

ANALYSIS OF THE FRAMING OF NEWS COVERAGE OF FOOD POISONING CASES IN THE MBG PROGRAM IN PIKIRAN RAKYAT AND TRIBUN JABAR

Fikar Firmansyah

Faculty of Social and Political Sciences, Universitas Swadaya Gunung Jati
Email: fikarfirmansyah22@gmail.com

Mukarto Siswoyo

Faculty of Social and Political Sciences, Universitas Swadaya Gunung Jati
Email: mukarto.siswoyo@ugj.ac.id

Dedet Erawati

Faculty of Social and Political Sciences, Universitas Swadaya Gunung Jati
Correspondensi author email: dedet.erawati@ugj.ac.id

Abstract

The motivation of this study comes from media reports of a food poisoning incident in the Free Nutritious Meals Program (MBG), which generated different constructions of reality in the online media. This study is aimed at analyzing the framing of this incident by both the Pikiran Rakyat and Tribun Jabar and to find the differences in the framing of this incident between Pikiran Rakyat and Tribun Jabar and to explain the implications of the differences in the framing of this incident between Pikiran Rakyat and Tribun Jabar on the public perception of government policy. The study is qualitative, based on the model of framing analysis (problem definition, cause identification, moral judgment, and recommendation for solution) of Robert Entman. Data gathering was conducted by analyzing news texts and as supplementary data by conducting interviews. The findings indicate that Pikiran Rakyat usually presents a case of implementation problem of the program, which can be fixed by administrative evaluation, while Tribun Jabar usually presents a case more critically, by highlighting the elements of policy responsibility and accountability. These differences in framing can be important for the public, as more critical framing can lead to skepticism about the program, while more moderate framing can help to keep audiences motivated in the program's goals. This study shows that the media is an agent of construction of reality in forming public opinion on social policies of the government.

Keywords: Framing, Online Media, MBG, Public Perception, Government Policy

INTRODUCTION

A government program, the Free Nutritious Meals Program (MBG) has been widely publicized. It has been developed to enhance school children's nutrition in the school environment and to ensure healthy food is available to all. The MBG is a social policy which has a direct effect on the community and reflects the government's intention to make a difference in the lives of its people, especially in the health and education sectors. Like all public policies, there are challenges and dynamics in implementing this programme (Sumardi et al., 2025). There were several sites where free food was being given and the outbreak of food poisoning cases was quite shocking. The incident immediately caught the attention of the online media and gave rise to several narratives on the program.

The media can make a significant decision as to what is viewed as important, who is accountable, and what is meant by the issue. Thus, the media's reporting of this case can affect the public's attitude (Hatta & Mursalim, 2025). In such cases, framing analysis is important because it helps to interpret the way these events are reported in the news in free meal programs. Framing is the media's process of editing and focusing on some aspects of reality to create a particular meaning in the minds of the audience. The media also has a framework that frames events in four aspects, namely through the issues defined, causes identified, moral judgments rendered and solutions recommended (Eriyanto, 2002). Media coverage can shape the public opinion of the effectiveness and credibility of the food poisoning policy in the context of the food poisoning incident related to the MBG program.

By analyzing media framing of food poisoning cases that occurred during the free meal program, this study will demonstrate how social reality is constructed and how meanings regarding the program's responsibility, failure, or success are shaped through the news reporting process by examining how the media frames this issue. Furthermore, from the perspective of Cultivation Theory, repeated exposure to news coverage can shape the public's perceptions of social reality (Syafrialdi, 2022)

RESEARCH METHOD

This study employs a qualitative approach using the framing analysis method. The qualitative approach was chosen because this study aims to understand the constructions of meaning created by the media in their coverage of food poisoning cases in the Free Nutritious Meals Program (MBG), rather than to measure the extent of the influence statistically. According to Moleong & Surjaman, (2018), Qualitative research not only measures variables but also seeks to understand social phenomena from the participants' perspective. This method allows researchers to understand how the media selects, highlights, and constructs the issue of food poisoning in a specific context, which in turn influences public

perceptions of government policies.

