

BETWEEN FARMERS' VOICES AND THE GOVERNMENT'S IMAGE: FOOD SECURITY NARRATIVES IN LAMPUNG'S LOCAL MEDIA (2021–2025)

Abdul Firman Ashaf

University of Lampung
abdul.firman@fisip.unila.ac.id

Andy Corry Wardhani

University of Lampung
andy.corry@fisip.unila.ac.id

Tina Kartika

University of Lampung
tina.kartika@fisip.unila.ac.id

ABSTRACT

This study analyzes the response of local media in Lampung Province to the issue of food security through news. Using thematic analysis, this study examines news from seven local media—TVRI Lampung, Lampung Post, RMOL Lampung, Antara, Tribunlampung, Radar Lampung, and Konsentris—in the 2021–2025 period. The findings show a diverse framing pattern. Government media (TVRI Lampung and Antara) consistently frame food security as an issue that has been successfully addressed through government programs, emphasizing production and modernization, and limiting critical voices. Independent media (Lampung Post, Tribunlampung, RMOL Lampung, Radar Lampung, and Konsentris) present a more diverse frame, highlighting policy failures, farmers' difficulties, environmental crises, and structural poverty. This creates a fragmented public discourse, where audiences accessing different media have different understandings of the reality of food security. The media serves as information providers, policy watchdogs, community empowerment, government narrative balancers, and agents of social change. However, news is still descriptive, reactive, and event-focused, lacking in digging into the root causes of problems and long-term solutions. This study recommends increasing the depth and sustainability of news, diversifying sources, strengthening media independence, and cross-sector collaboration. Comparisons with global experiences in Nigeria, Kenya, Ethiopia, and Algeria offer valuable lessons for strengthening the role of local media in food security communication.

Keywords: food security, local media, thematic analysis, media framing, Lampung Province

INTRODUCTION

Food security is one of the strategic pillars of national development that is not only related to food availability, but also concerns accessibility, supply stability, and quality of public consumption. Indonesia, as a country with a population of more than 270 million people, faces complex challenges in realizing inclusive and sustainable

food security. These challenges include the conversion of productive agricultural land, climate change that threatens the planting cycle, fluctuations in global commodity prices, and inequality in food distribution between regions. In the context of decentralization that has taken place since 1999, local governments have greater authority in managing food policy, but capacities and priorities vary widely between regions. Some regions face the problem of surplus production that is not absorbed by the market, while others struggle with chronic food insecurity and dependence on supplies from outside the region.

In these dynamics, the mass media plays a role that cannot be ignored. The media is not just a channel for the transmission of information, but an actor that actively constructs reality through the process of selecting, promoting, and framing issues. Through agenda-setting and framing mechanisms, the media determines what issues are considered important by the public and how they are understood. When the media reports on food security, the choice of narrative taken will shape public perception and in turn influence policy priorities. Studies of how the media frames food issues have been conducted in various parts of the world, and the findings provide a diverse picture of the complexity of the relationship between media and food security.

Studies of the relationship between media and food security have evolved in recent decades, although they are still dominated by research in high-income countries. Theoretically, agenda-setting frameworks and framing are the main foundations in understanding how food issues are produced and communicated by the media. A quick review of the literature on media framing of food poverty and food insecurity in high-income countries shows that nuanced understanding of these issues is still rare. Problems are often narrowly defined through the use of food banks, and the consequences are primarily focused on physical health, while the structural and social dimensions of food insecurity receive less attention (Kerins et al., 2023). These findings indicate the need for a major shift in print media discourse on food poverty and food insecurity.

A similar pattern was also seen in the study in Ireland. An analysis of broadcast media coverage from November 2017 to April 2023 using Entman's framing theory as an a priori framework found that media framing tends to orient food poverty to discourses around poor workers, the 'eligibility' of aid through food banks, or government failures (Kerrigan et al., 2025). This study recommends that the voices of those affected by food poverty be included centrally in news and news production culture needs to focus on a more constructive approach to journalism. These findings confirm that media framing of food issues not only reflects reality, but also shapes the way the public understands who is responsible and what solutions are considered feasible.

