

ANALYSIS OF THE USE OF CODE MIXING IN INSTAGRAM POSTS AS A BRAND IMAGE STRATEGY FOR LOCAL BRANDS

Lira Mey Nisa ^{*1}

State University of Medan
English Literature Department, Faculty of Languages and Arts
lirameinisa12@gmail.com

Octavia Amelia

State University of Medan
English Literature Department, Faculty of Languages and Arts
octaviaameliaaa03@gmail.com

Nijmal Adawiyah

State University of Medan
English Literature Department, Faculty of Languages and Arts
nijmal.adawiyah23@gmail.com

Yolanda Marchella

State University of Medan
English Literature Department, Faculty of Languages and Arts
yolandamarchella07@gmail.com

Abstract

Through Critical Discourse analysis, the research aims to analyze the use of code-mixing in Instagram posts by Indonesian local brands and its impact on brand image. The use of code-mixing in a local brand's Instagram post is the main concern of the researcher. Using Fairclough's Critical Discourse Analysis theory, which consists of text dimensions, discourse practices, and social practices, data in the form of captions of local brands' Instagram posts from the @erigostore Instagram account were analyzed to identify patterns of code-mix use and evaluate its impact on brand image. The total data analyzed was 10 Instagram posts through Erigo's official account. The results show that code-mixing enhances Erigo's sense of modernity and practicality, proximity to Audience, professionalism, and reflects openness to global influences. This strategy reinforces Erigo's image as a brand that follows trends, is familiar with its bilingual audience, and is competitive in the international market. This research adds to the understanding of the influence of code-mixing in social media on brand image in a multicultural society.

Keywords: Code-mixing, Instagram, Brand image

¹ Correspondence author

INTRODUCTION

Internet has become a crucial part for brands to interact and build their brand image. According to (Anggarini, Putra, & Suwastini, 2022, p. 54) the benefits of the Internet are not only in the world of education, and personal, but also in the world of business. One part of the internet that plays an important role in building a brand image is Instagram. According to (Sutrisno & Ariesta, 2019, p. 146) Instagram is a social networking app made for sharing photos and videos from smartphones that allows us to view each other's posts.

Branding is the strategic process by which marketers increase the formation of a brand and manage its meanings, led by the company's perceived "true" identity (Ng, 2017, p. 4). A "true" identity refers to the distinctive value and authenticity attached to a brand, which includes the fundamental values, mission, and uniqueness that the brand wants to convey to its audience. Meanwhile brand image, according (Fasha, Robi, & Windasari, 2022, p. 36) is a consumer's perceptions of a brand that relates to their attitudes, beliefs, and trust about the brand. It includes how consumers perceive the quality, value, and reputation of the brand in the market. Thus, branding is the company's effort to build and maintain the intended brand image, whereas the brand image is how customers perceive and respond to these efforts.

Quoted from (Permadi, 2020, p. 4305), Instagram has been proven to increase brand awareness of a new products. For example, the Hastina Pura mutual fund from MPAM (Reksa dana from PT. Minna Padi Aset Manajemen) by displaying interesting and informative content through instagram accounts. With the huge number of Instagram users, companies or brands can reach audiences from various walks of life and increase interest and awareness of the product. Through engaging and informative content that reaches a wide audience, Instagram helps increase awareness and interest, create positive perceptions, and build high credibility for a brand. The brand will be recognized by the public based on what the brand shares with the public through its Instagram posts. According to (Anggrenita & Sander, 2022, p. 150) Instagram posts play an important role in building brand image and influencing consumer purchase intention. Interesting content and active interaction on Instagram can generate high social traffic, strengthen trust, and make consumers more interested in buying products. This is what then develops into the image of a brand. The emergence of Instagram as a powerful brand communication tool has contributed greatly to increasing brand awareness and building a positive brand image. Brands use Instagram's visual-based platform to share engaging and informative content that can resonate with diverse audiences, thereby increasing interest and trust in their products. However, in a multicultural and multilingual society like Indonesia, the use of visual content alone is not enough to build a deep and authentic connection with your audience. This is where the strategic use of language, specifically code-mixing, becomes crucial.

