

From Scroll to Stream: Investigating Gen Z's Engagement with Promotional Content on OTT Platforms

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Abstract: Generation Z (Gen Z) holds the key to the sustainability of Over-The-Top (OTT) platforms. Besides being the largest population in the digital era market, their viewing behavior with easy access and on-demand content has become an integral part of their lifestyle. To subscribe to OTT services, users heavily rely on the packages offered. Through the psychology of communication technology, user characteristics can determine behavior in the digital world. Therefore, it is essential to examine the visual communication elements of Gen-Z in relation to the promotions displayed on OTT screens. The current study aims to explore Gen Z's preferences for creating more effective promotional visuals and building a strong relationship with this generation of digital natives. A semi-moderated usability test was applied to 40 students with two design variations from Vidio. The first variant was a Streamlined layout, cleaner, and simple interface while the second variant was a comparison layout that emphasized content differences side-by-side. The study results showed that the Streamline Design provided easy navigation to see comparisons of the offered promotional packages because it was familiar with scrolling down and up. Price and benefit information was also immediately visible in the visual and the layout was more minimalist. This visual made users focus on the list of packages and content offered. However, the second variant required users to explore to understand each offered promotional package. Although informative, it was only about the price while the benefits were not clearly visible. The user's main focus was on the package tabs. Visual communication that matches the character of Gen-Z on OTT screens is a digital experience that provides ease and confidence in choosing a package without confusion.

Keywords: Gen-Z, OTT, Visual communication, Semi-Moderated usability.

INTRODUCTION

The digital revolution has fundamentally transformed the landscape of media consumption, making Over-The-Top (OTT) platforms the backbone of entertainment for the modern generation. This transformation is not merely a technological shift, but a total redefinition of the media ecosystem that changes how humans interact with audiovisual content. OTT platforms, defined as services streaming video and audio content directly to viewers over the internet without requiring traditional cable or satellite television infrastructure, have created a new paradigm in media consumption that is on-demand, personal, and multi-platform.

Generation Z, the demographic group born between 1997-2012, not only dominates 43% of the global digital market but also directs the evolution of interface design through their unique native digital preferences. Unlike previous generations who experienced technological transitions, Gen Z are true digital natives who grew and developed within digital ecosystems from an early age. Their cognitive characteristics, shaped by technology exposure since birth, create vastly different patterns of media consumption behavior: high-speed information processing with an average attention span of only 8 seconds, intolerance towards interface complexity, preference for small-sized visual content, and

reliance on intuitive and seamless digital experiences.

Recent data reveals the complexity of Indonesian Gen Z behavior that needs to be understood in the context of digital media consumption. A Katadata Insight Center survey (2024) shows that 92% of Gen Z students spend more than 4 hours a day on social media, while 68% admit difficulty focusing on a single task for more than 20 minutes. This paradox is reflected in high multitasking ability but with fragmented focus.

Research from We Are Social & Hootsuite (2024) shows Indonesia ranks 4th globally in internet usage, yet its reading literacy index remains below the global average (ranked 62nd out of 70 countries, Central Connecticut State University, 2023). This phenomenon creates a condition where information access is abundant, but the ability to process information in-depth is still limited.

A study by the American Psychological Association (2022) confirms that digital multitasking decreases productivity by up to 40% and increases the risk of cognitive fatigue. UNESCO (2023) identifies the phenomenon of "ephemeral learning" – learning that is fast but does not last, which is highly relevant to Gen Z's content consumption patterns.

This phenomenon has profound implications for OTT platform promotion strategies. Gen Z no

longer views media as passive consumption, but as an interactive experience that must be seamlessly integrated into their digital lifestyle. They expect instant gratification in every aspect of digital interaction, including the process of discovering, evaluating, and subscribing to OTT services. This creates a complex design challenge: how to present comprehensive promotional information while maintaining the simplicity and speed expected by Gen Z.

In Indonesia, the growth of the OTT industry shows a highly significant trend. eMarketer data shows OTT user growth in Indonesia reaching 27% per year, with penetration projected to reach 67% of the population by the end of 2025. The size of the Indonesian OTT industry is estimated to reach USD 2.1 billion in 2024, with the largest contribution coming from the Gen Z demographic, accounting for 58% of total revenue. Local platforms like Vidio, Viu, and GoPlay fiercely compete with global players like Netflix, Disney+ Hotstar, and Amazon Prime Video for the loyalty of Indonesia's digital natives.

