

ABSTRACT

The development of technology from year to year will continue to increase and the more advanced it is, of course, will further encourage the creation of a digital era like today. Technological developments that occur very rapidly like today, especially in the field of technology and information, have an impact on many things, one of which is the lifestyle of listening to music. Regarding the urgency of promotional strategies, there are several issues that need attention. First, competition in the music streaming industry is getting tougher, with the emergence of new competitors such as Apple Music, JOOX, and others. Second, in an ever-evolving digital landscape, Spotify users have high expectations for personalized and relevant experiences. In conducting this promotion, the author uses data collection methods through Literature Study, Observation, Questionnaires, and Interviews. This method is a data collection method carried out by observing and explaining the creative promotional strategies currently being carried out by Spotify, especially on Valentine's Day. In this research, those who will be interviewed are Spotify music observers, TA interviews and expert interviews to obtain information related to thematic design for Spotify. From the results of data collection and problem analysis, that an appropriate creative promotion strategy has been designed for Spotify on Valentine's Day by raising a message strategy that is tailored to the needs of the 18-25 year old audience regarding a Spotify platform. It can be concluded that the advertising message to be conveyed, namely the Spotify application makes fun entertainment by exchanging romantic playlists on Valentine's Day and quality for young people.

Keywords: *Creative Promotion Strategy, Thematic Design, Valentine, Spotify.*