

**DATA SECURITY USING SYMETRIC ENCRYPTION METHOD
WITH FEAL ALGORITHM
(CASE STUDY: FLOWERBAR.ID)**

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ABSTRACT

In this digital age, data has become one of the most important assets in life because with data we can do many things. On the other hand, data that is considered important in this digital age is not directly proportional to the security it has. Many types of data are very vulnerable to eavesdropping or theft by irresponsible parties. Maintaining the security of a data can be done by utilizing cryptographic techniques. Cryptographic technique is a technique that can encode data by encrypting it in the form of passwords that are not easily understood by humans. In the cryptographic technique there is a symmetric encryption method and the FEAL algorithm. The FEAL algorithm is a symmetric block cipher type encryption algorithm, which has a block length of 64 bits, a key length of 64 bits, and has 8 iterations. In this study, a data security will be carried out using a symmetric encryption method with the FEAL algorithm. The FEAL algorithm here is used for the encryption and decryption process to produce the final cipher. This study will describe the process of securing data by encoding it based on the FEAL algorithm in the form of a password that is difficult for others to understand and understand. This is done as an effort to minimize the actions of irresponsible parties.

Keywords: *Cryptography, FEAL, Data Security.*