

Utilization of Instagram Social Media as A Means of Marketing In @erigostore

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ABSTRACT

This study aims to determine the use of Instagram social media as a means of marketing in @erigostore. By using qualitative research, research data is obtained using document studies where document studies are carried out by reviewing documents related to the research topic. This study used subjects from Erigo Products. The result of this study is that @ErigoStore have excelled at using Instagram as a great marketing tool. They utilize the stage to upload product photos, the grandstand's lifestyle related to their image, hold challenges and prizes, team up with powerhouses, use Instagram highlights like Stories and Reels, and direct their supporters to the site to buy products. Overall @ErigoStore have excelled at using Instagram as a great marketing tool. They utilize the stage to upload product photos, the grandstand's lifestyle related to their image, hold challenges and prizes, team up with powerhouses, use Instagram highlights like Stories and Reels, and direct their supporters to the site to buy products

Keywords : social media, instagram, marketing tools, erigo, erigo apparel

INTRODUCTION

Access to media has become one of everyone's primary needs. Advances in technology and information and increasingly sophisticated devices produced by industry have brought the world into our grasp (Azwar & Sulthonah, 2018). Media functions that were previously obtained from traditional media are now increasingly obtained through the internet. For example, television media presents programs that aim to entertain their audience (Ramkumar et al., 2017).

The development of social media initially came from the association of individuals from all over the world. In 1999 and 2000, social media destinations called Lunarstrom, Live Journal, and Cyword began popping up with unidirectional data frameworks (Rahmayani, Ardi, & Nofrialdi, 2022). Then in 2006, Facebook's presence quickly shifted the place of social media that existed at the time. Facebook, which launched in 2004, currently has more than 750 million clients. In 2009, Twitter's virtual entertainment seemed to be one of the most famous social media. Then in 2010 appeared Instagram social media which is currently a fairly famous social media (Prasetyo, Amrullah, & Endri, 2021).

Instagram is a photo-sharing app that allows users to take photos and short recordings, use computerized channels, then share them to various social media services including Instagram itself. This application is spread through the Apple Application Store and Google Play (Agustina, 2016). Nowadays you can find many recording clients on Instagram social media who use their accounts not only to share individual photos or recordings, but also to share photos aimed at promoting products (Patmanthara, Febiharsa, & Dwiyanto, 2019).

The development of Instagram switched functions from initially just sharing photos

or videos uploaded to promotional containers. Now it has been found on Instagram social media account users who make their accounts not only share photos or videos that are private, but upload photos that aim to promote products (Bergström & Bäckman, 2013). Organizations, agencies, and communities are also behind in utilizing Instagram as a means of promotion in the field of fashion retail such as Erigo Apparel (Raji, Arikewuyo, Oladimeji Adeyemi, & Pahore, 2020).

Erigo is a style item that fosters a design brand from Indonesia that focuses on top notches and item plans that uphold all movements and daily needs (Muliasari, 2020). To fulfill this desire, Erigo provides a wide selection of clothes that are comfortable, reasonable and adaptable. Through the Erigostore Instagram account created in February 2013. Until now, they are still actively uploading footage and photos on their Instagram account and have 2.7 million supporters on Instagram (Laor, 2022).

Some social media can be said to be another platform in the realm of Indonesian online business because it only appeared in 2010 and is generally new compared to other platforms (Tran, 2016). This American-based platform guarantees that the online shopping services offered convey the idea of an amazingly versatile platform from one buyer to another. With a mix of social media components, buyers or sellers can collaborate right away without leaving the Instagram app (Owan & Robert, 2019). Instagram also brings a "Shopping Cart" feature that makes the Instagram platform unique when compared to others (Mukti & Putri, 2021). Through this Shopping Cart feature, buyers can talk directly with vendors or stores to determine the price of the items they want to buy or can also ask for details of the products sold (Hidayah & Wulandari, 2022).

Based on the description above, the author is interested in conducting further research on the use of Instagram social media as a marketing tool (Mabruri & Aisyah, 2022). With that, the author will pour it into research that the author wrote with the title "Utilization of Instagram Social Media as a Marketing Tool on @erigostore". The purpose of this study is to find out the Utilization of Instagram Social Media as a Marketing Tool on @erigostore Instagram account.

RESEARCH METHOD

The research used in this study is qualitative research. Data collection techniques in this study use document studies where document studies are carried out by reviewing documents related to the research topic. The subject and research of this is Erigo Products.

