

Interest Comparison of Music Listeners via the Spotify and Joox Platforms among Students

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Abstract

This study aims to determine the comparison of interest of music listeners through Spotify and Joox platforms. The method of research used is a qualitative descriptive method by conducting interviews with several students who use music applications. The results of research conducted from this study can be seen more Spotify application users than the Joox application because Spotify application users more often use the application in the context of studying, doing homework, which is listened to when at home or outside.

Abstrak

Penelitian ini bertujuan untuk mengetahui Perbandingan Minat Para Pendengar Musik Melalui Platform Spotify Dan Joox. Metode pada penelitian yang digunakan adalah metode deskriptif kualitatif dengan melakukan wawancara kepada beberapa kalangan mahasiswa yang menggunakan aplikasi musik. Hasil penelitian yang dilakukan dari penelitian ini dapat dilihat pengguna aplikasi spotify lebih banyak dari pada aplikasi joox dikarenakan pengguna aplikasi spotify lebih sering menggunakan aplikasi dalam konteks saat sedang belajar, melakukan pekerjaan rumah, yang di dengarkan saat berada di rumah maupun sedang di luar.

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1. INTRODUCTION

Music has now become people's everyday lifestyle. Where people download music via the internet/website. However, people do not know whether the music downloaded via the internet is original from the music producer or not. Good music to listen to is original/original music. And now with the Spotify music streaming application, users can listen to music whose sound quality is guaranteed because Spotify is the copyright provider for uploaded music. To enjoy the Spotify music streaming application service, users are required to pay for the service on a monthly basis, however Spotify offers free service for a period of 30 days for new users who register on the Spotify website.(Andry & Tjee, 2019)

Spotify is a music streaming application from Sweden that gives users access to listen to millions of songs and podcasts streaming. JOOX is an application from China that provides legal streaming music services. JOOX is available in the form of a mobile application and website. Both music streaming applications are 'freemium', meaning users can download the application for free, but access to use is limited. Spotify and JOOX have a target market of the millennial generation. Spotify has an advertising campaign that continues to grow so that it can help the application change the world music industry by helping independent or indie artists. For this reason, Spotify has received more appreciation and a more complete music collection. A survey states that JOOX has a subscription number of 70.37% in Indonesia. Meanwhile, Spotify has 47.70% of subscribed users. The survey results show that JOOX and Spotify dominate the music streaming application market in Indonesia.(Karyono et al., 2019)

The rapid development in the field of information has resulted in significant changes in the way music listeners experience it. As a streaming music service, Spotify is the main application that is in demand among students. Spotify has a mixed business model between its premium services, it by advertising, so the service is prepaid.

2. RESEARCH METHOD

This type of research is descriptive qualitative, namely a technique that describes and interprets the meaning of the data that has been collected by paying attention to and recording as many aspects of the situation being studied at that time as possible, so as to obtain a general and comprehensive picture of the actual situation (Kriyantono, 2007). According to Moleong (2010), using descriptive methods means that researchers analyze the data collected in the form of words, images and not numbers. This data may come from interview scripts, field notes, photos, videos, personal documents, notes or memos and other official documents. The subjects of this research are students using Spotify and Joox who are studying, the objects of this research are all forms of music application use used by informants in enjoying the Spotify and Joox applications. The type of data used in this research is primary data, data that will be collected by researchers based on information obtained when meeting directly with informants. Primary data is obtained from observations and interviews with research subjects and also uses secondary data. Secondary data is obtained from the results of library studies, references, journals, articles, magazines, the internet and so on. This aims to be supporting data related to research. Data Collection Techniques In accordance with the qualitative approach, the data collection technique used by researchers in this research is by conducting interviews with informants.(Khabib Alia Akhmad, 2015)

3. RESEARCH RESULTS AND DISCUSSION

Based on the discussion of the results of research conducted by researchers on Comparison of Music Listeners' Interests via the Spotify and Joox Platforms. In students It can be seen that many people use the Spotify application rather than the Joox application. As can be seen, Spotify is a music streaming service that allows users to listen to millions of songs, create playlists, and discover new music. The app allows access to various music genres and provides features such as song recommendations based on user preferences. Spotify also has a paid version that removes ads and provides other benefits to its users. All interview answers given by respondents have been grouped. Spotify has a positive response than the Joox application. Music platform fans prefer to use the Spotify application rather than Joox, because the features that are more used, such as each song having lyrics and also the choice of songs, many types and genres of songs are grouped, make it easier for fans to access them. Furthermore, the Spotify application uses two subscription versions and a free version, which makes most music lovers sometimes prefer the free version over the prepaid version.

