

ABSTRACT

Twitter is a social media platform service for friends, family and friends to work for users and can post tweets containing photos, video links and text. On social media, Twitter has 19.5 million users in Indonesia. Since many users do not understand security, they have users who may cause user accounts to be hacked. The rise of account hacking that occurred in the Covid-19 Era on 130 well-known accounts and several companies made information privacy hacked and had an impact on the environment. Social media Twitter exploits zero day exploits because the security exploited by hackers has a massive and very dangerous impact.

This research was conducted to analyze and find out what factors influence the behavior of Twitter social media users. The research model consisted of 8 constructs. The research construct model consists of Security Awareness, Self-Efficacy in Information Security, Expectation, Security Behavior, Cues to Action, Perceived Susceptibility / Perceived Severity, Perceived Security Threat, and Internet Users Information Privacy Concerns.

Security and security analysis between latent variables or constructs using the Structural Equation Modeling (SEM) model. The research was conducted using quantitative methods by processing data through SPSS and AMOS software from the results of an online questionnaire distributed to 400 respondents. The data is processed using the SEM model which is tested through Missing Data, Levene Test, Data Outlier Test, Data Normality Test, Kaiser Mayer Olkin Test, Measurement Test Confirmatory Factor Analysis, Structural Model Test and Hypotheses. Keywords: Security Awareness, Security Behavior, Information Privacy, Twitter Social Media Users, Structural Equation Modeling (SEM).

In the research results, it was found that the results of the relationship analysis model 9 had a positive effect and 1 had no positive effect. The model construct that does not have a positive effect is the relationship between the Perceived Security Threat (PCT) model construct and the Security Behavior (SB). Influenced by the variable security awareness (security awareness) on Twitter social media users in the Covid-19 era is the research model of self-efficacy in information security (SEIS), internet users' information privacy concerns (IUIPC), and Perceived Security Threat (PCT). . Those influenced by the variable of information privacy (internet users information privacy concerns) of Twitter social media users in the Covid-19 era were Security Behavior (SB) and security awareness (SA). Those influenced by the user behavior variable (security behavior) on Twitter social media users in the Covid-19 era were internet users' information privacy concerns (IUIPC), expectations perceived benefits - perceived barriers (EPB) and Perceived Security Threat (PCT).

Twitter social media users in the Covid-19 era have the ability to use Twitter, understand how to protect personal data, better user behavior while maintaining information privacy from threats that will come when using Twitter social media. The research is expected to provide advice for Twitter companies and Twitter users in increasing awareness of security, information privacy and behavior of Twitter social media users.

Keywords : *Security Awareness, Security Behavior , Information Privacy , Twitter Social Media Users, Structural Equation Modeling (SEM).*