JURNAL LOCUS: Penelitian & Pengabdian
Volume 5 No. 5 Mei 2026
E-ISSN 2829-7334| P-ISSN 2829-5439
Hompage: https://locus.rivierapublishing.id/index.php/jl

Analysis of The Perspective of Uses and Gratification Theory and The Aida Model in Developing Spotify's Marketing Strategy

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Keywords:
AIDA; digital marketing communications; Spotify; music streaming; Uses and Gratifications.

Abstract

The rapid development of digital music streaming platforms has fundamentally changed music consumption patterns, with Spotify emerging as the dominant player in Indonesia. This study aims to analyze Spotify's marketing strategy through the integrated lens of Uses and Gratifications Theory (UGT) and the AIDA (Attention, Interest, Desire, Action) model. A descriptive qualitative approach was employed, combining literature review and digital observation of Spotify's features, campaigns, and social media activities. The findings reveal that Spotify successfully meets users' needs for entertainment, personal identity, emotional escape, and ubiquity through personalized features such as Discover Weekly, mood-based playlists, and Spotify Wrapped. Simultaneously, Spotify implements an effective AIDA-based marketing strategy: capturing attention through viral campaigns like Wrapped and creative billboards, building interest via personalized content, creating desire by differentiating free and premium experiences, and encouraging action through free trials and affordable plans. However, the study also identifies weaknesses, including algorithmic filter bubbles that limit musical exploration and a lack of deep social interaction features compared to platforms like TikTok. The study concludes that the integration of UGT and AIDA provides a comprehensive framework for understanding Spotify's success in building user engagement and loyalty. Practically, the findings offer insights for digital platform managers to balance personalization with content diversity and community-building features.

INTRODUCTION

The development of digital technology has transformed various aspects of people's lives, including how they access and enjoy entertainment (Hamad & Jia, 2022; Islam & Bhuiyan, 2022; Sutrisno, 2023; Wanof, 2023). One of the most visible changes has occurred in the music industry. While previously people listened to music through physical media such as cassettes, CDs, radio, or downloaded files, now more people use digital music streaming services, which can be accessed conveniently via the internet.(Özgün & Treske, 2021) The presence of music streaming platforms makes it easy for users to listen to songs anytime and anywhere via smartphones or other digital devices.(Webster, 2023)This change shows that digitalization has created faster, more flexible, and technology-based music consumption patterns.

Music streaming services are now an important part of the daily lives of modern society, especially the younger generation who have high levels of internet and digital media usage.(Webster, 2023). Music streaming platforms not only provide access to millions of songs, but also offer various personalization features that make the listening experience more comfortable and tailored to user preferences (AA Wulandari et al., 2025)The presence of these digital platforms also demonstrates a shift in people's behaviour, who are increasingly relying on digital media to meet their entertainment and information needs (Alzubi, 2023; Mayer et al., 2025; Owilla et al., 2023; Wanof, 2023).

Spotify is one of the fastest-growing music streaming platforms dominating both the global and Indonesian markets. Spotify is a Swedish digital audio streaming service founded by Daniel Ek and Martin Lorentzon in 2006. It offers music streaming, podcasts, and various other audio content, accessible through both free and paid (Premium) platforms. Since its inception, Spotify has become one of the largest music streaming platforms in the world, with millions of active users across various countries. Spotify's dominance is increasingly evident in global and national music streaming market data. Based on MIDiA Research data cited byGoodStats (2024). In an article titled "Spotify Becomes the Music Streaming App of Choice for Indonesians," Spotify successfully maintained its dominance in the third quarter of 2023, with a global market share of 31.7%. This figure indicates that Spotify is the music streaming platform with the largest number of users compared to other music streaming services.

In Indonesia, Spotify is also the most popular music streaming app. According to a Populix survey published in a GoodStats article (2024), out of 2,086 respondents, 1,237 chose Spotify as their favorite music streaming app. Meanwhile, YouTube Music came in second with 515 respondents, followed by JOOX with 147 respondents, Apple Music with 43 respondents, and other music streaming apps with 144 respondents. The data shows that more than 50% of respondents use Spotify as their primary platform for listening to digital music.