In Germany, an analysis of newspaper discourse from 2018 to 2024 reveals how food poverty and food insecurity are framed, as well as how these representations construct notions of social inclusion and exclusion in public discourse. This study identifies the existence of structural injustices and market failures that emphasize systemic inequality (Bartelmeß & Beirle, 2026). These findings suggest that media framing of food issues is strongly influenced by a country's political and economic context, and can reinforce or challenge dominant narratives about state and market responsibility.

In the UK, media analysis of food insecurity mothers since the 2008 global financial crisis showed that coverage increased throughout the period studied, peaking in 2020–2021. Articles mainly contained sympathetic voices, and constructed narratives portrayed food-insecure mothers as deserving of support. The UK government was portrayed as the main cause of food insecurity, while food aid providers were portrayed as the main helpers (Sosenko et al., 2022). This study shows that media can be used to call for government action and advocate for women's right to food, but also highlights the limited focus on print media.

In Nigeria, a comparative study of the coverage of the Punch and Guardian newspapers throughout 2023 found that the Guardian had a higher volume of articles on food insecurity, by making extensive use of its agriculture section. Both newspapers tended to place news on food insecurity on the inside page, with the Punch tending to report more unfavorable news than the Guardian which had a balanced news mix (Adegboyega, 2025). The study recommends diversifying sources, improving visual representation, and strategic news placement to increase public awareness and policy impact. These findings highlight the importance of organizational and editorial factors in shaping food coverage, as well as how differences in media orientation can result in fragmented public discourse.

In Ghana, an analysis of the evolution of media coverage of genetically modified organisms (GMOs) after the approval of the first GM crop showed that coverage on food safety increased significantly post-approval. Prior to approval, 52.63% of Myjoyonline articles focused on food safety, and this figure increased to 72.22% post-approval. Meanwhile, Ghanaweb experienced an increase in articles on food safety from 28.57% to 76.19% (Gakpo, et al., 2024). The study concludes that media coverage of GMOs in Ghana is framed as a food safety issue, reflecting the high level of food insecurity in Africa and the large audience interest in the issue.

At the global level, an analysis of the news media's framing of the 2007–2008 food price crisis reveals that the media's representation of food price spikes is partly framed by Western geopolitical anxieties about the 'threatening rise of Asia', and presents the 'fast-growing Asian appetite' as one of the main causes of the crisis (Gong & Le Billon, 2014). This study highlights the importance of critical inquiry into the geopolitical representation of food insecurity and the need to open up media

space for the 'counter-geopolitics of food security'. These findings suggest that media framing of food is inseparable from global power dynamics and geopolitical interests.

In Indonesia, research on media and food security has been conducted in various regions with mixed findings. The study on youth representation in agriculture and food security analyzed five Indonesian national media sources from 2010 to 2020 using critical framing analysis. The results show that state and non-state actors frame youth reduction from agriculture as a food security issue and propose policy solutions that focus on 'modern' agricultural techniques. This analysis reveals contrasting portrayals of youth in agriculture: youth are often portrayed as reluctant to farm, but also as innovative adopters of modern agricultural techniques, equipment, and digital technologies. This study argues that the media frame reflects and reinforces the dominant discourse of state and non-state actors, who have a productivityist orientation, and propose technical and capital-intensive agricultural solutions to food insecurity, while the news media pays less attention to structural barriers such as limited access to land and financing and unfavorable trade terms (Toumbourou et al., 2023).

Research on the political dynamics of urban food security policies in Makassar found that media framing is used massively to enhance a positive image of leadership and attract community participation. This study, which analyzed the implementation of urban food policies from 2013 to 2023, found that food policy in Makassar is more indicative of political mobilization than purely food security policies to help communities. Failures in policy planning were found in limited technical analysis, where urban communities were not prepared for agricultural activities, including planting, crop maintenance, and tillage (Sudarmono, 2024). These findings confirm that the media does not operate in a vacuum; it interacts with policy actors in shaping food discourse that ultimately influences policy practices.

