

## ABSTRACT

*Based on statistical data, Facebook is the primary social media used by the people in the world with 1.3 M beat Whatsapp, WeChat, LINE and other social media in the world. By 67 million people use facebook so that Indonesia ranks third largest Facebook users after the USA and India. The high number of users are also invited many cases due to lack of information security. One case in Indonesia, namely fraud by foreign nationals using fake Facebook account.*

*Therefore, the authors are interested to learn more about information security social networking site Facebook via measure information security awareness (Basic Awareness, Technical Awareness, Advocacy, Responsiveness) users based on their demographics (gender, age, educational background, income) with the purpose ( 1) to measure the level of information security awareness among users of social networking sites Facebook in Indonesia based group sex and the relationship, (2) to measure the level of information security awareness among users of social networking sites Facebook in Indonesia based group type of age and their relationship, (3) to measure the level of security awareness Opera users of social networking site Facebook in Indonesia based group educational background and relations between them, and (4) to measure the level of information security awareness among users of social networking site Facebook in Indonesia based on income groups and relations between them.*

*This research uses descriptive quantitative method of collecting data through online questionnaires to 400 respondents who use Facebook at least 1 time per month. The data obtained will be processed with SPSS 22.0 software using data analysis techniques cross tabulation and chi-square, which is to see the differences in security awareness and the proportion of Facebook users based on demographic categories.*

*Based on the results of data processing, correlation or differences in security awareness between men and women where women have a higher level of security awareness. There is a relationship or differences in security awareness of each user based on age where age 18-24 years of age have the highest security awareness. And there is a relationship or differences in security awareness of each category of educational background, where the highest educational background (S2) has the highest security awareness. As well, there is a relationship or differences in security awareness by revenue, where Facebook users with higher incomes (> Rp. 6,000,000) has a level of security awareness is higher.*

*So to reduce the occurrence of cases due to lack of security awareness, then Facebook users should be more vigilant in the move in his Facebook account, and Facebook itself to provide security awareness campaigns about the users.*

**Keywords: Security Awareness, Facebook, Social Networking, Demographics.**