

ABSTRACT

Erigo Apparel Integrated Marketing Communication To Increase Sales

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Erigo is a company engaged in the fashion industry and is a local Indonesian brand. Erigo has now experienced a significant increase in sales since joining Shopee. In 2021 Erigo Apparel placed an ad on the New York Times Square billboard and took part in the New York Fashion Week Event in September 2021. Thanks to this event, Erigo is increasingly going international and is widely known by the Indonesian people. The concept of the Erigo brand visits contemporary local fashion with the target market of young people. This study discusses Erigo Apparel in carrying out IMC or Integrated Marketing Communication activities. This study uses the IMC Model Dwi Sapta book and is a qualitative research. The conclusion of this study is that the most effective IMC used by Erigo Apparel is Instagram Social Media and the presence of advertisements on social media and the erigo market place makes the increase in erigo sales increase during the pandemic.

Keywords : *Erigo Apparel, IMC, Marketing Communication, Sales Increase, Local brand.*

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