The research on industrial agricultural hegemony in Indonesia analyzes a corpus of discourses consisting of online media coverage of food estates, along with social media content from an indigenous food activist. This analysis reveals that industrial agriculture is maintained through discursive formations that frame these projects as the primary solution for food security and economic well-being. However, this hegemony project remains opposed by civil society organizations that articulate a food sovereignty discourse rooted in biodiversity and indigenous knowledge, creating a clear discursive frontier to the country's industrial narrative (Chiang, 2026). These findings suggest that the media discourse on food is an arena of contestation between actors who have different interests and visions about the future of Indonesia's food system.

A study on rice import news in the Philippines and Indonesia analyzed news content published in 2022. The study found that many issues of professionalism and

commercialization affect the framing of rice imports in both countries. Government officials appear to be the preferred source of information, while farmers are left out of the news. In terms of news quality, there is some evidence of a healthy discourse in the Philippines on rice imports, while the same cannot be said in Indonesia. The issue of depth is noted in the news (Dumale & Rachman, 2025). These findings highlight the importance of professional and commercial factors in shaping food coverage, as well as how the quality of news can vary between countries with different media contexts.

Based on the literature review above, there are several research gaps that need to be filled. First, most studies on media and food security focus on high-income countries, while studies in low- and middle-income countries, including Indonesia, are still very limited (Kerins et al., 2023; Kerrigan et al., 2025). In fact, the characteristics of media and the dynamics of food security in these countries are very different, so generalizations of findings from Western contexts need to be tested and developed in specific local contexts.

Second, there is still a sparsely limited literature on media and food security in Indonesia that explicitly links framing analysis to a broader food policy framework. In fact, the media does not operate in a vacuum; it interacts with policy actors, non-governmental organizations, and farmer organizations in shaping food discourse. An approach that combines framing analysis with public policy analysis will be able to explain how media discourse enters the policy formulation process, and conversely, how food policy shapes the media agenda.

Third, the study of media and food in the Global South is still very limited, as recognized in the international literature. Most theoretical frameworks on framing and agenda-setting are developed in Western media contexts, with assumptions that may not be fully applicable in countries with different media characteristics, such as the strong linkages between media and countries, the dominance of media conglomerates, and the high penetration of social media. Therefore, research in diverse Indonesian contexts has the potential to make a theoretical contribution by testing and developing existing frameworks in specific local contexts.

Based on the description above, this study aims to systematically analyze how local media in Lampung Province respond to food security issues through their reporting, using thematic analysis to identify dominant patterns, themes, and narratives. Thus, this research is not only academically relevant, but also has social and policy urgency. In the midst of increasingly complex food security challenges—ranging from climate change, global price volatility, to political transition—the ability of the media to present accurate, balanced, and contextual information is a prerequisite for the realization of an inclusive and sustainable food system. Lampung Province, as one of the main pillars of national food, is the right locus to examine how the media plays this role.

METHODS

Thematic analysis is used to identify, classify, and interpret patterns of meaning that appear in local media coverage of Lampung Province regarding food security. This approach was chosen because the research data is in the form of news texts that are rich in meaning and context, so it is not enough to analyze just by calculating the frequency of words or the number of news. Thematic analysis allows researchers to understand how local media respond to food security issues, what themes are dominant, the actors highlighted, and the solutions offered. This approach has also been widely used in media and food research, including in the context of low- and middle-income countries. Thus, this analysis complements the agenda-setting and framing approach that has been described in the introduction, but emphasizes the process of organizing meaning systematically (Braun & Clarke, 2006).

The formulation of the research begins by setting research questions. First, how do the local media in Lampung report on the issue of food security? Second, what themes emerge from the news? Third, how does the media respond to the food policy of the local and national governments? Fourth, is there a difference in emphasis between local media? These questions become the direction in the process of codification and theme formation. This kind of research question is in line with qualitative research practices that emphasize the exploration of meaning and context (Braun & Clarke, 2012).

