

ABSTRACT

According to the results of the Digital Indonesia survey in January 2019, the total population of Indonesia reached 268.2 million, while smartphone users reached 355.5 million. The large number of smartphone users in Indonesia, also encourages smartphone vendors to develop updates to their operating systems in order to protect consumer data. As was done by the Apple company, where they made an update to the operating system which is important because it concerns the security and privacy of its users into a serious problem. Even though Apple revealed the safest operating system, some of the examples discussed in this study showed that personal data submitted by Apple smartphone users was vulnerable to discuss privacy due to the low level of awareness of Apple smartphone users to search for their personal information when using their smartphones. In addition, the operating system (iOS) that Apple claims is the least proven to make Apple smartphone users avoid privacy problems.

This study uses the Analytical Hierarchy Process (AHP) method to measure the privacy awareness of Apple smartphone users (iOS) in Indonesia. Privacy awareness of Apple smartphone users (iOS) in Indonesia will be accessed based on dimensions (Attitude, Knowledge, Behavior). To measure these dimensions, a focus area is used, namely perceived supervision, understanding of perceptions, use of secondary information, and disclosure of personal information.

The results of this study indicate that the total level of privacy awareness is 72.15%. This shows the level of success of Privacy based on average / satisfaction. With an average level of awareness, satisfying respondents who need corrective action on their privacy. Based on these findings, it can be concluded that there needs to be corrective action for Apple smartphone users (iOS) in Indonesia to increase awareness of privacy in using their smartphones.

Keywords: Privacy; Awareness; Smartphone; Users