



# A Promotional Discourse Analysis of Erigo's Campaign and How It Has Reached Their Intended Audience

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**Abstract.** Advertising and promotion are one of the aspects in which language plays an important role. To make sure that their intended message can be conveyed properly to their target audience, companies need to be mindful of their lexical choices. As advertisements display the advantages, features, and values of the products it is used in most brands, one of them is Indonesian fashion brand Erigo. Erigo is well-known among young people, apart from the fact that the items sold are of high quality and suit the style and budget of students, but also because of the way they promote the brand itself. The purpose of this study is to analyze the language used by Erigo in their promotional campaigns and to determine whether their intended target audience is really familiar with their products or not. The data is collected from Erigo's About Us page and written interview with the questions developed around Foxall's four key strengths of cognitivism as a means of explaining consumer behavior in [5]. From this research, we can conclude that Erigo wants to present itself as "*confident*", "*young*", and "*international*". Some of these messages have reached their audience, but some of them still need further improvement in the promotional tactics so that they will reach the audience better.

**Keywords:** promotional discourse, Erigo, fashion advertisement, consumer behavior.

## 1 Introduction

We use language in our daily lives as a communication tool to express our feelings, ideas, thoughts, and everything that exists in our minds [6]. Moreover, language is a powerful tool for a human being to communicate with others effectively. Therefore, the use of the right and effective language in both spoken and written brings success, said [10]. For some, language is also heavily related to and associated with experiences in life [12]

The idea that language might serve as an attribute or a medium of experience creates a theoretical connection between language and experience. At a minimum, language is one of the many attributes of an experience that people associate with it, and therefore language and experiences should have the capacity to cue each other [12]. One of the experiences includes advertising. Language is a major component of most

advertisements. Words, phrases, and sentences are used in advertising to convey information, influence attitudes, and affect behavior [15].

Advertising and promotion are one of the aspects in which language plays an important role. Wrong lexical choices will either inaccurately mar the purpose of communication or at best vaguely or partially convey the intended meaning [7]. In line with that, it is important to understand the connotation of a word in advertising, which is the feelings or ideas that are suggested by the word instead of the original meaning [10]. Thus, it is crucial for brands to match their lexical choices with their original intentions so that they can convey a certain message or mood correctly.

Speaking of advertising, this cannot be separated from marketing which moves with it. Language emerges as a central element in the marketing of new forms of globalized circulation, notably the market for female labor and intimacy (as domestic servants, caregivers, or wives [13]). In the matter of analyzing the use of language within the business sector, discourse analysis could be one of the tools that we can use. Discourse analysis derives meaning from the words used in a corpus or collection of data. Transcripts of focus group discussions or a collection of interviews may be included in this corpus of data. Discourse analysis can take different forms. Some concentrate on the details of language (such as sounds or syntax), while others look at how language is used to accomplish goals.

As advertisements display the advantages, features, and values of the products [6], it is widely used in most industries, one of which is the fashion industry. Fashion is unavoidable wherever people compete for attention. It is not bad, only paradoxical: in management theory, like in other fields, 'fashion is one of the ways of introducing order and uniformity into what might seem like an overwhelming variety of possibilities' [16]. Research on fashion advertisement language is highly interesting since there is a hypothesis that the language of fashion advertisement contains uniqueness from the definition of fashion itself.

The purpose of this study is to analyze the language used by Erigo in their promotional campaigns. We also aim to determine whether their intended target audience is really familiar with their products or not, which indicates the effectiveness of their promotional discourse. The promotional discourse data will be collected from the website of Erigo, while the data on the familiarity of the product image will be collected via written interview. Business owners and marketing specialists can use this research as a reference to design marketing strategies.

The data was collected from the websites of Erigo, as well as written interviews to collect broader data from the public. As a brief description, Erigo is a clothing brand from Indonesia that was founded by Muhammad Sadad in 2010 and started to rise in 2015. This brand is well-known among young people, apart from the fact that the items sold are of high quality and suit the style and budget of students, but also because of the way they promote the brand itself. Therefore, here we will conduct research on promotional discourse analysis in the brand Erigo, owned by Muhammad Sadad. The collected data was processed with qualitative methods in order to determine whether they were successful in hitting the targets they had previously planned before entering the market.