According to (Sagitarini & Putra, 2023, p. 74) many companies utilize Instagram as a promotional medium, one of which is the scarlet brand, which is a body care product brand that utilizes Instagram as a promotional medium by using code mix in its posts. Pieter Muysken on (Poplack & Walker, 2003) stated that code-mixing occurs when grammatical features and lexical elements from two languages appear in the same phrase. He categorises code-mixing into three types: insertion, alternation, and lexical congruence. According to (Anggarini, Putra, & Suwastini, 2022, p. 64) code mixing is used to persuade the audience to buy the product they are promoting and plays a role in product promotion. According to Wardhaugh (2015), code-mixing occurs when speakers use both languages concurrently to the extent that they switch languages within a single utterance. Another definition from Holmes (2013:35) as cited by Sunari, N. K., & Simatupang, M. S (2021), a code-mixing could be related to a specific participant or addressee. A speaker may mix to another language, proposing that the speaker is prepared to connect a group and share ethnicity within the community. In other words, the speaker adjusts some parcels of his discourse.

In their ordinary lives, the analysts utilize code-mixing to communicate with both online and offline friends. When we learn unused lexicon and need to illustrate it to others, code-mixing is additionally utilized. Individuals favour to combine words with easier-to-understand words since certain word implications are improper for discussion. This think about points to decide how code-mixing can be utilized to advertise a magnificence item. In expansion, the reason of this think about is to distinguish the sorts of blended code on Scarlett Whitening's Instagram post and to examine its causes. This consider utilized Instagram as an information source since Instagram could be a fun stage for the more youthful era that permits clients to keep up with mold and patterns as well as what's trending.

Based on this background, the researcher would like to explore the use of code-mixing on Instagram posts from local Indonesian brands and its implications for brand image. The internet has become an important part for brands to interact and build their image, with Instagram as one of the key platforms. And code-mixing as the use of elements from two languages in one text, is increasingly common in social media communication, especially in multicultural societies such as Indonesia. The purpose of this study is to discursively analyze code-mixing in local brands' Instagram posts as brand image. This research uses Critical Discourse Analysis theory proposed by Fairclough. Fairclough (2003) divides Critical discourse Analysis into three dimensions, namely; 1) Text; 2) Discourse practices; 3) Social practice. By using Fairclough's Critical Discourse Analysis theory, especially the dimensions of discursive practices and social practices, the code mix found in Erigo's local brand Instagram posts will be recorded and analyzed regarding its implications to brand image.

RESEARCH METHODOLOGY

This research employs a qualitative method critical discourse analysis (CDA) approach based on Norman Fairclough's theory to examine the use of code-mixing in local brand Instagram posts in Indonesia and its impact on brand image. Code-mixing, the practice of blending elements from different languages within a single conversation or text, has become increasingly common in social media communications, particularly in multicultural societies like Indonesia. This study aims to explore how this linguistic phenomenon influences the perception of brand image among consumers. Data for this research is collected from the Instagram account of a popular local brand in Indonesia, namely @erigostore. Erigo Store is renowned for its strategic use of code-mixing in their posts, effectively mixing Indonesian and English to engage with a broader audience. By analyzing their Instagram posts, this research seeks to identify patterns and trends in code-mixing usage and evaluate its effects on brand image. To ensure a comprehensive analysis, the data collected includes post texts that exhibit a variety of code-mixing instances. These posts are selected randomly to ensure sufficient variation and representation, capturing different contexts in which code-mixing occurs. The collected data is then organized into a database for systematic analysis. The analytical framework for this research is based on Norman Fairclough's theory of critical discourse analysis, which provides a robust structure for examining how language use shapes social and cultural contexts.

FINDING AND DISCUSSION

We selected 10 posts from Instagram @erigostore that used code-mixing in the posts and then discursively analyze the use of code-mixing in the posts and how it affects brand image

Table of Findings.

