

ABSTRACT

Spotify is the most widely used music streaming app in Indonesia. However, after the Spotify Premium account price increase, consumers began to compare prices with other competitors. This is due to the mismatch between the new price and the innovative features promised by Spotify. Behind that Spotify has a Family Sharing feature that offers a very affordable price, due to the lack of effective brand awareness of Spotify Family Sharing among young people, many do not know about this feature. Therefore, this study aims to conduct brand activation on the Spotify Premium Family Sharing account feature for consumers in order to create a good relationship between the brand and the target audience. The data collection methods are literature study, observation, interviews, and questionnaires. Using the research methods of comparison matrix, AOI, SWOT, and AISAS. The results of the research designed a brand activation strategy for the Family Sharing feature and in the form of releasing a new tab “Karaoke” on the Spotify application menu as a target audience attraction and this research is expected to be used for direct application as a solution to increase brand awareness of Spotify Family Sharing.

Keyword: Brand Activation, Brand Awareness, Family Sharing, and Spotify.