

Indonesian Gen Z Consumer Preference for Subscribing to Netflix in The Covid-19 Pandemic Era

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Abstract

During the Covid 19 pandemic, people are quarantined and children are not allowed to attend school. They are optimizing the internet in order to obtain amusement. One of the most common ways to pass the time and occupy oneself is to watch movies online. Netflix has been the most popular movie online streaming platform in Indonesia since 2016. The goal of this study is to learn about the preferences of Generation Z (Gen Z) consumers when it comes to subscribing to Netflix amid the Covid-19 pandemic. This research is explanatory and descriptive with mixed method approach. Purposive sampling using criteria is used to select the sample size, and the survey is conducted using a Google Form with 100 respondents. One of the findings suggests that Gen Z is more likely to choose Netflix premium (52 %) due to its extensive features and high quality. The qualitative findings corroborate the quantitative findings. Netflix's service and movie selections are rated highly by respondents. The practical value of this research is that it provides some information about the Gen Z consumer's favorite genre and behavior in Indonesia to the online streaming sector.

Keywords: *Online streaming, consumer, preference, Covid-19, Netflix*

1.0 Introduction

Since the Covid 19 pandemic outbreak, Indonesian Government giving an appeal for large-scale social restrictions so that people were indirectly forced to stop doing activities outside their home. Cinemas were closed, production and premiere of films delayed or stopped. This condition makes people more and more people fill their spare time with activities that are at home. Like Ammurabi [1] said. However, Pertiwi said in the current era of the Covid-19 pandemic, the digital economy in Indonesia is predicted to continue to increase. By 2020, Indonesia's digital economy is estimated to reach US \$ 44 billion or around 624 trillion Rupiah of total GDP. Even during the pandemic, Indonesia is still the country with the largest digital economy in Southeast Asia [2].

One way to get involved in becoming a new lifestyle pattern is to watch subscriptions or videos online. A McKinsey Company survey in late March said as many as 45% of respondents paid more for indoor entertainment during the pandemic. On the other hand, 85% of respondents reduce their spending on outdoor entertainment. Subscription video streaming services are one of the entertainment options that are usually done at home. Like Ammurabi [1] said. Yusuf & Indrawati said too that, online streaming services are interactive systems that allow us to choose video content to enjoy. This service is not like television or cinema where we have to wait for content according to the broadcast schedule.

In this online streaming service, we can enjoy, download, and choose the content we want anytime, anywhere, and via any device [3].

In the news article written that there has been an increase in users of streaming services during the period of physical restriction due to the COVID-19 pandemic. Data traffic for streaming increased to 193%. Such an increase occurred in seven premium movie streaming services, namely Viu, Netflix, Iflix, Amazon Prime Video [4]. Netflix is of course now one of the many online service providers for movies and series, and perhaps one of the most popular worldwide. The company, which was originally a DVD rental company which later expanded to a streaming service, has been around since 1997. Netflix finally decided to include its service so that it could be enjoyed by internet users in Indonesia in 2016. However, like what Kresnawan written in the article that in Indonesia itself, its fate was a bit hampered because not long after entering, Telkom and its products blocked Netflix due to insecurity reasons, differences in regulations, and lack of presence. local works in it [5].

The Covid-19 pandemic helped Netflix solidify its place on the TV dial. Netflix was one of the first tech companies to show a distinct benefit from the pandemic. The company added a record-breaking 15.8 million net new paid subscribers in last year's first quarter as the coronavirus outbreak sent people rushing home with little else to do. The company has long warned that the pandemic pulled forward subscriber growth, which means comparisons will likely remain challenging all year. Wall Street currently expects Netflix to add about 25% fewer new paid subscribers this year than last, according to FactSet [6]

