

## ABSTRAK

Pada tahun 2011, BuzzFeed memperkenalkan bentuk periklanan digital baru yang diberi nama *native advertising*. Dalam waktu singkat, popularitas *native advertising* terus mengalami peningkatan yang positif dan disepakati menjadi bentuk periklanan digital baru yang paling efektif dibandingkan iklan-iklan digital lainnya. Pencapaian tersebut membuat Indonesia turut mengadopsi *native advertising*. Akan tetapi, Indonesia tampaknya belum terlalu serius untuk mengkaji kehadiran *native advertising*. Hal ini dibuktikan dengan riset-riset empiris tentang *native advertising* yang masih sangat terbatas. Untuk itu, penelitian ini hadir untuk menginvestigasi bagaimana pesan *brand* dibingkai melalui *native advertising*.

Penelitian ini dilakukan melalui dua tahap. Tahap pertama adalah pemetaan struktur konten *native advertising* Telkomsel di media daring Detik.com dan Kompas.com dan tahap kedua mengidentifikasi tipe bingkai *brand*. Berdasar hasil temuan dalam penelitian ini, *native advertising* yang dikembangkan oleh Telkomsel telah memenuhi syarat sebagai *native advertising* yang lengkap sebab telah memenuhi seluruh elemen secara optimal. Secara umum, Telkomsel menggunakan *native advertising* sebagai strategi membangun citra/imej yang positif di mata audiens, terlebih setelah mereka sempat terhantam badai krisis kepercayaan pada tanggal 28 April 2017 lalu.

Penelitian ini dapat berkontribusi dalam pengembangan studi ilmu komunikasi sebab mampu mengoneksikan teori-teori dalam kajian jurnalisme dan periklanan. Lebih lanjut, gagasan-gagasan dalam penelitian ini diharapkan dapat memicu pengembangan kajian dalam *native advertising* secara lebih luas.

Kata kunci: *native advertising*, efektivitas, *brand*, pesan *brand*, *corporate brand*, krisis.

## **ABSTRACT**

In 2011, BuzzFeed introduced a new digital advertising form called native advertising. The popularity of native advertising continued to increase significantly and it was agreed to be the most effective new digital advertising form compared to other digital advertisements. This achievement has made native advertising a new trend and being adopted in various countries, including Indonesia. However, Indonesia does not seem to be too serious in assessing the presence of native advertising. This is evidenced by empirical research on native advertising is still very limited. For that, this research is present to investigate how brand messages are framed through native advertising.

This research is done through two stages. The first stage is mapping the Telkomsel's native advertising content structure in Detik.com and Kompas.com. The second stage is identifying the types of brand frame. Based on the findings in this study, native advertising that developed by Telkomsel has been qualified as a complete native advertising because it contain all the elements of native advertising. However, researcher found an indication of Telkomsel's manipulation of its native advertising. Furthermore, Telkomsel uses native advertising as a strategy to build a positive image to the audience, especially after they were buffeted by a crisis of costumer trust on April 28th 2017.

This research can contribute in the development of communication science studies because it is able to connect theories in the study of journalism and advertising. Furthermore, the ideas in this study are expected to trigger the development of studies in native advertising more widely.

**Keywords:** native advertising, effectivity, brand, brand message, corporate brand.