

The Effect of Instagram Communication on Consumer's Perception of Erigo Store

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Abstract - The goal of the study was to find out how Erigo consumers communicate through Instagram. In addition, the study also wanted to see how they perceived the product. The object of the study was Instagram social media users. The subject for our research was the Erigo store. The number of participants involved was 171 participants. The method we use is quantitative in the form of questionnaires that we have spread through social media. From the results obtained, the author concluded that the Erigo brand deserves to promote its products on Instagram, so the Erigo brand must be able to prove itself as a good brand in the eyes of the public. Currently, Erigo has used Instagram as a platform to promote, advertise, and market products to other users or in the current alternative, Erigo can bring their products to the Instagram store So that consumers can visit Erigo's online store to view advertised products or see other products that are advertised. might attract their customers. It can be concluded, the big impact is not only Instagram itself, but also their marketing strategy and product advertisements fall to the right consumers, thus giving them a lot of benefits and will not give a perception to consumers.

Keywords: Instagram Communication, Erigo, Instagram

Abstrak - Tujuan dari penelitian ini adalah untuk mengetahui bagaimana konsumen Erigo berkomunikasi melalui Instagram. Selain itu, penelitian ini juga ingin melihat bagaimana persepsi mereka terhadap produk tersebut. Objek penelitian adalah pengguna media sosial Instagram. Subjek penelitian kami adalah toko Erigo. Jumlah peserta yang terlibat sebanyak 171 peserta. Metode yang kami gunakan adalah kuantitatif berupa kuisioner yang telah kami sebar melalui media sosial. Dari hasil yang diperoleh penulis menyimpulkan bahwa brand Erigo layak untuk mempromosikan produknya di Instagram, sehingga brand Erigo harus mampu membuktikan dirinya sebagai brand yang baik di mata masyarakat. Saat ini Erigo telah menggunakan Instagram sebagai platform untuk mempromosikan, mengiklankan, dan memasarkan produk ke pengguna lain atau dalam alternatif saat ini, Erigo dapat membawa produk mereka ke toko Instagram Agar konsumen dapat mengunjungi toko online Erigo untuk melihat produk yang diiklankan atau melihat produk lain yang mungkin menarik konsumen mereka. Hal ini dapat di simpulkan, besar dampaknya tidak hanya Instagram itu sendiri, tetapi juga strategi pemasaran mereka dan iklan produk jatuh ke konsumen yang tepat, sehingga memberi mereka banyak keuntungan dan tidak akan memberikan persepsi kepada konsumen.

Kata Kunci: Komunikasi Instagram, Erigo, Instagram

Introduction

In today's modern times, marketing and advertising through traditional and old ways, by selling your products through flyers, for example, can no longer be effective due to the advent of social media. This has led to many stores using social media to gain more traction and engagement as both will help stores in having many new consumers. To gain traction and engagement from social media, there are many ways to do so, such as giving gifts, letting customers give reviews, or taking photos of company products to let influencers promote products on their social media (Ha et al., 2015). One of the social media that many stores use to promote themselves is none other than Instagram.

Communication through social media is nothing new, nor is marketing communication through Instagram because it is the second most widely used application in the world. This type of marketing can be translated as activities to share information, influence or persuade and to understand and remember their target market of a given brand and products marketed and/or advertised received, purchased, and remained loyal (Widodo & Oktaviani, 2018). In communicating using social media, there are five functions to keep in mind, from advertising products, promoting products by sale, using direct mail, having multiple sponsorship offers, and making some personal sales to consumers (Soedarsono et al., 2020). Communication in marketing is no longer limited to supporting consumers' first purchases, but now guarantees consumer satisfaction to make them want to buy again and become a brand or loyal consumer of the company (Widodo & Oktaviani). Communication marketing, according to a recently reported study, has been much more

effective when using new media because it provides the ability for brands to deepen the relationship between them and stakeholders through social media and that traditional ways of marketing have declined since social media has increased in social media profits and sophistication for consumers to reach us (Soedarsono et al., 2020).