Until 2020, Netflix's fate in Indonesia is still in chaos. On the one hand, it has the support of the Minister of Education and Culture-Nadiem Makarim, but on the other hand Telkom is still selling dearly on Netflix and even issues such as the discourse on issuing haram fatwas from the MUI have emerged. Then what will happen to Netflix? We will see later. However, what is certain is that for now many Indonesians themselves do not agree with the blocking of Netflix in Indonesia. Netflix can be very popular because Netflix is much safer than other viewing sites, has sophisticated security features, can access many of the latest films, especially during the closing of the cinema pandemic, which causes Netflix to be increasingly popular with the Indonesian people, especially generation Z. Netflix also has a film output. which many Gen Z likes, where the film doesn't exist in other online streaming platforms. Quoting data collected by statistas, as of 2019, the total estimated active Netflix subscribers in Indonesia are around 418 thousand people, which are projected to increase to 906 thousand this year. From different research, for example citing a report recently released by AppAnnie entitled "State of Mobile 2020", Netflix is still included in the top 5 streaming applications for smartphone users in Indonesia from what Yusra [7] research.

Previous study about Netflix has shown that Netflix is very popular in Gen Z age consumer. Especially for the generation of teens and twenties consisting of Gen Z and Gen Y, Netflix allows them to hang out on the weekends. Watching Netflix together isn't just about convenience and customization, it's about connection and community like from journal [8] written. In another study on the Indonesian people regarding Netflix, found in the Conformity to Social Norms variable, it is suggested that Netflix is able to continue to try to adapt content to the habits of the Indonesian people which has been regulated in government regulations by producing more shows that do not touch the aspects sensitive areas such as pornography, SARA elements, and other explicit scenes and sorting on Netflix content [9].

In a study conducted in Central Java, Indonesia, it was found that streaming service providers (Netflix & Viu) to consider the content of their streaming services as an important aspect. Content is a double-edged sword that can be a lucrative opportunity or an unfavorable threat. Those who are satisfied with the content will stay and are more likely to become loyal customers [10].

In a journal written that, Gen Z consumers in Indonesia will also tend to give positive attitudes or behavior if an application service system can run well. Netflix also has to provide good performance and quality in its applications. Netflix makes this happen by providing additional security features in its app every time a user opens Netflix and provides the option to manually set the bit rate, as well as notifying users in case of errors and glitches [11]. Another study in Indonesia explains that the form of positive engagement most definitely shown by Netflix millennial subscribers, can be said to be the same for Gen Z subscribers, where they positively recommend Netflix (word of mouth). The findings of this study can be a reference for the streaming media industry in an effort to strengthen engagement with its customers and provide knowledge about consumer behavior in digital technology [12].

This study aims to complement data and findings from studies on Netflix and its Gen Z subscribers in Indonesia during the Covid 19 pandemic era. The results will describe the preference of Gen Z consumer in Indonesia about their behavior toward the Netflix subscription, accessing frequency, the series/movie genre preferences, and their satisfaction of Netflix services. The research questions are:

- How is the Indonesian Gen Z Netflix Consumers preference behavior toward the Netflix subscription?
- How is the Indonesian Gen Z Netflix Consumers preference in accessing frequency?
- What is the Indonesian Gen Z Netflix Consumers preference about the series/movie genre?
- How satisfied are Indonesian Gen Z Netflix users with Netflix's services?

2.0 Literature Review

2.1 General Online Streaming Products

Streaming in general is the process of transferring data or information from one user to another, either directly or through certain applications that do not need to download content. Currently, there are two types of streaming in use. The first type is Pre-record Streaming and the second is Live Streaming, where the two types of streaming also have their respective differences. Pre-record Streaming is a broadcast that has been previously recorded and will be broadcast or published after editing. Unlike pre-record streaming, Live Streaming is a broadcast that is carried out directly to the audience [13].

2.2. Application of Online Streaming in the Covid-19 Pandemic Era and its development

During the current Covid-19 pandemic, streaming itself can be a more effective way of broadcasting or publishing content or information because during this pandemic, people are very dominant in using streaming to get information or to seek entertainment from various kinds of mass media.

