

## ABSTRACT

**INDRI CHANDRA, 10821424**

**Analysis Framing Analysis of Shopee Marketplace Utilization in Increasing Sales of Local Brands and MSMEs on Tribunnews News Portal.**

Keywords: Analysis Framing , Marketplace, Local Brands, MSMEs, Tribunnews.com

(xiii+90+appendices)

The purpose of this study was to determine the framing of the news on Tribunnews.com media related to the issue of the shopee marketplace in increasing sales of local brands and MSMEs (Micro, Small and Medium Enterprises) in August - October 2023. This research method uses a qualitative approach and uses Robert N. N. framing analysis. N. Entman with four devices consisting of, define problem (problem definition), diagnose cause (cause of the problem), make moral judgment (make moral decisions) and treatment recommendation (emphasize resolution). The data collection technique used is framing content analysis and documentation. In this study, researchers have subjects and objects used in this study, which are the objects in this study, researchers take news about the use of the Shopee marketplace in increasing sales of local brands and Micro, Small and Medium Enterprises (MSMEs) on the Tribunnews news portal. Researchers also have the potential to discuss or compare events found from other subjects. events found from other subjects. In this research, the online news portal Tribunnews.com because this news media portal provides a lot of information about the Shopee marketplace. the paradigm used is constructivism, what we can understand is the structure of our construction of an object. The results of this study are Overall, Tribunnews.com reports on how the Shopee marketplace helps MSMEs and local brands improve their business and achieve global success. Shopee has presented various features and ways to support MSMEs and local brands. In this study, there were five news articles analyzed from August to October 2023. The conclusion of this research is that Shopee helps local MSMEs in Indonesia with its programs such as ASEAN Online Sale Day (AOSD), Shopee Live live streaming feature, Shopee Export Program, and Shopee MSME Campus. Through e-commerce and digitalization platforms, Shopee provides training, mentoring, and opportunities for MSMEs to penetrate international markets and achieve sustainable growth.

Bibliography: 2007 - 2023