

ABSTRACT

Privacy is the right of everyone to keep the information which had to not be notified to the public or only certain people know about it. Steganography is a technique of data hiding to support aspects of privacy. Steganography can be defined as technique of data hiding on a cover image of which is expected it will not make the structure of the visual image of the cover as well as embedding medium cover broken down . Here implemented steganography which would be optimized . The steganographic method used was Plus Minus 1 (PM1) with Binary Particle Swarm Optimization (BPSO). BPSO used to perform optimization of image quality so that when embedding message in the medium cover, medium cover will be similar to the original one. Image quality parameters that would be use in this optimization process is PSNR, MSE and BER.

Kata kunci : Steganography, Binary Particle Swarm Optimization, Plus Minus 1