

ABSTRACT

In October 2023, CNN Indonesia explained that there had been a Facebook Marketplace user data leak, which resulted in the leak of personal data such as names, telephone numbers, addresses, e-mails, Facebook IDs, and other information. This study aims to determine users' understanding of their privacy awareness when using the Facebook Marketplace. This research uses quantitative methods, namely questionnaires as a data collection tool. This research framework uses the KAB model and four privacy focus areas, namely perceived surveillance, perceived intrusion, secondary use of information, and disclosing personal information, for weighting the KAB dimensions and four privacy focus areas using the AHP method. The results of the questionnaire answers were obtained from Facebook Marketplace users in Bandung, with the results showing that Facebook Marketplace users in Bandung have a level of privacy awareness with a value of 73.44% and are in the “average or satisfactory” category. The results for privacy intrusions that have been experienced by Facebook Marketplace users, namely malware as many as 86 people, phishing 78 people, internet fraud 43 people, XSS 12 people, spammers 53 people, and adware 57 people. Recommendations to increase the level of privacy awareness of Facebook Marketplace users in Bandung include conducting public campaigns, seminars, counseling, online training, and using strong passwords.

Keywords: Privacy awareness, KAB, AHP, focus area, Facebook Marketplace