Data	Code Mixing Terms	Number of Terms	Percentage (%)
Data 1	Mix sweatshirt, stripe tee, look, stripe long sleeve	4	16.67%
Data 2	Effortless stylish vibe, fit, style smart casual	3	12.50%
Data 3	Look, layering, check out	3	12.50%
Data 4	Hoodie, french terry	2	8.33%
Data 5	Waistbag, travel buddy, ren camo unisex	3	12.50%
Data 6	Series hoodie, sweatshirt, classic design, outer	4	16.67%

Data 7	Checkout, marketplace	2	8.33%
Data 8	Daily, slim-fit	2	8.33%
Data 9	Best seller, stock, online store	3	12.50%
Data 10	Officially rilis, channel online	2	8.33%
Total		24	100%

Data 1



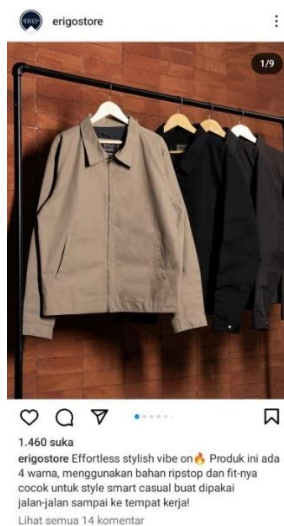
(<https://www.instagram.com/p/C7f-j1XSWop/?igsh=emlw2VheGJiNDM=>)

“Kamu bisa mix sweatshirt pake stripe tee, look ini di mix pake stripe long sleeve yang ada collarnya. Kamu udah punya sweatshirt ini belum?”
 (“You can mix sweatshirt with stripe tee, this look is mixed with stripe long sleeve with collar. Do you have this sweatshirt yet?”)

From the dimension of discourse practices, Erigo's marketing team designed content with code-mixing to appeal to a young, bilingual audience, reflecting extensive fashion knowledge and impressing upon consumers that they must be familiar with the lingo to keep up with trends. English words inserted into Indonesian sentences such as “mix sweatshirt”, “stripe tee”, “look”, and “stripe long sleeve” are fashion terms used in this post. This content was uploaded on May, 28th 2024, on the Instagram platform, which allows visualization of products through images and text, with captions structured to attract quick attention and provide clear instructions. This strategy made Erigo's bilingual and modern fashion-oriented audience feel engaged and interested in the use of code-mixing.

From the social practice dimension, the code-mixing used reflects the impact of globalization on popular culture in Indonesia, particularly in fashion, and positions itself as a brand that is modern and relevant to global trends, which is very important for young audiences who want an up-to-date identity. In addition, the use of code-mixing recognizes and celebrates the audience's bilingual abilities, strengthening their emotional connection and loyalty to the brand.

Data 2



(<https://www.instagram.com/p/C6n3bDiRgss/?igsh=MTAoZ2xuZnpwZTN4YQ==>)

“Effortless stylish vibe on. Produk ini ada 4 warna, menggunakan bahan ripstop dan fit-nya cocok untuk style smart casual buat dipakai jalan-jalan sampai ke tempat kerja!”

(“Effortless stylish vibe on. This product comes in 4 colors, uses ripstop material and the fit is suitable for smart casual style for walking to work!”)

From the discourse practice dimension, the post uses Indonesian-English code-mixing. The terminology used is “Effortless stylish vibe on”, “fit”, and “style smart casual” reflective of young people's extensive fashion knowledge and gives consumers the impression that they should be familiar with the terms in order to keep up with the trends. The content is uploaded on the Instagram platform, allowing for strong visualization through images and text, with captions related to their products. Audiences on this post engaged by responding with 1,460 likes, and 14 comments.

In terms of the social practice dimension, Erigo's use of code-mixing reflects the impact of globalization on popular culture in Indonesia, positions itself as a modern brand relevant to global trends, and celebrates the audience's bilingual ability, strengthening their emotional connection and loyalty to the brand.

Data 3



(<https://www.instagram.com/p/C6lbdFbxFUR/?igsh=cXdoaHFibnFrMzJk>)

“Look kayak gini bisa kamu dapetin dengan *layering* kemeja dan Erigo Sweatshirt. Dijamin bikin style jadi keliatan beda. *Check out* sekarang daripada kehabisan!”
(“*You can get this look by layering a shirt and Erigo Sweatshirt. Guaranteed to make your style stand out. Check out now instead of running out!*”)

