ABSTRACT

In the digital era, Information and Communication Technology (ICT) has become an integral part of people's lives, from work to entertainment. This advancement brings great benefits but also opens up loopholes for cybercriminals, such as social engineering, which is a psychological attack where the attacker tricks the victim into doing something they should not. In Indonesia, trojan activity is the highest attack, often involving psychological manipulation to get users to download malicious software. Lack of public awareness makes social engineering attacks very effective, with 45-60% of participants failing to recognise them. Phishing is also on the rise, especially in the social media sector.

The method used in this research is quantitative. This research is a combination of two articles that complement each other in explaining social engineering information sharing and search behaviour. The analysis technique of this research uses PLS-SEM with a sample size of 200. The variables of this study are Information Creation Ability (ICA), Information Sharing Experience (ISE), Information Sharing Self Efficacy (ISSE), Information Security Behaviour (ISB), Information To Share (ITSha), Perceived Threat (PT), Attitude Towards Behaviour (ATB), Subjective Norm (SN), and Intention To Seek (ITSee).

The results of the research that has been done, it can be concluded that Information Creation Ability (ICA) and Information Sharing Experience (ISE) on Information Sharing Self Efficacy (ISSE) have a positive and significant effect. Furthermore, Information Sharing Self Efficacy (ISSE) on Information Security Behaviour (ISB) has a positive and significant effect. Furthermore, Information Security Behaviour (ISB) on Intention To Share (ITSha) has a positive and significant effect. Furthermore, Perceived Threat (PT) on Intention To Seek (ITSee) has a positive and significant effect. Furthermore, Attitude Towards (PT) on Intention To Seek (ITSee) has a positive and significant effect. Furthermore, Subjective Norm (SN) on Intention To Seek (ITSee) has a positive and significant effect. Furthermore, Intention To Seek (ITSee) on Intention To Share (ITSha) has a positive and significant effect.

Keyword: *Social engineering, Cyber security, Computer security, Information security, Awareness intervention*