

Abstract

Stunting remains a critical challenge for Indonesia in realizing its Golden Indonesia 2045 vision. To reduce stunting and malnutrition rates, the government launched the Free Nutritious Meals Program (Program Makan Bergizi Gratis - MBG) for students and pregnant women. However, its implementation has sparked diverse public responses on social media, particularly Twitter/X. This study aims to analyze public opinion and sentiment patterns towards the MBG program and examine how the government's political communication strategy is shaped in the digital sphere. Employing a qualitative method with content analysis and social network analysis (SNA), this research examines Twitter/X data from January to September 2025. Data was collected through web scraping, resulting in 4,812 tweets analyzed using Orange Data Mining and Gephi. The findings reveal three main points. First, negative sentiment dominated the discourse (43.9%), followed by neutral (31.5%) and positive sentiment (24.6%). Second, the communication network structure was centralized around the actor @prabowo, supported by secondary amplifiers. Third, the government's communication remained one-way and unresponsive to public criticism. Based on Edwards' framework, the government's political communication was deemed ineffective in terms of transmission, clarity, and consistency. This study recommends a transformation of the government's digital communication strategy from a broadcasting model to an interactive dialogue to enhance policy accountability and legitimacy. The study's limitations include potential biases inherent to Twitter data. Its theoretical contribution lies in integrating sentiment and network analysis to evaluate political communication effectiveness in the digital age.

Keywords: *sentiment analysis, public policy, political communication, social media, public opinion, twitter/x*

Abstrak

Masalah stunting di Indonesia menjadi perhatian utama dalam upaya mewujudkan visi Indonesia Emas 2045. Untuk menekan angka stunting dan malnutrisi, pemerintah mencanangkan Program Makan Bergizi Gratis (MBG) bagi pelajar dan ibu hamil. Namun, implementasi kebijakan ini menimbulkan berbagai respons publik di media sosial, khususnya Twitter/X. Penelitian ini bertujuan untuk menganalisis opini publik dan pola sentimen masyarakat terhadap program MBG serta meninjau bagaimana strategi komunikasi politik pemerintah terbentuk di ruang digital. Penelitian menggunakan metode kualitatif dengan analisis isi (content analysis) dan analisis jaringan sosial (social network analysis/SNA) berbasis data Twitter/X selama Januari–September 2025. Data dikumpulkan melalui web scraping dengan 4.812 cuitan yang dianalisis menggunakan Orange Data Mining dan Gephi. Hasil penelitian mengungkapkan tiga hal utama. Pertama, sentimen negatif mendominasi (43,9%), diikuti sentimen netral (31,5%) dan positif (24,6%). Kedua, struktur jaringan komunikasi terpusat pada aktor @prabowo dengan dukungan amplifier sekunder. Ketiga, komunikasi pemerintah masih bersifat satu arah dan kurang responsif terhadap kritik masyarakat. Berdasarkan kerangka Edwards, komunikasi politik pemerintah dinilai kurang efektif dalam aspek transmisi, kejelasan, dan konsistensi. Penelitian ini merekomendasikan transformasi strategi komunikasi digital pemerintah dari model penyiaran menjadi dialog interaktif untuk meningkatkan akuntabilitas dan legitimasi kebijakan.

Kata Kunci: *analisis sentimen, kebijakan publik, komunikasi politik, media sosial, opini publik, Twitter/X*