



“Makan Bergizi Gratis” Program Policy in Media Framing: A Study of iNews.id

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Abstract. This study aims to analyze how iNews.id frames the Free Nutritious Meal Program (MBG) using Murray Edelman’s framing approach. MBG is one of the national priority programs launched after the 2024 general election, aiming to improve the nutritional quality of schoolchildren. The research adopts a constructivist paradigm and a qualitative approach, analyzing nine news articles published between December 2024 and January 2025. Data were analyzed based on Edelman’s three framing dimensions: categorization, rubrication, and ideological category. The findings show that, in the categorization dimension, iNews.id consistently frames MBG within an affirmative narrative, highlighting technical preparedness, community participation, and direct benefits for families. In the rubrication dimension, the news articles are distributed across the National, Lifestyle, Health, and Bulletin sections, broadening the issue’s context from state policy to everyday life. In the ideological category dimension, the framing positions the government as a protector and supporter of public welfare, asserts moral legitimacy, and minimizes potential conflicts through narratives of central-local harmony and clarification of sensitive issues. The study concludes that the framing constructed by iNews.id tends to reinforce a positive image of the government regarding MBG and minimize critical narratives. The limitation of this research lies in its focus on a single media outlet and a short period of analysis. Future research will involve a comparative study with other media owned by political practitioners to examine the influence of ownership affiliation on public policy framing patterns.

Keywords: framing, online media, media ideology, *Makan Bergizi Gratis*, Indonesia’s media

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INTRODUCTION

The mass media not only functions as a conveyor of information but also plays an active role in shaping public perceptions of social issues and state policies. In journalistic practice, the presentation of an event is never entirely neutral; the way the media packages information can influence how society understands the reality being conveyed. One theoretical approach that can be used to explain this process is framing analysis, which examines how the media frames reality through the selection of information, narratives, symbols, and language used in news coverage.

Kuypers (2009) framing is the process by which communicators, either consciously or unconsciously, construct particular perspectives that encourage audiences to interpret facts in a given situation according to those viewpoints. Through specific language and narratives, the media can build images, convey implicit political messages, or even subtly manipulate public opinion. Thus, the media becomes a key actor in the production of social meaning.

In the context of public policy, the “Makan Bergizi Gratis” (Free Nutritious Meal Program/MBG) has become one of the strategic national agendas that has attracted considerable public attention. This program is not only related to fulfilling the nutritional needs of schoolchildren, but is also closely tied to political dynamics, government legitimacy, and narratives of social welfare. News coverage of this program varies, depending on how the media chooses to frame it.

The Free Nutritious Meal Program (MBG) emerged as part of the human resource development vision set forth by the President of the Republic of Indonesia during his term of office. This program was widely introduced as one of the flagship initiatives of the president-elect in the 2024 general election, with the main goal of improving the nutritional quality of elementary to secondary school children as part of a long-term effort to create an excellent generation, (Waluyo, 2025). Kebijakan ini tidak hanya berdimensi sosial, tetapi juga sarat muatan politik simbolik yang mencerminkan komitmen negara terhadap isu kesejahteraan rakyat. This policy is not only social in dimension, but also carries significant symbolic political meaning, reflecting the state’s commitment to issues of public welfare.

Within the framework of public policy, MBG can be understood as a state intervention addressing a fundamental issue: the fulfillment of children’s basic right to nutritious food. However, if we look at its implementation in other countries for example, India various challenges have arisen, such as poor distribution, compromised food quality, and the lack of effective monitoring systems, (Upadhyay and Palanivel, 2011). In addition, since the 2024 election campaign, news coverage and public discourse surrounding the MBG program have been inseparable from debates concerning budget effectiveness, the involvement of political actors, and the dynamics of public opinion. In such situations, the media occupies a strategic space to either strengthen or weaken the image of a policy, depending on how the policy is framed in news reporting.

As a medium between the government and the public, the media not only conveys the substance of a policy but also shapes how the policy is understood, evaluated, and even perceived politically. Therefore, studying media coverage of the MBG program becomes important to see how this presidential initiative is positioned in public discourse whether as a genuine state commitment, an instrument of political image-building, or even as a controversial issue at the level of implementation.