The object of the research is local media news in Lampung Province, such as Lampung Post, Lampung Radar, Tribun Lampung, as well as regional online media such as Concentris, Antara, RMOL Lampung, and local television, namely TVRI Lampung. The period of news data collection is limited to 2021–2025, to capture the dynamics of the latest food issues. The unit of analysis is news articles, including live news, in-depth reports, and analysis articles that discuss food security. The inclusion criteria include texts containing the keywords "food security", "food", "agriculture", "food prices", "self-sufficiency", "food barns", "land conversion", "farmers", "food distribution", and "food reserves". This procedure follows the principle of systematic and transparent data collection in thematic analysis (Braun & Clarke, 2006).

RESULTS AND DISCUSSION

A. Results

This study analyzed news coverage of food security issues in seven local media in Lampung Province, namely TVRI Lampung, Lampung Post, RMOL Lampung, Antara, Tribunlampung, Radar Lampung, and Konsentris. The seven media were chosen because they represent a diverse spectrum in the local media landscape in Lampung—ranging from government-owned media (TVRI Lampung and Antara),

local print media with an independent orientation (Lampung Post, Tribunlampung, and Radar Lampung), online media with a critical perspective (RMOL Lampung), to community-based media that focus on environmental and social justice issues (Konsentris).

The news period analyzed covers the time range from 2021 to 2025, with an emphasis on 2024–2025 as the main period. The selection of this period is based on the consideration that the time range reflects the dynamics of food policy that is quite intense, including the launch of the Free Nutritious Meal (MBG) program, the acceleration of the planting season in response to drought, and the discourse of restricting imports of certain food commodities.

Narrative of TVRI Lampung News

TVRI Lampung, as a government-owned media, displays a consistent news pattern in forming a positive narrative on government programs in the field of food security. Food security is presented as a problem that has been handled well through various technical programs. The government is positioned as the main actor and "savior" through the policies that are discussed.

The news titled "Overcoming Drought, Lampung Province Will Accelerate the Planting Season" which aired on June 25, 2024 is a concrete example of how TVRI Lampung constructs a narrative of optimism. The Regional Secretary of Lampung Province, Fahrizal Darminto, explained a series of strategies in dealing with the dry season—accelerating planting, increasing the planting index, improving irrigation, drilling wells, pumping, and the use of drought-resistant seeds. Fahrizal's statement, *"You can say that we already have experience in facing the dry season,"* became a symbol of optimism that at the same time closed the dialogue space with the aspirations of the community. On the same occasion, he emphasized that inflation in Lampung Province is "still very safe," even though nationally shallots and chili affect inflation.

Another news titled "Bulog Lampung Ready to Receive Farmers' Corn Production" which aired on September 9, 2024 highlighted the increase in the number of partners and warehouses by Bulog to accommodate farmers' crops. The head of Perum Bulog Lampung Regional Office, Norman Susilo, stated that the number of corn partners had increased from 10 to 27. Meanwhile, the news "Lampung Provincial Government Prepares Rp 30 Billion for Free Nutritious Meal Program" which aired on January 14, 2025 featured the allocation of funds and the involvement of MSMEs in the MBG program.

The reporting pattern of TVRI Lampung shows the characteristics of the government media that functions as a mouthpiece for state programs. The consistent selection of sources from among government officials—Fahrizal Darminto, Norman Susilo, and Freddy—confirms the orientation of news in favor of

the government. The narrow space for citizens or farmers to have their voices is a characteristic of TVRI Lampung news, where the information presented tends to highlight success without opening up space for criticism. This pattern is in line with the findings of a study on Algerian public television that shows that public television plays a role as a "spokesperson for the highest authority of the state" in discussing important issues, including food security, with framing that emphasizes aspects of development and modernization without discussing the dimensions of social justice (Brahimi & Djellouli, 2026).

Lampung Post News Narrative

Lampung Post presents a different approach by viewing food security as a systemic and complex problem, not just a technical agricultural problem. This issue is seen as a long chain from upstream to downstream—production, distribution, access, consumption, and stability—that involves many parties and is closely related to environmental sustainability, social justice, and agricultural sector governance.