The object of this research is news articles concerning food poisoning cases related to the Free Nutritious Meal (MBG) Program published by the online media Pikiran Rakyat and Tribun Jabar. These two media outlets were selected because they are regional online media in West Java that consistently reported the food poisoning cases from the initial incident through its subsequent developments. In addition, both media demonstrate different editorial approaches in reporting public policy issues, making them appropriate for comparing media framing. Although this study focuses on only two media outlets, they were considered sufficient to represent variations in regional online news framing due to their consistent coverage of the issue, distinct framing characteristics, and similarities with broader reporting trends in other online media. Therefore, the analysis aims to provide an in-depth understanding of framing practices within the selected media rather than to generalize the findings to all Indonesian media.

Data were collected by compiling relevant news articles published during the period in which the food poisoning cases emerged and developed. To ensure data credibility through source triangulation, this study also conducted in-depth interviews with Muhammad Bayu Pratama, Editor of Pikiran Rakyat, Eki Yulianto, Reporter of Tribun Jabar, and three public informants, namely Fajar Setiawan, Faisal Rizal, and Ghina Amaliyah. The interviews provided additional insights into the news production process, editorial policies, framing considerations, and public perceptions of the news narratives presented by the two media. Consequently, the analysis was based not only on news content but also on the perspectives of media practitioners and audiences.

All collected data were analyzed using Robert Entman's framing analysis, which consists of four analytical elements: define problems, diagnose causes, make moral judgment, and treatment recommendation. These analytical categories were used to identify how each media outlet framed the food poisoning cases in the MBG Program, compare the framing patterns between Pikiran Rakyat and Tribun Jabar, and examine their implications for public perceptions of government policy. The findings were subsequently interpreted in accordance with the research objectives and research questions.

RESULT

The results of this study reveal several findings regarding the framing of news on food poisoning cases in the Free Nutritious Meal (MBG) Program published by Pikiran Rakyat and Tribun Jabar. Although both media reported the same issue, differences were identified in the way they selected facts, emphasized particular aspects of the event, and presented the issue to the public. To provide a systematic presentation, the findings are organized according to the three research questions of this study.

The Role of the Media in Framing Coverage of Food Poisoning Cases on the MBG Program

The findings show that online media played an important role in framing news coverage of food poisoning cases in the Free Nutritious Meal (MBG) Program. Analysis of *Pikiran Rakyat* and *Tribun Jabar* revealed that although both media reported the same incidents, they differed in their selection of facts, news sources, language, and issue emphasis, resulting in different representations of the event.

Pikiran Rakyat primarily framed the food poisoning cases as issues of policy implementation and program governance. Its coverage extended beyond describing the incidents by highlighting weaknesses in monitoring systems, food safety standards, and the need to evaluate the implementation of the MBG Program.

In contrast, *Tribun Jabar* focused more on developments in the field, including the victims' conditions, medical treatment, examination results, and expert explanations regarding the health impacts of food poisoning. The use of sources from health authorities and medical professionals reflected its emphasis on delivering factual, timely, and educational information to the public.

Overall, the findings indicate that both media not only disseminated information but also constructed different perspectives on the same event. While *Pikiran Rakyat* emphasized policy evaluation and governance, *Tribun Jabar* focused on the incident's development, health impacts, and public education, illustrating how editorial priorities shape media framing.

Differences in the Framing of News Coverage of Food Poisoning Cases on the MBG Program Between *Pikiran Rakyat* and *Tribun Jabar*

The results of the research indicate that *Pikiran Rakyat* and *Tribun Jabar* reported on the same event which was the food poisoning case of the Free Nutritious Meals Program (MBG), but there were differences in the way they framed the event. The differences between the two media are manifested in their definitions of the problem, the focus of their coverage, sources, language use, and solutions to the problem. These are the results of an analysis of some news articles published by both media, which were further verified through interviews with Muhammad Bayu Pratama (Editor of *Pikiran Rakyat*) and Eki Yulianto (Reporter of *Tribun Jabar*).



