

ABSTRACT

This research aims to evaluate the effectiveness of the Security Education Training and Awareness (SETA) program via social media from a Message Framing Theory perspective for BCA Bank customers. This research takes a case study of the "Don't Know, Kasih No" advertisement released by BCA Bank as part of the SETA program for its customers. The focus of this research is an analysis of the influence of message framing delivered in the SETA Program from a gain-frame and loss-frame perspective towards increasing customer security awareness and behavior.

The research method used is quantitative, with analysis using PLS-SEM Multi Group Analysis (MGA) multi group analysis and a minimum sample size of 155 respondents. The variables analyzed include SETA effectiveness, self-efficacy, perceived security risk, gain-frame and loss-frame messages, Message Framing Theory, and security behavior intention. The research results show that the implementation of SETA through social media is effective in increasing customer security awareness. By applying Message Framing Theory, this research identifies the types of message framing that are most successful in motivating customers to adopt better security measures.

The implications of these findings can assist Bank BCA and other financial institutions in designing more effective communication strategies through social media to increase customer awareness and security. This research contributes to the understanding of SETA implementation in the context of customer protection and provides a basis for further research to improve information security in the banking sector.

Keyword: *SETA effectiveness, self-efficacy, perceived security risk, message framing theory, security behavior intention*