The news "Sustainable Fisheries Management as a Solution for the Future of Fishermen" published on January 22, 2025 describes how the Lampung Post raises the dimension of sustainability in food security. Environmental NGO Mitra Bentala held a public discussion involving local governments, NGOs, academics, and fishermen's groups. The Director of Mitra Bentala, Rizani, stated that the results of the discussion will be a reference for the government, fishermen, and other stakeholders. Representative of the Muara Gading Mas Fishermen's Forum, Neng Tati Hartati, highlighted the weak enforcement of the law against the destruction of the coastal environment, including environmentally unfriendly fishing and piracy at sea.

On the downstream side, the news "Stop Food Waste to Achieve Food Security" which aired on December 5, 2024 raised the issue of food waste. The Head of the Bandar Lampung Food Office, Ichwan Adjie Wibowo, revealed that his party had developed strategic steps to prevent food waste for food security. According to him, injustice in food distribution causes many people to still lack food even though there is a surplus elsewhere.

In the context of price stability, the news "Ensure Stock and Food Price Stability in Lampung" which aired on January 1, 2025 featured Economic Observer Asrian Hendi Cahya who stated that the main challenge is to prevent supply disruptions that can cause panic buying. The Lampung Post raised a broader perspective by involving environmental NGOs, academics, and economic observers, and emphasized that food security cannot be seen only in terms of production, but also closely related to environmental sustainability, social justice, and overall agricultural sector governance.

Narrative of Lampung RMOL News

RMOL Lampung views food security as a problem of governance failure and weak government commitment. This media highlights the government's tendency to scapegoat the weather due to depletion of food stocks and price instability, even though as an agricultural country, Indonesia should be more creative in handling weather problems.

The news "Onion Prices in Bandar Lampung Rise, Triggered by the Rainy Season" which aired on April 28, 2025 quoted the Head of the Bandar Lampung City Trade Office, Wilson Faisol, who claimed that the rainy season was the main cause of the decline in crop yields. The price of onions reached Rp47,000 per kilogram. RMOL Lampung highlighted that instead of blaming the weather, the government should develop adaptive technology and infrastructure.

The import policy became a sharp spotlight in the news "Prabowo Firmly Rejects Cassava Imports, Protect Farmers and Safeguard Food Sovereignty" which was published on May 26, 2025. In a Limited Meeting, Prabowo stated that there was no reason to open the import tap if domestic production was sufficient. Minister of Agriculture Amran emphasized that cassava farmers were hit by the entry of cassava derivative products from abroad. However, RMOL Lampung noted that the discourse has been observed to be stagnant until now, without clear follow-up in the legislature. The reporting pattern of RMOL Lampung emphasizes the government's indecisiveness in setting innovative policies and managing food security, with agricultural problems that are patterned and repetitive but have not moved the government to prepare anticipatory steps.

Narrative of Antara News

Antara, as a government-owned news agency, presents food security as an issue that runs smoothly without significant obstacles. Government programs are packaged positively, even appearing too imagery without touching the critical side.

The news "Bulog Lampung Adds 40 Units of Grain Rental Warehouses due to Full Warehouses" which aired on May 3, 2025 featured the Chairman of the Lampung Regional Office of Bulog Warehouse, Nurman Susilo, who stated that the grain storage warehouse was full and his party added a rental warehouse. The total capacity of the main warehouse and rental warehouse reached 210 thousand tons. The news "Improving Road Connectivity for the Growth of the Lampung Economy" which was published on March 22, 2025 featured Lampung Governor Rahmat Mirzani Djausal who emphasized the importance of road infrastructure to facilitate mobility and commodity trade. A similar news, "Rehabilitation of Provincial Roads in Lampung for Agricultural Access" which aired on April 27, 2025, raised the rehabilitation of the 1.3-kilometer Gedong Tataan-Kedondong road section.

Antara's reporting pattern shows that the state media positions itself as a mouthpiece for state programs, focusing more on official imagery and achievements, rather than digging up critical voices from the public. It is very rare to find comments from citizens or farmers who have a different perspective from the policies being implemented. Criticism of the effectiveness of programs, obstacles on the ground, and failure to implement often go unreported. This pattern is consistent with the findings of a study in Nigeria that shows that the media tends to rely on government officials as the main source of information, while farmers and other vulnerable groups are underrepresented in food reporting (Awodi & Okpoko, 2025).