Erigo store exists as fashion apparel, where it was first located in a studio-type room in Depok, West Java, in 2011 (MuhammadSadam *Success Story With Erigo Store / KoinWorks Blog*, n.d.). The store has made headlines in September 2021 for being invited to New York Fashion Week and selecting several celebrities and influencers whose names are well known among the public, from Gading Marten, Luna Maya, Denny Sumargo, Enzy Storia, and Rachel Vennya. This fashion store now has its official store both in Indonesia, located in Tangerang, Yogyakarta, Palembang, Malang, Kendari and Banjarmasin, and other countries, such as Malaysia, Philippines, Thailand, Singapore (*Erigo Local Brand Trip Originally From Depok, Now Appears In New York / Kumparan.Com*, n.d.). In 2020, they have partnered with Shopee to start their Erigo e-commerce at Shopee. In 2015, they have raised around Rp 22 million, or about 1,552.14 US dollars based on the current economy, which brings them to become the largest and famous clothing brand in Indonesia (MuhammadSadam *Founded Erigo, Once Lost Tens of Millions / Kumparan.Com*, n.d.).

Based on the results of our research, that everyone puts their trust and satisfaction when the Erigo brand has a good image and reputation in the eyes of the public. Erigo avoids bad perception from consumers by having a good image to the public and having people testimonials, telling how good their products are and their quality.

Based on the research of the previous article, it explains that, Based on previous research by *Muhammad Rasyid Ridho, 2012* in the title "*The Effect of E-Marketing on the Nay@Dam Brand Image at PT Kreasi Putera Serayu*" proves that the application of E-Marketing has a positive and significant effect on the Nay brand image. @Dam. Based on previous research by *Justina Malciute, 2012* in the title "*Customer Brand Engagement on Online Social Media Platforms*" proves that activities on social media can create consumer involvement in a product or brand and make it an important component in marketing strategies through social media. Based on previous research by *As'ad and alhadid, 2014* in the title "*The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan*". The results show that there is a significant relationship between social media marketing users and brand equity.

A brand is a product or service whose dimensions distinguish a brand in some way from another product or service designed to meet similar needs (Kotler et al., 2009). According to Tjiptono in the journal (Venessa & Arifin, 2017) A brand is a seller's promise to consistently deliver a specific set of traits, benefits, and services to buyers. Brands can convey six levels of meaning, namely attributes, benefits, values, culture, personality, and usage. In this study, the researchers wanted to look at the effect of Instagram on consumers' perception of Erigo stores. Xian and Gou Lie stated in their journal brand image consists of three supporting components, namely company image, consumer image, and product image. Brand image and price are the most important things for companies to pay attention to (Kerbrat et al., 2011). In this study, researchers wanted to look at

Instagram's effect on consumers' perception of Erigo stores. The reason we chose this title is that current product marketing through online media on Instagram is growing rapidly and is certainly in the spotlight of the general public and provides opportunities for business musicians, one of which is the Erigo store brand. Currently, the brand is in the public spotlight, especially among young people, because the products offered are very attractive and follow fashion in the current era. Therefore, we wanted to know how Instagram affects the perception of the brand. From the explanation of the above problem, the authors decided that "The Effect of Instagram Communication On Consumer Perception of Erigo Stores" was the focus of this study.

Therefore, as for the formulation of the problems in this study is:

1. What makes Erigo stand out from the many stores on Instagram?
2. How have Instagram communications marketed and advertised Erigo to consumers?

Theoretical Framework

The goal of branding is to develop a high level of brand equity with customers. Brand equity is brand value in the minds of consumers (Bauer et al., 2008). Communicating Brand Identity Through The Brand Association. Creating a unique brand association is critical to developing brand equity (Blaszka et al., n.d.). Brand personality refers to human-like characteristics of a brand that usually manifest through visual cues in advertising and marketing communications (Shyle & Panajoti, 2015). Brand personalities are often influenced by consumer experience with brand cues and visual identities found in advertising, marketing, and public relations (Aaker & Maheswaran, 1997). In this case it is said that, brand

association and brand personality are important components in brand identity which, in turn, helps add value to a brand, thereby increasing brand equity. In other words, brand personality refers to the human-like characteristics of a brand that typically manifest through visual cues in advertising and marketing communications.