The high usage of Spotify in Indonesia demonstrates that the music streaming platform has become part of people's digital culture. Ease of access, variety of music content, and advancements in internet technology are factors driving the growth in music streaming service usage.(Salwa et al., 2024). Furthermore, people now prefer digital platforms because they're considered more convenient than traditional music media. Users no longer need to purchase physical albums or manually download songs because all music content can be accessed through a single app.

The music streaming industry in Indonesia is expected to continue growing. A GoodStats article (2024) stated that the Indonesian music streaming market is projected to reach US$190 million by 2024. This growth is driven by changes in consumer behavior, with people increasingly turning to digital platforms for accessing music and entertainment. In addition to providing convenience for users, the development of music streaming platforms also opens up new opportunities for the music industry, particularly for independent musicians, to promote their work to a wider audience.

Through music streaming platforms and social media, musicians can now distribute their work without relying entirely on physical distribution or major music labels. The presence of digital platforms allows local musicians to reach listeners from various regions and even internationally.(Webster, 2023)This situation shows that the development of digital technology

not only influences audience behavior but also changes the distribution and promotion systems in the music industry.

In the context of digital communication and marketing, Spotify's development is interesting to study because this platform functions not only as an entertainment medium but also as part of a modern digital communication strategy. Spotify utilizes various personalization features, social media campaigns, and algorithmic technology to enhance the user experience and maintain audience loyalty.(Annabell & Rasmussen, 2024)Spotify's various digital campaigns, such as Spotify Wrapped, personalized playlists, and music recommendation features, are part of a communications strategy that has captured the attention of a wide audience.

The novelty of this research is threefold. First, it integrates UGT (which explains user motivations) and AIDA (which explains the sequential marketing communication process) into a single analytical framework for Spotify. Second, it provides empirical observations from the Indonesian market, which has unique digital culture characteristics. Third, it not only highlights Spotify's successes but also critically identifies weaknesses, such as filter bubbles and limited social interaction, offering a balanced assessment.

This phenomenon demonstrates that the development of music streaming platforms is inextricably linked to changes in communication and media consumption patterns in the digital era. Audiences now have greater freedom in choosing the media and content they consume. At the same time, digital platforms continue to develop strategies to maintain user attention and engagement amidst increasingly fierce competition in the digital industry. Based on this phenomenon, this study examines Spotify's marketing strategy through the perspective of the Uses and Gratifications theory and the AIDA model. This research is crucial to understanding how Spotify leverages digital media developments and audience behavior to establish its position as the dominant music streaming platform in Indonesia and globally.

RESEARCH METHOD

This research used a qualitative approach with a case study research design to analyze Spotify's marketing strategy based on the perspective of Uses and Gratifications (UGT) theory and the AIDA Model. The case study design was chosen to gain an in-depth understanding of Spotify's digital marketing communication strategy and user engagement. The data sources in this study consist of primary and secondary data. Primary data was obtained through digital observation of Spotify's features, campaigns, and social media activities on platforms such as TikTok, Instagram, and YouTube. Meanwhile, secondary data was obtained from books, scientific journals, previous research, and various academic references related to Uses and Gratifications Theory, the AIDA Model, and digital marketing.

Data collection techniques were conducted through observation and documentation. Researchers observed promotional content, personalization features, and audience interaction patterns on the Spotify platform, then collected articles, campaign materials, and supporting literature as research documentation. Data analysis used the Miles and Huberman interactive analysis model, which includes:

a. Data Reduction

This is done by selecting and focusing on relevant data regarding Spotify's marketing strategy, such as personalization features, social media campaigns, and Spotify Premium promotions related to the Uses and Gratifications concept and the AIDA stages.

b. Data Presentation
This is done by grouping findings based on theoretical indicators, such as entertainment gratification, personal identity, attention, interest, desire, and action, so that the relationship between Spotify's strategy and theory can be analyzed systematically.

c. Conclusion Drawing
This is done by interpreting how Spotify's communication strategy is able to meet audience needs while encouraging decisions to use premium services.

To maintain data validity, this study uses source triangulation by comparing the results of observations of Spotify features and campaigns with academic references, scientific journals and previous research discussing Uses and Gratifications Theory, AIDA Model, and digital marketing strategies.

