

## ABSTRACT

As technology and information develops, we are required to increase the attention to system security from the technology we use in our daily lives. For example insertion of data and information we get from sharing media. Therefore we can use steganography. Steganography is a technique of hiding data and information into a digital media such as text, images, video, and sound. This study also discusses the method that will be used for the application of steganography that is Least Significant Bit (LSB). Media to be used in this method is with the media images with Portable Network Graphics (PNG) format and for measure image quality using MSE and PSNR.

The best results of MSE and PSNR obtained after testing by LSB method are  $MSE = 7.4 \times 10^{-6}$  and  $PSNR = 99.4341$  with  $300 \times 300$  pixel sizes. Image quality before and after message insertion is measured by calculating the value of MSE and PSNR. A good MSE score is closer to zero, while a good PSNR score is above 40db (decibels).

**Keywords:** Steganography, LSB, PNG