

Generation Z's Binge-Watching Lifestyle in Using Over-The-Top (OTT) Media Services in Indonesia

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ABSTRACT

Indonesia is the country with the highest Over-The-Top (OTT) media consumption in Southeast Asia. The consumption of OTT media grows by 40% every year. The existence of OTT media has raised the binge-watching phenomenon. This research focuses on how Generation Z's binge-watching lifestyle uses OTT media. This research uses a qualitative methodology by conducting a Focus Group Discussion (FGD) with four to six informants from six regions in Indonesia who actively use OTT media. The theory used in this research is the Media Ecology Theory. Results show that Generation Z watches movies they like more than three hours daily. They determine the duration, frequency, and platforms they want to use. Generation Z's motivations for binge-watching are pleasure (as a medium of entertainment and relaxation), efficiency (easy to access), control (having low self-control), fandom (wanting to feel close to the player), and recommendations from others (not being left behind by others). Binge-watching positively impacts by providing a more open perception of experience, thoughts, and points of view. However, binge-watching has negative impacts, such as lack of sleep and increased imagination. OTT media is advised to provide hourly reminders to viewers to pause while binge-watching.

Keywords: *Binge-watching, Over-The-Top (OTT) media, generation Z, lifestyle, COVID-19 pandemic.*

INTRODUCTION

During the COVID-19 pandemic, people experienced daily uncertainty, resulting in stress, fear and anxiety (Girija & Syamaladevi, 2021). Based on the results of meta-analysis research conducted in China, people experienced a high prevalence of stress (36%), low sleep quality (34%), anxiety (26%), and depression (24%) during the COVID-19 pandemic (Krishnamoorthy, 2020). Meanwhile, Nasrullah and Sulaiman (2021) found that COVID-19 brought sudden changes, making it difficult for Indonesian people to adapt and causing stress and even trauma. Many people utilise digital technology as a means of communication, information and entertainment to reduce the psychological impact of the COVID-19 pandemic (Sigre-Leirós et al., 2023). One of the most common ways to pass the time and occupy oneself is to watch movies online (Suciati & Putra, 2022).

Media offers a variety of content ranging from factual to entertainment with various genres and themes. Audiences have many choices in accessing the desired content (Suwanto et al., 2021), one of which is through OTT media. According to Adib et al. (2020), OTT media is a business that focuses on technology such as audio, video and other media transmitted via the Internet. Netflix, Disney+, and HBO Max are included as OTT media (Prihantoro & Handayani, 2022). OTT media has accessibility and subscription-based services so that users can access content from anywhere and at any time (Sood et al., 2022). According to the research "Future of

TV" conducted by The Trade Desk, the popularity of OTT media increased in the third year of the COVID-19 pandemic (Kure, 2022). In Indonesia, consumption of OTT media grows by 40% every year, where one in three Indonesians enjoy OTT media with a viewing duration of 3.5 billion hours every month, making Indonesia the country with the highest OTT consumption in Southeast Asia. Based on research by Suciati and Putra (2022), Netflix is the most accessed streaming platform and 52% of respondents use Netflix Premium due to its extensive features and high quality. The OTT media audience is dominated by Generation Z and millennials with an age range of 16-34 years (Kure, 2022). Generation Z is a generation that was born and raised with the Internet so they are used to depending on internet-based media (Firamadhina & Krisnani, 2020).

The existence of the OTT media with a video-on-demand system has given rise to the binge-watching phenomenon. Binge-watching is the practice of watching more than one episode of a TV series continuously at a time determined by the user (Zahara & Irwansyah, 2020) without waiting for a schedule like conventional television. OTT media presents events online and provides access anytime and anywhere to premium and original drama series available on OTT media (Razali, 2022). OTT users benefit from many alternative methods for the services they prefer based on interests that fit their spending plans (Isa et al., 2020). This free access has given rise to the practice of watching marathons which in recent years has been called binge-watching (Zahara & Irwansyah, 2020). OTT users have the authority to determine the content they want to watch, when, where, and how long to binge-watch.

Boursier et al. (2021) show that during the COVID-19 pandemic, people, especially women, spent more time binge-watching to reduce anxiety. Sigre-Leirós et al. (2023) found that binge-watching is a form of maladaptive emotional regulation in facing unprecedented conditions. Further research by Dixit et al. (2020) showed that 52.6% of participants watched excessively to fill the time and avoid boredom, 25% used it to relieve stress, and 15.7% used it to overcome loneliness. Research by Prihantoro and Handayani (2022) showed that consumer involvement, quality of service experience and lifestyle simultaneously influence willingness to subscribe to OTT media during the COVID-19 pandemic.