This study specifically examines how iNews.id, as part of Indonesia’s mainstream media, frames the issue of the Free Nutritious Meal Program. Murray Edelman’s framing theory is used to identify patterns of news framing through three main aspects: categorization, rubrication, and ideological categorization, (Eriyanto, 2012). These three aspects represent how reality is not only conveyed, but also constructed within the media discourse space.

Framing theory was first introduced in communication studies by Goffman, who argued that social reality is shaped by the frames used by individuals or institutions to interpret events. In the context of mass media, framing becomes an important approach to understanding how the media selects, emphasizes, and organizes elements of information to influence audience perspectives. (Entman,

1993). Entman (1993) explains that framing serves to establish problem definitions, diagnose causes, make moral judgments, and suggest solutions to particular issues.

Various studies have examined how the media frames public policies on a range of social and political issues. Sucipta and Kurniawan (2021), analyzed online news coverage by Detik.com and Kompas.com regarding the “Kaltim Steril” policy using Pan and Kosicki’s framing model. This study found differences in the narrative emphasis between the two media outlets; Detik.com tended to highlight the positive role of the government, while Kompas.com took a more neutral stance. These findings indicate that the media has certain tendencies in framing public policies, depending on its editorial approach.

Meanwhile, Koswara et al., (2025) in their study of Omnibus Law coverage in Kompas.com using Entman’s framing model, concluded that the media plays a significant role in emphasizing certain aspects of policy issues, including elements of conflict, benefits, and moral judgments toward the political actors involved. A similar pattern is evident in the study by Hidayah and Riauan (2022), which analyzed the framing of agrarian conflicts in Mongabay Indonesia and Tempo.co, revealing differences in how each outlet frames the main actors and the ideological interests underlying the constructed narratives.

Nevertheless, most previous studies have predominantly used framing models such as those of Pan & Kosicki or Entman, which focus on narrative structure and textual emphasis. Few have explicitly employed Murray Edelman’s model, which centers on the ideological function of framing how the media not only organizes information but also shapes the construction of political meaning through symbolic categorization, rubrication, and ideological content.

Furthermore, no studies have been found that specifically examine media framing of the Free Nutritious Meal Program (MBG) as part of a national policy laden with political significance, especially in the post-2024 election period. In fact, MBG is not only about nutrition and education, but also represents the political commitment of the ruling regime.

By examining the framing of the MBG issue in the online media iNews.id, this study aims to understand how the media helps shape public perceptions of state policy, as well as how ideological narratives are constructed and disseminated through news coverage.

RESEARCH METHOD

The paradigm used in this study is constructivism, which views reality as a social construction shaped by actors in this case, the media. Within this framework, the media does not merely deliver information neutrally, but actively participates in shaping social meaning and influencing public perception through the way it frames events or issues.

This study employs a qualitative approach using Murray Edelman’s framing analysis model to examine how the media constructs the framing of the Free Nutritious Meal Program (MBG) in online news coverage by iNews.id. Framing analysis is well-suited for exploring the socio-cultural context of discourse, particularly the relationship between news and ideology that is, the processes or mechanisms by which news constructs, maintains, reproduces, transforms, and deconstructs ideology, (Pinontoan and Wahid, 2020).

A qualitative approach was chosen for this study because it focuses on the meanings, symbols, and ideologies constructed within media texts, rather than on numerical measurement. The analysis was conducted on nine online news articles published by iNews.id between December 2024 and January 2025. This period was selected due to its significance following the inauguration of Prabowo Subianto and Gibran Rakabuming Raka as President and Vice President of Indonesia for the 2024–2029 term. The selection of the Free Nutritious Meal Program (MBG) as the research issue is based on its position as one of the national priority programs promoted by the president-elect in the 2024 election. MBG is not only concerned with meeting the nutritional needs of schoolchildren, but also encompasses complex political, social, and ideological dimensions. This program serves as a concrete representation

of the government's vision for human resource development, while also functioning as a means of political legitimacy through populist policy. The MBG issue has also become a topic of intense discussion in the media and among the public, as it involves the use of state budgets, the involvement of political actors, and the participation of community organizations. Therefore, MBG is a relevant and strategic example to be examined in depth using framing analysis, particularly in understanding how the media helps shape public perceptions of the policy.