Figure 1. A screenshot of a Pikiran Rakyat news headline regarding the food poisoning case on the MBG program
Source: Pikiran Rakyat Website, 16 October 2025

A Pikiran Rakyat article titled “Alleged Recurring MBG Poisoning in KBB, JPPI Highlights Systemic and Governance Failures” indicates that the media frames the food poisoning cases in the MBG Program not as isolated incidents, but as an indication of weaknesses in the program’s implementation system. The term ‘alleged poisoning’ is used due to media caution in communicating information until the results of the investigation have been confirmed. The term "systemic and governance failures" draws readers' attention to the policy and program management elements, thereby ensuring that attention is paid to not only the victims, but also to the need for a complete assessment of the implementation system of the MBG Program. These headlines suggest a focus in the media on program management rather than just the incident of poisoning.

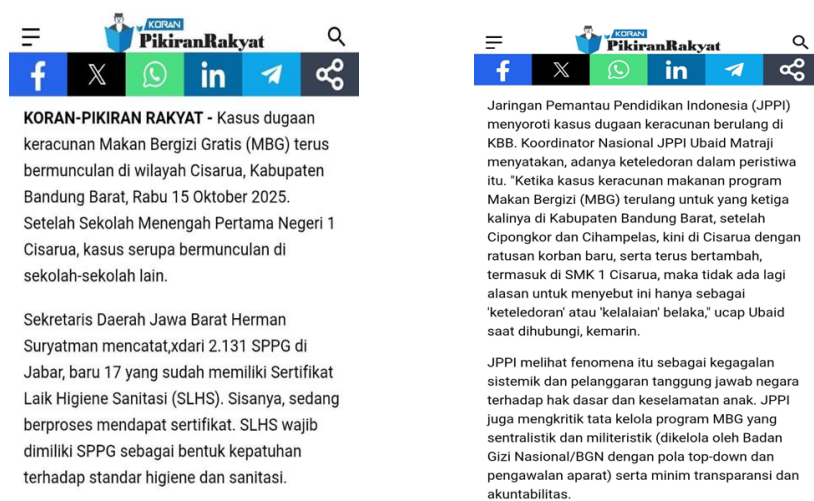


Figure 2. A screenshot of a Pikiran Rakyat news article addressing the issue and identifying causes of food poisoning in the MBG program
Source: Tribun Jabar Website, 16 October 2025

According to Pikiran Rakyat, the MBG poisoning cases are an issue of suboptimal implementation of the program. This is supported by SPPG statistics, which indicate that very few SPPGs have acquired a Certificate of Hygiene and Sanitation Compliance (SLHS) and the distribution of MBG task forces is not uniform, with some districts/cities having none at all. The media consequently interprets the case as not only a poisoning case, but also as a sign of shortcomings in program implementation. Pikiran Rakyat put it as a problem with governance of the MBG Program. The recurrence of such incidents cannot be considered as only technical negligence, but also as the result of weak transparency, accountability, and oversight in implementing such a program, the media focused readers on this, according to a statement from the Indonesian Education Monitoring Network (JPPI).

