

Abstrack

Digital transformation in e-commerce encourages the utilization of notifications as a direct communication medium to users. However, the low effectiveness of interaction with promo notifications on Tokopedia and Shopee applications indicates a problem in the design strategy applied. This research aims to identify the causes of low user engagement with the notification menu, and formulate a design concept that is adaptive to user needs. A qualitative approach was used with application interface observation methods and in-depth interviews with Generation Y and Z users, complemented by validation through data triangulation. Analysis was conducted using thematic and content approaches. The results showed that monotonous visual design, irrelevant copywriting, and excessive frequency of notifications were the dominant factors in ignoring promotional messages. Based on these findings, a notification concept that is more contextual, personalized, and based on user-centered design principles was developed. The concept was validated through A/B testing and interviews with UI/UX practitioners. The conclusion of this research confirms the importance of an empathic and personalized approach in notification design to improve the effectiveness of digital marketing campaigns.

Keywords : E-Commerce, Notification Design, Notification Menu, User Experience