

## ABSTRAK

Perkembangan industri *fashion* di Indonesia terus berkembang seiring berjalannya waktu. Sehingga *brand* dituntut untuk dapat terus berinovasi mengembangkan *brand* mereka kearah yang lebih baik ditengah persaingan dalam industri ini. Erigo adalah salah satu *brand fashion* lokal yang digemari banyak masyarakat Indonesia dan memanfaatkan media sosial sebagai alat marketingnya. Pada tahun 2021 dan 2022 Erigo mengikuti pagelaran busana internasional terkemuka yaitu *New York Fashion Week* di Amerika. Hal ini membuat jagat media sosial heboh, berita partisipasi Erigo di *New York Fashion Week* tersebar luas di media sosial instagram karena Erigo adalah *brand fashion* lokal pertama yang bisa mengikuti ajang bergengsi tersebut. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas informasi partisipasi Erigo dalam *New York Fashion Week* terhadap *Brand Image* Erigo. Penelitian ini menggunakan teori S-O-R (Stimulus Organisme Respon) yang dihubungkan dengan teori new media, agenda setting, dan efek media. Sampel pada penelitian ini sebanyak 100 responden dengan menggunakan teknik Random Sampling dengan kriteria yaitu *followers* instagram @erigostore. Hasil penelitian menunjukkan bahwa terdapat pengaruh kualitas informasi (X) terhadap *Brand Image* Erigo (Y) pada *followers* erigostore. Dimana dari hasil penelitian didapatkan nilai Sig.  $0,000 < \text{probabilitas } 0,05$  yang berarti pengaruh variabel (X) yaitu kualitas informasi berpengaruh signifikan terhadap variabel (Y) karena nilai signifikansinya  $0,000$ . Dan hubungan antara variabel (X) dan (Y) menurut hasil olah data uji korelasi dinyatakan memiliki hubungan sedang serta bersifat searah dengan nilai koefisien korelasi sebesar  $0,590$ .

Kata Kunci : Kualitas Pesan, *Brand Image*, Erigo, *New York Fashion Week*

## ABSTRACT

*The development of the fashion industry in Indonesia continues to evolve over time. Thus, brands are demanded to continuously innovate and develop their brands towards betterment amidst the competition in this industry. Erigo is one of the local fashion brands favored by many Indonesians and utilizes social media as its marketing tool. In 2021 and 2022, Erigo participated in the renowned international fashion event, New York Fashion Week in America. This caused a stir in the social media sphere; news of Erigo's participation in New York Fashion Week spread widely on Instagram because Erigo was the first local fashion brand to participate in such a prestigious event. This research aims to determine the influence of the quality of information regarding Erigo's participation in New York Fashion Week on Erigo's Brand Image. This research uses the S-O-R (Stimulus Organism Response) theory connected with new media theory, agenda setting, and media effects. The sample in this study consisted of 100 respondents using Random Sampling technique with the criterion being followers of @erigostore on Instagram. The results show that there is an influence of the quality of information (X) on Erigo's Brand Image (Y) among erigostore followers. From the research results, the Sig. value obtained is  $0.000 < \text{probability of } 0.05$ , which means that the influence of the variable (X), namely the quality of information, significantly affects the variable (Y) because its significance value is 0.000. And the relationship between variables (X) and (Y), according to the results of correlation analysis, is stated to have a moderate and positive relationship with a correlation coefficient value of 0.590.*

*Keywords: Message Quality, Brand Image, Erigo, New York Fashion Week*