Lifestyle is a person's way of life which is expressed in activities, interests and opinions (Kotler & Keller, 2016). Lifestyle can be influenced by internal and external factors. Generation Z's lifestyle in binge-watching has changed since the COVID-19 pandemic ended. This research tries to describe the lifestyle of binge-watching OTT media by Generation Z after the COVID-19 pandemic through Focus Group Discussions (FGD) and literature studies.

LITERATURE REVIEW

Lifestyle

According to Dewi (2015), lifestyle is a person's pattern of activities, interests and opinions in spending money and allocating time. Mowen defines lifestyle as a person's pattern of spending and giving away time (Pangestu & Suryoko, 2016). This is related to how a person spends and allocates his time, lifestyle can influence a person's behaviour and consumption patterns.

A person's lifestyle can be measured through four indicators, namely: utilitarian purchases, indulgences, luxury life, and aspirational luxury (Farida, 2014). A utilitarian purchase is the purchase of a product that a person considers valuable. Indulgence is purchasing a product you like to pamper someone. The luxury of life is used to see a luxurious lifestyle that influences a person's lifestyle. Aspirational luxury is concerned with fulfilling the desire for luxury. Binge-

watching is best understood as a socially legitimate luxury time expenditure that enables autonomous action that impacts self-identity (Horvath et al., 2017). These four indicators were used in this research to measure Generation Z's binge-watching lifestyle in using OTT media services.

Binge-Watching

A dynamic trend emerging among digital media consumers is binge-watching. The term "binge" is associated with excessive consumption, such as excessive consumption of food, drinks, or digital media (Alimoradi et al., 2022). Although binge-watching is still growing, this term is defined as the desire to watch several episodes of a television (TV) program quickly, usually using DVD or digital streaming (Alimoradi et al., 2022). In a study by Flayelle et al. (2020), binge-watching activities are related to a person's gender, age and relationship status. A woman, someone at a young age, and someone who doesn't have a boyfriend or girlfriend tend to binge-watch longer than others. This statement comes from Griffie's research (cited in Libriani et al., 2020) which shows that teenagers watch more than adults.

Merikivi et al. (2020) define binge-watching as watching more than one video series at once for a duration determined by the viewer. They found that people use OTT media to watch the programs they want. Viewers can choose the programs they like, including content that continues to be interesting. They continue to complete all the series they participated in. Merikivi et al. (2020) emphasize binge-watching as the activity of watching more than one series episode at a time.

Merikivi et al. (2020) stated that binge-watching has two important attributes: viewer autonomy and continuity. Audience autonomy indicates control that is completely owned by the audience, and continuity is continuous media consumption. Binge-watching is continuous viewing behaviour (choice of time) according to the duration (long or short) of the content being watched. One media that people need to be wary of is Netflix, with a variety of exciting content that is difficult to stop, especially for viewers with low self-control. The combination of cheap, easy accessibility and unlimited content encourages viewers to watch from home and use their smartphones, giving rise to consumer behaviour.

Shim and Kim (2018) revealed that the motivations of binge-watchers in South Korea for binge-watching are fun/enjoyment, efficiency, control, fandom and being recommended by others. Enjoyment motivation driven by the desire for pleasure and entertainment is mainly carried out by high sensation seekers who seek to avoid boredom and restrictions caused by watching conventional TV (Shim & Kim, 2018). Enjoyment is a person's biggest motivation for binge-watching. The reason for efficiency is related to practicality in media consumption. OTT media services can be accessed using devices connected to the Internet anytime and anywhere.

OTT media service users can also download shows to watch without having to be connected to the Internet. Control is a person's ability to control himself in consuming media. Fandom is a motivation because it is driven by the desire to have an attachment to the characters in a series. Binge-watching can provide sequel fans with new opportunities to form close relationships with the cast of a series. Binge-watching activities will be done more often if someone gets recommendations from the people closest to them. Some scholars have used viewing time and number of episodes as measures of binge-watching, such as watching the same

show consecutively for two hours or more (Viens & Farrar, 2021). This recommendation becomes a stimulus for someone to watch a show that can become a topic of conversation between them.