Social media platforms offer an opportunity for customers to interact with other consumers. The company is no longer the only source of brand communication (Li & Bernoff, n.d.). In the information age, customers use social media to access desired product and brand information (Li & Bernoff, n.d.). A personalized marketing platform that allows them to connect with fans through strategic communication messages (Simmons, 2007). The growth of online brand communities, including social networking sites, has supported the improvement of user-generated social media communication (Gangadharbatla, 2008). Brand managers can use social media to better stamp goals and create personalized communication with fans that enable engagement opportunities (Meng et al., 2015). Social networking through online media can be understood as a variety of digital sources of information created, initiated, circulated, and consumed by internet users as a way to educate each other about products, brands, services, personalities and issues (Chauhan & Pillai, 2020). Social media offers a new way for companies and customers to engage with each other. As a result, the social media communication that the company makes is also considered an important element of the company's promotional mix (Mangold & Faulds, 2009). The use of social media platforms is a marketing tool that is worth using because, it can analyze up to directly involved in the engagement process with the community or

customers. That way, it can also adjust the products sold to the customer's wishes and follow the ongoing trends.

Branding communication leverages brand equity by increasing the likelihood that a brand will be incorporated into a set customer's consideration, thus aiding in the peds from brand decision making. And in the process choice becomes a habit (Equity, 2000). Brand communication positively affects brand equity as long as the message creates a satisfactory customer reaction to the product in question compared to similar non-branded products (Equity, 2000). For companies, influencing brand equity is a major goal achieved through strengthening consumer associations and feelings toward brands and products (Keller, 2013). This, many products have low brand equity due to the many variants and substituted goods that appear on the market. Therefore, it takes efforts from manufacturers with low engagement products to be able to maintain the existence of their brand in the market, therefore the meaning of a brand becomes very important. To survive in the market requires a brand that will create added value for a product.

Material and Methodology

For this study, we used an approach to collect data from the questioner we had created, or in short, we used an approach with quantity. This subject is none other than Erigo stores to find out more about stores and what ways they are to promote and market themselves on Instagram which leads to consumer perception of it. The object, on the other hand, is Instagram's communication strategy because we want to explore knowing more about how Instagram's strategy works to communicate with consumers, from how to market brands and products

themselves to shaping consumers' perceptions of it. The study was conducted through online research and from Google questionnaires.

We shared our questionnaire with a total of 171 people to conduct our research on this topic. Questionnaires take a week and the questionnaire itself is a closed question to make it easier for us to group the answers given and the need to limit or avoid answers that are not topic appropriate or too prevalent from the given topic. Questionnaires have given us results to transfer later to the study. This should be done to show how consumers feel about brands being advertised or marketed through social media and how marketing through social media can increase the engagement of the brand itself to gain impact.

Result and Discussion

For this study, we have established the approaches, methods, how we do it and what instruments we used for the study. The focus of this research is how Instagram communicates Erigo products to consumers and how they perceive them. After sharing our questionnaire with 171 people online, here are the results:

Brand Advertising on social media

1. Have you ever seen brand ads on social media?
 171 responses

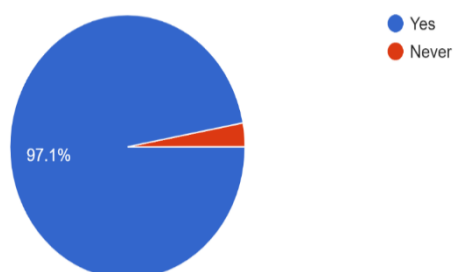


Diagram 1.1 Result of brand advertisement.

Source: Google form questionnaire 2021.

In diagram 1 we can see the result that, 97.1% of respondents have seen brand ads on social media while only 2.9% (5% of respondents) have not seen brand ads on social media. This shows that most brand ads are now more visible on every social media, including Instagram. However, brand ads may not reach everyone because, based on this diagram alone, 5 people have never seen a brand ad on their social media.

Agreement on conducting promotions for business

2. Do you agree, if in the production of our business we hold promotions?
 170 responses

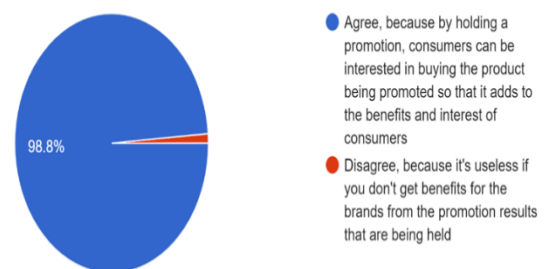


Diagram 1.2 Result of promotion can out brand popular.

Source: Google form questionnaire 2021.