RESULT AND DISCUSSION

Erigo Store segments the market by dividing customers by geographical area in Indonesia and also offers international shipping. They identified target markets based on age, gender, lifestyle, and social class, focusing on teenage boys who liked a relaxed and adventurous style and had a middle to high class. Their goal is to provide fashion products that can boost teenagers' confidence and meet their lifestyle needs. Based on this information, Erigo Store conducts several types of market segmentation:

a. Geography Segmentation

Erigo divides its market into several regions in Indonesia and focuses on each of these regions. In addition, they also offer transportation abroad, demonstrating the ability to compete in the global market.

b. Demographic Segmentation

Erigo is centered on young people, especially men with a casual dressing style. They distinguish these parts by age and gender.

c. Psychographic Segmentation

Erigo recognizes buyers with a relaxed lifestyle and bold spirit, as well as individuals from working class to fashionable. They also consider the availability of goods at affordable prices.

d. Behavioral Segmentation

Erigo targets young people who generally pursue design direction and look for items to build confidence and show loose and alluring style.

Through the completion of this market segmentation, Erigo strives to better understand the needs and tendencies of its consumers, so as to provide products and services that are in accordance with their respective market portions.

Using Instagram as a marketing tool has turned into a very attractive system for some organizations, including @ErigoStore. Here's some information about @ErigoStore that Instagram engages to showcase activity:



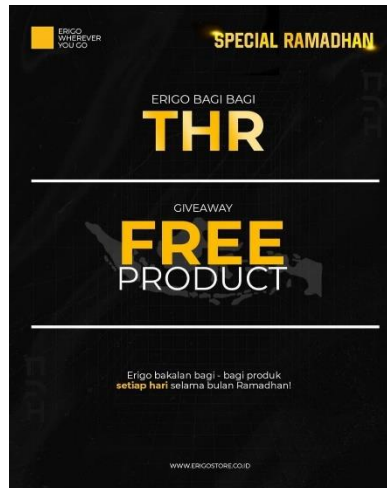
a. Upload Product Photos

@ErigoStore use Instagram to upload photos of their latest products. This gives the client the possibility to visually see the goods and gain a better understanding of their style and quality.



b. Featuring a Lifestyle

In addition to her products, @EriGoStore also uses Instagram to show off her photo-related lifestyle. They share images that reflect the free and courageous way of life that they distinguish as a hallmark of their market segmentation.



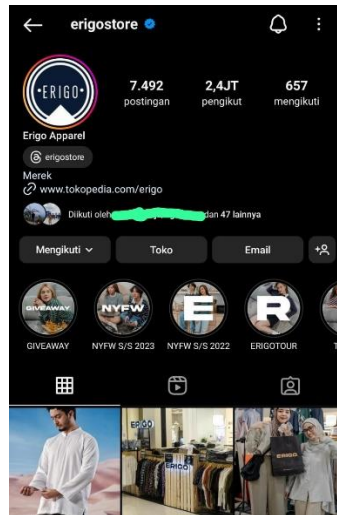
c. Hold Contests and Giveaways

To increase follower commitment, @EriGoStore regularly hold challenges or giveaways on Instagram. This energizes supporting cooperation and increases brand awareness.



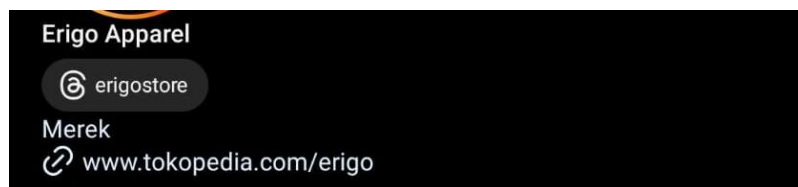
d. Collaboration with Influencers

@EriGoStore work with key figures on Instagram to grow their relentless contacts to more people. This joint effort helped them gain more openness and build brand validity.



e. Utilizing Instagram Features

@ErigoStore effectively leverage elements, such as Stories, IGTV, and Reels to deliver differentiated and engaging content. They influence these highlights to convey important relationships and substance to their adherents.



f. Driving Followers to Your Website

In each post, @ErigoStore includes a connection that guides its supporters to their site, where its fans can read and buy their items.

By successfully using Instagram, @ErigoStore have the option to build power areas for presence, increase fan commitment, and increase sales of their products.

CONCLUSION

Overall @ErigoStore have excelled at using Instagram as a great marketing tool. They utilize the stage to upload product photos, the grandstand's lifestyle related to their image, hold challenges and prizes, team up with powerhouses, use Instagram highlights like Stories and Reels, and direct their supporters to the site to buy products. This methodology has helped @ErigoStore in building a huge force for presence, increasing fan commitment, and increasing sales of their products. By constantly creating and refreshing their image display system on Instagram, @ErigoStore can continue to expand their reach and strengthen relationships with their clients.

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