Generation Z

According to Andrea et al. (2019), generation Z or iGeneration, net generation, or Internet generation, are those born in 1996 – 2010 who have been familiar with technology since birth. Generation Z was born in the 1990s and grew up in the 2000s when the biggest changes occurred in this century. At that time, it was a world where the web, Internet, smartphones, and laptops were freely available (Dangmei & Singh, 2016). Generation Z grew up with social networks, they are digital-centric, and technology is their identity. They are also called Generation I, Gen Tech, Digital Natives, and Gen Wii. They were born and raised in the digital world, and what differentiates them from other generations is that they are more connected to electronics and the digital world (Dangmei & Singh, 2016). Generation Z can function both in the real world and the virtual world. They can easily switch between these two worlds and consider them complementary (Dolot, 2018).

Generation Z is included in the digital native category, namely the generation of people born before technology was discovered (Rastati, 2018). Generation Z grew up in a highly sophisticated media and technology environment, making them internet-savvy and much more adept than their predecessors (Sharil et al., 2017). Generation Z has different characteristics from other generations, especially in terms of the use of technology. Generation Z tends to adopt technology in various activities because of the ease of having digital devices and affordable Internet access. Wijoyo et al. (2020) stated several characteristics of Generation Z, including (1) A generation that is proficient and likes technology, (2) Often communicates using social media, (3) Tolerant of cultural differences and cares about the environment, (4) Multi-tasking, (5) Tends to be egocentric, individualistic and likes everything instant.

Based on the definition above, Gen Z is a digitally native generation who is accustomed to using technology and the Internet to do various things, including communicating and seeking entertainment.

Over-The-Top (OTT) Media

OTT media is a digital content service that presents information in videos, animations, films, streaming, etc., which utilizes Internet-based communication networks (Agatha & Hadjon, 2020). The term OTT emerged because more traditional telecommunications services competed with content and service providers offering similar web service solutions (Baslas et al., 2020). OTT media services include YouTube, Spotify, Disney+, and Netflix, video-on-demand service providers. The existence of OTT media services provides access for the public to enjoy official content for free or for a fee. This service makes it easy for people to access content to minimize piracy and distribution of illegal content via digital platforms (Putuhena & Irwansyah, 2019).

Putuhena and Irwansyah's (2019) research showed that the increase in users of OTT media services was due to easy access which could be done anytime, anywhere using various devices. Based on a study by The Trade Desk, one in three Indonesians watch OTT media, making Indonesia the highest OTT consumer in Southeast Asia (Rahmasari, 2022). The ease of access to content from various OTT media means that viewers spend hours watching what is usually called

binge-watching. Based on the explanation above, OTT media allows access to digital media such as music, films, and animation via the Internet which can be accessed anytime and anywhere.

Media Ecology Theory

Media Ecology Theory was first coined by Neil Postman in 1968 and later developed by Marshall McLuhan. According to Ruotsalainen and Heinonen (2015), Media Ecology Theory sees media as a structure where society and culture unite in an environment that is connected through media. Media ecology does not only see media as a communication tool but as a social environment that has an impact on society. Media creates a certain atmosphere with various movements and messages, depending on the materiality of the media (Apriliyanti, 2020). West and Turner (2017) mention three basic assumptions of Media Ecology Theory, namely:

a) Media Covers Every Action in Society

McLuhan views media as everything that humans use so that humans will never be separated from media. All human activities require media, especially Internet-based communication activities. Based on the DataReportal report, 4.95 billion people have used the Internet (Pahlevi, 2022). The Internet can access various things, including OTT media services.

b) Media Enhance Our Perceptions and Organize Our Experiences

Media Ecology Theory sees media as something that influences humans. The way humans judge, feel and react tends to be influenced by the media (Batubara, 2014). Media influences the way people spend and allocate their time.

c) Media Unites The Whole World

The existence of the media allows individuals in Indonesia to know about various events in other countries. Social media allows users to connect and exchange messages. Netflix, Disney+, and Viu provide shows from various countries that can be watched online.

Various OTT media content displays information from various countries so that Generation Z can find out about various events in other countries. This condition follows the assumptions of Media Ecology Theory, where Generation Z cannot be separated from binge-watching activities and is significantly influenced by the shows they watch.