Streaming at this time is also widely used by public figures and artists to broadcast their activities live or document their activities in a certain format that can be viewed again at a later time. The most pronounced application of streaming is probably in the e-sports industry, where almost every tournament that is held will be broadcast live on selected media so that fans can enjoy it.

Now there are many video streaming service platforms operating in Indonesia, both operating locally, regionally and globally. Even though their presence is still classified as a niche, especially targeting young people, their position is quite strong in that target market like from Yusra's [7] research.

2.3 Current Online Streaming Market Holdings

Actually, the regional platforms that have been circulating in Indonesia for a long time are Viu, Hooq, and Iflix. All three have local affinities to help seize share in this growing market. However, the Netflix platform service is starting to dominate the market in Indonesia now, even though it is considered the most premium of all services, Netflix is starting to embrace local content creators in order to reach the Indonesian market. What Netflix is doing can be said to be a blue print for similar services to embrace this market.

Netflix is able to dominate the online streaming market segment in Indonesia because it embraces local works by presenting original Indonesian content and presenting modern, unique, and interesting content that is much in demand by Generation Z. This method is admittedly powerful enough to attract more new users.

Now the Asia Pacific region has contributed 484 million US dollars in first quarter revenue, an increase of 51.3 percent year on year. It is undeniable that Netflix has received a positive response with some of its shows during this corona pandemic. In addition to continuing to present its flagship series, Netflix also presents a variety of new content from Korea which turns out to be the most in demand by its users reported from the news article [14].

2.4 The Uniqueness of the Netflix Online Platform

The uniqueness and strength of the Netflix platform is that it can be accessed in 190 countries with a total streaming duration of films and TV series totaling 125 million hours per day or 10 billion hours per month. Netflix users registered as subscription accounts in January 2016 amounted to 75 million subscribers, but since one account can be used by more than one person (for example: family), the original users are far more numerous. Netflix also beat all cable tv and tv stations in the United States with 33 million subscribers. Of course, this has a negative impact on the ratings of cable TV and existing TV stations [15].

Another uniqueness is that Netflix has a cooperative relationship with the airline company Virgin America. Netflix helps Virgin America company so that airline passengers can access streaming Netflix movies and TV series 35,000 feet in the air for free by providing free Wi-Fi to new and registered members. What's more, Netflix can be accessed on more than 200 electronic devices or gadgets, such as gaming consoles, smart TVs, blu-ray players, tablets, smart phones, and so on [16].

2.5 Generation Z and its Consumer Preferences

This generation was born between 1997 and 2014 in which generation Z will determine the face of the next world. The facts and characteristics possessed by generation Z are as follows:

- Generation Z has more control over how to use technology.
- Generation Z absorbs a lot of new information every day and spends several hours a day on social media or searching for information and entertainment on the internet.
- According to the infographic by Upfront Analytics, Generation Z perceives information visually so that marketing campaigns targeted at Generation Z revolve around storytelling, videos and other forms of visualization.
- Self-reliant, self-confident and autonomous are also key characteristics of generation Z. They are not dependent on their parents. This is based on the internet and technology enabling Generation Z to start making money at a younger age.

- Generation Z has a multitasking nature which is a positive trait. Due to their extraordinary ability to process and absorb large amounts of information in a matter of seconds, generation Z can easily handle multiple tasks at once [17].

Generation Z feels very comfortable in the virtual world where some of them are children of generation X which was once a market group that is closely monitored by the market in the sense that their consumption is controlled by producers. As a generation that is very adaptive to internet technology, this generation is also very careful and selective in spending their money. In addition, a fundamental feature of generation Z preferences tends to be a strong market for goods as an escape to the pressures they face [18].

According to research, Generation Z spends at least three hours in front of a computer screen, laptop or cellphone. 90% of them more frequently access the internet via smart phones. This generation is very dependent on things that are interesting from the internet. Generation Z also really likes entertainment by streaming Western and Indonesian pop music, playing games 1-3 hours per day using applications or online, to watching online streaming while browsing on the internet. With online streaming, they can easily access and watch the movies or series they like without the need to go to the cinema and leave the house because most of them prefer simple things [19].