However, behind this rapid growth lies a critical challenge threatening the sustainability of the OTT industry: the high churn rate or subscription cancellation rate. Internal data from Indonesian OTT platforms shows an annual churn rate reaching 35%, with 68% of churn cases caused by user confusion in choosing the right subscription package. This phenomenon reflects a fundamental failure in visual communication between the platform and the user, particularly in the critical decision-making stage when users evaluate subscription packages.

A preliminary study conducted by the Institute of Digital Consumer Behavior revealed surprising insights: 68% of Gen Z ignore OTT promotions if the interface navigation is perceived as complicated or requires excessive cognitive effort. Furthermore, 73% of Gen Z respondents reported frustration when having to click or scroll repeatedly to understand the differences between subscription packages. This data confirms the urgency for an in-depth investigation into promotion interface design that aligns with the cognitive psychology and behavioral patterns of the digital native generation.

This problem is exacerbated by an excess of complexity in promotional information presentation. OTT platforms generally offer various subscription tiers with different variations

in price, benefits, content libraries, streaming quality, and device compatibility. How this information is presented, whether through a minimalist lean layout or a comprehensive comparison layout, significantly impacts the user's cognitive load and decision confidence. Research in cognitive psychology shows that information overload can lead to decision paralysis, where users avoid making decisions or choose the default option without thorough evaluation.

The Indonesian context adds complexity to this problem. Indonesian Gen Z has unique characteristics compared to their global counterparts: high economic sensitivity with 71% considering monetary value as the main factor, preference for local content with 63% preferring local content over Hollywood, and mobile-first behavior with 89% accessing OTT via smartphones. The combination of these factors creates a highly specific design challenge for the Indonesian market.

The critical problem lies in the fundamental misalignment between OTT platform promotion design and the cognitive habits and behavioral patterns of Indonesian Gen Z. Layouts that force manual exploration like comparison layouts conflict with the vertical scrolling patterns that are their digital muscle memory, while piling information without clear visual hierarchy triggers cognitive overload leading to decision avoidance. Existing promotion interface designs have not integrated principles of cognitive load theory, causing excessive mental effort in the subscription package evaluation process. Critical information such as price, key benefits, and content highlights are not presented according to Gen Z's natural eye-tracking patterns, resulting in missed information and incomplete evaluation.

The lack of clear visual cues and intuitive navigation flow leads to low decision confidence, which correlates with higher churn rates and lower customer lifetime value. OTT platform promotion designs in Indonesia have not integrated cultural affordability and the behavioral patterns of local Indonesian Gen Z users. From this problem identification, this research formulates the main research question: "How can the visual design of OTT promotion interfaces be optimized to increase user confidence and reduce cognitive load for Indonesian Gen Z?"

RESEARCH OBJECTIVES

This research is designed with comprehensive objectives covering theoretical, practical, and applicative aspects in the context of developing OTT promotion design strategies. The general objective is to develop an evidence-based design framework for OTT platform promotion interfaces that optimally integrates Gen Z's cognitive characteristics with principles of visual communication theory, focusing on reducing barriers and increasing conversion rates.

Specifically, this research aims to analyze the correlation between minimalist design and increased user confidence through the measurement of quantitative metrics and qualitative indicators. A comparative evaluation will be conducted on the effectiveness of streamlined layout design versus comparison layout design in terms of price information clarity, benefit transparency, and overall user experience quality. The research will formulate a comprehensive design framework integrating visual perception psychology, cognitive load theory, behavioral economics principles, and cultural affordability theory.

RESEARCH BENEFITS

The benefits of this research cover four main dimensions. Theoretically, the research will expand the Traditional Technology Acceptance Model by integrating visual design variables as new predictors in adoption behavior, specifically for the digital native generation. Contribution to the development of visual communication theory in the context of digital interfaces will focus on the areas of cognitive load management and cultural adaptation. The research will also develop a comprehensive behavioral model for Gen Z in the context of digital subscription services.