METHOD

The methodology used in this research is an in-depth interview. The qualitative approach is a systematic scientific investigation method that attempt to build holistic descriptions, especially narratives to inform researchers' understanding of social or cultural phenomena (Anas & Ishaq, 2022). The paradigm used is constructivism because the researcher tries to build a view of the Generation Z binge-watching phenomenon using OTT media. To obtain data, researchers conducted focus group discussions (FGD) with four to six informants aged 17 to 25 years in Jakarta, Depok, Bekasi, Bali, Penajam Paser Utara and Padang.

The informants involved had subscribed to OTT for more than a year and binge-watched. FGD provides similarities and differences in the behaviour or attitudes of the informants so that it can enrich and deepen research (Afiyanti, 2008). Informants were selected based on several criteria, including 1) Generation Z with a vulnerable age group of 17-25 years; 2) binge-watching for more than three hours; and 2) subscribing to one of the OTT media services. In the FGD process, researchers refer to Media Ecology Theory and the conceptual basis of "lifestyle" and "binge-watching" to understand Generation Z's lifestyle in binge-watching.

The results of the discussion are then analyzed using Miles and Huberman's qualitative data analysis, namely through the stages of data collection (researchers collect research data from FGDs, books, journals and previous research), data reduction (researchers have information that is by the problem formulation), data presentation and research results (the researcher concludes the research results). The subjects in this research were four to six informants aged 17 to 25 years in Jakarta, Depok, Bekasi, Bali, Penajam Paser Utara and Padang and the object of the research was the binge-watching lifestyle of Generation Z using OTT media.

RESULTS AND DISCUSSION

Researchers conducted focus group discussions (FGD) with four to six informants aged 17 to 25 in Jakarta, Depok, Bekasi, Bali, Penajam Paser Utara, and Padang to discover the Generation Z binge-watching phenomenon. The informants explained their motives and duration for binge-watching during the COVID-19 pandemic. Some informants binge-watched for more than three hours, especially on weekends. The intensity increases when the show they are waiting for is broadcast on the OTT media. They can watch one series a day for six to eight hours.

During the COVID-19 pandemic, interviewees spent more time binge-watching because they had more free time. During the COVID-19 pandemic, informants carried out their activities online from home to reduce the risk of exposure to COVID-19. The informants need easy entertainment without having to leave the house, so they watch shows provided by various platforms. In monitoring, the informant spent more than one hour, which is called binge-watching.

Binge Watching by Gen Z in Jakarta

Informants in Jakarta spent more than three hours binge-watching on various OTT media such as Netflix, Disney+, Iqiyi, and WeTV. The informants choose platforms based on the content they want. Netflix is widely used to watch series or dramas from South Korea, America and England; Iqiyi is widely used to watch anime from Japan and series from China; and WeTV is used to watch original Indonesian series. The informants spent around IDR 50,000 to 500,000 to subscribe to the OTT media they wanted to watch. Different costs affect the different services experienced by users. The informants set aside money every month, jointly with friends or family to watch series on OTT. If the desired content is not broadcast on OTT, the informant chooses to watch it illegally.

The informants determine their own time to binge-watch using the OTT media. Some informants watched ongoing series because they were influenced by spoilers on TikTok and other social media. Some informants choose to watch when the series has finished so that it is easy to binge-watch. OTT media viewers have the freedom to watch a series. Some informants choose to binge-watch on weekends, when they have free time and at night before bed. They can also determine the viewing duration and series they want to watch. The informants can change the

show if they don't like it or it doesn't suit the series they are watching. If they feel that it is no longer appropriate for the shows broadcast on a platform, the informant will also stop subscribing to that platform.

Binge Watching by Gen Z in Depok

Generation Z in Depok binge-watches on several OTT media such as Netflix, vidio.com and WeTV with a total subscription fee of 30 to 180 thousand per month. Several informants also borrowed friends' accounts to cut costs because they only watched a few series on OTT media. Informants also use the OTT media as a source of information because they no longer use television. They access various information through the vidio.com platform which does not only present series or drama shows. The informants binge-watched on weekends and during free work hours as a means of entertainment and to fill their free time. They binge-watch for three to 12 hours a day, especially on holidays.

The informant's motivation for binge-watching was as a medium of entertainment and a coping mechanism during the COVID-19 pandemic. The informants followed recommendations from friends in choosing the series they wanted to watch. Apart from recommendations from friends, the informants also followed series that were going viral on social media which made them curious. The informants set aside special time to binge-watch so that this activity does not interfere with their daily lives. Apart from that, they are also aware that watching a series is an entertainment activity that should not interfere with their activities. However, some informants felt that they became sleepy easily and did not focus during work if they binge-watched for too long.

