



## RESEARCH ARTICLE

# The Role of the Spotify Wrapped Digital Campaign on Spotify Brand Advocacy on Social Media Instagram, Twitter (X), and Tiktok

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## Abstract

This research aims to determine the contribution of the Spotify Wrapped digital campaign to Spotify brand advocacy on social media (Instagram, Twitter (X), and Tiktok) and determine the participation of Spotify users in become an active brand advocates through the Spotify Wrapped digital campaign. The hypothesis of this research is that there is a positive and significant relationship between user participation in the Spotify Wrapped digital campaign and the level of Spotify brand advocacy on social media (Instagram, Twitter (X), and Tiktok). This research method is descriptive quantitative. The population is 574 million and the sample is 100 which is calculated using the Slovin formula. The sampling technique in this research used a simple random sampling technique. The results of this study show that the Pearson correlation test value is 0.822 with a significance of 0.00. This value can be interpreted that the Spotify Wrapped digital campaign has a positive relationship with Spotify's brand advocacy on social media (Instagram, Twitter (X), and Tiktok). From the simple linear regression analysis, a value of 0.00 is obtained, H1 is accepted, namely that there is a positive and significant relationship between user participation in the Spotify Wrapped digital campaign and the level of Spotify brand advocacy on social media (Instagram, Twitter (X), and Tiktok). Based on these results, the more users are involved in the Spotify Wrapped digital campaign, the higher the level of support and promotion of the Spotify brand on social media platforms (Instagram, X, Tiktok), and the greater the possibility of them becoming active brand advocates for Spotify.

**Keyword:** Digital Campaign, Brand Advocacy, Spotify Wrapped, Social Media

## Introduction

The digital music streaming industry has become a dominant trend in modern music consumption. Based on information from the year-end music report Luminate, which is the data provider behind the Billboard music charts in 2023, explains the development of music streaming playback as follows: "Total on-demand song broadcasts globally (audio+video) reached 7.1 trillion (increase of 33.7% YoY), while global audio-only on-demand song broadcasts reached four trillion for the first time in 2023, with a total of 4.1 trillion broadcasts (increase of 22.3%)". This proves that increasingly strong dominance of music streaming platforms, especially Spotify, which is highlighted in the International Music Summit (IMS) report in 2023. According to the IMS report, Spotify is the highest digital music streaming application market with a user share of 30% surpassing other music streaming applications. (Kale, 2023).

Spotify's popularity is not only limited to the number of users, but also the variety of services and features it offers to users. Spotify provides access to enjoy millions of music from various genres (Malini, 2023). Users can access Spotify for free with ads, or choose subscribe premium to get access without ads or other premium features (Malini, 2023). According to the

latest financial report released by Spotify in 2023, it is recorded that the number of active users has reached 574 million and 226 million premium users.

Spotify's success in building interactions between consumers and Spotify services has been well planned into a digital campaign strategy. One of the most successful campaign initiatives is the Spotify Wrapped digital campaign, which becomes a viral phenomenon every year. In 2017, Spotify Wrapped was accessed by 30 million users, this number increased to more than 120 million users accessing Spotify Wrapped in 2021 (Guzman, 2023). This trend continues in 2022, with more than 156 million users actively participating in accessing Spotify Wrapped (Guzman, 2023). Spotify Wrapped is designed with attractive graphics and contains information about various aspects, such as the number of music and artists that have been listened to during the year, top five music, top five genres, top five artists, and characteristics from frequently played playlists. This campaign created strong engagement, as 60 million users have shared their Spotify Wrapped graphics on social media (Murray, 2023).

The Spotify Wrapped campaign is not just a trend or technological innovation, but also a smart campaign strategy for Spotify. The impact can turn users into active brand advocates on social media. Brand advocates are individuals who voluntarily recommend a brand because they have been loyal users who have had positive experiences with the brand and have strong trust in the brand, while brand advocacy is behavior that motivates users to proactively recommend the brand and voluntarily share their experiences with others for free (Rahmawati & Riyanto, 2023). Users who participate in the Spotify Wrapped campaign publish their results on social media and indirectly promote the Spotify brand. Brand advocates who share Spotify Wrapped via social media are interesting to

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research because this campaign has gone viral and turned many users into brand advocacy against Spotify voluntarily by sharing it on social media, such as Instagram, Twitter (X), and Tiktok. Impact of users' voluntary sharing of their Spotify Wrapped results, Spotify indirectly attracts attention on social media.