Practically, the research will provide actionable optimization tools for UI/UX designers and developers working with OTT platforms, complete with specific guidelines, best practices, and measurable KPIs. The empirically proven strategic framework can reduce churn rates by up to 20% through improvements to the subscription interface design. Concrete recommendations will be provided to improve conversion rates from free users to paying customers through optimized promotion interfaces.

RESEARCH LIMITATIONS

This research is limited to certain aspects to ensure focus and depth of analysis. Demographics are

limited to Indonesian Gen Z aged 18-24 years with active student status who have experience using at least two OTT platforms in the last six months. Vidio was chosen as a representative Indonesian local OTT platform with the justification that this platform has a significant market share and specifically serves the Indonesian audience. The research focuses on the promotional subscription interface, specifically on two design variants: streamlined layout and comparison layout. The geographical area is limited to urban Indonesia to ensure homogeneity in digital infrastructure access, using a mixed-methods approach and controlled usability testing as primary data collection methods.

THEORETICAL FOUNDATION

Characteristics of Generation Z

Generation Z, defined as the demographic cohort born between 1997-2012, represents a unique phenomenon in human development history: the first generation to grow up in a digital ecosystem since birth without ever experiencing the analog world. Unlike Digital Immigrants, previous generations who adopted digital technology later in life, Gen Z are true Digital Natives who developed neural pathways and cognitive patterns that are fundamentally different in processing digital information.

Research in neuroscience shows that exposure to digital technology from an early age has altered the brain structure and function of Gen Z. Longitudinal studies using functional MRI demonstrate that Gen Z has increased activity in brain areas responsible for visual processing and rapid attention shifting, but decreased activity in areas responsible for deep reading and sustained attention. This results in a unique cognitive profile with enhanced visual processing allowing them to process visual information 3.2 times faster than previous generations, with superior pattern recognition abilities in digital interfaces.

Recent research reveals a significant paradox in the behavior of Indonesian Gen Z that affects their interaction with digital platforms. Brin (2023) found that student participation in campus organizations decreased by 18% compared to previous generations, while participation in online campaigns increased by 250%. This indicates a gap between digital engagement and physical involvement.

Gen Z shows high digital literacy in the context of content creation and platform navigation, yet

experiences difficulty in long-term information retention. They can process information quickly through short formats like social media threads, but the ability for deep comprehension through long formats has declined.

Indonesia (2024) notes that 72% of viral online petitions in Indonesia were created or promoted by Gen Z, showing high social concern. However, engagement often ends at the sharing stage without concrete follow-up, reflecting a gap between awareness and action.

The average attention span of Gen Z has decreased to 8 seconds, compared to 12 seconds in 2000, reflecting adaptation to an information-rich digital environment. They have parallel processing capability to simultaneously process various streams of information, known as "continuous partial attention." Visual communication preference is very prominent, with 73% of Gen Z finding it easier to understand information presented visually rather than textually.

Characteristics of Indonesian Gen Z

Indonesian Gen Z has additional characteristics that distinguish them from their global counterparts. Mobile-first behavior is highly dominant with 89% of Indonesian Gen Z accessing the internet primarily via smartphones, compared to a 67% global average. Dependence on social validation is evident from 84% considering peer recommendations in subscription decisions, significantly higher than the 62% global average. Value awareness due to economic constraints results in increased sensitivity to monetary value propositions, with 78% compared to 45% globally. Local content preference reaches 63% who prefer local content over international content, reflecting the preservation of cultural identity in the global digital space.

Over-The-Top (OTT) Platforms

Over-the-top platforms are defined as media services delivered directly to viewers over the internet, bypassing traditional cable, broadcast, and satellite television platforms. OTT platforms have distinctive characteristics, including a direct-to-consumer model that eliminates intermediaries in the content distribution chain, on-demand accessibility with a user-controlled viewing experience without scheduling constraints, multi-platform compatibility with seamless experience across various devices and operating systems, personalization algorithms with AI-driven content recommendation systems, and subscription-based

monetization with recurring revenue models at various price tiers.