RESULTS AND DISCUSSION

Implementation of Uses and Gratifications on Spotify

Spotify used a user-cantered system of personalization and flexibility in media consumption. In U&G theory, audiences are viewed as active individuals who use media to fulfill specific needs, such as entertainment, self-identity, social interaction, and emotional escape. Spotify represents this concept through algorithm-based features designed to understand user habits and preferences. One of the most obvious implementations is the Discover Weekly and Release Radar features. These two features work by leveraging user behavioral data, such as frequently played genres, favorite artists, listening duration, and app usage time. For example, a user who frequently listens to indie-pop songs at night will receive playlist recommendations with similar musical characteristics during a specific time period. These findings demonstrate that Spotify is not simply providing music, but building a highly personalized and contextual listening experience.

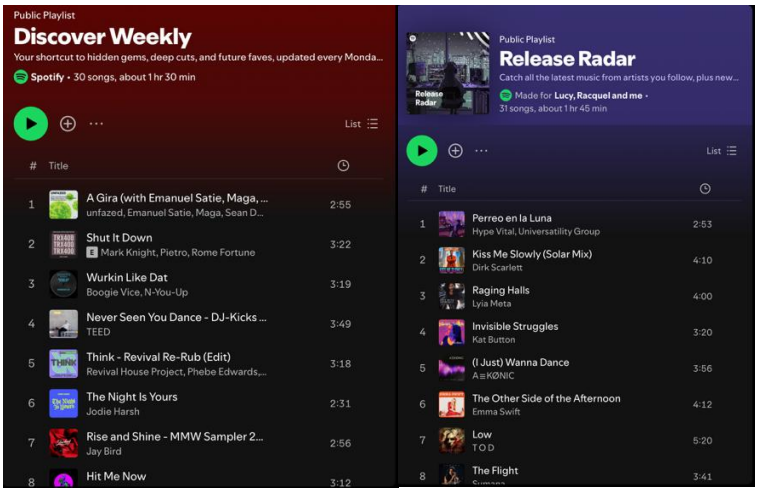

Figure 1. Discover Weekly and Release Radar in Spotify Features

Furthermore, Spotify also fulfills the need for emotional escape through mood-based playlists such as "Sad Hour," "Mood Booster," "Deep Focus," or "Life Sucks." These playlists demonstrate that Spotify understands music consumption as an emotional activity, not just mere entertainment. Users use music to accompany their daily activities, regulate their mood, and even serve as a means of coping with stress and loneliness. In this context, Spotify has successfully integrated users' psychological needs into its platform strategy.

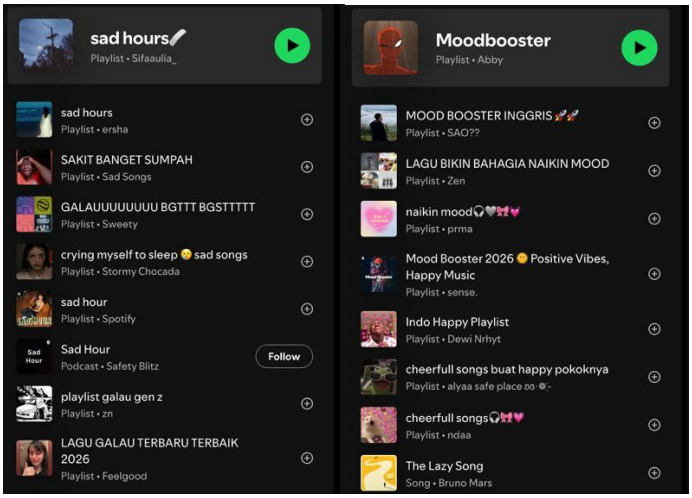

Figure 2. Mood-based playlists in the Spotify app

Another finding is the Spotify Wrapped feature, which annually becomes a viral phenomenon on social media. Wrapped not only serves as a music listening statistics report but also serves as a tool for shaping users' digital identities. Users share their favorite artists, genres, and even the number of minutes they listen to as a representation of themselves in the digital space. This demonstrates that Spotify has evolved into a part of digital cultural identity, especially for the younger generation. The music users listen to is no longer simply a personal preference but also a symbol of lifestyle and self-image on social media.

