



## Table of Contents

<b>Acknowledgment .....</b>	<b>v</b>
<b>Figure Index .....</b>	<b>vii</b>
<b>ABSTRACT.....</b>	<b>8</b>
<b>ABSTRAK.....</b>	<b>9</b>
<b>Chapter 1 .....</b>	<b>1</b>
<b>Introduction .....</b>	<b>1</b>
1.1    About PT Media Telkomunikasi Mandiri.....	2
1.2    Problem Statement .....	2
1.3    Research Question .....	4
1.4    Scope and Limitations .....	5
<b>Chapter 2 .....</b>	<b>6</b>
<b>Literature review.....</b>	<b>6</b>
2.1    Cybersecurity Awareness and Previous Studies .....	6
2.2    Cybersecurity .....	6
2.3    Cybersecurity on Social Network .....	8
2.4    Instagram Campaign.....	9
<b>Chapter 3 .....</b>	<b>11</b>
<b>Methodology .....</b>	<b>11</b>
3.1    Research Design .....	11
3.2    Information collection.....	14
3.3    Data Collection Instruments .....	14
3.4    Survey Questionnaire.....	15
3.5    Instagram Campaign Design .....	17
3.6    Sample selection .....	21
<b>Chapter 4 .....</b>	<b>22</b>
<b>Results and Discussion .....</b>	<b>22</b>
4.1    Data Result Survey .....	22
4.1.1    Participant Demography.....	23
4.1.2    Habits .....	26
4.1.3    Password Security.....	27
4.1.4    Phishing Attack .....	28
4.1.5    Malware .....	29
4.2    Data Result Instagram .....	30
<b>Chapter 5 .....</b>	<b>32</b>
<b>Conclusion.....</b>	<b>32</b>
5.1 Future Research and Limitations .....	33



## Figure Index

Figure 1-1. Top 3 Concerns About Cybersecurity (Logan, 2022) .....	3
Figure 2-1. Sources of Cybersecurity Threat (StealthLabs, 2020).....	8
Figure 3-1. Flowchart Research Design.....	13
Figure 4-1. Age of Participant.....	23
Figure 4-2. Directorate Participant.....	23
Figure 4-3. Telecommunication Company Experience.....	24
Figure 4-4. Cybersecurity Knowledge .....	24
Figure 4-5. Cyber-attack Knowledge .....	25
Figure 4-6. Cyber-attack Victim .....	25
Figure 4-7. Cyber-attack Victim Experience .....	26