In diagram 2 we can see the result that, many agree to let a business hold a promotion in the middle of production because it will gather many consumers who are curious to be interested in the business product and if promoted, it will gain new consumer business and get consumer benefits and interest in brands and products. This means the way Erigo promotes its products has been true all along because it has gained new consumers and provided them with benefits and interests for the business itself. However, few people disagree on this, seeing it as useless because benefiting from brand promotion is a

slim chance. As we speak, we can conclude that having a promotion for our business can help to gain new consumers and give everyone a preview of the business product.

How It's Like To Let Influencers Promote Business Products

3. Do you think it's worth it if we market our products to influencers to promote?
 171 responses

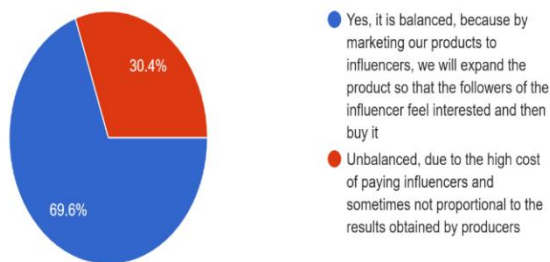


Diagram 1.3 Result of influent promote can guide cousmuers.

Source: Google form questionnaire 2021.

In diagram 3 we can see the result that, the majority of respondents agreed to let influencers promote business products because they were balanced. If influencers promote a product, from their point of view, it will garner a lot of attention and engagement from influencer followers, and therefore, it will motivate businesses to inflate the product even more to then make them (influencer followers) more interested and eventually buy it. On the other hand, some disagree on this, saying how unbalanced it is and how sometimes it is not worth it. This is because paying influencers can cost a lot of money and the results from it will not be worth what the producer has achieved.

Does the brand play a role in a product?

4. In your opinion, is the brand important in a product?
 170 responses

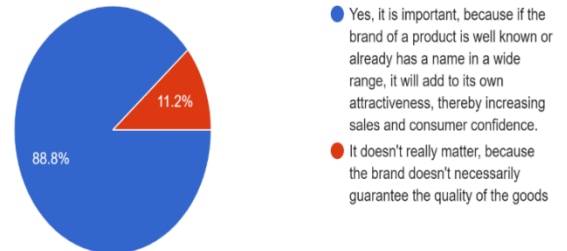


Diagram 1.4 Result of brand in a product.

Source: Google form questionnaire 2021.

In diagram 4 we can see the result that, 151 respondents said that brand is very important for the product. As stated, if a product comes from a well-known brand or at least has established a name in the area, this will make consumers of the brand eager to want to buy the product and this will also add some of the appeals that will end up booming sales and consumer determination for the brand and product. Nevertheless, a small percentage of people say that brands don't matter as much as sometimes well-known brands don't guarantee the quality of a brand's products.

Product Marketing Agreements on social media

5. Do you agree if you market your product on social media?
 171 responses

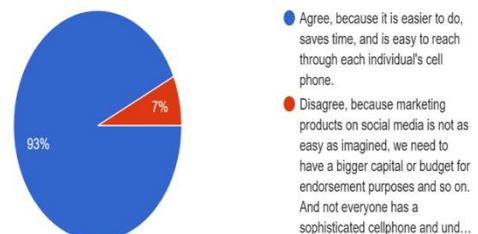


Diagram 1.5 Result respondent about social media as market 2021

Source: Google form questionnaire 2021.

In diagram 5 we can see the result that, many decide to market products through social media because it is much easier to do so and will also save time. In addition, with the help of social media, it will be easier to reach consumers with just our fingertips. Nonetheless, some argue that marketing through social media has never been as easy as we feel because we still need to meet requirements, such as capital or a larger budget for support and so on. Another argument is that not everyone is tech-savvy and some may not have a good mobile phone or have an understanding of e-commerce.

How Brand Image Can Give Consumers Perception of Products

6. In your opinion, will the image of a brand strengthen the perception that consumers have of the product?
171 responses

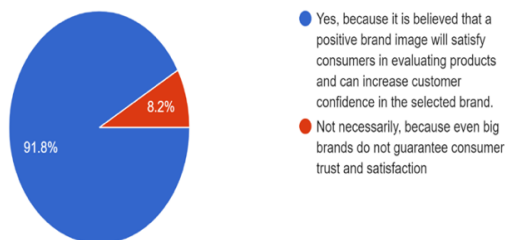


Diagram 1.6 Result of brand strengthen in product 2021

Source: Google form questionnaire 2021.

