardikaningsih, 2022).

In the context of IMC, hashtags can enhance brand visibility and engagement on social media platforms, such as Instagram. Using hashtags on social media allows users to organize and categorize content based on specific topics, making it easier for others to discover and access related information. By incorporating relevant hashtags in their posts, businesses can reach a broader target market and increase their online presence. This can improve brand awareness and build stronger customer relationships. Hashtags are an effective tool for digital marketing and should be considered part of a comprehensive IMC strategy. With the increasing reliance on social media for advertising and marketing, the use of hashtags has become an essential aspect of digital marketing and a valuable tool for promoting brands and products online (Putri et al., 2023).



**Figure 9.** Several hashtags per post  
*Source: instagram.com/erigostore*

A hashtag on Instagram is a word or phrase preceded by the symbol "#" that categorizes content and makes it easily searchable and discoverable to other users on the platform. When you add a hashtag to your post, it becomes part of a more extensive collection of posts that have used the same hashtag. Users can see all posts that have used that hashtag by clicking on the hashtag. Hashtags help users discover new content and connect with others who share similar interests. They are an essential tool for increasing the visibility and reach of your posts on Instagram. Based on the data contained in Figure 9, it turns out that hashtags should be given more attention in @erigostore posts. It can be seen that the account manager needs to take advantage of hashtags in each post. This is evidenced by the data obtained where the most used hashtags were 443 (four hundred forty-three) posts using 2 (two) hashtags, 1,242 (one thousand two hundred and forty-two) posts using 1 (one) hashtag, and 4,811 (four thousand eight hundred and eleven) posts without using hashtags.



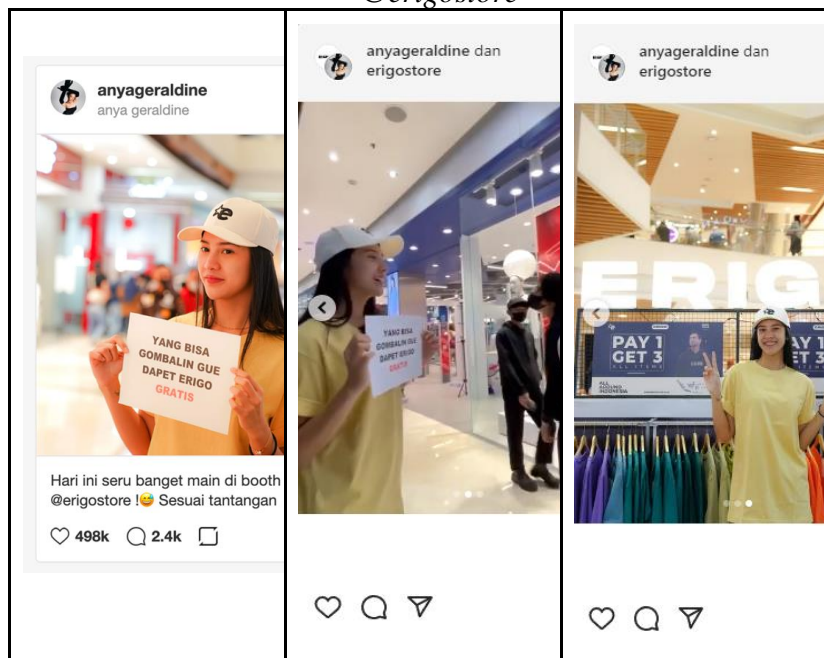
**Figure 10.** Post Performance Graph  
*Source: instagram.com/erigostore*

However, there are exciting things about using the hashtag; from all @erigostore posts, as many as 6,812 as of the 28th February 2023, there is one image type post that has the best post-performance. The post received 536,028 (five hundred thirty-six thousand twenty-eight)

likes without a hashtag. This is due to the use of a very well-known endorser in Indonesia named "Raffi Ahmad" (see figure 11). Based on other data, figure 10 shows that posts with two hashtags get the highest engagement, followed by posts with one hashtag and posts without a hashtag. Additionally, posts of the image type are the most popular and perform well in terms of likes (see figure 11). ERIGO may use this information to optimize its Instagram marketing strategy and increase the impact of its IMC efforts. By focusing on hashtags and creating visually appealing image posts, ERIGO can reach a wider audience and build a positive image among its followers.



**Figure 11.** Posts without hashtags have the highest likes. *Source: Instagram account @erigostore*



**Figure 12.** Album content type with the most reaches *Source: Instagram account @erigostore*

#### 4. Conclusion

This research shows the applicability of IMC on ERIGO products through Instagram, prioritizing endorsers or influencers as a medium to attract attention and increase customer outreach. Based on the research that has been done regarding the application IMC by ERIGO according to its elements, it can be concluded that (1) Brand Awareness: the use of hashtags and attractive visuals can increase brand awareness and help build a positive image of ERIGO; (2) Engagement: ERIGO succeeded in building relationships with audiences to meet customer needs and wants; (3) Influencers: ERIGO works closely with influencers to promote their products and reach new audiences and (4) Content: ERIGO can publish engaging and quality visual content. (5) Target Audience: ERIGO can target its audience based on gender (unisex). In conclusion, the research shows that implementing integrated marketing communication for the ERIGO product through Instagram has successfully met its marketing goals. By incorporating key elements of IMC, such as brand awareness, engagement, influencer marketing, and quality content, ERIGO could reach and connect with its target audience effectively. The use of hashtags and visually appealing content helped to increase brand awareness and build a positive image of the product. Collaborating with influencers allowed ERIGO to reach new audiences and expand its reach. The focus on quality content helped to engage users and keep them interested in the brand. Overall, implementing IMC through Instagram has been instrumental in helping ERIGO build its brand and achieve its marketing objectives.

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