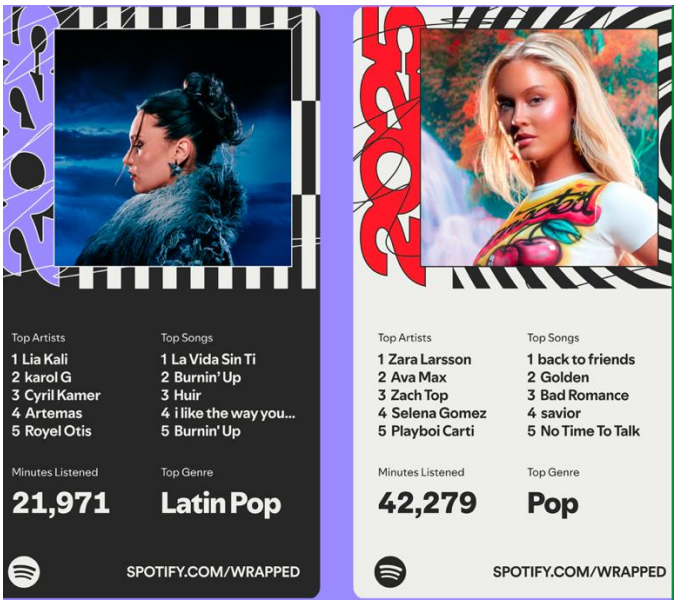

Figure 3. Spotify Wrapped as a user's annual moment

Spotify also fulfills the need for ubiquity, or unlimited accessibility. Users can listen to music on multiple devices, anytime, and anywhere. The offline listening feature on Premium accounts reinforces this need, as users can still access music without an internet connection. In practice, Spotify has become an integral part of users' daily activities, from studying and working to exercising and even traveling. Thus, Spotify has successfully positioned itself not just as a music streaming app, but as part of users' digital routines and habits.

Implementation of the AIDA Model in Spotify's Marketing Strategy

Spotify systematically applies the AIDA (Attention, Interest, Desire, Action) model in its marketing communications strategy. Each stage is designed to guide users from awareness to the decision to subscribe to Premium services. In the Attention stage, Spotify uses a marketing strategy closely aligned with digital culture and the daily lives of young audiences. The Spotify Wrapped campaign is a prime example of how Spotify captured massive public attention. Wrapped was designed with attractive, shareable, and personalized visuals, encouraging users to voluntarily share the campaign on social media. This strategy enabled Spotify to achieve large-scale organic promotion without having to rely entirely on conventional advertising.



Figure 4. Spotify Wrapped Indonesia Campaign 2025

In addition to Wrapped, Spotify also uses creative billboards that highlight unique user habits. For example, Spotify once created a billboard with a message like, "WHEN @ASTARINAIGA'S HEART CAN'T SPEAK, LET THE PLAYLIST SPEAK." This strategy is effective because it creates emotional connection and humor that is relevant to the audience's experience. Spotify doesn't sell a product directly, but rather an experience and cultural connection.

