

ABSTRACT

Confidentiality and data security are important factors in information systems. Where the data can be maintained properly to avoid data theft, methods are needed to secure data, one of which is Steganography. Steganography is a technique to hide a message into a container medium such as an image, audio or video so that it is not suspected by others. In the Steganography technique, there are two processes that will be carried out, namely the embedding process (*insertion*) and extraction (*removing*). The Steganography method used is *Least Significant Bit* (LSB) as a technique for hiding and issuing messages on videos. The purpose of this study is to determine the performance of the *Least Significant Bit* (LSB) method used as data security on video media.

Keywords: Steganography, *LSB*, Data theft, Data security, Video.