## 2 Method

### 2.1 Data Description

Fashion brand Erigo was chosen for this research, and the data was collected from the About Us page in Erigo's website (<https://erigostore.co.id/pages/about-us>). Erigo is among some names of Indonesian fashion brands that have expanded their market to global consumers. They have been promoted internationally since 2017 up until now. Erigo is also really well known among consumers, with a total of 3.2 million followers across all social media channels (Instagram, TikTok, YouTube, and Facebook) and 78 pop-up stores in Indonesia. Furthermore, we also collected local consumers' stances on Erigo's campaign. This data is used to determine whether Erigo's intended message has been delivered properly by its promotional campaign or not.

### 2.2 Data Collection

Erigo's About Us page featured its company profile which included information about its milestones, campaigns, collaborators, and marketplaces. The company profile is in the form of a presentation with concise phrases and sentences. We downloaded the company profile in JPG format and analyzed it.

On the other hand, the consumers' perspective data was collected via written interview, where we showed Erigo's About Us page to the participants, and they answered some questions. These questions developed around Foxall's four key strengths of cognitivism as a means of explaining consumer behavior stated in [5]. The participants will consist of 5 randomly picked Gen Z and 5 randomly picked Millennials, suitable with Erigo's target audiences stated in their company profile.

### 2.3 Data Analysis

Having obtained the data from the website and written interview, the data that has been collected will then be tidied up first and then processed in the following way with qualitative methods in order to determine whether they were successful in hitting the targets they had previously planned before entering the market. For the discourse analysis, the method that will be used is the qualitative method based on the framework featured in [3] and for the written interview, the method that will be used is the analysis method based on the framework featured in [14].

## 3 Results and Discussion

### 3.1 Results

**Discourse Analysis.** To recognize Erigo's intended message towards their audience, we conducted a promotional discourse analysis on their About Us page using a de-

scriptive method. The page is written in English and consists of 20 pages whose contents are: "Who are We?", milestones, social media followers, campaigns and collaborations, "Erigo Tour", and marketplaces.

The first page is the title slide of Erigo's About Us page. This slide displays Erigo's logo alongside a "*company profile*" text written in all capital letters. It takes longer time to read capital letters [2]. With this statement, it is possible that Erigo uses all capital letters to make readers read the title more slowly, therefore catching more attention.

The second page is the "Who are We?" Section, where they introduce their company's value. On this page, their target audience is explicitly shown in the sentence "*ERIGO tries to present product for youth...*". Moreover, some adjectives like "*trendy*", "*semi-formal*", "*casual*" and "*convenience*" are featured to describe their products. Instead of the writing itself, a picture of a person wearing their products acts as this page's vocal point. Erigo puts the "Who are We?" page in one of the front pages so that their audience can get a glance at their brand before going further.

The third page features Erigo's milestones from the year 2013 up to May 2022. The sentences explaining the milestones are written in points to make them more concise and easier to read. Moreover, they also use bold fonts to emphasize each year's most important achievements.

The fourth and fifth page features Erigo's social media followers. The fourth page features the number of followers in total across all social media platforms including Instagram, TikTok, YouTube, and Facebook. The total number, which is 3.2M, takes up most of the space on this page. The fifth page features the number of followers on each social media mentioned beforehand. They also gave a glimpse of how their social media looks by putting screenshots of their accounts. Erigo put the total amount of followers before the detailed amount to make it seem like they have plenty number of followers when it is actually the accumulation of each social media.

The sixth and seventh page features Erigo's campaign and influencer collaborators for the year 2017-2018. The collaborators are grouped based on their campaign, alongside a group photo or a photoshoot of the campaign. By putting these photos, they showcased and gave proof that they have collaborated with various young influencers and have had international exposure as well.

The eighth-page talks about their Japan Campaign back in 2019. There are no influencers or celebrities involved in this campaign, hence why they only put photoshoots of the campaign without the names of the models. This strategy is also applied to introduce other campaigns in the year 2020-2021 as seen on the tenth page featuring their 2020 Summer Campaign and on the eleventh page featuring their 2021 USA Campaign. The use of less words and more photos has a similar aim to the previous page, which is to show and give proof of their campaign. Furthermore, as Erigo is a clothing brand which focuses more on the visual of the products, visual modes might be more important than words.

The ninth page features three of Erigo's Collabs projects: Erigo x Snoopy, Erigo x Disney, and Erigo x Naufal Abshar. Again, fewer words are featured, and they only put photos of their products alongside their collaborators' logos.

The twelfth page features their Viral & Branding Campaign in 2021, including a writing that says “*Boost brand virality by participating in #stopasianhate campaign in Time square New York City supported by Shopee & Tokopedia*” alongside the photos of their billboard on Times Square. Despite the grammatical errors (spelling of Times Square), this page shows strong proof of their international presence through the straightforward lexical choice.