Tribunlampung News Narrative

Tribunlampung displays food security as a reflection of the state's ability to ensure the availability, accessibility, and stability of decent and sustainable food. This media highlights the weak role of the state in designing and implementing sustainable agricultural policies that are in favor of farmers.

The news "Free Nutritious Food Distribution in Central Lampung Constrained by Damaged Roads" published on January 8, 2025 raised obstacles in the distribution of MBG in Kalirejo and Bangunrejo Districts due to damaged roads. Member of Commission IV of the Lampung DPRD, Ahmad Iswan H Caya, expressed complaints regarding the condition of provincial roads that hinder MBG vehicles. The news "Many Tapioca Factories in Lampung Close, Governor Mirza: A Solution Will Be Sought" which aired on March 6, 2025 featured Governor Rahmat Mirzani Djausal who admitted that he would communicate with the central government regarding the number of tapioca factories that were closed. The Chairman of the Special Committee on Cassava Trading in the Lampung DPRD, Mikdar Ilyas, stated that the condition of cassava is not stable – many companies are closed and farmers are confused about selling their crops.

The news "Farmers in Rawapitu Tulangbawang Complain About Damaged Roads Hindering Crop Distribution" which aired on April 30, 2025 is an example of how Tribunlampung raises the voice of farmers. Susilowati, a local farmer, stated that road damage has a serious impact on the community's economy. She said that the damaged road had occurred for two months and there had been no action from the government. News "The Fate of Cassava Farmers in Mesuji Ahead of Eid, Difficult to Sell Crops to Cheap Prices" quoted the Chairman of the Indonesian Cassava Farmers Association (PPUKI) Mesuji, Kadek Tike, who said that the selling price of cassava in a number of factories continued to decline to Rp1,100 per kilogram with a racing rate of 24 percent. The Tribunlampung news pattern emphasizes the government's absence in overcoming the problems of farmers in the interior of Lampung—damaged road access, long distances, middleman price games, and suffocating poverty.

Narrative of Lampung Radar News

Lampung Radar views food security as proof of the government's impartiality towards its people. This is evidenced by the eviction of cassava land, the land rental system that is detrimental to farmers, to the price of staples that continues to skyrocket.

The news "Viral Residents Protest Newly Planted Cassava Evicted, This Is What LBH Bandarlampung Says!" which aired on March 17, 2024, raised the protest of Kotabaru residents over the eviction of newly planted cassava land. Director of LBH Bandarlampung, Sumaindra Jamwardi, regretted the Lampung Provincial Government's move to force the eviction of land. According to him, cultivator farmers are forced to pay rent on land they have worked for generations. The news "Mothers Are Screaming, Not Only Rice, Red Chili Prices Also Skyrocket" which aired on February 19, 2024 quoted Nisa, a chili trader at Pasar Tempel, who said that the price of red chili rose from IDR 55,000 to IDR 90,000 per kilogram due to bad weather and crop failure.

The reporting pattern of Radar Lampung emphasizes the government's impartiality towards the small people, including farmers. This impartiality is reflected in various policies that make it difficult for farmers, such as land evictions without alternative solutions, a one-sided land rental system, and the lack of state intervention in stabilizing the price of basic materials.

Narrative of Konsentris Preaching

Konsentris presents food security as a multidimensional problem that covers almost all aspects of life—access to food, poverty, agricultural processes, education, and community nutrition. An important aspect that is often forgotten is the condition of the environment itself which is the land of the community to harvest crops. All of these aspects are interrelated resulting in a vicious circle that is difficult to unravel, which is called structural poverty.

The news "Heat, Climate Crisis and Ecological Disaster in Lampung" which aired on October 13, 2021 raised the impact of the climate crisis on the food fulfillment sector. Alvin Pratama, a lecturer in Atmospheric and Planetary Science at the Sumatra Institute of Technology (Itera), stated that extreme weather can cause crop failure. The Director of Walhi Lampung, Irfan Tri Musri, stated that disasters due to the climate crisis are intertwined with each other—droughts, floods, and landslides—which can lead to mass hunger, conflict, and social collapse.

