

## **ABSTRACT**

The dismissal of Helmy Yahya as Managing Director of TVRI raises a big question mark about why this could happen. Then TVRI under the auspices of Helmy Yahya grew rapidly and was again watched by the Indonesian people, especially sports fans. There are two media that report the most about Helmy Yahya, namely detik.com and tribunews.com, where these two media certainly have differences in constructing the existing reality. This study aims to see how the media detik.com and tribunews.com frame the news related to the dismissal of Helmy Yahya as Managing Director of TVRI using the framing model of Zhongdang Pan and Gerald M. Kosicki. In this study, using qualitative research methods with a constructivist paradigm. The result of this research is that detik.com news media tends to report more frequently on conflicts between the TVRI Directors and TVRI Dewas, where detik.com is more in favor of the TVRI Directors, it can be seen from the title and content of the news, while tribunews.com in its news refers more to how the journey is. Helmy Yahya's career journey before becoming the Director of TVRI and did not forget to add information about the case of dismissal at the beginning or end of the news. Both media are on the side of the TVRI Board of Directors. Keywords: Framing, Zhondang Pan and Gerald M. Kosicki, TVRI, Helmy Yahya, Dewas TVRI, English League

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