The thirteenth to fifteenth page is the continuation of the previous page which explains their activities in New York. On this page is stated their participation in New York Fashion Week (NYFW), media promotion at Times Square, and their products’ campaign around New York and LA with thirteen young mega KOLs (Key Opinion Leader). They also put screenshots of their international media presence, mostly related to their appearance in NYFW. The next two pages feature a full-page photo of this campaign, starting with a photo of the thirteen young mega KOLs on the fourteenth page and followed by some moments of their participation in NYFW on the next page.

The sixteenth to eighteenth page explains the “Erigo Tour”. The title shown on the sixteenth page is again written in all capital letters to gain attention (similar to the word “*company profile*” on the cover page) and yellow-colored fonts on the word “Tour” to match their color palette. The next page shows photographs of some of their pop-up stores. The eighteenth page shows a timeline, similar to the milestones on the third page, which features the events they took part in and their journey in opening pop-up stores. Just like the title, they are intending to take us on a tour of their journey throughout the years.

The nineteenth page features links to their official web store and online stores on several marketplaces. The twentieth, or the last page, is similar to the Title Page. This page features Erigo’s logo alongside a “*company profile*” written in all capital letters but without the Updated Version.

**Written Interview.** To analyze how the intended messages have reached their target audience, we used the written interview method which was conducted using a Google spreadsheet after compiling questions on the platform, we distributed the link to the two age groups that were our targeted respondents, namely Gen-Z which are people born in 1997 to 2021, and Millennial which are people born in 1981 to 1996. After the data was collected, we focused our research on the answers of 6 Millennials and 4 Gen-Z

For the first respondent, we will start from the Gen-Z category in which she stated that she found out about Erigo through Instagram, and according to her, Erigo looks casual. The first respondent then continued giving a statement about Erigo’s word choice on the about us page in which she stated that Erigo’s effort in trying to be close with the youngsters is really vivid thus making her feel convinced about the brand. However, she stated that she does not really know about Erigo’s promotions since they rarely become viral which made her suggest the brand to be more open about current trends to reach more relevant customers according to what Erigo wants.

The second respondent stated that he found out about Erigo through Shopee and although he does not really get into the customer approach of Erigo in real life, he

stated that Erigo is friendly to customers. He then continued giving a statement that Erigo has cheap clothes with quality and at the same time they could expand their brand to an international level since he stated that the campaign that could make people relate in general was the 2019 USA Campaign. Despite all the things that have been mentioned earlier, the respondent made a statement that Erigo's change is too significant which make the brand look like it has no characteristic therefore the last statement he said that it is best for Erigo to keep updating on the design to reach more relevant customers, not only focusing on the campaign.

The third respondent stated that she knows Erigo because of the influencer's post and according to her, Erigo has a simple design and is comfortable to wear. However, for the word choices that are on Erigo's About Us page, she said that they have a standard word choice. Next, about the way Erigo approaches their customers, unlike the previous respondent, she stated that Erigo always follows trends and holds big events to promote their brand. She then continued by giving a statement that the reason she feels related to Erigo is because Erigo always touches humans' interest by using Indonesia's famous influencers to promote their brand. Finally, for how Erigo could keep up with the changing trends, she stated that they analyze the market trend and then use influencers to execute their plan and she gave a suggestion for Erigo to use local influencers so that they could reach more relevant customers according to their wants.

For the fourth respondent, she stated that she knows Erigo from Arief Muhammad's Instagram and her opinion about Erigo is that she thinks the brand has a lot of achievements and the most noticeable was when Erigo appeared at Time Square NYC. She then continued giving her opinion about the word choices on Erigo's About Us page in which she said that the word choices are already excellent because it really defines the brand identity and shapes the brand image inside the customers' mind. However, talking about the way Erigo approaches their customers, in her opinion their way is not very effective and optimal even though they have expanded their brand to the international scene but for their own country, their approach still looks a bit sluggish because those they are working with are only from circles that are not much different from one another or arguably less diverse, as well as for the media approach itself less broad in scope. Apart from all that, she said that in terms of products, Erigo has a design that doesn't look cheap, and the material is also comfortable. This was conveyed because she also has items from Erigo, namely flow shirts and polo shirts. Next, when being asked which campaign from Erigo she thinks would make people relate in general, she answered that Erigo Tours pay 1 get 3. Last, as a suggestion for Erigo to keep up with the changing trends and how they could reach more relevant customers, she said that Erigo doesn't really follow the current trends which it could be seen through Google analytic which proved that Erigo rarely goes viral and it actually could be solved by getting to know more about the current trends such as perhaps they could try to be more active in TikTok and try TikTok live because that feature is really helpful in boosting the brand awareness, attract customers and increase sales.

