

## ABSTRACT

In this modern era, the people, especially Gen Z (born 1997-2012) and Millennials (born 1981-1996), have become good friends with e-commerce, or online shopping applications. As the time goes by, internet-based payment methods have also branched out, and one of the latest payment methods is the PayLater service. IDSCORE states that these two generations are the biggest users of PayLater with a percentage of 35% for Gen Z and 53.12% for Millennials per December 2023. Although PayLater comes with the aim of making transactions easier, like a double-edged sword, PayLater also produces new problems, namely misuse. The increasingly widespread misuse of PayLater services among Gen Z and Millennials is supported by a lack of financial literacy. Both generations tend to lack understanding of the concept of interest and the actual payment responsibility of using the service. Factors such as ease of access and tempting promotional offers are one of the main causes. The Financial Services Authority or *Otoritas Jasa Keuangan* states that financial education, including PayLater services, must continue to be encouraged. Researcher chose this educational approach by designing a literacy book that suits the preferences and needs of these two generations. With the following approach, it is hoped that Gen Z and Millennials can improve their understanding of financial management, especially related to the use of PayLater services, as well as improve their financial literacy.

**Key Words :** Gen Z, Millenials, Literacy, PayLater