

## ABSTRACT

### **“GUNJS DECENTRALIZED DATABASE-BASED CONVERSATION APPLICATION DESIGN TO IMPROVE USER PRIVACY SECURITY ON SOCIAL MEDIA”**

In the Society 5.0 era which is an improvement of the Industry 4.0 era, social media has become a basic need for everyone. The need for information for each individual has become huge due to the rapidly growing use of social media applications such as Facebook, WhatsApp, Line, Messenger, Twitter, and others, all kinds of information are available on these platforms. However, in its development, not all users have a complete understand the concept of their information security/privacy.

Also, one of the weaknesses of the Enterprise platform is that the information security of its users is not absolute, the storage of all information, both public and private, is located in one massive place. In this way, workers are also needed who carry out security, supervision and maintenance of the place at a cost that is not quite cheap.

GUN's capabilities apart from being a decentralized database tool can also be used for replacing thousands of lines of code on features such as *networking calls, storage boilerplate, pub/sub routing, cache invalidation* and so on, very helpful in making complex applications easier and faster, by abstracting these complex algorithms into a simple integrated API that is different from traditional systems. Therefore, production costs and time in making applications can be cut as much as possible.

Key words: *GUN, decentralized database, production cost, integrated API, social media.*