

ABSTRACT

The number of Path users, especially in Indonesia reached a considerable amount, which is about 4 million users. The excellence of Path that known by its ability to ensure the confidentially (privacy) of its user. Conversely, there was an information from Federal Tread Commission FTC (Amthe Erika Serikat) reported that Path has violated the privacy of the users. The above case illustrates that the path has not been fully able to maintain the privacy and confidentiality of information of its users. According to this issue, the research conducted regarding information security awareness social media Path users.

Based on the issue mentioned earlier, the author wants to analyze about the information security awareness with the aims of: (1) Measuring and comparing the level of security awareness of social media Path users in Indonesia based on gender and examining the relationship between both of them; (2) Measuring and comparing the level of security awareness of social media Path users in Indonesia based on group age and examining the relationship between both of them; (3) Measuring and comparing the level of security awareness of social media Path users in Indonesia based on income and examining the relationship between both of them; and (4) Measuring and comparing the level of security awareness of social media Path users in Indonesia based on academic background and examining the relationship between both of them. The collecting data method conducted by spreading the questionnaire through Google Drive to 400 respondents of social media Path users in Indonesia. The data analysis technique in this research is using Crosstab technique and Chi-square. The data processing is using Microsoft excel software and SPSS statistics tool version 20.

Based on gender, the men respondents show the highest level of security awareness, while according to group age, the range of age 26-29 years has the highest level of security awareness. Based income, it indicates that the respondents who have income >Rp.6,000,000 have the highest level of security awareness, and according to academic background, Master academic background showed the highest level of security awareness. Furthermore, there is some relationship found between security awareness with sub-variable of demographic. Based on the result of the research, there is still another item on security awareness. Therefore, it would be better if the users of social media, especially Path users can be wise in using the social media and enhance the information security awareness in the use of social media.

Keywords : Security Awareness; Gender; Ages; income; educational background , Path