The informants binge-watched as a medium for entertainment, information and knowledge, especially regarding the moral values of a series. Some informants became more careful and learned from mistakes when faced with the same problems that appeared in a series or documentary film. Apart from that, several informants also learned shooting, narration and editing techniques that can be applied in everyday life. The informants experienced several obstacles in binge-watching, including network problems, quota limitations, pop-up advertisements, series that were not yet available on OTT media and too many platforms that had different content. If they want to always be updated with the latest series or films, informants must subscribe to many platforms.

Binge Watching by Gen Z in Bekasi

Generation Z in Bekasi binge-watches using cable TV and several platforms such as WeTV, Netflix, vidio.com, and Disney+ for 38,500 to 500 thousand per month. The informants binge-watched every day and more often during holidays with a duration of three to six hours. Binge-watching is a form of entertainment or pleasure for informants during the COVID-19 pandemic and the new normal. The informants watched a series based on a storyline that related to life, the actors as well as recommendations from friends and footage on social media. Several informants binge-watched as a form of reward after working and studying for a full week. Apart from series or films, informants also use OTT media to search for information and watch sports content and stand-up comedy.

The informants have good self-control so they binge-watch without disturbing their daily lives. They binge-watch at night before bed, while eating, and on weekends. They also realize that binge-watching is only for entertainment so it should not be a priority. The informants used series or films as learning media to learn about life outside their own lives. They gain insight, knowledge and ideas that can be applied in everyday life. However, in binge-watching, the informants faced several problems, including network problems, electricity and spoilers on social media, which made the storyline easy to guess.

Binge Watching by Gen Z in Bali

Bali Province is one of the provinces where many people use OTT media. Based on focus group discussions (FGD) with informants, Netflix, WeTV, Disney, HBO, vidio.com, Viu, vidio.go are some of the OTT media used. Accessing this OTT media can cost a subscription fee of up to Rp. 200,000. Informants explained that they were willing to spend money to access OTT media to get entertainment shows, which generally came from friends' recommendations.

The binge-watching activity carried out by informants from Bali was based on wanting to fill their free time and gather with family, where this activity was filled with movie marathons which could be carried out for almost 24 hours by several informants. This activity has several impacts, one of which is weight gain. The informant explained that the weight gain he felt was caused by binge-watching accompanied by eating snacks as a companion for watching shows on OTT media. However, binge-watching not only has a negative impact but also has a positive impact, such as informants being able to learn a new language and gain knowledge about make-up and outfits that are currently trending.

The obstacles felt by informants when accessing OTT media are electricity and networks, especially when it rains which can cause connections to be hampered. Apart from that, the informant also mentioned another obstacle, namely that there are limitations when watching if the platform uses a sharing account with other users, which makes them have to take turns accessing the platform's services.

Binge Watching by Gen Z in Penajam Pasir Utara

Penajam Pasir Utara is one of the regions in Kalimantan which is planned to become the location for the New Capital City of the Republic of Indonesia. However, based on the researcher's focus group discussion (FGD) with several informants, the habits of accessing OTT media among informants in Penajam Pasir Utara are slightly different. Informants stated that they do not access OTT media too often, and one of the platforms they use to subscribe is vidio.com. The costs incurred to access services on this OTT media are IDR. 30,000, and this access was used by the informant to be able to enjoy football broadcasts.

Meanwhile, the informant said that they accessed the OTT media because the brand wanted to watch shows for entertainment and fandom. After all, one of the informants was a fan of a football club that played in the Premier League, which was broadcast on the OTT media. The lack of massive use of OTT media among informants is due to a bad and unstable network, making it difficult to stream shows, and there is only one cellular provider that has a fairly good network in Penajam Pasir Utara.

Binge Watching by Gen Z in Padang

Based on the focus group discussion (FGD) of researchers with several Gen Z informants in Padang, OTT media such as Netflix, Disney+ Hotstar, Viu, Prime Video and HBO are familiar in use. This can be seen from the habits of Gen Z informants in Padang in accessing the platform regularly. These informants also explained that they spent Rp. 30,000 in one month to subscribe to the OTT media, especially Netflix. Apart from that, these informants are also supported by the cellular provider they use to be able to subscribe to the platform for free.