2.6 The Netflix

Netflix company was founded in 1997 and based in Los Gatos, California, United States. Reed Hastings teamed up with a software executive, Marc Randolph, to start the Netflix idea with the aim of renting movies online. The following year, the first DVD rental and sales site called Netflix.com was launched. Its first distribution was carried out in 1999 with a digital subscription distribution service. As of 2009, the company has offered a collection of more than 100 thousand DVD titles that cater to more than 10 million subscribers.

As of April 2011, Netflix has registered 23.6 million subscribers in the United States and more than 26 million subscribers worldwide. In the same year, total digital revenue reached \$ 1.5 billion. Netflix experienced a decline in profit by 88% in the third quarter of October 2012. However, it did not last long since they started reporting an increase in the number of subscribers by 2 million subscribers in the following quarter of the same year. With that, revenue has increased by 8% in the same period [20].

Netflix is connected to the television screen industry, but the business model is the complete opposite of classic television and broadcasting and the old media industry [21]. According to research, Netflix, as well as other corporations that base their development on high technologies, are developing their own system of "big-data" data processing, an algorithm that recognizes the tastes of the audience. The impact on viewers' expectations about "what they will watch, when they will watch and how they will watch" is called the "Netflix effect" [8].

3.0 Methodology

This study uses a descriptive approach with the aim of describing the object of research or research results. The descriptive approach definition according to Sugiyono is a method that serves to describe or provide an overview of the object under study through data or samples that have been collected as they are, without analyzing and making generally accepted conclusions [22]. The mixed method is used, combining quantitative and qualitative method. Mixed Method Research (MMR) is defined as a research design that departs from the philosophical assumptions of the method of inquiry. As a methodology, MMR provides guidance when collecting and analyzing data and mixing between

approaches used during the research process. As a method, Mixed Method Research focuses on collecting, analyzing, and mixing qualitative and quantitative data carried out in one or a study. So, on using quantitative and qualitative approaches simultaneously (combined) can provide a better understanding of research problems than being used separately. There are several types in Mixed Method Research, this research uses the explanatory type. In an explanatory design, quantitative data is collected first, and depending on the results, qualitative data is collected later. This design consists of 2 phases, collection and analysis of quantitative data following collection and analysis of qualitative data. Explanatory design is used when the purpose of the research being conducted is to describe, elaborate, or explain quantitative findings [23].

The population of this research is the Indonesian Gen Z (Indonesian citizen who was born in 1996-2015). Purposive accidental (convenience) sampling is used because of we cannot exactly determined who the respondents are. The results of the 2020 Indonesian Population Census show that the Indonesian population is dominated by Generation Z. In total there are 74.93 million or 27.94% of the total population of Indonesia. The sampling technique used is the category of non-probability sampling. According to Naresh K Malhotra, non-probability sampling is a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample member [24]. We determined the number of sample size based on Malhotra sampling techniques it must be at least four or five times the number of question items [25]. So, in this study using 100 samples obtained from 5x20 (number of question items). According to Roscoe sample sizes of more than 30 and less than 500 are appropriate for most studies [26].

The survey technique used is by distributing questionnaires by purposive sampling, with respondent criteria Indonesian Gen Z. Data taken on January 5, 2020 with 100 respondents, chosen with accidental sampling. Survey technique is a type of research using a questionnaire or questionnaire as the main data source. In survey research, respondents are asked to provide short answers that have been written in a questionnaire or questionnaire and then the answers from all respondents are processed using certain analytical techniques. After we get results and analyze it, later on interviews were conducted to find out more and complete the data. This effort is to obtain accurate data and appropriate data sources [27]. In this study, the authors interviewed 3 informants from the Indonesian Gen Z group.