However, on the other side, user interest in the Spotify Wrapped campaign can also be a challenge. Because users always wait to the results of the music they listen to during the year via Spotify Wrapped, it is possible that users' attention to Spotify only appears when Spotify Wrapped is released at the end of the year. At the end of every year, to be precise at the beginning of December, the release of Spotify Wrapped always becomes a popular topic of conversation on various social media, including the Twitter (X) application and the instastory feature on Instagram. Users usually share Spotify Wrapped results with each other via social media platforms, which results in bonds between users if they have similar musical preferences. So, this phenomenon has become very enthusiastic for users who are involved in sharing their Spotify Wrapped results on various social media platforms, especially via Instagram, Twitter (X), and Tiktok. In today's digital era, almost all individuals easily adapt directly to technological developments to communicate. Social media such as Facebook, WhatsApp, Twitter, Instagram, YouTube and Tiktok are the channels of communication between people (Putriana et al., 2023). Therefore, it is important to understand how the Spotify Wrapped digital campaign plays a role in influencing user behavior and increasing brand advocacy on social media (Instagram, Twitter (X), Tiktok).

Several studies discussing the role of campaigns have been researched previously. Fariastuti & Pasaribu's (2020) research, examined mass media public relations campaigns in Indonesia in the case of COVID-19. Using the hashtag #MediaLawanCovid19, a number of Indonesian mass media outlets have come together to form an educational movement. The research results prove that the campaign is a public relations campaign run by 50 mass media in Indonesia by applying the 10 steps from Anne Gregory's theory. This campaign acts as a form of social responsibility for media agencies regarding the condition of the Indonesian nation in facing Covid-19, with Indonesia uniting against Covid-19 as the main focus of this campaign.

Research by Saputra & Erowati (2021) which examines the role of using social media as a political campaign tool on the behavior of young voters in Semarang City in the 2019 presidential election. The results of this research state that the role of effective political campaigns on social media is able to increase the participation of young voters in 2019 presidential election in the city of Semarang. This proves the important role of campaign digital through social media in influencing the behavior of young voters in the city of Semarang.

Previous research has proven that digital campaigns are able to influence perceptions, thought patterns, increase awareness, and mobilize public participation on various issues such as politics, social and health. Therefore, this research will discuss the role of the Spotify Wrapped digital campaign in Spotify's brand advocacy on social media Instagram, Twitter (X), and Tiktok. Spotify users may become engaged brand advocates by taking part in and supporting Spotify through the Spotify Wrapped digital campaign. So, the aim of this research is to determine the contribution of the Spotify Wrapped digital campaign to Spotify's brand advocacy on social media (Instagram, Twitter (X), and Tiktok) and determine the participation of Spotify users in becoming active brand advocates through the Spotify Wrapped digital campaign.

### ***Theoretical Basis***

#### ***Digital Campaign***

Digital campaigns are a type of campaigning that use digital platforms, particularly the internet, to spread messages and information. A digital campaign is a planned effort to communicate a message through digital media. Good digital media design can have a positive impact with another

advantage, such as relatively affordable costs (Shavira, 2020). According to the 2022 Tempo Institute Report, digital campaigns have become a marketing strategy commonly used by various companies by utilizing various media, including social media. In fact, there are companies that combine these various media in a marketing strategy called integrated marketing communication (Banurea, 2023). Digital campaign content must be designed as creatively as possible with text and visual support so that it attracts the audience to follow the campaign message that will be conveyed. Publication of digital campaign content should be channeled via social media so that it is easily accessible to the public (Naryoso et al., 2021).

According to Shavira (2020) there are several factors to measure the achievement or effectiveness of digital campaigns, such as:

1. Exposure. Designing messages and content for campaigns that will be shared on social media. The amount of the audience that receives communications from digital marketing can be used as a measurement tool (Masitha & Bonita, 2019).
2. Engagement. Analyze the number of activities that are prompted by campaign messaging and the degree to which individuals may access digital campaigns (Masitha & Bonita, 2019).
3. Influence. Measuring the impact of campaign content and messages on audiences (Masitha & Bonita, 2019).
4. Action. Analyze digital campaigns based on the audience's actions or perspectives following the campaign's execution (Masitha & Eka Bonita, 2019).

