

## **ABSTRAC**

*Spotify is a streaming music platform from Sweden. The presence of Spotify certainly be a good news for the music lovers. After all, Spotify has 4 billion data of songs, best audio quality, and does not take up much memory space in data storage. In the last two years Spotify said it suffered a loss of 7.4 trillion rupiah because the sales of Premium, which is the paid feature offer by Spotify, did not reach the intended sales target. After the author conducted observations and analysis for Spotify users in the city of Bandung, author found that five from seven people used Spotify illegally. This issue came from these users having perception in which paying for the premium feature would be difficult and expensive. Therefore, The Promotional Design of Premium Feature On Spotify was made by using SWOT and AISAS analysis methods. Author use creative strategy for deliver the message. This promotion uses digital media, ambient ads, and also print ads. The big idea from this promotion is Music Concert as a mass attraction to get to know more about Spotify.*

*Key word: Promotion, Advertising, Music, Spotify, Digital*