4.0 Results and Discussions

4.1 Quantitative Results

According to the demographic profile of respondents, it can be identified that the majority of respondents who subscribe to Netflix are women, as many as 70 female respondents, while only 30 male respondents. The majority of Netflix service users are also dominated by Generation Z with data collection from 100 respondents, with an average age of 16-24 years as many as 97 respondents, while the rest are around 10-15 years old as many as 3 respondents. The data on Netflix users who were prescribed were 30 men (30%) and 70 women (70%). With 100 respondents aged 10-15 years as many as 3 people (3%) and aged 16-24 as many as 97 people (97%).

TABLE 1
Distribution by Gender

Gender	Amount	Percentage
Male	30	30%
Female	70	70%
Total	100	100%

TABLE 2
Distribution by Age

Age	Amount	Percentage
10-15 years old	3	3%
16-24 years old	97	97%
Total	100	100%

In the research that has been conducted, the analysis shows that the majority of respondents tend to have different characteristics and also have different perceptions of using the Netflix online streaming service. Following are the results and data analysis through tables.

TABLE 3
Netflix users during the Covid-19 pandemic

Response	Amount	Percentage
Yes	66	66%
No	5	5%
Ever	29	29%
Total	100	100%

Based on table 3, it shows that 66% of respondents are users of the Netflix online streaming service. Of the total respondents who use Netflix, the majority are women. On average, respondents who are Netflix users are Generation Z, they are currently at school, studying in university, and working. As a result of the pandemic, which requires people to school from home and work from home, they choose the Netflix service as entertainment that is easy to access and also has many interesting features.

TABLE 4
Netflix subscription period

Period	Amount
< 6 Month	60
> 6 Month	40
Total	100

Based on table 4, out of a total of 100 respondents, the majority of respondents used Netflix in a period of less than 6 months, namely 60 people. The rest have been using Netflix for more than 6 months. It is probably, that most respondents signed up for Netflix accounts when the Covid-19 pandemic outbreak. During the Covid-19 pandemic, people demanded all activities from home for those who could work from home, so they decided to seek entertainment through watching the Netflix online streaming service. For those who have subscribed for more than 6 months, it is certain that they have subscribed starting before the Covid-19 pandemic appears.

TABLE 5
The Type of Netflix Account

Type	Amount	Percentage
Mobile	12	12%
Basic	9	9,00%
Standard	27	27,00%

Premium	52	52%
Total	100	100%

Based on table 5, out of a total of 100 respondents, the dominant use of the Netflix in Premium Account. The rest, 27 respondents used Netflix Standard accounts, 9 respondents used Netflix Basic accounts, and 12 respondents used Netflix Mobile accounts. It can be concluded that Netflix Premium is the most attractive package because customers can enjoy movies with HD and Ultra HD resolutions if the internet connection is fast. All resolutions can be enjoyed on laptops, TVs, smartphones or tablets. There are also respondents who do not have an ID will choose this package which is suitable for families because it can be used simultaneously on four devices at once. Packages other than Netflix Mobile do provide unlimited feature access to films and television series on Netflix and can cancel subscription packages at any time.

TABLE 6

The payment method uses

Method	Amount	Percentage
Credit Card	25	25%
Debit Card	55	55%
Jenius Card	9	8%
Others	11	11%
Total	100	100%

Based on table 6, 25% of respondents use a credit card as their payment method, 55% use a debit card, 8% use a Jenius card, and 11% use other payment methods. On average, most respondents use debit cards because it is easier to make payment transactions and is more limited. In contrast to credit cards that require a lot of requirements and demand higher responsibility in their use, especially the Z generation have simple characteristics. The credit card will ask the user to pay off the bill before it is due. Therefore, for respondents who do not have a credit card, it is certain that they can choose the debit card service, Jenius from Bank BTPN and the Smartfren package, or other methods.

