ABSTRACT

One of the social media platforms that has gained great popularity is TikTok. Over the past few years, TikTok has become a source of controversy and criticism. TikTok has raised many questions, especially with regard to user data privacy.

This research is aimed at finding out about users' understanding of their privacy awareness when using TikTok social media. This research uses mixed methods using interviews and questionnaires as data collection methods. KAB as the framework, uses AHP so that the distribution is more structured. questionnaire questions will be made by using 4 privacy focus areas, which is perceived surveillance, perceived intrusion, secondary use of information, and disclosing personal information

The results of the questionnaire answers were obtained from students of the Faculty of Islamic Business Economics, Mataram Islamic University. These results show that students at the Faculty of Islamic Business Economics, Mataram Islamic University have a level of privacy awareness in the average category with a score of 65.9%. With this average value, action is still needed. suggestions and recommendations by expert will be used so that the level of privacy awareness can be increased further. The recommendation are conducting seminars, outreach, counseling, campaigns, training, putting up posters in campus areas, and shortening the privacy policy of TikTok social media.

Keywords: TikTok, privacy, KAB, 4 focus area, awareness