For the fifth respondent, we will move to the millennials category in which he knows about Erigo from shopping malls and Instagram. According to him, Erigo

looks like a trendy and casual clothing brand, however, for the About Us page he stated that it looks a bit too formal and it could be improved by making it more casual and catchier. Next, the way he feels about how Erigo approaches their customers is very attractive and they give a lot of good offers. He also stated that what makes him feel related to Erigo is their casual and young personality and in his opinion, the campaign that could make other people relate to Erigo is the Campaign USA & Summer. Finally, for relevance, he stated that the way Erigo keeps up with the changing trends through their promotional campaign is such a good program and the best way Erigo could update themselves so that they could reach more relevant customers is by staying true to the true colors of Erigo and ride the wave of the trends, and not limited to joining the big key opinion leader or influencers.

The sixth respondent stated that he knows about Erigo from Instagram and for him, it looks just like a local brand which he thought was a foreign brand since they mostly use English on the About Us page. He continued by stating the way Erigo approaches their customers in which he thinks they are interesting and informative about their products and what they offer. Moving on to relatability, he could not really find something from the brand that could make him feel related to it, however, he thinks that for others, the *motorbaik* campaign could make people relate in general. Finally, for relevance, he stated that the best way Erigo could update itself so that it could reach more relevant customers is by collaborating with other brands.

The seventh respondent stated that she knew Erigo because she was strolling in one of Jakarta's shopping malls and she saw Erigo's pop-up store, for her, the first word that came to her mind when she heard about Erigo was catchy, modern, and a retro atmosphere. She then continued stating that for the About Us page, Erigo's word choices were understandable and not too much information, however, she suggested that they use less formal choices of words and font styles. Next, talking about the way Erigo approaches its customers, she said that it could be more active and massive by being more active on social media and following various campaigns that have a relatability with its brand. Moving on to relatability, she could feel related to Erigo since the brand radiates young energy and she would choose them as her daily semi-formal attire choice, for other people, she assumed that the Japan Campaign back in 2019 would make people relate in general since the design was simple but artsy which made it iconic. Lastly, for relevance, she suggested Erigo improve its concept of promotional campaign by keeping up with the changing trends without removing its brand identity as a comfy and youth semi-formal attire choice also Erigo really needs to activate its brand awareness through some social media challenges and select a powerful key opinion leader to raise and engage their customers.

The eighth respondent stated that she knows Erigo because she saw many young people on the street wearing Erigo jackets, and the first word that came to her mind about the brand was Sukajan (スカジャン). For general information, The Sukajan, or souvenir jacket, was first made by the Japanese for American soldiers in Occupied Japan, and it later served as a memento of other tours of service, such as the Vietnam War. People of subcultures both inside and outside of Japan used it as a sign of defiance in the latter half of the 20th century, giving it rebellious overtones. This item's popularity increased as a result of its media culture visibility. The Sukajan was partic-

ularly suited for new vintage manufacturing, a developing trend in the fashion industry, because of its historical ties to wartime warfare, subculture dress, and affiliation with Japanese workmanship. Back to the respondent, talking about Erigo's About Us page, she stated that it looks like an insecure and try hard type of brand with poor English skills especially in writing. They look like they are trying too hard to impress or rather brag by putting people they worked with in previous campaigns and unrelatable numbers instead of telling the audiences about their company's bearings, causes, and visions. For her, it seems like they just slapped on their company profile for a pitch deck and it is worsened with the fact that their English is all over the place. Next, talking about the way Erigo approaches its customers, she stated that Erigo segments its market towards teenagers and young adults. Moving on to relatability, what makes her feel related to Erigo is the fact that they are cheap, however, she assumed that what would make other people feel related to Erigo is the fact that they often offer insane discounts which make their products ridiculously cheap. Lastly, for relevance, in which we asked about how she thinks Erigo keeps up with the changing trends through their promotional campaign. She stated that if Erigo does not start creating a strong identity with their own unique style (aside from their overused logo), it will find it hard to penetrate into the premium market. She then suggested that Erigo have to know what they want. Right now, they're trying to be everything before establishing a clear design language thus resulting in a weak brand identity. In the beginning, they have had a strong brand image, but it seems like as the time goes by, they have failed themselves in growing their name in Indonesian market, let alone the international market.