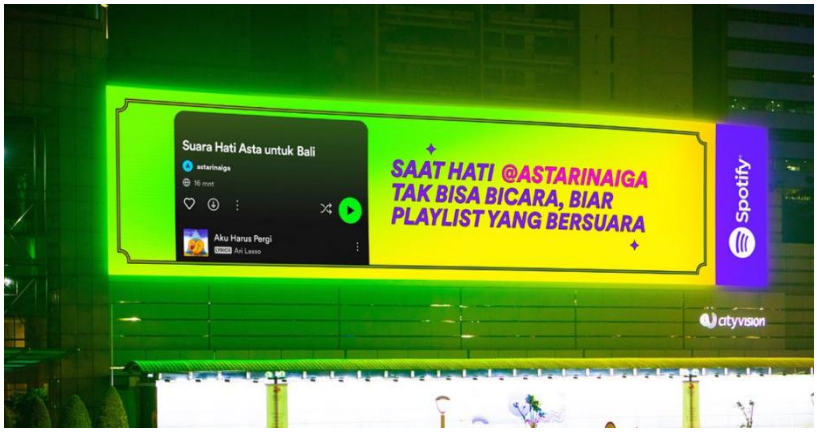

Figure 5. Outdoor billboard advertising Spotify

In the Interest stage, Spotify builds engagement through content personalization. Themed playlists like "Night Drive," "Workout Mix," "Dinner with Friends," or zodiac-based playlists demonstrate Spotify's intimate understanding of audience consumption behavior. Spotify also leverages exclusive podcasts and social media trends to maintain user engagement. User engagement is strengthened because the platform feels relevant to their daily lives.

The Desire stage is built through the differentiation of experiences between free and Premium accounts. Free users experience various limitations, such as ads, limited song skips, and the inability to select specific songs on mobile devices. In contrast, Spotify Premium offers a more convenient listening experience through ad-free, higher audio quality, and offline listening features. This difference in experience psychologically creates a desire to switch to the Premium service.

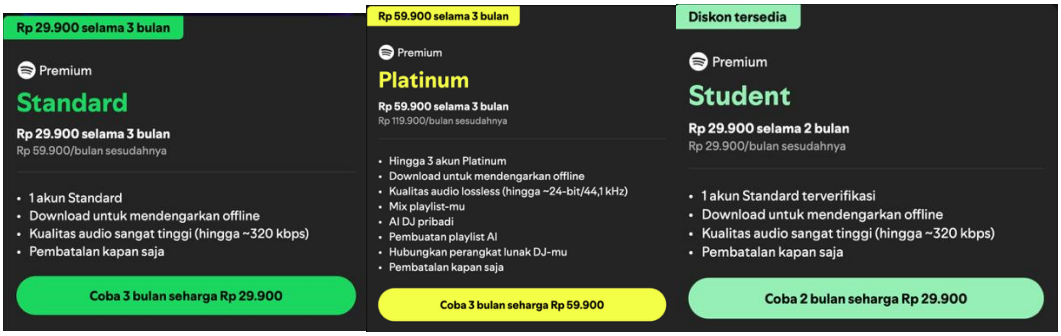

Figure 6. Package options for Spotify Premium users

In the Action phase, as seen in Figure 6, Spotify makes it easy for users to make purchases through one- to three-month free trials, affordable student plans, and family bundle promotions. Calls-to-action, such as "Try Premium Free Now," are strategically placed within the app so users can convert immediately without any hassle. This strategy demonstrates Spotify's understanding of the importance of ease of access in the digital consumer decision-making process.

Weaknesses and Challenges of Spotify's Strategy

While Spotify has successfully built a strong marketing strategy, its implementation has several weaknesses. One major weakness is its heavy reliance on algorithms. While Spotify's

recommendation system effectively enhances user experience, it also has the potential to create a filter bubble. Users are continually directed to genres, artists, and music patterns similar to their previous habits, limiting musical exploration.

For example, users who frequently listen to K-pop are more likely to continue receiving recommendations for Korean artists and similar playlists. As a result, they may be less exposed to other genres like jazz, folk, or independent local music. In the long run, this could narrow the diversity of users' cultural consumption.

Furthermore, Spotify still has limitations in fostering deeper social interactions. Features like Blend and collaborative playlists allow collaboration between users, but these interactions are still limited and not real-time. Unlike TikTok or Discord, which allow users to actively interact within digital communities, Spotify still focuses on individual consumption.

Spotify also tends to rely on data and statistics rather than a more humanistic, emotional approach. While Wrapped does succeed in creating a personal connection, that connection is largely built through visualization of user consumption data. Spotify hasn't fully created a community space that allows users to actively build social relationships based on musical interests.

Spotify and the Transformation of Digital Audience Behavior

The research results show that Spotify represents the transformation of modern digital media which no longer only functions as an entertainment provider, but also as a data-driven platform capable of shaping audience behavior and consumption patterns.(Li, 2022)From the perspective of Uses and Gratifications, users are positioned as active audiences who have the freedom to choose media according to their needs, whether for entertainment, self-identity, emotional escape, or information.(Karunia et al., 2021)However, in practice, this freedom is not completely neutral because Spotify uses an algorithmic system that continuously learns and directs user preferences.(Sepnandito & Suharyati, 2024)This situation demonstrates a shift in the relationship between audiences and media in the digital platform era. While in classic Uses and Gratifications theory, audiences are considered to have dominant control over media, in the context of Spotify, the platform actually has significant power in shaping audience choices through automated recommendation systems.

