ABSTRACT

In the current Information Technology era, media sosial users are increasing every year. Recorded in 2017 143.26 million internet users 87.13% or about 124.82 million used media sosial in the use of the internet in the field of lifestyle. The high use of media sosial in Indonesia alone can allow violations of privacy on media sosial users.

Media sosial users are faced with three problems when using media sosial, first their information can be used for other purposes, both of their information can be shared with various parties, and all three of their personal information can be collected without prior knowledge / permission. In addition to these factors there are also other factors such as personal information that users are consciously shared to obtain other benefits and past experiences due to violations of privacy that affect user concerns.

This study aims to find out about the privacy of Instagram media sosial users in Indonesia by measuring problems using dimensions (Attitude, Konowledge, Behavior) with four areas of privacy, namely Perceived Surveillance, Perceived Intrusion, Secondary Use of Information, Disclosing Personal Informaton. In this study using the Analytical Hierarchy Process (AHP) method to measure the awareness of Instagram media sosial users in Indonesia.

Keywords: Privacy, Awareness, media sosial