

ABSTRACT

This study investigates the impact of digital literacy on increasing awareness of personal data leakage among individuals belonging to generation X (born between 1961 and 1981) in Bandung City. This generation falls between older generations that have limited familiarity with digital technology and younger generations who significantly depend on it. Employing a descriptive qualitative approach, this investigation discovered that the level of awareness, knowledge, and behaviors concerning cyber threats among generation X individuals differed. Certain participants exhibited commendable awareness and behaviors in safeguarding their personal data, whereas others possessed only a rudimentary comprehension and necessitated heightened awareness and knowledge. Overall, this group has a moderate level of digital literacy in cybersecurity, with limited technical understanding and negligible engagement in formal training. Hence, it is imperative to implement education, rigorous training, and awareness programs to enhance digital literacy and cybersecurity practices among the Generation X population in Bandung City.

Keywords: *Digital literacy, Cybersecurity, Generation X, Personal Data Leakage, Bandung City*