

ABSTRACT

A Comparative Framing Analysis of News Coverage on the Rejection of the Free Nutritious Meal Program in Papua (Robert N. Entman's Framing Analysis on the National Media Kompas.com and the Local Media Jubi Papua During February 2025 Period)

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This study examines the framing of news coverage regarding the rejection of the Free Nutritious Meals (MBG) program in Papua by the national media outlet Kompas.com and the local media Jubi Papua during February 2025. Although the MBG program is intended to improve the nutritional intake of schoolchildren, its implementation sparked public protests in Papua. The media plays a significant role in shaping public perception of such policy issues. Employing a qualitative approach, this research utilizes Robert N. Entman's framing analysis model, which comprises four key elements: define problems, diagnose causes, make moral judgments, and suggest remedies. The findings reveal that Kompas.com frames the rejection as a result of ineffective communication, advocating for educational approaches and intensified outreach to promote the program's benefits. In contrast, Jubi Papua constructs the issue as a reflection of policy misalignment with local needs, emphasizing the lack of community participation. In terms of moral judgment, Kompas.com perceives the rejection as understandable if driven by a lack of information, while Jubi supports the community's right to demand more equitable policies. The two outlets propose different solutions: Kompas.com calls for program evaluation, whereas Jubi recommends reallocating the budget to support free education. Comparing national and local media framings is essential for understanding how divergent center-periphery perspectives shape meaning and influence public discourse.

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