

Framing Analysis of News on the Free Nutritious Meal Program (MBG) on Detik.com: Implications for Public Perception and Government Policy

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Abstract

This study examines how Detik.com, one of Indonesia's leading online news portals, frames the Free Nutritious Meals Program (MBG) and its implications for public perception and policy outcomes. Using Robert Entman's framing theory, the research analyzes five selected news articles published by Detik.com between January 6 and January 12, 2025. The analysis focuses on four key elements of framing: problem identification, causal interpretation, moral evaluation, and treatment recommendation. The findings reveal that Detik.com constructs a dual narrative around the MBG program, balancing optimism about its potential to address stunting and malnutrition with critical scrutiny of its implementation challenges, such as rushed execution, unclear guidelines, and inequitable distribution. The study also highlights the media's role in shaping public opinion and influencing policy agendas, particularly in the context of Indonesia's efforts to reduce stunting rates and improve child nutrition. By framing the MBG program as both a transformative initiative and a policy fraught with challenges, Detik.com not only informs the public but also holds policy makers accountable. This research contributes to the broader discourse on the role of media in public policy, offering insights into how framing can shape public perception and drive policy improvements. The study concludes with recommendations for enhancing the MBG program's implementation and suggests areas for future research, such as the long-term impacts of the program on child health and educational outcomes.

Keywords : Framing Analysis, MBG Program, Media Framing