The news "Climate Crisis and the Shrinking of Islands in Lampung" which aired on March 20, 2023 raised sea level rise which caused four islands in Lampung to continue to shrink. Herman, a crab fisherman from Gosong Sekopong Island, felt the impact when the crab population shrank because the island where he lives shrank.

Meanwhile, the news "Subsidized LPG Mafia: The Game Behind Community Hardships" which aired on April 10, 2025 raised the difficulty of North Lampung residents getting subsidized LPG. Sulis, a fried food seller, had to struggle to find subsidized gas with a retail price of up to IDR 45,000, almost double the official price.

The Konsentris reporting pattern emphasizes that the government is not serious in alleviating the root of the problem of poverty, but rather perpetuates it through policies that do not touch the root of the problem. This is evident from the difficulty of the community getting access to nutritious food, the difficulty of getting maximum agricultural products, and the reduction of fishermen's catches due to the destruction of the marine ecosystem.

Based on the analysis of the seven media, there are several dominant themes that emerge in the news regarding food security in Lampung Province: First, agricultural production and modernization. This theme dominates the news of the government media (TVRI Lampung and Antara), which emphasizes the achievement of production, intensification programs, and modernization of agricultural technology. The government is positioned as the main actor that successfully overcomes production challenges. These findings are in line with a study on youth representation in agriculture in Indonesia which shows that state and non-state actors frame the issue of food security with an emphasis on technical solutions and modernization, while structural barriers receive less attention (Toumbourou et al., 2023).

Second, access and affordability of food. This theme appears especially in the news of Radar Lampung and Concentri, which highlights the difficulties of people accessing food due to soaring prices and structural poverty.

Third, food policy and governance. This theme is the main focus of RMOL Lampung and Tribunlampung, which highlights governance failures, weak government commitments, and insolvency policies. This pattern is in line with the findings of a study that analyzed the construction of food security issues in Indonesian online media, which found that the media tend to frame food security in two main patterns, namely crisis framing and stability framing, with a variety of viewpoints ranging from support for government programs to criticism of implementation that is not optimal (Gita & Felinda, 2026).

Fourth, vulnerability and crisis. This theme appears in the Lampung Post and Konsentris reports, which raise the issue of environmental sustainability, the climate crisis, and the vulnerability of smallholders and fishermen. These findings are consistent with a study in Germany that identified the "Structural Injustice and Market Failure" frame in the media discourse on food poverty, which emphasizes systemic inequality as the root of the problem (Bartelmeß & Beirle, 2026).

Fifth, actors and power relations. This theme can be seen from the differences in the selection of sources and viewpoints between the media. State media tend to

quote government officials, while independent media are more balanced in quoting farmers, fishermen, academics, and NGOs. This pattern is in line with the findings of a study in Nigeria that shows that the media tends to rely on government officials as the main source of information, while farmers and vulnerable groups are underrepresented (Awodi & Okpoko, 2025).

B. Discussion

The results of the study show that the news of food security in the local media in Lampung does not take place in a vacuum, but is influenced by the ideological orientation, institutional interests, and political context of each media. The difference in framing patterns between media can be explained through the framework of framing theory that understands the media as an arena in which reality is constructed, not simply reflected (Entman, 1993).

The framing patterns identified in Lampung are parallel to the findings of studies in various countries. In Nigeria, a study that analyzed the coverage of three national newspapers—Vanguard, The Punch, and Daily Trust—on agricultural innovation and food security throughout 2024 found that all three newspapers actively reported on food security issues, but still emphasized the need for more in-depth and sustainable reporting to drive public awareness and stronger policy implications (Akpan et al., 2026). These findings are in line with the news pattern in Lampung, where government media such as TVRI Lampung and Antara are indeed actively reporting on food security issues, but the depth is limited to program achievements without digging into the root of structural problems.