From the discourse practice dimension, Erigo strategically uses code mix to attract the attention of a young bilingual audience. By inserting English terms such as 'look,' 'layering,' and 'check out,' they create a modern and relevant impression in their communication. Mix this code is not just a variation of language, but also an effective tool for building relationships with audiences familiar with global pop culture. This content was posted on April 24th, 2024 on Instagram, a platform that is highly visual and fast in message delivery. The selection of words and sentence structure in this caption is designed to grab the audience's attention quickly and provide clear instructions on how to achieve the desired fashion look. Thus, this strategy manages to make the audience feel more connected and engaged with the Erigo brand. This code mixing in communication not only demonstrates a deep understanding of the cultural and linguistic dynamics of the audience, but also reflects Erigo's expertise in combining elements of language to create a powerful and memorable message. English is often associated with modernity, sophistication, and global connectivity, so the use of these terms gives the impression that Erigo products are part of an ever-evolving international fashion trend. This helps build a cutting-edge and innovative brand image, which is critical in the highly competitive fashion industry, and, this strategy also shows how Erigo makes the most of the Instagram platform. Instagram, as a highly visual social media platform, allows brands to showcase their products in an engaging and interactive way. By combining attractive visuals with informative and engaging captions, Erigo is able to attract the attention of the audience quickly and encourage

them to take action, such as checking products on the website or making direct purchases.

From the social practice dimension, From the social practice dimension, Erigo's mixed use of code underscores how language and culture influence each other in today's digital age. In this context, the code mixing not only reflects the influence of globalization, but also shows how young consumers in Indonesia, who are exposed to international culture through social media, adopt and integrate these elements into their daily lives. By combining English and Indonesian, Erigo creates an inclusive and dynamic brand identity, reflecting the social and cultural realities of their audience. This approach also shows that Erigo understands the psychological need of their audience to feel modern and up-to-date. The use of English terms gives the impression that keeping up with the latest fashion trends is part of the global and modern identity that young consumers want. In addition, by recognizing and celebrating the bilingual capabilities of its audience, Erigo strengthens emotional relationships with consumers and encourages brand loyalty. In the quote given, " Look kayak gini bisa kamu dapetin dengan layering kemeja dan Erigo Sweatshirt. Diavin bikin style jadi keliatan beda. Check out sekarang daripada kebabisan," it looks how Erigo combines practical instruction with relaxed and modern language. The use of words like 'look,' 'layering,' and 'check out' provides clear guidance on how to create a particular fashion look while motivating consumers to act immediately so as not to miss the trend. This strategy not only encourages direct sales but also strengthens the brand image as trendy and responsive to consumer needs. By creating a sense of urgency and promoting a fashionable lifestyle, Erigo manages to attract and retain the attention of their audience in the competitive fashion market.

Data 4



(<https://www.instagram.com/p/C7QhyjlyoTh/?igsh=MTY1MnJvM2NicmZ1dA==>)

“Hoodie reguler ini pake bahan french terry, walaupun gak terlalu tebal tapi tetap hangat. Ini salah satu warnanya *dark grey*, enaknya *spill* warna apalagi nih?”
(“*This regular hoodie uses french terry material, although not too thick but still warm. This is one of the dark gray colors, what color spill is it*”)

From the Dimension of Discourse Practices, In the caption uploaded on the Erigo Instagram platform on May 22th, 2024, Erigo used the Indonesia-English mixing code as part of their discursive practice. This discursive practice involves the use of mixed language in certain communication contexts, in this case, in promoting their product, i.e. regular hoodies. This use of mixed language reflects a brand identity that wants to accentuate the impression of modern, relaxed, and connected to a young audience familiar with both languages. The use of words such as ‘hoodie’ and ‘french terry’ suggests that Erigo not only targets the local market, but also seeks to attract global consumers familiar with English terms in the fashion industry. In addition, the use of the word “*enaknya spill warna apalagi nih?*” Show a relaxed language style and invite readers to interact further with the brand, creating a stronger bond between the brand and the consumer.

From the Social Practice Dimension, In terms of social practices, the caption uploaded on Erigo’s Instagram platform on May 22th, 2024 reflects how Erigo is trying to build a community that connects and interacts with their audience. By using Indonesian-English mixed language, this brand creates an easier communication bridge with the younger generation of Indonesia who are familiar with both languages. This shows that Erigo understands the importance of adaptation to the culture and lifestyle of their target market. In addition, by describing the ingredients and quality of the product in detail, Erigo shows their commitment to transparency and honesty to consumers. This strategy can strengthen the brand-consumer relationship, as consumers feel appreciated and provided with useful information to make better buying decisions. Thus, this quote is not merely a product advertisement, but also an attempt by Erigo to build a strong brand identity and connect with their consumer community.



