

## **DAFTAR GAMBAR**

Gambar 1.1 Penggunaan Platform Streaming Musik Menurut APJII .....	5
Gambar 1.2 Penggunaan Platform Streaming Musik Menurut APJII .....	5
Gambar 1.3 Rating aplikasi Musik Streaming terpopuler dari Android dan IOS.....	6
Gambar 1.4 Marketing Spotify promosi Gen Z Use Audio to Hear and Be Heard.....	7
Global Streaming music subscription market .....	9
Gambar 2.1 logo Spotify.....	23
Gambar 2.2 Model uses and gratification .....	30
Gambar 2.3 Model Uses and Gratification menurut Sundar, 2008) .....	31