#### ***Brand Advocacy***

Brand advocacy is an activity focused on interacting with users to promote a company's brand. This can happen because of the high level of loyalty to certain brands. In the advocate path, user behavior develops over time with strong loyalty to the brand such as continuing to use the product, buying the product again, and recommending the product to others (Kusumasari & Sanica, 2022). In the social context, advocacy refers to recommending a company to others and defending the brand from negative comments from other parties. The 5As (awareness, attraction, inquiry, action, and advocacy) are some of the newest theories in the field of customer interactions understanding. Promoting a brand involves trying the product, providing positive feedback, and forgiving any minor mistakes that may occur (Hartoyo & Sutarso, 2024).

According to Maulani (2023), the dimensions of brand advocacy are::

1. Intention to try new product of the brand. Provide support by always using every brand that releases a new product.
2. Resilience to negative information. Survive negative information about a brand's product and will continue to use it even if you are disappointed with the product.
3. Positive word of mouth. Provide positive messages about the product to support the brand and recommend the product to new users.
4. Trust. Trust is based on positive experiences when using a brand so that you can recommend the product to others with confidence that the product is worth recommending and being proud of.
5. Affective commitment. Having a committed relationship between the user and the brand by consistently only using products from that brand even though there are many products that have the same use.

#### ***Hypothesis***

The association between one independent variable and one dependent variable is the hypothesis that this study aims to test. The following are the hypotheses that will be tested in this research:

**H0:** There is no connection between user participation in the Spotify Wrapped digital campaign and Spotify's level of brand advocacy on social media (Instagram, Twitter (X), dan Tiktok).

**H1:** There is a positive and significant connection between user participation in the Spotify Wrapped digital campaign and the level of Spotify brand advocacy on social media (Instagram, Twitter (X), dan Tiktok).

## Method

### *Participant characteristics and research design*

In this research, researchers used a research approach with descriptive quantitative methods. Descriptive quantitative is a method for describing a problem using statistics derived from research results (Millah & Suryana, 2020), namely the role of the Spotify Wrapped digital campaign on Spotify brand advocacy on social media Instagram, Twitter (X), and Tiktok. In this research, the population studied was Spotify users, totaling 574 million users in December 2023.

### *Sampling procedures*

The research was held out online using an online survey to collect data from participants with internet access. In this research, researchers chose to use probability sampling techniques. Probability sampling is a sampling technique that gives each individual an equal chance of being selected as a member of the sample (Sugiyono, 2021). The probability sampling technique chosen by the researcher is simple random sampling, which is a random selection of samples from a population without paying attention to the strata in the population (Sugiyono, 2021). This technique was used by researchers because researchers wanted to randomly select Spotify users who were active on social media and because Spotify users were the largest compared to users of other music streaming applications.

### *Sample size, power, and precision*

In this research, the sample size was determined using the Slovin formula with an error rate of 10%. The Slovin formula is used to determine the number of samples needed so that research results are considered representative without requiring a special table for the calculation (Husen, 2023). The calculation results show a value of 99.99 which is then rounded up to 100 sample respondents. The questionnaire was created online and will be filled in by 100 respondents who are Spotify users. The type of questionnaire used by researchers is a closed questionnaire. A closed questionnaire is a type of questionnaire that expects short answers or asks respondents to choose one of the options provided. In this study, researchers used a Likert scale of four selected or even numbers, starting from one to four. This is because it can help avoid "Central Tendency Bias" which can occur when using an odd-numbered Likert scale (Intang, 2023). The method for filling out the questionnaire is by distributing a Google form containing a statement to respondents via social media such as Instagram, Twitter (X), and Tiktok.

