IMPLEMENTASI PENYEMBUNYIAN PESAN PADA CITRA DIGITAL DENGAN MENGGABUNGKAN ALGORITMA *HILL CIPHER* DAN METODE *LEAST SIGNIFICANT BIT* (LSB), *(IMPLEMENTATION OF MESSAGE HIDING IN DIGITAL IMAGES BY COMBINED HILL CIPHER ALGORITHM AND LEAST SIGNIFICANT BIT (LSB) METHODS***)**

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ABSTRACT

The rapid development of technology in the current era makes it easier for people to exchange information in digital media such as text, audio, video, and images. The development of Information and Communication has made the delivery of information and data more efficient. The current technological developments which are very significant have an impact on the community in exchanging information and communicating. In general, information is categorized into two, namely confidential information and non-confidential information. Information is confidential, that is, any information contained in it is very valuable for those who need it because the information can be easily duplicated. There are many ways to hide. One way to hide messages in delivery is by encoding and embedding using cryptography and steganography techniques. Therefore, the author combines the cryptographic method, namely the Hill Cipher algorithm and the steganographic method, namely the Least Significant Bit (LSB).

Keywords: Steganography, Cryptography, LSB, Hill Cipher