

INTISARI

Program makan bergizi gratis (MBG) merupakan salah satu program prioritas nasional yang mulai digencarkan di berbagai penjuru daerah Indonesia pada tahun 2025. Program tersebut bertujuan untuk meningkatkan gizi anak-anak, siswa, serta ibu hamil dan menyusui. Program tersebut telah menyita perhatian publik lantaran cap keberhasilan 22 juta penerima manfaat program yang diungkapkan BGN bertalian dengan realita keracunan MBG yang mencapai 6.452 per bulan September 2025. Meskipun telah mencuat sebagai kasus luar biasa dan mengundang aksi dari masyarakat namun program MBG tetap berjalan. MBG pun terus menjadi bahan perbincangan dalam kehidupan sehari-hari khususnya di SMK N 71 Yogyakarta. Program MBG memang terkesan berjalan normal karena tidak ada kasus keracunan di sekolah ini tetapi terus diperbincangkan oleh para aktor. Oleh karena itu, penelitian ini bertujuan untuk mengungkap mengapa MBG banyak dibicarakan di ruang-ruang sekolah? Saya melibatkan perspektif rasa dalam konteks masyarakat Jawa dimana rasa tidak hanya berhubungan dengan pengalaman sensorik namun juga perasaan dalam relasi sosial. Proses pencarian jawaban tersebut menggunakan metode penelitian kualitatif dengan pendekatan etnografi melalui observasi partisipasi, wawancara dan studi pustaka. Hasil penelitian menunjukkan bahwa konsumsi MBG membentuk persepsi tidak enak melalui pengalaman sensorik berupa rasa asing. Selain itu, rasa tidak enak dalam konteks masyarakat Jawa tampil melalui nilai-nilai *nrima* (menerima), *pakewuh* (sungkan), dan *tepa selira* (tenggang rasa). Cara merespon orang Jawa terhadap rasa tidak enak dalam MBG cenderung menghindari konfrontasi demi menjaga harmoni sosial. Maka, dibalik program MBG yang tampaknya berjalan normal ternyata menyimpan rasa tidak enak yang tersembunyi.

Kata kunci : rasa, pengalaman sensorik, makan bergizi gratis (MBG), sekolah kejuruan

ABSTRACT

The Free Nutritious Meal Program (MBG) is one of the national priority programs that began to be widely implemented across various regions of Indonesia in 2025. This program aims to improve the nutritional intake of children, students, as well as pregnant and breastfeeding mothers. It has attracted significant public attention due to the reported success of reaching 22 million beneficiaries, as stated by the National Nutrition Agency (BGN), which contrasts with the reality of food poisoning cases related to MBG that reached 6,452 cases as of September 2025. Although these incidents have emerged as serious cases and triggered public responses, the MBG program continues to be implemented. The MBG program remains a topic of discussion in everyday life, particularly at SMK N 71 Yogyakarta. While the program appears to run normally in this school, as no poisoning cases have been reported, it is still frequently discussed by various actors. Therefore, this study aims to explore why MBG is widely discussed within school environments. This research applies the concept of *rasa* within Javanese society, where *rasa* is not only related to sensory experiences but also to emotions within social relations. The study employs a qualitative research method with an ethnographic approach, using participant observation, interviews, and literature review. The findings show that the consumption of MBG shapes a perception of unpleasantness through sensory experiences described as unfamiliar taste. Furthermore, in the Javanese context, this sense of unpleasantness is expressed through cultural values such as *nrima* (acceptance), *pakewuh* (reluctance or discomfort in expressing criticism), and *tepa selira* (consideration for others). In responding to this unpleasantness, Javanese individuals tend to avoid confrontation in order to maintain social harmony. Therefore, behind the seemingly normal implementation of the MBG program, there exists a hidden sense of discomfort.

Keywords: *rasa*, sensory experience, Free Nutritious Meal Program (MBG), vocational schools