**Table 1. Operational Concept**

Variable	Dimensions	Indicator
Digital Campaign (X) (Shavira, 2020)	Exposure	Acquiring
		Initiate
		Change
		Conditioning
	Engagement	Participation
		Involvement
		Reach
	Influence	Awareness
		Behavior
		Trust
Action	Shareability	
	Conversions	
	Mentions	
Brand Advocacy	Intention to try new product of	Product Loyalty
		Experiment with

(Y) (Maulani, 2022)	the brand	the product
	Resilience to negative information	Ignore negative information
	Positive word of mouth	Offer a fresh opportunity
		Promotion
	Trust	Platform
		Trustworthiness
	Affective commitment	Recommendation
		Affective commitment

Sumber: Data Olahan Peneliti, 2024

### *Measures and covariates*

A valid instrument refers to the measuring instrument used to obtain valid data. Valid indicates that the instrument is able to measure what it should measure accurately (Sugiyono, 2021). The validity test in this research was held out with the IBM SPSS 26.0 program. Validity is tested by correlating each indicator score with the total variable score, and then comparing this correlation with sampling error at a significance level of 5% or 0.05. If the value of  $r_{count} > r_{table}$ , then the data is valid. If the  $r_{count} < r_{table}$ , then the data is invalid. Finding the  $r_{table}$  value with  $N = 100$  at 5% significance in the distribution of statistical  $r_{table}$  values, then the  $r_{table}$  value is 0.195 (Riswandi, 2021).

Next, reliability testing is held out to determine the consistency of the measuring instrument, whether the measuring instrument used can be trusted and provides consistent results when repeated. A measuring instrument is considered reliable if it produces the same results even if it is measured repeatedly (Slamet & Wahyuningsih, 2022). In this research, researchers used Cronbach Alpha. To determine whether the research is reliable or not, use a limit of 0.6. Reliability less than 0.6 is poor, while 0.7 is acceptable, and above 0.8 is good (Purnomo, 2016).

### *Data analysis*

In this research, the data analysis process will go through several tests. First, the classical assumption test which consists of a normality test with the Kolmogorov Smirnov test which is held out to determine the distribution of random data in a specific population (Indah & Farida, 2021) and the linearity test which aims to determine whether variable X in the model has a causal or correlational relationship with variable Y through a linear line (Amarta & Nugroho, 2022). Second, hypothesis testing uses the Pearson correlation test which measures how close the linear connection is between two variables that have a normal data distribution with the connection between variables X and Y being positive or negative. (Yanti & Akhri, 2021). Third, testing simple linear regression analysis to describe the linear connection between an independent variable (X) and a dependent variable (Y). This analysis determines the direction of the connection between variable X and variable Y if variable X experiences an increase or decrease (Muhartini et al., 2021).

## Results and Discussion

In this research, instruments were tested such as validity, reliability, classical assumptions and hypothesis testing regarding the role of the Spotify Wrapped digital campaign on Spotify's brand advocacy on social media. The research results that have been processed using the SPSS version 26 program provide the following results:

**Table 2. Descriptive Statistical Analysis**

Statistics			
		Kampanye Digital (X)	Brand Advocacy (Y)
N	Valid	100	100
	Missing	0	0

Mean	81.09	71.48
Std. Error of Mean	1.235	1.237
Median	81.00	72.50
Mode	81	69
Std. Deviation	12.346	12.369
Variance	152.426	153.000
Range	57	69
Minimum	51	23
Maximum	108	92
Sum	8109	7148

The results of data processing regarding digital campaign variables obtained through an instrument given to 100 respondents with 27 questions, it turns out the results show that the lowest score is 51, and the highest score is 108. After processing the data collected, it produces a mean of 81.09, a median of 81, a mode of 81, and the standard deviation is 12.346. These data show that the mean, mode, and median are not much different. This proves that the distribution of the brand advocacy variable data tends to be normal.

To find out the data description of the brand advocacy variable, researchers collected data from 100 respondents. From the results of data processing regarding brand advocacy obtained through an instrument given to respondents with 23 questions, the research results show that the lowest score is 23 and the highest score is 92. After processing the collected data it produces a mean value of 71.48, median 72.50, mode 69, and the standard deviation is 12.369. These data show that the mean, median, and mode are not much different. This proves that the distribution of the brand advocacy variable data tends to be normal.

#### Validity test

The results of the validity test using SPSS version 26 stated that the measurement instruments for digital campaign variables and brand advocacy variables were considered valid, because all question results had a total r value exceeding the specified r table (0.195). So it can be concluded that 27 digital campaign variable questions and 23 brand advocacy variable questions are declared valid.

#### Reliability Test

Table 3. Reliability Test

Item-Total Statistics		
	Cronbach's Alpha	N of Items
Kampanye Digital (X)	.923	27
Brand Advocacy (Y)	.951	23

The results of reliability testing obtained a Cronbach Alpha value for the digital campaign variable of 0.923 and for the brand advocacy variable of 0.951. This proves that the instrument is declared reliable because the Cronbach Alpha value is > 0.7 and can be used as a measuring tool in research.