For the ninth respondent, they stated that they know Erigo from a friend and at first, he thought that it was a Japanese clothing brand. They then gave their opinion towards Erigo's About Us page which they stated that it looks like a big failure with plenty of grammatical errors and low-resolution graphics. Continued on the way Erigo approaches their customers, they stated that they have no idea since they don't really follow the brand. Next, what makes them feel related to Erigo is their products in which Erigo mentioned that they are casualwear and semi-formal, but for other people, they do not know which campaign could make other people relate in general. Lastly, they gave an opinion about how Erigo keeps up with the changing trends through their promotional campaign in which they stated that Erigo do it by trying to show that their products have entered the global market and next, the best way Erigo could update themselves so that they could reach more relevant customers according to their wants is in their opinion it depends on which customers they want to target. However, looking at their current pricing and their international campaigns, they stated that it just doesn't make sense.

The tenth respondent stated that she knows Erigo from Instagram and the first word that came to her mind was "viral", she then continued giving a statement about Erigo's About Us page in which she thinks the word choice is interesting and it creates an international impression. She also thinks that the way Erigo approaches its customers is interesting and what makes her feel related to Erigo is its website layout which she thinks looks sophisticated. Next, she assumed that other people in general, would relate with Erigo through their USA Campaign in which she explained fur-



thermore that as a developed country, many people put USA as their dreamland, hence why she assumed that the USA Campaign could make people in general relate with Erigo. Lastly, talking about the way Erigo keeps up with the changing trends through their promotional campaign, she stated that in her opinion Erigo always makes a campaign using dream destinations for the youths and they often collaborate with well-known public figures which makes it iconic and talking about the best way Erigo could update themselves so that they could reach more relevant customers according to their wants, she stated that perhaps Erigo could lower their prices and do a collaboration with public figures that include public figure from millennials generation and also Gen-z.

### 3.2 Discussion

From the descriptive discourse analysis done on the About Us page, we can use some adjectives to describe Erigo's promotional campaign and overall brand image, which are "confident", "young", and "international". The word "confident" is represented through their ways of promoting their products, which is using fewer words and more pictures. This can be interpreted as they're confident enough about their product's visuals without having to explain it with words.

The second word is "young", which is represented both explicitly and implicitly. Explicitly, the word is represented on their "Who are We?" page where they stated that their products are made for youth. Their choice of models and collaborators also emphasizes this adjective, where they are mostly young people. Implicitly, it is represented in their overall aesthetics. The font that they used belongs to the sans serif font family, which most designers view as a more modern font [8].

Lastly, the word "international" is represented on the slides where they explained their viral branding and campaigns, which mostly take place abroad (USA, UK, Japan, and India). Other than the campaigns, sometimes they also work with foreign Indonesia-based models to make their brands seem more globalized. Moreover, the use of English as the main language of the page also opens more internationalism opportunities as people outside Indonesia will also be able to understand it.

With this discussion and discourse analysis, we can conclude that Erigo's intended messages are that they're confident, made for the youth, and have high international exposure. The next step is to determine whether these messages have reached their intended audience or not. We did this by analyzing the written interview answers. The written interviews that we have conducted targeted respondents from two categories (Gen-Z and Millennial) in which most of the Gen-z agree that Erigo has reached the variables that have been mentioned before. However, most of the Millennials disagree and give a lot of criticism towards their use of grammar, the way they approach customers, their international campaigns, and many more.

## 4 Conclusion

From our findings, we can conclude that the intended message of Erigo's promotional discourse is that they're confident, made for the youth, and have high international exposure. Some of these messages have been properly delivered to their target audience, which are Gen-Z and Millennials. Messages are for example: Erigo is a brand that markets products at affordable prices with premium quality and they have attractive appearance as well as good offers. However, it seems that for the promotion, Erigo looks like 'floating and sinking' because at some points they can be very popular but later they become quiet again. Several respondents also mentioned that Erigo used to have strong brand identity but as time went by, it looked just like any other mediocre clothing brand that just follows the trends to stay "alive". In other words, some of Erigo's intended messages have reached their audience, but some of them still need further improvement in the promotional tactics so that they will reach the audience better.

In this research, we have limitations especially related to the data collection for the discourse analysis and the conduction of the written interview. We realize that a brand's intended message cannot be derived solely from the discourse analysis of the About Us page, as there are more promotional tools that the brand has conducted. Therefore, it is highly recommended that future researchers on this topic analyze other sources of promotional discourse other than the About Us page. Moreover, we also had some difficulties in finding interviewees. We think that this problem may stem from our research questions which may be too complex for some. Thus, it is highly recommended that future researchers create more concise questions.

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