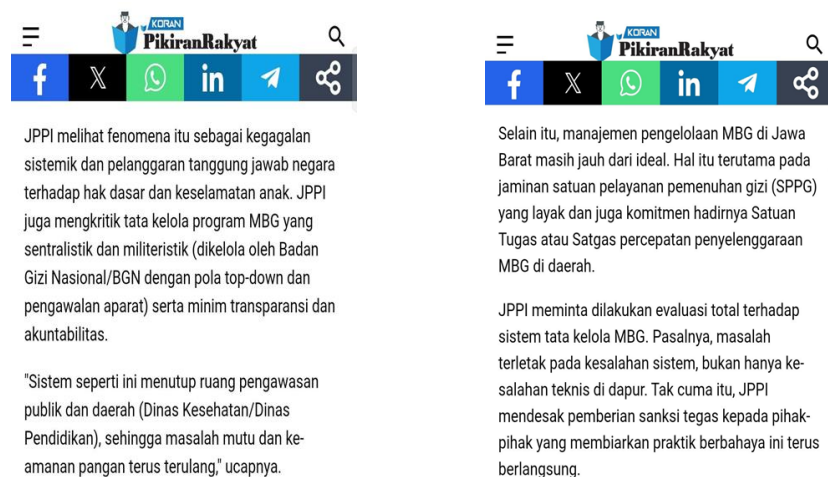


Figure 3. A screenshot of a Pikiran Rakyat news article offering a moral assessment and featuring recommendations for resolving of the food poisoning case on the MBG program

Source: Tribun Jabar Website, 16 October 2025

As JPPI sees the reoccurrence of poisonings as a systemic failure and a failure to uphold the state's responsibility to ensure children's basic rights and safety, Pikiran Rakyat provides a moral assessment. The principle of 'balance' is implemented in the media by quoting criticism, without actually stating an editorial viewpoint. Pikiran Rakyat made a number of recommendations for a resolution that would include: formation of a task force, improving the standards of SPPG, a full assessment of the governance of the MBG Program, and a sanctioning of those responsible. This framing suggests that it should be addressed by systemic reforms that would prevent further occurrences of such incidents.

Through the news analysis, Pikiran Rakyat seems to develop its reporting gradually, always making sure the information and content are right before coming to a conclusion. It is clear in the early reports, before official test results are released

by the Health Department, that this is a case of suspected poisoning. The editorial team decided not to use definitive terms until they were sure of the cause of the incident. This approach has shown the *Pikiran Rakyat*'s value; not the speed of news delivery but the accuracy of information. *Pikiran Rakyat* also provided attention to the terminology, but included reports with more detailed explanations of the investigative process, laboratory tests results, responses of local government officials and the National Nutrition Agency (BGN), evaluation measures taken after the appearance of the cases, etc. Opinions on the implementation of the MBG Program were expressed indirectly via opinions of sources and observers, while the principle of balance was maintained in the reporting.



Figure 4. Screenshot of a Tribun Jabar news headline regarding a food poisoning case on the MBG program
Source: Tribun Jabar Website , 24 September 2025

This headline also offers a different angle, focusing on the legal responsibility in the MBG food poisoning case, and highlighting the issue of accountability and the need to hold responsible parties to account. This trend is reflected in a *Tribun Jabar* piece entitled “Don't Underestimate the MBG Food Poisoning Case; IDAI Reveals the Risk of Complications for Children”. In that report, *Tribun Jabar* featured a source from the Indonesian Pediatricians Association (IDAI) who emphasized that cases of food poisoning should not be taken lightly because they have the potential to cause serious complications, such as kidney damage, joint inflammation, and neurological disorders. The choice of this source suggests that *Tribun Jabar* is making a moral judgment that children's safety be the primary concern in the implementation of the MBG Program.



Figure 5. A screenshot of a Tribun Jabar news article discussing the issue and identifying the causes of food poisoning in the MBG program
Source: Tribun Jabar Website , 24 September 2025

Tribun Jabar defines the MBG poisoning cases as an issue that is not isolated but has occurred repeatedly in various regions across West Java. The mention of several regions reinforces the view that these cases are an issue with widespread impact and therefore deserve public attention. Tribun Jabar said suspected food quality concerns (foods with an off odor in particular) were to blame for the problem. While the probe is still underway, the media outlet reported that the investigation has started to impact the public's views on the possible cause of the issue based on the reports of witnesses on the scene.