#### Classic assumption test

##### 1) Normality test

The Kolmogorov Smirnov test is a test held out to determine the distribution of random data in a specific population. A good regression model has residual values that are normally distributed. If the significance value is > 0.05 then the residual value is normally distributed. If the significance value is <0.05 then the residual value is not normally distributed (Indah & Farida, 2021). The following are the results of the normality test, the values obtained from data processing.

Table 4. Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	6.46847848
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negative	-.045
Test Statistic		.077
Asymp. Sig. (2-tailed)		.148 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the results of the normality test, it is known that the significance value is 0.148 > 0.05, so it can be concluded that the residual value is normally distributed.

##### 2) Linearity Test

Linearity test is that the connection is considered linear if the significance value is greater than 0.05 and is considered non-linear if the value is smaller than 0.05 (Amarta & Nugroho, 2022). Therefore, the conclusion that can be drawn is that there is a linear connection between the Spotify Wrapped digital campaign and Spotify's brand advocacy on social media. The following are the results of the linearity test obtained from data processing.

Table 5. Anova Table

ANOVA Table							
		Sum of Squares	df	Mean Square	F	Sig.	
Brand Advocacy * Kampanye Digital	Between Groups	10639.022	3	272.795	7.565	.000	
	Linearity	8660.230	1	8660.230	240.174	.000	
	Deviation from Linearity	1978.792	3	52.073	1.444	.100	
	Within Groups	2163.488	6	36.058			
Total		12802.510	9				

Based on the results of the analysis of the SPSS data processing results above, the value obtained for the Spotify Wrapped digital campaign variable for Spotify brand advocacy on social media for the Deviation from Linearity category in the Anova table is 0.100, which is greater than Alpha 0.05. Therefore, it can be concluded that there is a significant linear connection between the Spotify Wrapped digital campaign variable and Spotify's brand advocacy on social media.

#### Pearson Correlation Test

If the significance value is < 0.05 then it is correlated  
 If the significance value is > 0.05 then it is not correlated  
 Pearson Correlation value 0.00 to 0.20 = no correlation  
 Pearson Correlation value 0.21 to 0.40 = weak correlation  
 Pearson Correlation value 0.41 to 0.60 = moderate correlation

Pearson Correlation value 0.61 to 0.80 = strong correlation  
 Pearson Correlation value 0.81 to 1.00 = perfect correlation

Table 6. Correlations Test

Correlations			
		Kampanye Digital	Brand Advocacy
Kampanye Digital	Pearson Correlation	1	.822 <sup>**</sup>
	Sig. (2-tailed)		.000
	N	100	100
Brand Advocacy	Pearson Correlation	.822 <sup>**</sup>	1
	Sig. (2-tailed)	.000	
	N	100	100

**\*\*.** Correlation is significant at the 0.01 level (2-tailed).



The Correlations table above contains the connection between the Digital Campaign variable and the Brand Advocacy variable.

1. The magnitude of the correlation is 0.822 with a significance of 0.000.
2. Based on the positive correlation coefficient value, namely 0.822, the direction of the connection is positive and the correlation is perfect.

### Simple Linear Regression Analysis

#### Coefficient of Determination

**Table 7. Model Summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 <sup>a</sup>	.676	.673	6.501
<b>a. Predictors: (Constant), Kampanye Digital</b>				

From the model summary table of the simple linear regression test above, it explains the value of the coefficient of determination (R Square) of 0.676.

Next, to find the role of the Digital Campaign variable (X) on the Brand Advocacy variable (Y), analysis is used, namely a simple linear regression analysis model. If the significance value is <0.05 then variable X has an effect on variable Y. If the significance value is >0.05 then variable X has no effect on variable Y.

**Table 8. Coefficients Test**

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	7.097	4.714		1.505
	Kampanye Digital	.814	.057	.822	14.314
<b>a. Dependent Variable: Brand Advocacy</b>					

From the table above it can be seen that the significance level is 0.00. Because the significance is  $0.00 < 0.05$ ,  $H_0$  is rejected, which means  $H_1$  is accepted.

