

## ABSTRACT

### ***The Effectiveness of Disruptive Advertising Messages Interest in Subscribing to Spotify Premium***

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*In this increasingly advanced era, it is inseparable from the digital world that makes it easy for people to reach digital music streaming platforms, one of it is Spotify. Spotify has its own ads that set it apart from other platforms, and this makes Spotify a useful means of doing business and advertising itself to achieve Spotify's goal, which is to get people to subscribe to the Premium type of Spotify. However, there are supporting factors to make Spotify consumers have avoidance characteristics in the advertisements displayed, therefore this research is useful to find out the effectiveness of advertising messages. This study uses quantitative methods, with non-probability sampling and testing the validity, reliability and descriptive statistics. The results of this study indicate that the Disruptive advertising message served by Spotify is still quite effective in attracting customers to subscribe to Spotify Premium with the result of the Consumer Response Index in the Action section having a value of 75%.*

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