Spotify application users more often use the application in the context of learning and doing homework, which is listened to while at home or outside. The quality of the audio produced in this application is highly recommended for enjoying songs. The hope of fans of the Spotify application is that the platform provides podcasts for young people such as students. With this application, it is easy for young people to open podcasts which are useful for everyone, especially young people.

The following is a table and diagram to see the comparison of Spotify and Joox users among students.

No.	Name	Sfotify	Joox
1.	Rama	✓	
2.	July	✓	
3.	Come on	✓	
4.	Rosita	✓	
5.	Daughter	✓	
6.	Sri	✓	
7.	Michael		✓
8.	Wida	✓	
9.	Ikhsan	✓	
10.	Dilfia	✓	
11.	Diane	✓	

Figure Table 1.1 Use of the Spotify and Joox Applications

Then, in the Play Store application you can see more downloads of the Spotify application estimated around 1 billion users while the Joox application has 100 million users. Increased interest in Spotify users more efficient for the user. Easier in the palm of your hand via mobile phone or desktop device, making it easier for listeners to directly play the song they want. Digital music portals are expanding globally, as well as the emergence of many applications on mobile phone devices whose users can listen to musicians' albums for free or subscribe to what are referred to as legal sharing and streaming, such as Spotify and Joox. The following is a diagram of the results of using the Spotify and Joox platforms:

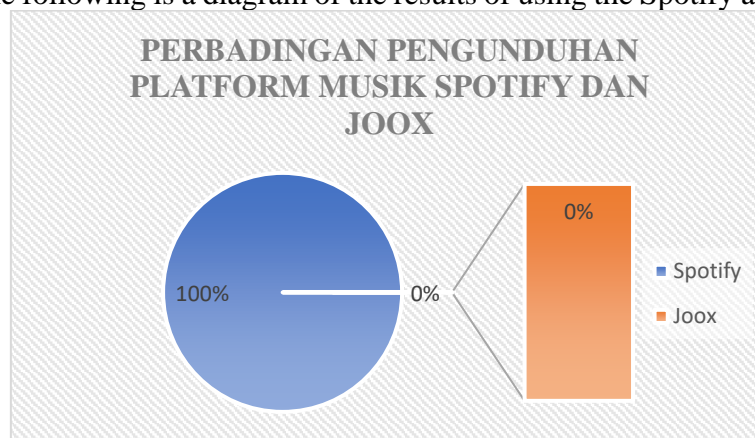


Figure 1.2 Pie chart of Spotify and Joox music platform downloads

As time progresses, internet-based technology is starting to become the main source of media consumption. In this case, streaming music media itself to meet the needs of users will look for the fastest and easiest access to get it. For this reason, it can be related that this highest motive, according to what has been mentioned, also gets the highest satisfaction from a person before and after he decides to use Spotify. Meanwhile, in terms of satisfaction that users get after using Spotify, it is satisfaction in getting new music or the latest music trends, which is one of the advantages of users in using streaming music media itself. Users in this indicator are satisfied with the various types of music that can be searched easily without the need to make more effort. This is also related to the need to discover new music and can even be considered important as a motivation to become a user of streaming music services. With the aim of simplifying the decision-making process behind finding suitable music, users tend to listen to music they are already familiar with. In this way, users gain

convenience in accessing music anytime and anywhere, and it is easy to fulfill their music needs quickly.

As a streaming music service platform with very active and large numbers of users, Spotify has an online advertising feature which is said to be Spotify for brands. There is a lot of variety available for brands that want to embrace the millennial generation. This is the biggest user of Spotify. Recently, Spotify has released a new audio self-service advertising platform, namely Spotify Ad Studio. This service can enable consumer market reach at the right time to be able to manage a wide range of audio with easy-to-use budget options.

4. CONCLUSION

The research carried out can be seen using a comparison of the interests of music listeners via the Spotify and Joox platforms among students. In fact, many young people use the Spotify streaming music platform compared to the Joox platform. The causal factor is because Spotify application users more often use the application in the context of studying, doing homework, listening to it while at home or outside. The quality of the audio produced in this application is highly recommended for enjoying songs. The hope of fans of the Spotify application is that the platform provides podcasts for young people such as students. With this application, it is easy for young people to open podcasts which are useful for everyone, especially young people. Judging from the diagram data on the Play Store application, there are currently 1 billion downloaders for Spotify, while for the Joox application there are 100 million downloaders.

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