The informants explained that they binge-watched to fill their free time, were bored with lecture activities, and were curious about a film or series that was widely discussed on social media. It is not uncommon for these informants to want to watch a show because they get recommendations for shows from friends and social media such as TikTok.

All informants explained that they have the habit of binge-watching on OTT media, where they can spend up to 8 hours watching. Even though it is not done every day, this binge-watching habit has an impact on the informants, such as sleeping late and waking up late, dizziness and eye pain, aches from not moving because of watching for too long, as well as conflicts with parents who are not happy to see the informant crying because a show.

However, the various shows presented on OTT media provide various new perspectives for informants, especially in looking at life shown in foreign films or series. The informant was of the view that education was very important after seeing how students in South Korea studied very hard on one show and were motivated to get up early and start the day and the informant also received information about the fast process of community service abroad. When accessing the OTT media, the informants also faced obstacles, namely limited internet quota in using the platform which requires internet access to enjoy its services.

Binge Watching as a Lifestyle

OTT media users play an active role in determining what content, how long to watch, and when to manage the content. Apart from that, the speakers also took advantage of the download feature to make watching easier, especially if they experienced internet problems. In binge-watching, informants spend their time and money watching the programs they want. Some VoDs can be accessed without having to pay, but some VoDs must be paid first to access them, such as Netflix. Because they have to subscribe, informants have to allocate money so they can watch shows freely. The informants subscribe to OTT because they feel exclusive compared to their friends who watch pirated series. They also end up often uploading their activities while watching via Instagram or WhatsApp story. Binge-watching has become a new lifestyle where they will spend their time and money to do it.

Based on the results of the FGD with several informants, there are several motivations for binge-watching during the pandemic and the new normal post-COVID-19 period. The main motivation is pleasure to have fun and as entertainment to reduce boredom. During the COVID-19 pandemic, people were prohibited from carrying out activities outside the home to reduce the spread of COVID-19, so people experienced anxiety and emotional disturbances (Lima et al., 2020). People watch programs that can entertain them via digital devices to reduce stress and emotional disturbances. This is following research by Dixit et al. (2020), which shows that the

psychological motivations found in binge-watching are to pass the time and avoid boredom (52.6%), relieve stress (25%), and overcome loneliness (15.7%).

The next motivation is efficiency related to practicality in media consumption. The informants watch excessively on internet-based media because it is easy to access and flexible so they can determine their viewing hours. OTT media services can be accessed anytime and anywhere as long as they are connected to the internet. Several OTT media already provide a download feature that allows users to download shows. This makes the use of OTT media services more efficient.

Mastery motivation is related to a person's ability to control himself in consuming media. If someone has low self-control, they tend to be impulsive and watch excessively. Several informants said they had low control because the shows they watched had cliffhanger endings and out-of-the-box stories. Informants who have self-control tend to continue watching series up to several episodes in one day. Low self-control makes informants binge-watching.

Fandom motivation is driven by the desire to have an attachment to the characters in a series. Binge-watching can provide sequel fans with new opportunities to form close relationships with the cast of a series. Informants stated that binge-watching could increase their imagination as if they were a player in the program they were watching. The desire to be closer to players makes Generation Z like to binge-watch (Shim & Kim, 2018). Imagination and a feeling of closeness to the series players can arise because the source spends a lot of time watching these players. The more time spent watching, the more the informants felt about the players. Apart from that, a sense of closeness also emerged because the binge-watching activity was carried out independently using one's device without anyone interrupting so that the resource person felt exclusive and close to the players.

Apart from that, the informants also binge-watched because they received recommendations from other people. They watch broadcasts that are being discussed so they can share information and tell stories with friends and are afraid of missing out (FOMO). By following trends, speakers feel included by others. The informants binge-watched so that their conversations with their friends were always ongoing. This shows that binge-watching improves relationships between individuals and reduces individuals' fear of feeling abandoned by other individuals. The informant had a conversation with his virtual friend while watching a show on OTT media. These results follow the research of Mumpuni et al. (2021) who stated that one of the main reasons Generation Z watches OTT media is for satisfaction and to be known and connected with their friends. These results are confirmed by Anand and Srinivas (2020) who show that social media and word-of-mouth information from friends are the main factors influencing Generation Z to watch OTT media.