In diagram 6 we can see the result that, amazingly, most believe that when a brand has a positive reputation for the public and consumers, this will appease everyone who ends up making the brand have an increasing number of new customers. It shows how everyone puts their trust and satisfaction when a brand has a good image and reputation to the public. Few differ, where they believe

brand image is not so necessary and, in their opinion, the most important is the trust and satisfaction of the public and consumers with the product itself. This means that, based on their view, the quality of the product is most important than the brand image.

Manufacturer's Guarantee for Product Quality to Consumers Through Social Media

7. Can producers guarantee the quality of their products to consumers through social media?
171 responses

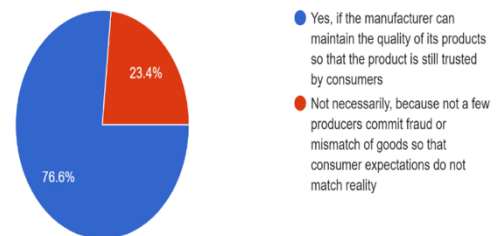


Diagram 1.7 Result about product quality.

Source: Google form questionnaire 2021.

In diagram 7 we can see the result that, about 131 recognizes that the manufacturer of the product can keep its quality from social media for it (the product) to be trusted by consumers. This can vary, from posting the product itself to showing workplace videos so many won't panic about the place or quality of the product itself. Contrary to those who agreed, 40 respondents felt that it was unnecessary because some manufacturers could commit fraud to consumers or would not have the same expectations as consumers. This can be translated that there is no need for manufacturers to guarantee products through social media.

Does The Company Need to Design Social Media Marketing That Will Lead to Engagement Between Consumers and Brands And/or Companies to Make an Impact?

8. Does the company need to design social media marketing that can increase engagement between consumers and the com...more significant impact on brand equity?
170 responses

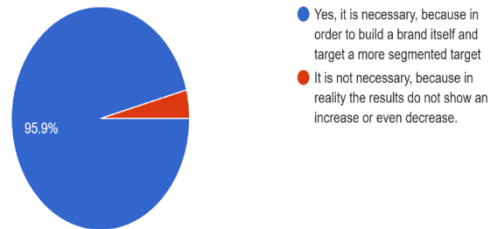


Diagram 1.8 Result about trend social media marketing.
Source: Google form questionnaire 2021.

In diagram 8 we can see the result that, a total of 95.9% of respondents were in the same mind, saying how necessary it was for companies to design and have their social media marketing because it would build the brand itself and could target more people who fit their target market. In addition, it will increase not only engagement but also the relationship between consumers and brands. Nevertheless, some are different from most and think that designing social media marketing is unnecessary. Based on their perspective, it will not have an increase or decrease in the engagement and relationships that consumers and brands have. (Roth & Zawadzki, 2018)

How Influential Is Social Media in Promoting Products?

9. In your opinion, is social media very influential in promoting a product?
171 responses

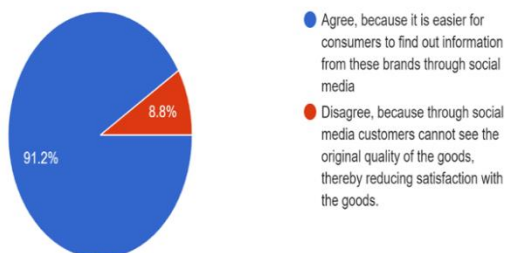


Diagram 1.9 Result of social media potential as promoting.

Source: Google form questionnaire 2021.

In diagram 9 we can see the result that, almost all have set their minds, saying how influential social media is because this will make it easy for consumers to find brands and/or companies. Not to mention, social media can help consumers reap information about the brand and/or the company and the product itself as well. After all, a handful of people have different thoughts, saying that social media can't afford to let consumers see the original quality of the product and this can reduce product fulfillment.

Social media is now how consumers and brands communicate with each other.