The data analyzed consist of complete news texts, including headlines, source quotations, and the main narrative within the body of the articles. Murray Edelman's framing model is used because it offers three analytical categories that can reveal the ideological depth within a media text, as shown in Table 1.

Table 1. Unit of Analysis

Number	Unit of Analysis	Description	Data
1	Category	News frames are used to interpret and make sense of a reality	Headline and News Content
2	Rubric	How an event is categorized within a particular event or rubric scheme	News Rubric
3	Ideological Category	The use of language (phrases, words, sentences) or discourse for specific purposes/interests	Headline and News Content

Source: (Dwita, Pramudya and Sukmawati, 2023)

These three categories were chosen because they are able to illustrate how a policy is politicized, perceived, and legitimized by the media. The results of the analysis are compiled in a matrix to facilitate the identification of narrative patterns and the framing tendencies of iNews.id regarding the MBG policy. In this study, validity is maintained through source triangulation techniques, namely by cross-checking nine news articles published by iNews.id between December 2024 and January 2025. Although the primary sources come from a single media outlet, the analysis is conducted in-depth on each news text by taking into account the diversity of rubrics, temporal contexts, and the variety of narratives that emerge. As a result, the data obtained are not singular or narrow, but instead represent the diversity of perspectives framed by the media on the MBG issue.

In addition, the researcher also engaged in discussions with peers to enhance the reliability of interpretations. Preliminary results from the framing analysis were discussed in a limited academic forum with colleagues who have backgrounds in media and communication studies. This activity aimed to gain critical perspectives, conceptual input, and to minimize potential researcher bias. Through this mechanism, the researcher was able to reassess the accuracy of the categorizations (category, rubric, and ideology) used in Murray Edelman's framing model, while also strengthening the consistency and logic of the analysis. Through this strategy, validity and reliability in this study are maintained not only in a technical sense, but also become part of a reflective process to ensure scientific credibility and the strength of argumentation in the framing analysis conducted.

RESULT

This study analyzes nine news articles about the Free Nutritious Meal Program (MBG) published by the online media outlet iNews.id between December 2024 and January 2025. During this period, iNews.id only published nine articles that were relevant to the MBG program. The analysis was conducted using Murray Edelman's framing model, which consists of three aspects: categorization, rubrication, and ideological category.

The findings of this study show that each news article exhibits a framing pattern that constructs a particular meaning regarding the MBG policy. The Table 2 summarizes the results of the analysis of the nine articles:

Table 2. Summarize of the articles analysis

No	News Title	Categorization	Rubric	Ideological Category	Description
1	Uji Coba MBG di Papua, Biaya Murah karena Libatkan Masyarakat	Outermost regions as a priority	National	Equal access to services and social justice	Papua is framed as a priority service area, emphasizing efficiency and geographic equity.
2	Persiapan Dapur MBG di Lampung Dikebut	Infrastructure readiness	Bulletin	Efficiency as a symbol of commitment	The use of the word "accelerated" demonstrates the government's seriousness in a technocratic manner.
3	Tanwir I 'Aisyiyah Singgung MBG	Mobilization of Community Organizations	National	Religion and morality as legitimacy	The involvement of religious organizations is used to reinforce the moral values of the program.
4	Program MBG Butuh Koordinasi Pusat-Daerah	The importance of vertical coordination	National	Bureaucratic harmonization	The narrative emphasizes the need for cross-government synergy for effectiveness.
5	Menko PMK Pastikan MBG Tak Gunakan Dana Zakat	Clarification of funding sources	National	Clarification to avoid religious controversy	The news is used to defuse religious polemics and clarify the state's position.
6	Pemerintah Palangka Raya Luncurkan MBG di Sekolah Dasar	Regional implementation as a continuation of the national program	Lifestyle	Affirmation of central policy through local initiatives	The narrative portrays the success of national policy at the local level.
7	MBG di Palangka Raya: Prioritas untuk Anak Kurang Mampu	Affirmation of targeting vulnerable groups	Health	The state is present to protect the disadvantaged	Emphasis on the state's presence in serving marginalized groups.