Binge-watching has positive impacts, including learning the language, vocabulary, knowledge, speaking style and way of dressing shown in a series. The negative impacts of binge-watching include disturbance and lack of sleep, decreased health conditions, especially the eyes, and excessive imagination. Dixit et al. (2020) found that 39.1% of participants experienced sleep disturbances, 32.3% sometimes missed work, and 28.1% experienced conflicts with other people due to binge-watching. Informants experienced obstacles in binge-watching, including the relatively high cost of subscribing, each OTT media having its exclusive shows so that many subscriptions had to be made, and the arrangement of broadcast episodes needed to be more regular and stable internet access.

Generation Z's Binge-Watching Lifestyle Through Media Ecology Theory

Generation Z spends hours watching Over the Top (OTT) media, called binge-watching, which has developed into a lifestyle. Based on focus group discussions conducted by researchers with four to six informants aged 17 to 25 years in Jakarta, Depok, Bekasi, Bali, Penajam Paser Utara and Padang, researchers found that binge-watching as a lifestyle is relevant to Media Ecology Theory. McLuhan (West & Turner, 2010) stated there are three assumptions from Media Ecology Theory: media is used in every action in society; media influences how humans spend and allocate their time; and media unites the whole world.

Media used in every action in society means that individuals use media in various aspects of their lives. Generation Z watches content on OTT media when they have free time. They usually watch it when they go to work or college, have rest time and when they are home. Generation Z binge-watches when they are home because they have more free time. They do binge-watching to accompany meal times and before bed. When watching OTT media content, Generation Z sees references from social media and recommendations from friends, then they upload their watching activities on social media and sometimes tag the accounts of the actors in the series they watch.

Media influences how humans spend and allocate their time means that Generation Z manages their time to binge-watch using OTT media. Generation Z spends more than three hours watching series or content they like. Generation Z adjusts and reduces their rest time so they can still watch series amid their busy lives. Generation Z also buys premium services on several platforms ranging from IDR 50,000 to 500,000 in one month. Each platform has exclusive shows so Generation Z has to buy premium services on the platform if they want to watch these shows. Generation Z also access illegal websites so they can binge-watch for free. Generation Z tries to free up time and money so they can binge-watch comfortably.

Media unites the whole world means that the existence of OTT media can unite individuals from various places. OTT media broadcasts content from various countries so that Generation Z can learn about the society, culture, language and customs of these countries. Many Generation Z uses OTT media content as a learning medium, especially languages. Generation Z can also post their comments on social media that can be seen by other people quickly and widely. They discuss in online forums the content they watch. They can unite even though they are in different places and time zones.

Binge-watching is relevant to Media Ecology Theory. Generation Z binge-watches to relieve boredom and look for entertainment and information. They use OTT media at every opportunity because they cannot be separated from gadgets. They spend time and money to enjoy premium services from each OTT media. By binge-watching, Generation Z interacts with other people who have the same interests even though they are far apart. The content they watch also brings new information that they can learn.

CONCLUSION

Over the Top (OTT) media provides video-on-demand services that can be accessed anytime and anywhere, making people addicted to watching. Generation Z, especially in big cities such as Jakarta, Depok, Bali, Bekasi and Padang, uses OTT media a lot to access entertainment during the COVID-19 pandemic. Gen Z in Penajam Paser Utara has different habits in binge-watching where

they limit themselves because the network infrastructure is still low. They watch more television than social media because it is easier to access. Generation Z spends more than three hours a day subscribing to the series they love. Generation Z's motivations for binge-watching are pleasure (as a medium of entertainment and relaxation), efficiency (easy to access), control (having low self-control), fandom (wanting to feel close to the player) and recommendations from others (so as not to be left behind by someone else). In addition, Generation Z subscribes to OTT media to experience exclusivity. Binge-watching has a positive impact: providing a more open perception of experience, thought patterns and points of view. However, binge-watching also has bad effects, such as a lack of sleep and increasing the audience's imagination. Generation Z is expected to be able to limit themselves in watching shows on OTT media to reduce the negative impact of binge-watching. It is recommended that OTT media provide hourly reminders to remind viewers to stop watching. This research is by media ecology theory which explains three assumptions that form media ecology, namely media covers every action of society, media influences how humans spend and allocate their time, and media unites the whole world. Further research can be developed using quantitative methods to measure the psychological factors that influence Generation Z in binge-watching.

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