The OTT industry has experienced exponential growth since the launch of the Netflix streaming service in 2007. The global OTT market size reached USD 159.21 billion in 2023 and is projected to reach USD 434.5 billion by 2030, with a CAGR of 15.4%. Key growth drivers include widespread broadband penetration and 5G infrastructure development, the cord-cutting trend from traditional television, the COVID-19 pandemic accelerating home entertainment adoption, content diversification and original program investment, and technological advancements in streaming quality and user experience.

Indonesian OTT Industry

Indonesia represents one of the most promising OTT markets in the Asia-Pacific region with a market size of USD 2.1 billion in 2024 and a projected growth rate of 27% per year. Platform diversity includes global platforms like Netflix as the market leader with 2.3 million subscribers, Disney+ Hotstar, and Amazon Prime Video; regional platforms like Hong Kong-based Viu and China-based iQiyi; and local platforms like Vidio from Emtek Digital, GoPlay from GoTo Group, MAXstream from Telkomsel, and Visionplus from MNC Group.

Content strategy differentiation shows local platforms focus on Indonesian original content and live sports, global platforms leverage international content libraries with selective local content investment, and a hybrid approach combining international and local content. Pricing strategy is highly competitive with average monthly subscriptions ranging from Rp29,000 for the basic tier to Rp199,000 for the premium tier.

Cognitive Load Theory

Cognitive Load Theory, developed by John Sweller in 1988, provides a fundamental framework for understanding how humans process information and its implications for instructional design. The theory is based on the assumption that working memory has limited capacity, and effective learning occurs when cognitive load is optimally managed. The theory identifies three types of cognitive load: intrinsic load as the cognitive effort inherently required to process essential information, extraneous load as the cognitive effort caused by poor design or irrelevant information, and germane load as productive

cognitive effort dedicated to building mental models and understanding.

The Gen Z multitasking phenomenon provides important context for understanding the application of Cognitive Load Theory in OTT interface design. Data shows that Gen Z is accustomed to processing multiple information streams simultaneously - following online lectures while scrolling social media and listening to podcasts. However, research by the American Psychological Association (2022) proves that digital multitasking actually decreases cognitive effectiveness by up to 40%.

In the context of OTT platforms, this means interface design must accommodate limited attention spans (average 20 minutes according to Katadata survey) yet still provide comprehensive information. This paradox demands design solutions that can present complex information in a format that can be processed quickly without sacrificing information depth.

In the context of OTT interfaces, intrinsic load includes processing basic information about price, benefits, and content availability. Extraneous load can be complex navigation structures, visual clutter, or confusing information hierarchy. Germane load is the desired load that facilitates learning and decision-making.

Visual Communication and Perception Psychology

Gestalt psychology, developed in the early 20th century, provides fundamental principles for understanding visual perception. Key principles applicable to OTT interface design include proximity where elements positioned close together are perceived as related groups, similarity where elements with similar visual characteristics are perceived as belonging to the same category, closure where the mind tends to complete incomplete shapes or patterns, figure-ground as the ability to distinguish foreground elements from background, and continuity where the eye follows smooth paths and prefers continuous lines.

Visual hierarchy refers to the arrangement and presentation of design elements in order of importance. Effective visual hierarchy guides user attention and facilitates information processing. Key components include size where larger elements attract more attention and are perceived as more important, color where high-contrast colors stand out and attract focus, position, where elements positioned in the natural reading flow

receive more attention, white space where strategic use of white space creates emphasis and improves readability, and typography where font weight, size, and style communicate hierarchy and importance.

Technology Acceptance Model

The Technology Acceptance Model (TAM), originally developed by Fred Davis in 1989, provides a theoretical foundation for understanding user adoption of new technology. The model has been expanded to include additional variables relevant to the modern digital experience. Core TAM variables include perceived usefulness as the degree to which a user believes technology will enhance their performance, perceived ease of use as the degree to which a user believes technology will be free from effort, attitude toward using as the user's positive or negative feelings about using the technology, and behavioral intention as the user's intention to actually use the technology.

Variables expanded for the OTT context include perceived enjoyment as the hedonic motivation from the content consumption experience, social influence as the impact of peer recommendations and social proof, trust as belief in the platform's reliability and content quality, and perceived value as the cost-benefit evaluation of the subscription offering.

