ABSTRACT

Traveloka is one of the e-commerce sites in Indonesia that provides services for selling plane tickets, train tickets, bus tickets, shuttle tickets, activity & recreation tickets, and hotel room bookings. Traveloka is included in 4 Indonesia's Unicorn Startups and it is the most widely used traveling application today. With the large number of Traveloka users, there are still information security threats; some of them are phishing that can harm consumers and criminals on the internet always finding their new ways to carry out criminal acts.

This study aims to determine information security awareness on Traveloka e-commerce users based on demographics (gender, age, educational background, income level, and expense level) while the awareness indicators used include basic, technical, advocacy and responsiveness. This study used data analysis methods such as cross-tabulation and chi-square, to see the proportions and differences of the level of information security awareness based on the demographic categories of Traveloka users.

The researcher concluded that some items of information security awareness on Traveloka e-commerce users are affected by demographic indicators. Along with this research, researcher hope that users of Traveloka increase their awarenss in online transaction process.

Keywords: *E-commerce, Information Security Awareness, Demography, Traveloka.*