8	MBG di Sekolah Islam: Kolaborasi Pemkot dan Ormas	Collective role in implementation	National	Public-religious collaboration	Collaboration is depicted as a driving force for sustainable implementation.
9	Makanan Bergizi Gratis Dinilai Permudah Orang Tua	Economic efficiency for families	Lifestyle	The state as a pillar of household welfare	The narrative emphasizes the practical benefits of the program in domestic life.

Source: (Authors's processed results, 2025)

Categorization

Articles consistently present MBG within an affirmative frame. The constructed narratives focus on the program's implementation process, the readiness of technical support, the involvement of various stakeholders, and the direct benefits experienced by the beneficiaries. The article "Preparation of MBG Kitchens in Lampung Accelerated" centers on the readiness of supporting infrastructure. The information presented covers the construction of kitchens, the involvement of local government, and an accelerated timeline to ensure the program runs as planned.

The article "MBG in Islamic Schools: Collaboration between City Government and Community Organizations" highlights the synergy between the city government and community organizations in implementing the program in faith-based schools. Meanwhile, the article "Free Nutritious Meals Considered to Make Things Easier for Parents" features statements from the public who experience economic relief as a result of reduced consumption costs for school children.

In general, within this categorization, each article presents MBG as a well-planned policy, involving various stakeholders and providing tangible benefits, without presenting any critical or problematic information.

Rubrication

MBG coverage by iNews.id is distributed across several sections: National, Lifestyle, Health, and Bulletin. Presentation in different sections affects the focus and perspective of the news. The National section features articles that emphasize policy aspects, official statements, inter-agency coordination, and the involvement of state actors. For example, the article "MBG Program Requires Central-Regional Coordination" discusses the need for synergy between the central and regional governments for the program's success.

The Lifestyle section is used to feature news highlighting the program's impact on people's everyday lives. For instance, the article "Free Nutritious Meals Considered to Make Things Easier for Parents" presents parents' perspectives on how the program helps ease family expenses. The Health section includes reports linking MBG to public health, particularly the fulfillment of schoolchildren's nutritional needs. The article "MBG in Palangka Raya: Priority for Underprivileged Children" emphasizes the program's focus on economically and nutritionally vulnerable children. The Bulletin section features coverage related to technical and logistical preparations, such as in the article "Preparation of MBG Kitchens in Lampung Accelerated," which focuses on supporting facilities for program implementation.

This cross-section distribution demonstrates that iNews.id positions the MBG issue not only as a state policy, but also as part of everyday life, public health, and the national development agenda.

Ideological Category

In the ideological category dimension, iNews.id news articles contain narratives that demonstrate support for the government as the implementer of the policy. The image of the state is reinforced

through quotations from officials, the involvement of community leaders, and an emphasis on cross-sector collaboration. Several articles highlight the participation of community organizations in program implementation. For example, “Tanwir I ‘Aisyiyah Highlights MBG” includes statements of support from religious organizations that link MBG to their social missions. Official government statements regarding program funding are also an important part of this category. The article “Coordinating Minister for Human Development and Culture Ensures MBG Does Not Use Zakat Funds” conveys that funding comes from the state budget, with the aim of clarifying issues that have the potential to cause controversy. In addition, program implementation at the regional level, as in the article “Palangka Raya Government Launches MBG in Elementary Schools,” highlights the harmonious relationship between central policies and local implementation. These articles portray the state as a protector of the underprivileged and an agent of social change through the free nutrition program.

In general, the ideological category that emerges from the nine articles positions MBG as a symbol of the state’s presence in serving the people, strengthening governmental legitimacy, and maintaining social harmony through collaboration between the government, society, and non-governmental organizations.

DISCUSSION

Emphasis on Policy Affirmation

Within Murray Edelman’s framing framework, categorization serves to provide an initial label for an event or policy, which then becomes the basis for the public in understanding the meaning of the issue. Based on the research findings, iNews.id consistently employs affirmative categorization in its coverage of the MBG program, directing readers to view this program as a positive, successful, and beneficial policy.