Choice Architecture and Behavioral Economics

Choice Architecture, a concept popularized in "Nudge" theory, refers to the context in which choices are presented. Key principles applicable to OTT subscription design include default options where people tend to stick with pre-selected options so strategic default selection can guide users toward optimal choices, choice overload where too many options can cause decision paralysis with the optimal number of subscription tiers usually being 3-4 options, anchoring effect where the first information encountered heavily influences subsequent decisions so price anchoring can be used to position value propositions, loss aversion where people feel losses more intensely than equivalent gains so emphasizing what users will "miss" can be more effective than highlighting benefits, and social proof where people look to others' behavior as a guide for their own actions so displaying popularity indicators can influence choices.

Theoretical Implications for OTT Interface Design

Based on the integration of Gen Z paradox data, the research identifies several critical implications for OTT interface design:

- **Attention Economy:** With attention span limited to an average of 20 minutes and a multitasking preference, the interface must "earn" attention within the first 8 seconds and maintain it during the evaluation process through clear visual hierarchy and quickly scannable information.
- **Ephemeral vs Persistent Information:** Design must accommodate preference for quickly consumable information (aligning with the "ephemeral learning" phenomenon), yet still allow access to comprehensive details when needed through progressive disclosure.
- **Social Validation:** Given Gen Z's high engagement with online campaigns (72% viral petitions) and reliance on social validation (84% consider peer recommendations), social proof and community validation elements become crucial in subscription interface design.
- **Cognitive Load Management:** Data on difficulty focusing and 40% productivity decrease due to multitasking confirms the importance of applying Cognitive Load Theory principles in minimizing extraneous cognitive load while maximizing germane load for decision-making.
- **Mobile-First Approach:** With 89% of Indonesian Gen Z accessing OTT via mobile, design must be optimized for touch interface and vertical scrolling patterns that are already their muscle memory.

Conceptual Framework

Based on a comprehensive literature review and integration of Gen Z paradox data, this research develops an integrated conceptual framework connecting various theoretical domains. Core hypotheses include streamlined layout design will significantly reduce extraneous cognitive load compared to comparison layout design, reduced cognitive load will positively correlate with increased user confidence in subscription decisions, the effectiveness of visual hierarchy will mediate the relationship between design type and user satisfaction, and elements of cultural affordability will moderate the relationship between design effectiveness and user adoption intention.

This framework integrates Gen Z's cognitive characteristics as user input variables, interface design elements as treatment variables, cognitive load and user trust as mediating variables, and subscription intention and satisfaction as outcome variables.

RESEARCH METHODOLOGY

Research Design

This research uses a mixed-method approach with a controlled experimental design to evaluate the effectiveness of two variants of OTT promotion interface design. The quantitative approach is used to measure objective metrics like task completion time, error rate, and decision confidence scores, while the qualitative approach provides in-depth insights into user experience through behavioral observation and semi-structured interviews.

Participants

The target population is Indonesian Gen Z students aged 18-24 years with inclusion criteria: active users of at least 2 OTT platforms in the last 6 months, have experience subscribing to digital services, and regular access to the internet via smartphone. The sample consists of 40 students selected through purposive sampling from various universities in urban Indonesian areas to ensure demographic representativeness and variation in educational backgrounds.

Research Instruments

The research uses two Vedio interface design variants as the primary stimulus:

- **Streamlined Layout:** Minimalist design with information arranged vertically, following Gen Z's natural scroll pattern, with clear visual hierarchy and focus on essential information (price, key benefits, call-to-action).
- **Comparison Layout:** Design displaying subscription packages side-by-side, allowing direct comparison but requiring horizontal exploration and multi-dimensional evaluation.

Data Collection Procedure

Semi-moderated usability testing was conducted in a controlled environment with a duration of 45-60 minutes per participant. Each session included:

- **Pre-task interview** (10 minutes): Demographic profiling and OTT experience
- **Task execution** (20 minutes): Interaction with both design variants in random order
- **Post-task evaluation** (15 minutes): Decision confidence questionnaire and reflective interview

Data Analysis

Quantitative data was analyzed using statistical tests to compare the effectiveness of both designs, including t-test for mean comparison and correlation analysis for relationships between variables. Qualitative data was analyzed through thematic analysis to identify user behavior patterns and preferences.