(<https://www.instagram.com/p/C7jVo8qx08K/?igsh=c213Nng2Z2d4NjR4>)

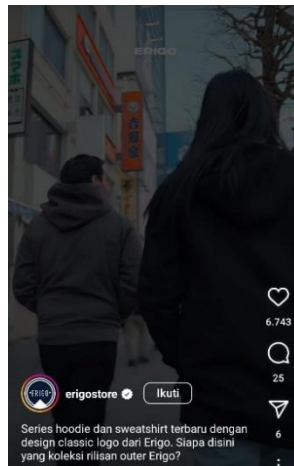
“Looking for a waistbag to be your travel buddy? ren camo unisex dilengkapi beberapa kantong dengan ritsleting, perlengkapan jadi aman! Sudah tersedia di marketplace”

(“Looking for a waistbag to be your travel buddy? unisex camo ren features multiple pockets with zippers, keeping gear safe! Already available in the marketplace”)

The discourse practice dimension of this text is inspired by similar advertisements of fashion products or other travel accessories, which emphasize safety, convenience, and availability on online platforms. The target audience is consumers who are looking for practical and safe travel accessories. The target audience is consumers who are looking for practical and safe travel accessories. Consumers are expected to understand a mixture of Indonesian and English and feel attracted by the description of product features and ease of access. Terms in this text include "Looking for a waistbag to be your travel buddy?" using rhetorical questions to grab the reader's attention and make them think about their needs. The phrase "ren camo unisex", shows that this product is designed for all genders.

The social practice dimension reflects the trend of globalization and modern lifestyle where traveling is an important part of daily life. The use of English and Indonesian shows the adaptation of global and local cultures. This text reflects the power of the Erigo's brand in shaping consumer needs and preferences. The brand positions itself as the right solution provider for consumers who care about safety and comfort during travel.

Data 6



(<https://www.instagram.com/reel/C7VrWFoS7pS/?igsh=NGIsenl4a3Vib3d1>)

“Series hoodie dan sweatshirt terbaru dengan design classic logo dari Erigo. Siapa disini yang koleksi rilisan outer Erigo?”

(“The latest hoodie and sweatshirt series with a classic logo design from Erigo. Who here collects Erigo's outer releases?”)

From the discourse practice dimension, this text was created by Erigo's marketing team to promote their latest products and engage their community of brand fans. The target audience is consumers who are familiar with the Erigo brand and may already have previous products. The target audience is consumers who are familiar with the Erigo brand and may already own previous products. They are expected to feel intrigued by the latest release and feel inspired to continue collecting products from this brand. The terms in this text include "series hoodie", "sweatshirt", "classic design", and "outer". The text consists of two sentences, the first is an informative statement about the product and the second is a rhetorical question that aims to create interaction with the audience.

The social practice dimension of this text reflects fashion trends and consumption culture where brands build identities and communities around their products. The use of informal language suggests a more personalized and intimate approach to a young and urban audience. The power of brands in shaping consumer perception and building brand loyalty. By emphasizing classic design and asking questions that invite participation, the brand positions itself as an integral part of the consumer's lifestyle and identity.

Data 7



(<https://www.instagram.com/p/C6iO2THrocs/?igsh=MThoY2djY3QyMmt1MA==>)

“Be ready! besok produk ini sudah bisa kamu checkout di semua marketplace Erigo!”

(“Be ready! You can checkout this product tomorrow on all Erigo marketplaces!”)

The discourse practice dimension of this text was created by Erigo’s marketing team who focused on launching new products and encouraging purchases as soon as they were available. It is inspired by the promotional style of other fashion brands that use a direct approach and urgency to increase sales immediately after the product launch. In this text “Be ready!”, the call is direct and energetic. “on all Erigo marketplaces”, indicates the availability of the product on various platforms, providing ease of access for consumers. This text consists of one short, emphatic sentence. The first sentence attracts attention with a direct and informal command that creates a sense of urgency and enthusiasm.

On the social practice dimension this text reflects the trend of fast consumption in the digital age, where new product launches are accompanied by announcements that attract attention and create anticipation. The use of social media and e-commerce platforms as the main channels also shows an adaptation to modern shopping behavior.