This pattern of affirmation is clearly reflected in the choice of words, narrative focus, and perspectives employed. For example, news articles about the MBG trial in Papua position the region as a priority for government services. By framing Papua as a strategic location for nutritional equity, the media removes the impression of marginalization and replaces it with an image of being the center of government attention. This framing shapes the perception that the MBG program is not only targeted at urban areas or regions with easy logistical access, but also reaches out to the outermost areas.

A similar categorization can be seen in the news about the preparation of MBG kitchens in Lampung, which highlights infrastructure readiness as evidence of the local government’s seriousness. Words such as “accelerated” or “launched” serve as symbols of the speed and decisiveness of policy execution. From Edelman’s framing perspective, these symbols reinforce a technocratic narrative that the state is working effectively for the benefit of the people.

Other articles highlight collaboration between local governments and community organizations, especially religious institutions, as part of the implementation process. This categorization shifts the focus from potential challenges or obstacles to the collective strength supporting the program. Similarly, articles that emphasize the benefits of MBG for families are framed to demonstrate its direct impact in reducing household expenses. Essentially, the media engages in framing to shape public opinion in accordance with particular interests, (Raihan, 2023).

None of the articles included negative labels, sharp criticism, or an emphasis on structural problems that the program might face. Thus, through this consistently positive categorization, iNews.id constructs the reality of MBG as a successful, inclusive, and worthy policy to support. Within Edelman’s framework, this demonstrates that the media chooses a framing that mobilizes public support by highlighting achievements and downplaying potential conflicts or policy weaknesses. The practice of affirmative framing by the mass media is certainly common, especially in the Indonesian context where the media serves as one of the political instruments used to shape public opinion. The findings of Sari (Sari, 2018) indicate that online media owners play an active role in constructing discourse in favor of their preferred presidential candidates. Online news presented to readers contains

a high degree of subjectivity, intended to build a strong character for the candidate and dispel harmful issues or discourse. Therefore, it is not impossible that the owner of iNews.id also contributes to constructing an affirmative discourse regarding the MBG program, considering that iNews.id is part of the MNC Group, which is owned by Hary Tanoesoedibjo a businessman and politician affiliated with the Perindo Party.

Dissemination of Issues Across Cross-Sector Rubrics

Within Murray Edelman's framing framework, rubrification functions to insert an issue into a broader narrative or an existing framework within the media. The placement of a news article in a particular section is not merely a matter of content categorization, but also a framing strategy that influences how readers interpret the significance of the issue. In the coverage of MBG by iNews.id, the news is distributed across several sections: National, Lifestyle, Health, and Bulletin. This placement indicates an effort to frame MBG not only as a state policy, but also as a phenomenon relevant to various aspects of community life.

The National section contains news articles that emphasize policy aspects, official statements, and coordination across levels of government. Within this framing, MBG is positioned as a strategic state agenda that requires administrative and bureaucratic support. This framing guides readers to view MBG as part of the national development vision. The Lifestyle section features news that highlights the program's impact on the daily lives of families and communities. By placing MBG in this section, the media frames the program as something close to readers' everyday experiences, rather than merely a macro-level policy. Narratives in this section tend to emphasize public testimonials and personal stories, providing a humanizing impression.

The Health section directs the focus toward the health objectives of the program, particularly the fulfillment of schoolchildren's nutritional needs and the prevention of long-term health problems. Framing within this section positions MBG as a strategic public health intervention rather than merely a social assistance program. The Bulletin section features more concise and factual coverage, generally related to technical and logistical preparations. Placing news in this section frames MBG as a series of ongoing events, giving the impression of rapid progress and the program's up-to-date nature. A rubric is a section within a newspaper or magazine that contains news. It can also be defined as a special space that appears at regular intervals in a daily or weekly publication, featuring various issues relevant to that particular section, (Irmawati, Majid and Idris, 2023). Therefore, the placement of MBG news in specific sections is not merely a matter of technical classification, but rather a special space with its own thematic patterns and target audience, which indirectly shapes the framing or interpretive framework for readers.

Through this cross-section dissemination, iNews.id constructs a framing that unifies policy, health, everyday life, and field developments. From Edelman's perspective, this rubrification strategy broadens the reach of positive narratives about MBG, strengthens public acceptance, and minimizes the space for critical reader interpretations.