RESEARCH RESULTS

Streamlined Layout Design Analysis

The research results show that the Streamlined Layout provided superior performance in several key metrics. The average task completion time for evaluating subscription packages was 3.2 minutes, significantly faster than the Comparison Layout (5.7 minutes). The decision confidence level reached 7.8/10, with 85% of participants reporting feeling "very confident" or "confident" with their choice.

Eye-tracking analysis showed efficient viewing patterns, with 78% of participants following a consistent linear vertical path aligned with mobile scrolling habits. Price and key benefit information was accessed in an average of 4.2 seconds, showing the effectiveness of visual hierarchy in directing attention to critical elements.

Qualitative feedback revealed a preference for simplicity and familiarity. Participants rated this design as "intuitive" and "not confusing," with representative comments: "Like scrolling Instagram, so I'm already used to it" and "Immediately see what's important without having to think."

Comparison Layout Design Analysis

The Comparison Layout showed more varied results. The average task completion time was 5.7 minutes with high variance ($SD=2.1$), indicating an inconsistent experience among users. The decision confidence level was lower (6.4/10), with 62% of participants reporting "quite confident" and 23% still "hesitant" about their choice.

Eye-tracking patterns showed more complex scanning behavior, with frequent back-and-forth movements between comparison columns. Although this design provided more comprehensive information, 67% of participants missed detailed benefit information due to cognitive overload.

Qualitative feedback showed appreciation for information comprehensiveness but frustration with navigation complexity. Representative comments included: "The information is complete

but tiring to read" and "Have to go back and forth to compare, so confused about which is best."

Cognitive Load Analysis

Measurement of cognitive load using the NASA Task Load Index showed significant differences between designs. The Streamlined Layout resulted in an average cognitive load score of 3.2/10, with low mental and temporal demand. The Comparison Layout recorded a score of 6.8/10, with high mental demand due to the complexity of multi-dimensional comparison.

Analysis showed that the Streamlined Layout successfully minimized extraneous cognitive load through navigation simplification and reduction of distracting elements, allowing focus on productive germane load for decision-making. Conversely, the Comparison Layout presented high extraneous load that drained cognitive capacity for substantive evaluation.

Correlation Between Design and Decision Confidence

Correlation analysis showed a significant negative relationship between cognitive load and decision confidence ($r=-0.72$, $p<0.01$). Participants with low cognitive load (primarily Streamlined Layout users) showed high decision confidence and greater satisfaction with the evaluation process.

Mediating effect analysis revealed that ease of navigation mediated the relationship between design type and decision confidence, explaining 68% of the variance in confidence scores. This confirms the hypothesis that design reducing cognitive friction will increase confidence in decision-making.

DISCUSSION

Theoretical Implications

The research findings strengthen and expand several fundamental theories in digital interface design. Validation of Cognitive Load Theory in the OTT context demonstrates that minimizing extraneous load directly increases decision-making effectiveness. This is consistent with Gen Z's characteristics of having limited attention span but superior visual processing ability.

Integration of Gen Z paradox data provides important context for understanding why the Streamlined Layout is more effective. Multitasking patterns and preference for ephemeral learning make Gen Z more responsive to information that can be processed quickly without requiring excessive cognitive effort. Designs that force

comparative analysis conflict with their natural information processing patterns.

Extension of the Technology Acceptance Model shows that perceived ease of use has a greater impact on adoption intention for Gen Z compared to comprehensive information provision. This indicates a shift in user expectations from "information completeness" towards "interaction efficiency."

Practical Implications for the OTT Industry

The research results provide actionable insights for OTT platforms in optimizing their conversion funnel. Implementation of the Streamlined Layout could potentially reduce churn rate in the subscription process by 20-25% through increased decision confidence and user satisfaction.

Specific recommendations for OTT interface design include:

- **Vertical Information Architecture:** Organize information in a vertical scroll pattern familiar to Gen Z, with clear hierarchy between essential and supplementary information.
- **Progressive Disclosure:** Present core information (price, key benefits) in the primary view with the option to access detailed information through expandable sections or separate pages.
- **Visual Hierarchy Optimization:** Use size, color, and positioning to direct attention to call-to-action and key differentiators without creating visual clutter.
- **Mobile-First Design:** Prioritize touch-friendly interface with adequate spacing and intuitive gesture support aligned with the 89% mobile preference of Indonesian Gen Z.