Data 8



(<https://www.instagram.com/p/C6Ya1LmLWIU/?igsh=eTA3cDRtNGFpamlo>)

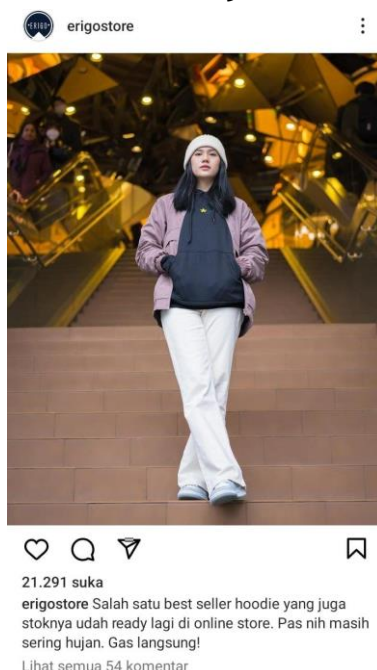
“Gak salah sih produk ini banyak dibeli, jeans ini nyaman buat *daily*, dengan potongan *slim-fit* tapi gak nunjukin bentuk kaki”

(“It’s not wrong that this product is widely bought, these jeans are comfortable for *daily* use, with a *slim-fit* cut but does not show the shape of the leg”)

From the discourse practice dimension, this text is a product promotion created by Erigo’s marketing team. It highlights the popularity and comfort of the jeans to attract new consumers. Terms like “banyak dibeli”, “nyaman buat *daily*”, “*slim-fit*” are used to convince the audience of the product’s quality and popularity. The informal tone aims to seem relatable.

From the social practice dimension, promoting a bestselling product reflects consumption trends where consumers are influenced by other people’s purchases. Highlighting the jeans’ comfort and flattering fit also reflects the importance placed on self-expression and appearance in contemporary urban society. Code-mixing establishes Erigo’s credibility within globalized fashion networks.

Data 9



(https://www.instagram.com/p/C55n_TAxBCf/?igsh=MTMzdTZ4cTltYmNnYQ==)

“Salah satu *best seller hoodie* yang juga stoknya sudah *ready* lagi di online store.

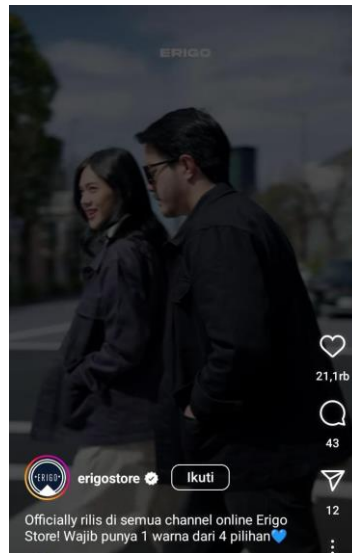
Pas nih masih sering hujan. Gas langsung!”

(“One of the *best seller hoodie* which is also ready again in the online store. Just in time for the rain. Immediately!”)

From the discourse practice dimension, the text convinces consumers to purchase immediately by mentioning hoodie stock availability and current rainy weather. Terms like “best seller”, “stock”, “online store” emphasize ease of purchase while “Pas...sering hujan” links to practical needs. The enthusiastic tone “Gas langsung!” creates urgency.

From the social practice dimension, the text reflects fast-moving trends in online shopping and consumption, where products are promoted based on stock levels and immediate needs. Relating products to weather also shows understanding of everyday consumer experiences. Code-mixing facilitates connecting to broader regional and global audiences.

Data 10



(<https://www.instagram.com/reel/C73Jy1nycAs/?igsh=MXE1YWJteWZkMHhuOA=>)

“Officially rilis di semua channel online Erigo Store! Wajib punya 1 warna dari 4 pilihan”

(“Officially released on all Erigo Store online channels! Must have 1 color out of 4 choices”)

From the discourse practice dimension, this promotion convinces audiences of the product’s official launch across all Erigo online channels for easy access. The phrase “Wajib punya” portrays the item as a must-have or call-to-action through an assertive tone.