Spotify uses user behavior data such as frequently played genres, favorite artists, listening duration, app usage time, and song skipping habits to build a highly detailed personalization system.(AA Wulandari et al., 2025)This system then generates recommendations such as Discover Weekly, Release Radar, Daily Mix, and autoplay, making the listening experience feel personalized and relevant. On the one hand, this strategy provides convenience because users don't need to manually search for music. However, on the other hand, the algorithm indirectly creates repetitive and homogenous consumption patterns. For example, users who frequently listen to K-pop songs will continue to receive recommendations for Korean music with similar genres and characteristics. As a result, the user's opportunity to discover new genres outside of their preferences becomes increasingly small. In this context, Spotify not only fulfills users' needs but also limits their space for cultural exploration through its algorithmic system.

This phenomenon demonstrates that Spotify plays a significant role in shaping the culture of digital music consumption. Users feel they are freely choosing music, when in fact, much of

their choice is guided by the platform's recommendations.(Annabell & Rasmussen, 2024)This demonstrates a new form of cultural control in the digital age: control through algorithms. Unlike traditional media like radio, which mass-produces songs for all listeners, Spotify creates a more personal and invisible form of control.(Salwa et al., 2024). Users don't feel like they're being guided because the recommendations seem tailored to their tastes. In fact, because the system feels convenient and relevant, users increasingly rely on Spotify's recommendations rather than exploring music independently.

Beyond shaping music consumption patterns, Spotify also influences how audiences construct their identities in the digital space. The Spotify Wrapped phenomenon is the clearest example of how music consumption has become a part of a user's social identity. Wrapped not only displays statistical data about their favorite songs and artists, but also encourages users to share these results on social media platforms like Instagram, TikTok, and Twitter.(Annabell & Rasmussen, 2024)The music that is listened to then becomes a symbol of a person's lifestyle, cultural taste, and even personal image.(Sihabuddin et al., 2023)Users who share Wrapped tracks dominated by indie, jazz, or alternative music, for example, are indirectly constructing a specific identity within their digital audience. In this context, Spotify has successfully transformed music listening into a social and cultural practice related to self-image.(Hutagalung & Sinaga, 2022; Sihabuddin et al., 2023).

However, Spotify's success in personalization has also raised issues regarding filter bubbles and cultural homogenization.(V. Wulandari et al., 2021)When users are constantly directed to similar music, the diversity of cultural consumption becomes increasingly limited. Users lose the opportunity to organically discover genres, local artists, or music from other cultures. This situation has the potential to further center the music industry on genres and artists deemed algorithmically safe. As a result, independent musicians or those in minority genres find it more difficult to appear in user recommendations. In the long term, Spotify's algorithm could influence the direction of the global music industry by prioritizing content that aligns with the consumption patterns of the majority audience.

AIDA as a Soft Selling Strategy in the Digital Era

The analysis shows that Spotify's success in implementing the AIDA model lies in the soft-selling approach used in its communication strategy. Spotify doesn't market its Premium service through aggressive, pushy promotions, but rather builds a user experience that gradually creates demand for the paid service. This strategy demonstrates that in the digital era, marketing no longer relies solely on conventional advertising but also on user experience design.(Geers, 2020)Spotify understands that modern users' purchasing decisions are heavily influenced by the convenience, ease, and emotional experience of using the platform.

At the attention stage, Spotify successfully captured audience attention through a creative campaign that resonated with the digital culture of the younger generation. Spotify Wrapped is a prime example of how Spotify generated massive public attention without relying entirely on traditional advertising media.(IA Wulandari et al., 2024). Wrapped is designed in an attractive, colorful, and highly personalized visual form so that users are encouraged to share it on social media.(Meidiva et al., 2023)This strategy indirectly turns users into Spotify's promotional tool. In addition to Wrapped, Spotify also uses creative billboards with humor and pop culture

context. This approach makes Spotify feel more relatable, relaxed, and relevant to the audience's everyday lives.

