

ABSTRACT

FRAMING THE NEWS OF THE MAKAN BERGIZI GRATIS PROGRAM ON ONLINE NEWS PORTAL MEDIA (Pan & Kosicki Framing Analysis Study of Makan Bergizi Gratis Program in Kompas.com and Tirto.id Media Periode of October 2024 – January 2025)

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This research is motivated by the importance of the media's role in shaping public opinion towards national priority programs, such as the Makan Bergizi Gratis Program (MBG) initiated by President Prabowo Subianto to address stunting in Indonesia. The objective of this research is to understand the framing of messages regarding the Free Nutritious Meal Program in the media Kompas.com and Tirto.id during the period of October 2024 – January 2025. The main objective of this research is to analyse how the framing of news coverage regarding the MBG program is constructed by two online media with different characteristics, namely Kompas.com and Tirto.id. This study uses a qualitative approach with the Pan & Kosicki framing analysis model. The data collection technique was carried out through documentation of ten articles from each media outlet during the period from October 2024 to January 2025. The analysis was conducted by examining four framing structures: syntactic, script, thematic, and rhetorical. The research results show that Kompas.com tends to highlight the implementation aspects and officials' support for the MBG program, while Tirto.id is more critical by emphasising the technical aspects, costs, and sustainability of the policy. These findings indicate that the differences in framing are influenced by the editorial orientation of each media outlet. This research contributes to the understanding of how the media frames public policy and encourages critical public participation. The limitations of the research lie in the limited media coverage and analysis period, thus further studies are recommended to involve more sources and a broader time frame.

Keywords: Framing, Makan Bergizi Gratis, Kompas.com, Tirto.id, Pan & Kosicki, online media

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