

## **ABSTRACT**

*In the digital era, online transactions or digital payments are becoming increasingly common, especially through mobile banking, which has been widely adopted by urban communities, particularly during the COVID-19 pandemic. BSI mobile banking, an application owned by PT Bank Syariah Indonesia, offers various features that facilitate daily transactions for customers. However, with technological advancements, cybercrime threats such as ransomware have also increased. In May 2023, Bank Syariah Indonesia experienced a ransomware attack that raised concerns among customers and caused significant financial losses. Although the bank has allocated a substantial budget to strengthen digitalization and data security, customer worries persist due to the lack of transparent information from the bank. Research shows that data breaches have a negative and significant impact on customer loyalty. To address this and restore brand image, promotion through TV Commercial is considered effective for reaching a broad audience and rebuilding customer trust.*

**Keyword:** brand loyalty, bank, television commercial (TVC)