At the interest stage, Spotify builds engagement through personalization and content relevance. Playlists based on moods, activities, and digital culture trends make users feel like Spotify understands their specific needs. User engagement increases as the platform delivers a unique and personalized experience.(Meidiva et al., 2023)Spotify also leverages viral trends from TikTok and other social media platforms to maintain relevance with a younger audience. Songs that go viral on TikTok often find their way onto Spotify's popular playlists, keeping the platform a part of the growing digital culture.

The desire stage is built through the differences in experience between free and Premium accounts. Spotify consciously creates certain limitations in the free account, such as ads, limited song skips, and inflexible playback controls. In contrast, the Premium account offers a more comfortable listening experience through ad-free access, better audio quality, and offline listening. This creates a slight frustration for free users, which then leads to a desire to subscribe to Premium. This strategy is highly effective because users perceive the subscription decision as stemming from their own personal needs, not being forced by advertising.

However, this strategy can also be criticized as a form of digital experience manipulation. Spotify deliberately creates certain inconveniences to encourage users to pay for its Premium service. In other words, the full enjoyment of music is made into an exclusive commodity accessible only through payment. This approach demonstrates how digital platforms use user experience design as a psychological marketing tool. Users are not forced to buy directly, but are guided through an experience that makes the free service feel less satisfying than the paid one.

The Need for a More Social and Humanistic Strategy

While Spotify excels at data-driven personalization, it still struggles to build more interactive and humanized social experiences. Spotify remains focused on individualized listening experiences, even though modern digital audiences, particularly younger generations, are increasingly seeking community experiences and social interaction on media platforms.(AA Wulandari et al., 2025)TikTok is an example of how music can be combined with community participation through challenges, audio remixes, duets, and shared trends. In contrast, Spotify is still more oriented toward personal consumption than collective interaction.

Features like Blend and collaborative playlists allow users to share playlists with friends, but the interaction is still very limited and not real-time. Spotify doesn't yet have an active community space like music forums, live listening parties, or user-to-user discussions about specific artists and genres. As a result, the emotional connection between users and the platform remains more individual than communal. Yet, social experiences can be a crucial factor in building long-term user loyalty.

Spotify actually has a significant opportunity to develop a more social and participatory strategy. For example, Spotify could introduce a live listening feature, genre-based community spaces, or gamification, such as rewards for active users who frequently share playlists and interact with the community. Such strategies could increase engagement while creating a stronger emotional connection between users and the platform. Furthermore, Spotify needs to reduce its reliance on algorithms by expanding its human-curated music exploration. Adding

playlists from local curators, independent communities, or random recommendations could help users discover a more diverse music experience. This would make Spotify not only a technologically efficient platform but also a more inclusive platform in broadening the cultural experiences of its digital audience.

CONCLUSION

Spotify demonstrates how modern digital platforms function not only as entertainment media, but also as data-driven platforms capable of shaping audience behavior and consumption patterns. From a Uses and Gratifications perspective, Spotify successfully meets user needs through personalized features such as Discover Weekly, Spotify Wrapped, and mood-based playlists that provide a flexible, emotional, and identity-based listening experience. From an AIDA model perspective, Spotify implements an effective marketing strategy through a soft-selling approach. Audience attention is built through creative and viral campaigns, interest is strengthened through personalized content, desire is formed through the differences in free and Premium account experiences, and purchasing actions are encouraged through promotions and easily accessible free trials. However, Spotify's strategy also has weaknesses, particularly its reliance on algorithms that can potentially create filter bubbles and limit users' musical exploration. Furthermore, Spotify still lacks a social and interactive experience compared to other digital platforms like TikTok. Therefore, Spotify needs to develop a more humanistic and community-based strategy to increase long-term user engagement and loyalty. Overall, the integration of Uses and Gratifications and AIDA demonstrates that Spotify's success lies in its ability to understand audience needs and guide their consumption behavior through a systematic digital marketing communication strategy that is relevant to modern media culture.

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