

ABSTRACT

The boycott experienced by multinational companies McDonald's and Starbucks in Indonesia resulted in huge losses, ranging from environmental losses to losses in the economic sector. In dealing with the crisis, both companies did Reframing through the content they shared through their official Instagram social media. This research aims to see how the Reframing process as well as what meanings and messages McDonald's and Starbucks Indonesia want to build during the boycott they are experiencing. This research uses a text analysis method with a descriptive qualitative approach. In conducting this research, the author collected data through literature studies and documentation of Reframing content shared by the two companies. The results obtained are that the company provides empathy for victims in Palestine, rejects all activities that do not humanize humans to approach local identity activities in Indonesia. The division is seen from the form of Reframing meaning with two types, namely context Reframing with meaning Reframing. The framing of meaning is in the form of content distribution through Feeds, Reels and Instagram Stories wrapped in social activities, raising aid, humanitarian activities, approaches to local identity, as well as framing through symbols, visualization to the selection of colors used.

Keywords: *Boycott, McDonald's Indonesia, Reframing, Starbucks Indonesia.*