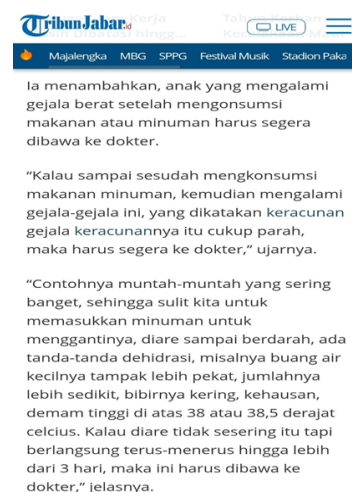


Figure 6. A screenshot of a Tribun Jabar news article offering a moral judgment and recommendation for resolving on the food poisoning case featured on the MBG program
Source: Tribun Jabar Website , 24 September 2025

Tribun Jabar provided a moral assessment by featuring the perspective of the Chair of the ETIA IDAI Working Committee, who emphasized that cases of food poisoning should not be taken lightly because they have the potential to cause serious complications. The use of expert sources strengthened the legitimacy of the report while also shaping the perception that child safety is an aspect that must be prioritized. IDAI provided health education to suggest treatment in Tribun Jabar. Severely affected children should be rushed to health facility by the media advised immediately after becoming poisoned. The presentation of this information is a testament to the fact that news reporting is not only a way of informing people about an event but also a way to inform them what to do.

As against *Pikiran Rakyat*, Tribun Jabar emphasizes more the immediacy of events. The Tribun's analysis of the news coverage tends to stress the time sequence of events, the number of victims, the physical state of the victims at the scene, and the quick response by various parties following the occurrence of the event. It is presented in a manner very similar to the public's, to help readers see the impact of the incident in the real world. Alongside coverage of the cause of the poisoning, news coverage highlights the impacts of the poisoning on the community, especially on students as recipients of the MBG Program.

The research results also show variability in news diction and news headlines. *Pikiran Rakyat* prefers using informative headlines with the use of facts that have been verified. By contrast, Tribun Jabar tends to have more headlines that focus on what's new about a story, rather than what the story's about. However, both news agencies refrain from using inflammatory or over-bowled terms.

On the basis of these results, it can be concluded that there is the difference between *Pikiran Rakyat* and Tribun Jabar in the process of framing the food poisoning incident at MBG Program. While *Pikiran Rakyat* focuses on the verification process, the reliability of the information, and cautiousness in the presentation of news, Tribun Jabar gives more attention to the real timeliness of the event, its closeness to the ground realities, and the social impact it causes to the community. The media can be seen as having different editorial policies and perspectives in the process of creating the reality of a particular event, as there is a similarity in the contents of the reporting for each media outlet.

Media Framing of Food Poisoning Cases in the MBG Program and Its Implications for Public Perceptions of Government Policy

The findings indicate that media framing of food poisoning cases in the Free Nutritious Meal (MBG) Program influenced public perceptions of government policy. Based on interviews with three public informants, namely Fajar Setiawan, Faisal Rizal, and Ghina Amaliyah, online media became the primary source of information that shaped public perceptions of government preparedness, food safety, and the need to evaluate the implementation of the MBG Program.

All informants stated that continuous media coverage enabled them to understand the chronology of the incidents, the parties involved, and the government's response. Fajar Setiawan viewed the media as a form of social oversight that encouraged evaluation of the MBG Program. He also noted that the initial coverage focused mainly on program failures, although subsequent reports gradually presented government clarifications and corrective actions. Faisal Rizal believed that media coverage emphasized implementation problems more than the objectives of the program, creating the impression that the MBG Program was less successful than its actual implementation. Meanwhile, Ghina Amaliyah considered the media an important instrument for monitoring public policy, but acknowledged that repeated reports of food poisoning strengthened public concerns regarding government readiness.

The findings also show that media framing influenced public trust in the media. All informants appreciated balanced reporting supported by credible sources and explanations of both the causes of the incidents and the government's response. However, they considered sensational or conflict oriented reporting capable of creating excessive negative perceptions of the MBG Program.

