

ABSTRACT

Public relations practice, one of which is the publication of press releases, where in the past the company's public relations carried out the publication through the intermediary of reporters and press editors who allowed the contents of the press release to be changed according to the views of the press editor and only the press editor and there is no transparency to the public. Thus, the role of newsrooms on the company's official website is very instrumental in delivering information directly to the public where newsrooms are able to integrate all information into one platform. By using content analysis method, the writer tries to examine the comparison of news framing in articles published by public relations in company newsrooms and online mass media. The result of this research is that the framing that the company's public relations is trying to build is about the user's digital experience, as well as productivity and national economic growth. While the framing taken by the online mass media is that the media focuses more on Indonesian public figures who are involved in company activities.

Keywords : framing, Indosat, newsroom, public relations, Telkomsel