TABLE 7

Netflix Streaming Time in a Day

Time	Amount	Percentage
2 – 3 Hour	45	45%
4 – 6 Hour	44	44%
>6 Hour	11	11%
Total	100	100%

Based on table 7, the dominant respondents (45%) use Netflix 2-3 hours per day. The rest, 44% use Netflix 4-6 hours per day and 11% use Netflix more than 6 hours per day. The dominant respondents did not take up so much time watching the Netflix online streaming service because it was possible that they had other activities to do. Given that they are a group of generation Z which is still in the period of learning, lectures, and the world of work. For those who use Netflix for more than 6 hours a day, it is possible that they are users who have a lot of leisure time and are not busy. Another thing that is possible is the habit of users who want a movie marathon to finish the series or film they are watching as soon as possible.

4.2 Genres of Interest

TABLE 8

The payment method used

Genre	Amount
Action	60
Romance	69
Thriller	50
Horror	38
K-Drama	51
Comedy	58
Cartoon	30

Based on table 8, it can be said that on average, respondents have more than one genre of interest. In filling out this survey question, respondents can choose more than one genre of interest (multiple choice). The romance genre outperforms other genres, considering that women are the dominant respondents in this survey. While the most popular genre compared to others is cartoon. This is because most of them like movies or series that are shown like the real world.

4.3 Netflix's Consumer Preference Likert Scale

Statement: During the Covid-19 Pandemic, I used Netflix a lot. Highest score (for very frequent answers) = 5 x 100 respondents = 500. The lowest score (for answers to never) = 1 x 100 respondents = 100

Score Category

1. Never
2. Ever (1-3 times)
3. Sometimes
4. Often
5. Very Often

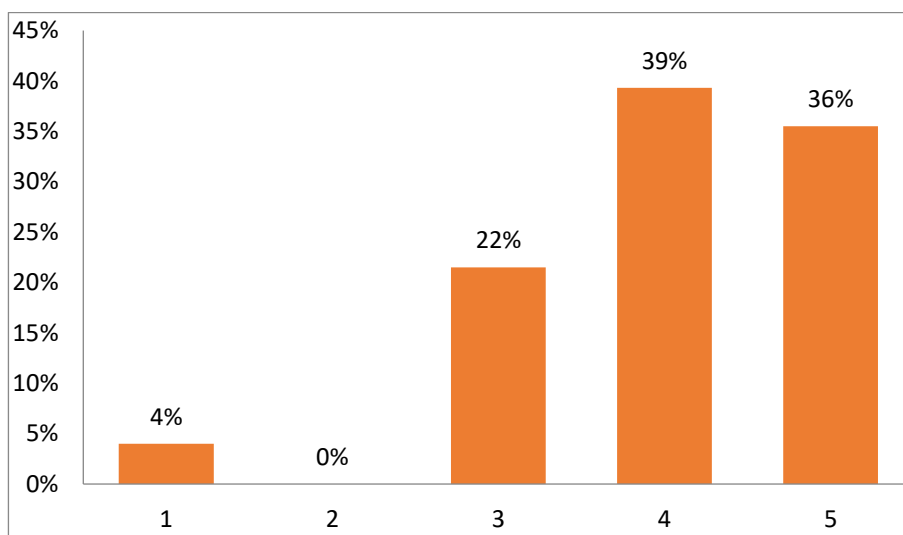


Figure 1 Frequencies of Watching Netflix During the Covid 19 Pandemic

TABLE 9

Likert Scale: Total Score and Respondents

	Number of Respondents	Score	Total Score
Never	0	1	0
Ever (1-3 times)	4	2	8
Sometimes	20	3	60
Often	35	4	140
Very Often	41	5	205
Total	100		413

Attitude seen from the percentage

0% -20% = very weak 21% -41% = weak

41% -60% = enough

61% -80% = strong

81% -100% = very strong

The total attitude listed in question number

6 $413/500 \times 100\% = 82.50\%$ (Very Strong).

Based on our analysis using the Likert scale, it can be seen that the attitude from the formula is 84.40%. This means that the respondents' motive is very often using Netflix. The total score of this statement is 413 out of 500 points. It could be said that this statement is in the agreement area.