Based on the results of the Pearson correlation test, the correlations table shows that the correlation is 0.822 with a significance of 0.000. Because the significance is  $0.00 < 0.05$ , digital Spotify Wrapped has a positive connection with Spotify's brand advocacy on social media (Instagram, Twitter (X), and TikTok). Then, based on the positive correlation coefficient value, namely 0.822, the direction of the connection is positive and the correlation is perfect. This shows that the higher the level of the Spotify Wrapped digital campaign, the greater Spotify's brand advocacy on social media (Instagram, Twitter (X), and TikTok).

Next, the results of hypothesis testing using a simple linear regression analysis technique, first testing the coefficient of determination (R Square) shows a value of 0.676, which means that the role of the digital campaign variable on the brand advocacy variable is 67.6%. Next, the simple linear regression analysis test on the coefficients table shows a significance level of 0.00, so  $H_1$  is accepted. So, it can be concluded that there is a connection between Spotify users' participation in the Spotify Wrapped digital campaign and the level of Spotify brand advocacy that is active on social media (Instagram, Twitter (X), and TikTok).

So, Spotify's high brand advocacy on social media (Instagram, Twitter (X), and TikTok) is due to the Spotify Wrapped digital campaign every year. Therefore, Spotify can optimize the Spotify Wrapped digital campaign to further increase user engagement so that Spotify's brand advocacy will increase on social media (Instagram, Twitter (X), and TikTok).

### Limitation Of The Study

In the digital campaign variable which consists of four dimensions and thirteen indicators, the majority answered agree to the action dimension. This proves that the Spotify Wrapped digital campaign has succeeded in building active interaction between users and the Spotify platform, as well as with other social media users. In terms of the exposure dimension, the answer that often appears is agree because the Spotify Wrapped digital campaign on social media is able to increase user exposure and interest in the Spotify application towards the end of the year. Next, the engagement dimension that received the highest answer was agree. This proves that Spotify users are involved with Spotify Wrapped content through liking, commenting, and sharing Spotify Wrapped results on social media such as Instagram, Twitter (X), and TikTok. Lastly on the influence dimension, the answer that often appears is agree, because the Spotify Wrapped digital campaign succeeded in measuring the impact of user exposure and engagement, showed increased discussion about Spotify on social media, and made users want to share Spotify Wrapped results on social media.

On the brand advocacy variable which consists of five dimensions and nine indicators, the majority answered agree on the trust dimension. This research proves that most users already trust Spotify thanks to personal experiences such as the Spotify Wrapped digital campaign. Then from the dimension of intention to try new products from the brand, the most frequent answer is strongly agree. This is because most users are motivated by the intention to provide support for newly released Spotify features. Furthermore, the dimension of resistance to negative information received the most answers in the affirmative category, because Spotify users apparently do not really care about negative comments about Spotify on social media and choose to focus on their personal experiences when using Spotify. Then on the dimension of positive word of mouth, the most frequently accepted answer is agree. This proves that users have actively supported Spotify by participating in various activities that support Spotify's positive image. Lastly is the dimension of affective commitment with the most answers being agree, because there is a commitment connection between Spotify users who consistently defend Spotify and have a commitment to continue using Spotify as a music streaming application.

### Conclusions and Recommendations

Based on the results of the discussion from the research above, it was concluded that the Spotify Wrapped digital campaign had a positive role and contributed to Spotify's brand advocacy on social media (Instagram, Twitter (X), and TikTok). This proves that the more users are involved in the Spotify Wrapped digital campaign, the higher the level of support and promotion for Spotify on social media platforms (Instagram, Twitter (X), and TikTok). Then there is a connection between Spotify users' participation in the Spotify Wrapped digital campaign and the level of Spotify brand advocacy that is active on social media (Instagram, Twitter (X), and TikTok). This is proves that the more actively users participate in the Spotify Wrapped digital campaign, the more likely they are to become active brand advocates for Spotify.

### Suggestions

In searching for information about Spotify Wrapped for this research, researchers experienced difficulty in accessing the Spotify Wrapped report because the report was only available for a limited period of time. Therefore, it is hoped that Spotify can provide a summary of Spotify Wrapped data every year which can be downloaded without time limits. This allows users to access music activity data and compare it with the previous year, so they can measure the development of music activity over time, whether it is increasing or decreasing.

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