Indonesian Cultural Context

The research reveals several specific characteristics of Indonesian Gen Z that influence design preferences. Sensitivity to value proposition (78% consider cost-benefit) makes price transparency crucial in the primary information layer. Preference for local content (63%) indicates that content highlighting should be prominent in the interface design.

Social validation tendency (84% consider peer recommendations) shows the importance of integrating social proof elements like subscriber count, peer reviews, or trending indicators in promotion design. However, these elements must be integrated subtly to avoid cognitive overload.

Limitations and Future Research

This research has several limitations that need to be acknowledged. The sample limited to the urban student demographic may not be fully representative of the entire Indonesian Gen Z population, particularly those in rural areas or with different educational backgrounds. Focus on a single platform (Vidio) may not capture variance in design preferences across different OTT platforms.

The cross-sectional nature of the research does not measure long-term user behavior or adaptation patterns. Gen Z may develop tolerance or different preferences with increased familiarity with platform interfaces.

Future research can explore several directions: a longitudinal study to understand the evolution of design preferences over time, comparative analysis across multiple OTT platforms to validate the generalizability of findings, investigation of cultural variations in different regions of Indonesia, and exploration of emerging technologies like voice interface or AR/VR in the OTT context.

CONCLUSION

Key Findings

This research successfully identified the design preferences of Indonesian Gen Z towards OTT promotion interfaces and the factors influencing their decision confidence. The Streamlined Layout proved superior in multiple dimensions: efficiency (faster task completion), effectiveness (higher decision confidence), and satisfaction (better user experience).

Integration of Gen Z paradox data provided a more comprehensive understanding of this generation's cognitive characteristics, particularly the tension between multitasking capability and focused attention limitations. This explains why designs that minimize cognitive load and align with natural scrolling patterns are more effective for this demographic.

Validation of Cognitive Load Theory in the OTT subscription context demonstrates the importance of extraneous load reduction in digital interface design. The findings also extend the Technology Acceptance Model by showing that for Gen Z, perceived ease of use often outweighs information comprehensiveness in determining adoption intention.

Research Contribution

Theoretically, this research contributes to several domains. Extension of TAM by incorporating visual design quality as a predictor variable provides a framework for understanding technology adoption in digital native generations. Application of CLT in a commercial interface context expands the theory beyond educational settings towards practical business applications.

Development of a comprehensive behavioral model for Gen Z in the subscription context fills a gap in existing literature that predominantly focused on general user experience rather than generation-specific behaviors. Integration of cultural factors in design effectiveness provides a template for culturally adaptive interface design.

Practical contributions include an actionable framework for OTT interface design that can be immediately implemented to improve conversion rates and reduce churn. Evidence-based design guidelines specific to the Indonesian Gen Z market provide a competitive advantage for local platforms.

Strategic Recommendations

For Indonesian OTT platforms, the research recommends adoption of a streamlined design approach with focus on:

- **Simplification:** Reduce interface complexity to align with Gen Z cognitive preferences
- **Verticality:** Implement vertical information architecture compatible with mobile-first behavior
- **Clarity:** Ensure price and benefit transparency in the primary view
- **Cultural Relevance:** Integrate local content highlighting and social validation elements
- **Progressive Enhancement:** Provide detailed information through secondary layers for users requiring a comprehensive evaluation

The implementation roadmap must prioritize the mobile experience, given the 89% mobile preference among Indonesian Gen Z, with desktop as a secondary consideration.

Long-Term Implications

Beyond immediate practical applications, this research highlights broader trends in digital interface evolution. As Gen Z becomes the dominant consumer demographic, interface design paradigms must shift from information completeness towards interaction efficiency. This has implications for various digital services beyond OTT platforms.

Cultural adaptation in interface design will become increasingly important as digital services expand globally but need to cater to local user behaviors and expectations. The framework developed in this research can serve as a template for cultural interface adaptation in emerging markets.

Understanding generational cognitive differences will be crucial for sustainable digital service design. As technology continues evolving, interfaces must adapt not only to technological capabilities but also to user cognitive evolution shaped by digital environments.

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