4.4 User Satisfaction in Using the Netflix Service

Statement: On a scale of 1 to 5, how good is Netflix service? The highest score (for very good answers) = 5×100 respondents = 500. The lowest score (for very bad answers) = 1×100 respondents = 100. The lowest score category in “1” stated a very bad range into highest score is “5” stated as “very good”.

How good is Netflix’s services?

N=100 responses

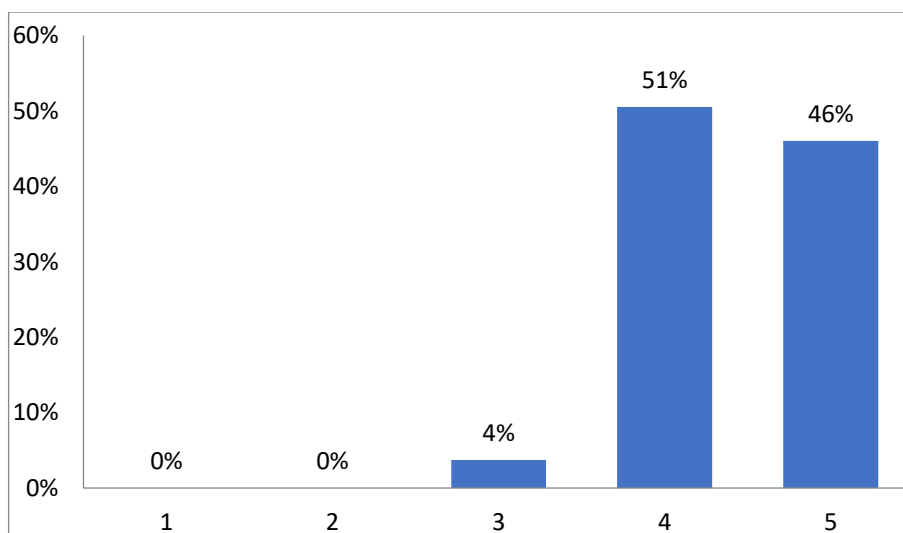


Figure 2 User Satisfaction on Netflix Service

TABLE 9

User Satisfaction in Using the Netflix Service

	Number of Respondents	Score	Total Score
Very Bad	0	1	0
Bad	0	2	0
Standard	4	3	12
Good	50	4	200
Very Good	46	5	230
Total	100		442

Attitude seen from the percentage

0% -20% = very weak

21% -41% = weak

41% -60% = enough

61% -80% = strong

81% -100% = very strong

The total attitude listed in question number

6 $442/500 \times 100\% = 88.4\%$ (Very Strong)

Based on our analysis using the Likert scale, it can be seen that the attitude resulting from the formula is 82.50%. This means that the respondents are very satisfied using Netflix. The total score for this statement is 442 out of 500 points. It could be said that this statement is in the agreement area.

4.5. Qualitative Results

Based on interviews with 3 Gen Z people in Indonesia, we can describe their preferences for using Netflix in more detail. During the Covid 19 pandemic, they subscribe to Netflix because they need entertainment when activities outside the home are limited (Work from Home or School from Home). As stated by one of the following respondents:

“My older brother is the one who subscribes to Netflix.. But I like to use it hehe.. My brother is a 2nd grade high school. He likes watching Money Heist, the one that shoots and bangs a lot, he likes it. Meanwhile, i really like watching anime and cartoons. the Netflix Anime is quite complete. But mom and dad often check, I can't watch Netflix for long, I have to watch it on TV so they can keep an eye on it, you know” – KM, 10 years old, female, elementary school students

From this interview excerpt, many things can be concluded, the informant explained that he has an older brother who is also in the Gen Z age range as well. Her older brother really like action movies. Informants do not yet have the ability to subscribe and pay subscription fees, but enjoy Netflix services with supervision. Her favorite genre is Anime (cartoon). Action is the second most preferred genre in quantitative data, while cartoon is the genre that gets the lowest score in quantitative results.