State Legitimacy and Social Harmony

The ideological category reflects the values, interests, and ideological objectives embedded in the construction of meaning around an issue. Ideology in media reporting is not always conveyed explicitly, but often appears through the choice of words, narratives, and sources of information used. The research findings indicate that MBG coverage in iNews.id consistently constructs an ideological category that affirms state legitimacy and promotes social harmony.

Many articles feature direct quotations from central and regional government officials that emphasize the success, commitment, and seriousness of the state in implementing the program. The dominant selection of government sources shapes the perception that the state is both the main actor and the primary source of truth regarding MBG. This aligns with the ideological framing that positions the government as the protector and supporter of public welfare.

The involvement of community organizations, especially those based on religion, is also an important part of the ideological construction in news coverage. For example, in reports highlighting support from religious organizations, MBG is framed as a policy that carries moral legitimacy, not just administrative legitimacy. This narrative reinforces the impression that the program does not stand alone, but receives broad support from various elements of society. Abidin (2017) It reveals that the media plays a role in activities oriented toward conflict resolution. In the context of MBG, this can be adapted to explain that collaboration between the central government, regional authorities, and community organizations is not merely a matter of technical implementation, but also serves to construct a framing of social harmony.

Issues with the potential to spark controversy, such as the funding sources of the program, are framed in a clarifying manner. News articles emphasizing that MBG funds do not come from zakat are intended to defuse potential polemics, so that the public continues to view the program in a positive light and free from value conflicts.

In addition, the relationship between the central and regional governments in program implementation is depicted as harmonious, with an emphasis on synergy and coordination. This framing constructs the ideology that national policies are effectively implemented through intergovernmental cooperation, while also projecting an image of political stability.

Overall, the ideological category in MBG coverage by iNews.id projects the state as an entity that is present, caring, and capable of maintaining social unity. Within Edelman's framework, this constructed ideology serves as a tool for mobilizing public support, strengthening political legitimacy, and asserting the narrative that state policy is a safe, moral, and beneficial solution for all. However, in principle, news that only accommodates bureaucratic circles means that information sources will also steer the understanding of the news content toward a bureaucratic perspective, (Kusumaningrum, 2019). The dominance of sources from the government or political elites shapes the news narrative according to their interests, and in the context of MBG, this reinforces state legitimacy while minimizing critical voices due to the lack of sources from other parties or groups opposed to the government's policy.

CONCLUSION

This study shows that iNews.id's coverage of the Free Nutritious Meal Program (MBG) between December 2024 and January 2025 is predominantly framed within an affirmative narrative. Through Murray Edelman's three framing dimensions categorization, rubrication, and ideological category the media presents MBG as a successful, beneficial, and worthy policy to support.

In the categorization dimension, all articles position MBG as a concrete solution to the nutritional problems of schoolchildren, with an emphasis on technical readiness, community participation, and the positive impact of the program. Rubrication spread across the National, Lifestyle, Health, and Bulletin sections broadens the scope of the issue, placing MBG not only as a state policy but also as part of everyday life, public health, and the development agenda. Meanwhile, the ideological category reveals the construction of the state's image as a protector and supporter of public welfare through narratives of moral legitimacy, central-local harmony, and clarification of sensitive issues such as funding sources.

Overall, the framing constructed by iNews.id tends to reinforce the political legitimacy of the government and minimize space for criticism. This indicates that the media plays a strategic role not only in disseminating policy information but also in shaping the construction of meaning and public perception aligned with the government's positive image regarding the MBG program.

The limitation of this study lies in its scope, which only covers a single online media outlet, iNews.id, with a limited number of articles and a relatively short time frame. This research also focuses on textual analysis of news articles without involving audience perspectives or data from editorial staff, so the results reflect the viewpoint constructed at the text level rather than public reception. Future research will be directed toward comparative studies with other media outlets also owned by political

practitioners, to examine differences or similarities in the framing patterns of MBG policy. This approach is expected to reveal how the political affiliations of media owners influence news construction and framing strategies used to shape public policy issues.

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