

## **ABSTRACT**

*The development of the world of technology and communication, now advertising can be done in various ways. One way to do this is through social media. Reflecting on this, many companies use Instagram as a social media to advertise. In 2021, Erigo had caught the attention of the people of Indonesia and other countries thanks to an advertisement posted on his official Instagram social media. The phenomena in this study are explored using quantitative methods. Data collection techniques through questionnaires with a Likert scale. The desired sample is someone who decides to buy Erigo products after seeing an Erigo advertisement in the New York Times. Furthermore, the sample calculation uses the Slovin formula so that a sample of 100 respondents is obtained. The analytical method used is simple linear regression. The results of the study show that advertising has a positive and significant influence on audience attitudes so that every increase in advertising on Instagram Erigo social media will improve audience attitudes. As for based on the value of the coefficient of determination, a value of 0.857 is obtained. So that the influence exerted by the independent variable, namely advertising, on changes in the variation of the dependent variable, namely the attitude of the audience, is 85.7%. Therefore, it is suggested that Erigo is able to improve the production quality of its product advertisements on social media. This will improve the attitude of the consumer audience because the production value is getting better*

**Keywords:** *Advertising Influence, Fashion, Erigo, Social Media, Audience Attitude*