

## **ABSTRACT**

### ***News Packaging of the Free Nutritious Meal Program on National Media Portals (Quantitative Content Analysis on Kompas.com and Detik.com 100 Days of Prabowo Gibran 21 October 2024 - 28 January 2025)***

Bazly Diptyo Ardotjondro<sup>1)</sup>, Naurissa Biasini, S.Si., M.I.Kom.<sup>2)</sup>

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

*This research shows how the news packaging of the Free Nutritious Meal Programme in the context of 100 days of Prabowo Prabowo Gibran's administration 21 October 2024 - 28 January 2025, which triggered polemics in the community. Using the Quantitative content analysis method and descriptive approach, this research examines the construction of media reality in the news based on the concepts of online media, online journalism, and news packaging. The research results from 193 news consisted of 96 articles on Kompas.com and 97 articles on Detik.com, with the frequency of the largest number of publications in January 2025. It was found that the different themes on Kompas.com tended to discuss planning and budgeting, while Detik.com highlighted programme implementation and politicians' responses. With the majority presented in the type of hard news, it indicates that the information is disseminated quickly and actually. All 5W+1H elements get a balanced portion in each news report. While the dominant source used by Kompas.com is the central government, Detik.com presents more local governments and the majority of news has a positive tone, indicating media support for the MBG programme as a national priority.*

**Keywords: News, News Packaging, Content Analysis, Free Nutritious Meal Program**

*Libraries* : 50

*Publication Years* : 2019 - 2025