Here is another quote from the teenage group, from a different point of view

“When I finish school and study, I'm bored, I can play with my friend and just stay at home. Netflix saved my boredom. I just subscribed to the premium one. It's okay to set aside more pocket money for the premium one, so I'm satisfied and I can also share the account and

payment with my friends. By subscribing to Netflix, I will keep up date during conversations with my friends. For example, when they talking about Stranger Things, I know what the story is, why doesn't season 4 come out, it makes us curious. It's always fun to be able to stay up to date with friends' chats. But it's not that fun either, because we can only chat online hehehe... it's definitely more fun if I can meet my friends face to face” – RT, 17 years old, Male, high school student

From the interview excerpt above, it can be concluded and analyzed that Indonesian Gen Z does prefer premium accounts. This confirms the quantitative results that have been described previously. An interesting finding obtained from the excerpt of this interview is that there is an element of FOMO (Fear of Missing Out) from respondents in choosing to subscribe to Netflix. This is interesting to be studied and researched further. They subscribe to Netflix to ward off boredom while staying up to date with topics of conversation in their environment. The Stranger Things film is mentioned, meaning the series is being talked about and trending among them. The genres of this film are horror, supernatural, drama, science fiction, and action. This also corresponds to quantitative data.

Respondents from a more mature age have another interesting opinion in their preferences:

“I subscribe to Netflix premium, but I don't really have much time to watch. WFH is like our work is not finished. Meetings can last until the evening outside of working hours. But because basically I like watching movies, especially K Dramas. Could it be that after work I'm tired, then have a meeting, etc., continue the K Drama marathon hahaha... now I'm really happy with Hometown Cha Cha Cha. So it's possible that sometimes from 10 pm, I just stopped watching at 3 am hahaha.. I'm really tired, my eyes, watching the layer is almost 24 hours. Not really healthy hahaha..” – EA, 24 years old, female, communication agency employee

From the quote from the informant's answer, it can be concluded that Gen Z adults will still watch their favorite movies on Netflix even though they don't have enough time. They sacrifice 4 hours of sleeping time for watching activities, this answer supports quantitative data which states that 44% of all respondents watch Netflix 4-6 hours a day. Uniquely, they are aware of the risks they will receive in terms of health and time, but still do it for the sake of their passion. The informant above stated that she really likes K Drama, K Drama and romance are genres that are very popular among Gen Z in Indonesia.

5.0 Conclusion

This is a descriptive applied research, the contribution of this study is mostly practical, it will give a description for movie streaming provider, movie maker, or even communication practitioners to choose genre of their story if they target the Gen Z audiences, specifically in Indonesia. In accordance with the objectives and research problem formulations that previously made, we can conclude a number of things. Directly proportional of Netflix consumer satisfaction with the subscription of premium Netflix service, where most respondents prefer Netflix premium because of its complete variety of features and very good quality. It shows that Indonesia is a very good market for online streaming platform. Another thing, there is a significant effect on the increase in Netflix users during the Covid-19 pandemic. It becomes another huge opportunity for Netflix, just like blessing in disguise for online streaming industry. For movie and series preference, the Gen Z in Indonesia likes romance, followed by action and comedy.

This kind of genres can give them good entertainment during the quarantine time. Covid 19 outbreak also increased the duration of watching Netflix, even sometimes people watching it for more than six hours. Qualitative data analysis supports the results of quantitative data analysis. The three

informants have frequencies, preferences, and favorite genres that are more or less the same as those presented in the quantitative data. Several statements from the interviews were very interesting and opened up insight for further research, such as the discovery of the FOMO element from Netflix subscribers.

Finally, we can conclude the frequencies and satisfaction of Netflix use from our respondents are high. It can be a good sign and opened opportunities for online streaming industry in Indonesia. Netflix and other streaming platform should increase their quality and services according to the characteristic of consumer in the specific country where they can be accessed.

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