Overall, the findings suggest that media framing influenced public evaluations of the implementation of the MBG Program without reducing support for its primary objective. Although the coverage raised concerns regarding food safety, supervision, and government preparedness, all informants agreed that the MBG Program remained a beneficial public policy that should continue to be implemented while strengthening supervision, food safety standards, and program governance.

Discussion

The discussion in this study is based on the research findings regarding the framing of news on food poisoning cases in the Free Nutritious Meal (MBG) Program by *Pikiran Rakyat* and *Tribun Jabar*. The findings are interpreted using Robert Entman's framing theory to explain the differences in news framing between the two media outlets, while George Gerbner's cultivation theory is used to examine the implications of media framing for public perceptions of government policy. Furthermore, the discussion is supported by relevant previous studies to strengthen the interpretation and contextualization of the research findings.

The Role of the Media in Framing Coverage of Food Poisoning Cases on the MBG Program

The findings indicate that online media play a significant role in shaping public understanding of food poisoning cases in the Free Nutritious Meal (MBG) Program. Although *Pikiran Rakyat* and *Tribun Jabar* reported the same incidents, each media outlet emphasized different aspects according to its editorial orientation. *Pikiran Rakyat* focused on governance, transparency, and policy

evaluation, whereas Tribun Jabar emphasized health impacts, child safety, and public awareness. These findings support Entman, (1993) framing theory, which argues that media shape public understanding by selecting and emphasizing particular aspects of reality.

The findings are consistent with Hatta & Mursalim, (2025), who argue that media framing influences how the public perceives the implementation of the MBG Program through the selection and emphasis of news facts. Similarly, Pranandana et al., (2025) found that media covering the same issue may construct different realities based on differences in source selection, presentation of facts, and editorial perspectives. The present study confirms these findings, demonstrating that the two media outlets framed the same food poisoning incidents differently despite reporting identical events.

Overall, this study confirms that online media function not only as channels for disseminating information but also as institutions that construct social reality. Through the selection of facts, sources, language, and issue emphasis, media framing influences how the public interprets policy implementation and evaluates government responses to the MBG Program.

Differences in the Framing of News Coverage of Food Poisoning Cases on the MBG Program Between Pikiran Rakyat and Tribun Jabar

The findings indicate that Pikiran Rakyat and Tribun Jabar framed food poisoning cases in the MBG Program differently. These differences are discussed through the four framing dimensions proposed by Robert Entman framing model.

Defining Problems

In the define problems dimension, Pikiran Rakyat framed the food poisoning cases as issues requiring careful verification before drawing conclusions. The use of the term suspected poisoning reflected the media's commitment to accuracy and balanced reporting based on official confirmation. In contrast, Tribun Jabar framed the incidents as urgent public issues by emphasizing their direct impact on students and the wider community. This difference illustrates how each media outlet defined the same event according to its editorial priorities. These findings support Entman, (1993), who argues that media define problems by selecting which aspects of reality deserve greater public attention.

Diagnosing Cause

In the diagnose causes dimension, Pikiran Rakyat identified the causes cautiously by relying on investigations and official confirmation before attributing responsibility. Conversely, Tribun Jabar emphasized operational problems, including food preparation, distribution, hygiene standards, and supervision of food providers. This indicates that Pikiran Rakyat prioritized verification, whereas Tribun Jabar focused on practical implementation issues affecting the occurrence of the incidents.

Moral Judgement

Regarding moral judgement, Pikiran Rakyat presented criticism through statements from credible sources while providing opportunities for government clarification, reflecting a balanced editorial approach. Meanwhile, Tribun Jabar placed greater emphasis on the responsibility of government institutions to improve program implementation while maintaining balanced reporting through multiple sources. These differences demonstrate how each media outlet constructed moral evaluations according to its editorial perspective.

Treatment Recommendation

In the treatment recommendation dimension, Pikiran Rakyat emphasized strengthening food safety standards, improving monitoring systems, and evaluating policy implementation. Tribun Jabar focused on comprehensive improvements in program governance, greater transparency, and stricter supervision of food quality. Although both media proposed solutions to prevent similar incidents, their recommendations reflected different editorial emphases on improving the implementation of the MBG Program.