10. Do you agree that today's social media is changing the way consumers communicate and share information about bra...are their experiences with certain brands?
171 responses

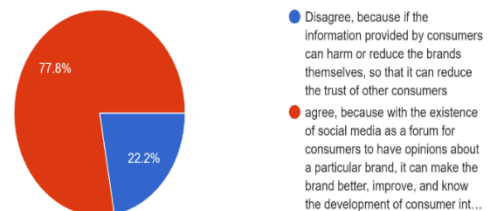


Diagram 1.10 Result of social media effect to guide customer.

Source: Google form questionnaire 2021.

In diagram 10 we can see the result that, a large number of respondents agreed with this statement, saying how social media had gathered them all to be on forums where they could discuss the brand itself or the product of the brand. These forums, in the future, can give

brands feedback, opinions, criticism, etc., they need to grow and develop the brand itself and the product gets better, both in quality and quantity. Even so, some argue that if the information provided by consumers is wrong or harmful, this will end up bad for the brand as it can diminish the brand image and deny consumers confidence in the brand.

Discussion

Based on the results of our research that everyone puts their trust and satisfaction when the Erigo brand has a good image and reputation in the public eye. As Soedarsono et al., (2020) said that a recently reported study has been much more effective when using new media because it provides the ability for brands to deepen the relationship between them and stakeholders through social media and that traditional ways of marketing have declined since social media has increased in social media profits and sophistication for consumers to reach us.

Erigo gained traction and engagement from social media by promoting its brand to well-known influencers in the country. As explained by Ha et al., (2015) To gain traction and engagement from social media, there are many ways to do so, such as giving gifts, letting customers give reviews, or taking photos of company products to let influencers promote products on their social media.

Brand Erigo can maintain its quality on social media so that its products remain trusted by consumers. Communication in marketing is no longer limited to supporting consumers' first purchases but now guarantees consumer satisfaction to make them want to buy again and become the brand or consumer of any company.

In promoting its products Erigo can balance price and quality as conveyed by (Kerbrat et al., 2011) Brand image and price is the most important thing for the company to pay attention to.

To avoid bad perceptions about products and brands, Erigo can use Instagram analytics, to find out who is interested and who doesn't like their products, so that their products can be marketed to the right people and perceived in the right way as they wish. As described by Wahyunengsih and Permanasari (2021) the image will determine the margin in a significant way. Because it has a good image to the public and has people's testimonies, telling how good their products are and their quality, so they won't be marketed in a way that they don't care about their UK prod or their quality.

According to some respondents promoting products to Influencers is less balanced with the results obtained, because not all Instagram Influencer followers will buy the promoted product. Meanwhile, using Influencers is a way of promoting that distinguishes Erigo from other brands. As Kotler et al., (2009) describe a brand is a product or service whose dimensions distinguish a brand in some way from another product or service designed to meet the same needs.

It's not new that social media can market and advertise certain products to consumers in a certain way that will make them have a perception of the product. Erigo avoids bad perceptions from consumers by having a good image to the public and having people's testimonies, saying how good their products are and their quality, so they won't be marketed in a way that they don't care about their products or theirs. The image will determine the margin in a significant way (Wahyunengsih and Permanasari, 2021).

Erigo should have an understanding of Instagram's algorithm. Instagram's algorithm plays an important role because it can advertise it to the right people or to people who have been looking for it. If Erigo can understand Instagram's algorithm, they can advertise their products to the right people, such as fashionistas, streetwear lovers, or people who are currently looking for them. This can infer how influential not only Instagram itself, but also their marketing strategy is and if product advertising falls to the right people, this gives them a lot of advantages and will not be given bad perception to consumers.

CONCLUSION

Erigo attracts buyers through well-known Influencers to attract the attention of consumers. Erigo stores have also gained their popularity after the Invitation to the New York Fashion Show and became one of the most famous brands in the country. Today, Erigo has used Instagram as a platform to promote, advertise, and market their products to other users because Instagram has millions of followers. Instagram allows them to promote it by using videos and images because Instagram's main goal from day one is to share images and most customers like and prefer visual-based ads instead of words. For Erigo to place its ads on Instagram, Erigo must have a verification check or at least have a portion of followers to convince Instagram that they are worthy of being advertised or marketed to other users. Or in the current alternative, Erigo's can take their products out to Instagram stores to let people go to Erigo's online store to see advertised products or see other products that might grab their consumers' attention. With this, Instagram has a huge influence on how they choose to market brand's products

and how they choose to see the product to consumers.

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