Regarding social practice dimension, the text reflects how brands actively promote new releases through various online platforms, capitalizing on e-commerce trends and people’s lived online experiences for marketing purposes. It also shows the power of brands in influencing consumers’ sense of needs and desires. Code-mixing expands Erigo’s relatability to cross-border audiences.

DISCUSSION

The use of code mixing in Erigo's Instagram post affects the brand image in several ways:

1. **Modernity and Practicality:** Utilizing English terms related to design and advanced ways of life makes the impression that Erigo could be a brand that's continuously up-to-date and important to the most recent patterns, and is able to keep up with the flow of alter within the mold industry rapidly and effectively. In this way, buyers feel sure that they are getting items that are not as it were smart but too commonsense and in line with today's needs. The utilize of these terms strengthens Erigo's image as a brand that's delicate to worldwide developments and is able to supply design alternatives that are cutting edge, inventive, and simple to apply in way of life. This moreover appears that Erigo gets it the desires of gatherings of people who need common sense without compromising on fashion, and reflects the brand's capacity to convey items that reflect the personality of energetic and trend-conscious buyers.
2. **Proximity to Audience:** The utilize of code-mixing makes a closer relationship with the gathering of people who are bilingual and frequently utilize code-mixing in their everyday communication. This makes the brand feel more recognizable and relatable. By receiving the communication fashion commonly utilized by their gathering of people, Erigo overseen to form a comfortable and recognizable environment for shoppers. Gatherings of people feel that the brand gets it them, not as it were in terms of the products it offers, but moreover within the way it communicates. The utilize of code-mixing too means that Erigo recognizes and celebrates the bilingual capabilities of their group of onlookers. It's not around utilizing diverse words, but too almost making a sense of community and understanding. Gatherings of people who feel caught on tend to be more steadfast and have a more grounded passionate connection to the brand. Erigo employments this procedure to construct more profound connections with their customers, who see the brand as a companion or indeed portion of their character.
3. **The use of technical terms in English** enhances the impression of professionalism and expertise, thus reinforcing consumer confidence in the quality of Erigo products. Terms such as “ripstop” give the impression that Erigo uses high-quality materials and advanced technology in its production. Consumers tend to have more trust in brands that can explain their products clearly and professionally. Thus, the use of code-mixing that incorporates technical terms enhances Erigo's image as a credible and reliable brand.

4. The use of English reflects Erigo's openness to global influences, showing that the brand can compete in international markets. This is important for consumers who value globalization and want to feel that they are part of global trends. By showing that Erigo follows and embraces global trends, the brand increases its appeal to consumers who see globalization as a value-add. It also reinforces Erigo's image as a progressive and cosmopolitan brand, which appeals to a young and globally oriented audience.

CONCLUSION

In conclusion, @erigostore's intentional use of code-mixing on Instagram significantly enhances its image as a modern and dynamic brand that strongly resonates with its primary target audience-young consumers. Code-mixing on social media, particularly on Instagram, increases the perception of modernity and proximity to the audience. This practice reflects the influence of globalization and international popular culture, creating an inclusive and dynamic brand identity. By adapting to the culture and lifestyle of the target audience, code-mixing strengthens emotional connection and consumer loyalty, ultimately increasing awareness and interest in the product and building a strong brand image in a competitive market.

This shows a keen adaptation to the cultural nuances and lifestyle preferences of the target audience. It reflects an understanding of their everyday language usage and cultural references, thus strengthening the emotional connection between the brand and its consumers, thus this code-mixing strategy proves to be highly effective not only in raising awareness and interest in the brand's products, but also in building a strong, relevant and competitive brand image. This strategy allows the brand to stand out in a crowded market by showcasing its modernity, adaptability and cultural relevance, ultimately increasing its appeal and market position.

The strategic use of code-mixing in Instagram posts by local brands like Erigo effectively enhances their brand image and resonates with a diverse, young audience. This strategy fosters modernity and practicality, making the brand appear up-to-date and in tune with global fashion trends. By using a mix of Indonesian and English, Erigo creates a relatable and familiar connection with bilingual consumers, enhancing engagement and loyalty. Additionally, the use of technical English terms bolsters perceptions of professionalism and credibility, while reflecting a globalized approach that appeals to consumers who value international standards. Overall, code-mixing helps Erigo build a dynamic, modern, and inclusive brand image, crucial for competing in the increasingly competitive market.

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