Overall, the findings demonstrate that media objectivity does not necessarily produce identical representations of reality. Although Pikiran Rakyat and Tribun Jabar adhered to the same journalistic principles, each emphasized different aspects of the food poisoning cases according to its editorial orientation. Pikiran Rakyat prioritized verification and policy evaluation, whereas Tribun Jabar emphasized immediacy, community impact, and public health information. These differences produced distinct constructions of reality that shaped public perceptions of the implementation of the MBG Program.

Media Framing of Food Poisoning Cases in the MBG Program and Its Implications for Public Perceptions of Government Policy

Public perceptions of government policy are shaped not only by direct experience but also by information presented through the media. In the case of the food poisoning incidents associated with the Free Nutritious Meal (MBG) Program, online media influenced public understanding by emphasizing different aspects of the issue, resulting in varying evaluations of policy implementation. These findings support George Gerbner's Cultivation Theory, which suggests that continuous media exposure influences audiences' perceptions of social reality. Repeated coverage of food poisoning cases increased public awareness of food safety, program implementation, and government accountability in managing the MBG Program.



Figure 7. Public Reaction to Media Coverage of the MBG Poisoning Case on Social Media.

Source: Source: Instagram @pikiranrakyat, 2025

Public perception is also affected by the media's framing of an event, as well as the intensity of news coverage. This situation is consistent with Robert Entman, (1993) which states that the media selects facts to report and framing is the process by which the media chooses which aspects to emphasize, which affects how people perceive an event. The framing processes of both media outlets produced varying emphasis on the food poisoning incident in the MBG Program and resulted in varying perceptions of the public that emphasized more on evaluation of program implementation, improvement of program oversight quality, and accountability of government in implementing program policies.



Figure 8. Public Reaction to Media Coverage of the MBG Poisoning Case on Social Media.

Source: Instagram @tribunjabar, 2025

These findings are consistent with Maulana & Lukmantoro, (2025) who found that media framing influences public perceptions of the effectiveness of government policies by emphasizing particular aspects of the MBG Program. Similarly, Hatta & Mursalim, (2025) reported that media portrayals focusing on

implementation problems rather than program achievements significantly shape public evaluations of government performance. The present study likewise found that extensive reporting on food poisoning incidents encouraged greater public attention to the implementation of the MBG Program.

Although the coverage raised concerns about food safety and program supervision, interviews with public informants indicated that it did not reduce public support for the primary objective of the MBG Program, namely improving children's nutritional intake. Instead, the media framing encouraged demands for stronger supervision, improved governance, and greater government accountability. These findings also reflect Robert Entman's framing perspective, in which different emphases in news reporting influence how audiences interpret and evaluate the same public issue.

CONCLUSION

The result of this study is that the coverage of food poisoning cases in the Free Nutritious Meals Program (MBG) is the construction of reality resulting from the media framing process. The analysis, derived from Robert Entman's model, determined that the media are actively involved in defining the problem in different ways for different events, identifying the causes of the same events, providing moral judgments of the events, and recommending solutions to the same events. The cases were presented by *Pikiran Rakyat* as technical problems in program implementation that can be solved by administrative evaluation, and by *Tribun Jabar* from an even more critical perspective by emphasizing the policy responsibility and accountability. Such framing differences can shape public perceptions of government policies, with more critical news coverage leading to the development of a more skeptical attitude, and more evaluative news coverage leaving a level of trust in the goals of the program. The results of this study support the relevance of the framing theory and cultivation theory to the study of the relationship between media and the development of social perceptions; and the strategic role of the media in shaping public opinion on social policies. This study, however, is significant for the study of public policy communication research and has some limitations concerning the number of media outlets and the length of the period analyzed. Future studies are hence encouraged to broaden the scope and use a more diversified methodological approach to have a more complete picture.

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