A study comparing Punch and Guardian's coverage of food insecurity in Nigeria found that Punch tends to report stories that are negative (59.62%), while Guardian is more balanced between negative (33.33%), neutral (38.46%), and positive (28.21%) (Adegboyega, 2025). A similar pattern is seen in Lampung: Tribunlampung and Radar Lampung are more likely to carry negative stories about policy failures and farmers' suffering, while Antara and TVRI Lampung focus more on the success of government programs. This difference reflects a different editorial orientation in dealing with food security issues.

A study in Algeria on framing food security issues on television shows that television media has paid attention to various aspects of food security, including agricultural products, food, and various projects and investments related to the agricultural sector. However, the framing used tends to emphasize aspects of economic development and modernization, without much discussion of the dimensions of social justice and food access for vulnerable groups (Brahimi & Djellouli, 2026). This pattern is in line with the news of TVRI Lampung and Antara which emphasized agricultural modernization and program achievement, while the social justice dimension received disproportionate attention.

The findings of this study confirm that government media such as TVRI Lampung and Antara consistently position themselves as mouthpieces of state programs. This characteristic is not new, but a reflection of the forerunners of government media that were indeed formed to support the country's development agenda.

This pattern was confirmed in a study in Algeria that found that Algerian public television became the "spokesperson of the highest authority of the state" in discussing important issues, including food security. The study concluded that Algerian public television pays significant attention to framing topics related to food security, with varied topics including agricultural products and food, as well as various projects and investments related to the agricultural sector. However, as with the state media in Lampung, the framing used tends to emphasize aspects of development and modernization without much discussion of the dimensions of social justice (Brahimi & Djellouli, 2026).

In Indonesia, a study on the framing of the Free Nutritious Meal (MBG) program in national online media found that the construction of actors in MBG news shows the dominance of state actors as a source of policy legitimacy. Dependence on government actors limits the space for public discourse, so the narratives present tend to be uniform and do not reflect the complexity of the reality on the ground (Juditha & Darmawan, 2025). In Lampung, this pattern can be seen from the consistent selection of speakers from among government officials—Fahrizal Darminto, Norman Susilo, Freddy, Nurman Susilo, and Rahmat Mirzani Djausal.

However, the findings of this study also reveal a challenge to the hegemony of framing government media. Independent media such as *TribunLampung* and *Radar Lampung* have consistently raised farmers' voices and criticized the government's policy failures. These media serve as counterbalances that present an alternative narrative about food security, focusing not only on the success of the program but also on the failure of implementation and its impact on farmers' welfare.

An analysis of local media coverage in Lampung shows that food security is not only a technical or economic issue, but also an arena of political and economic contestation where various interests are articulated and fought. This is in line with a study on the framing of GMO news in Ghana which found that media coverage of the impact of GMOs on food security increased significantly after the approval of the first GM crop, while news coverage of health, sociocultural, and environmental impacts decreased (Gakpo & Baffour-Awuah, 2024). These findings suggest that the media tends to follow the dominant political and economic agenda, at the expense of other equally important dimensions.

In Lampung, this contestation can be seen from the differences in framing between the media regarding food policy. For example, the policy of restricting cassava imports heralded by the central government received different attention

from local media. Antara reported this policy as a positive step to protect farmers and maintain food sovereignty, while RMOL Lampung noted that the discourse has been monitored to date without clear follow-up. Tribunlampung highlighted the real impact of the policy on cassava farmers in Mesuji who have difficulty selling their crops at a decent price.

This contestation is also seen in the news about the Free Nutritious Meal (MBG) program. TVRI Lampung reported this program as the government's effort to provide nutritious food for the community, by involving MSMEs, BUMDes, and cooperatives. However, Tribunlampung actually highlighted the obstacles to the implementation of this program, such as the distribution of MBG which is constrained by damaged roads in Central Lampung. This difference reflects how the media has become an arena where various interests—the state, corporations, and civil society—compete to define food problems and solutions.

Studies on media engagement in food system transformation in Ethiopia show that when media are empowered with adequate capacity and knowledge, they can contribute significantly to public discourse and food policy. The involvement of media and communication professionals as a catalyst resulted in journalists starting to produce in-depth articles, organize radio discussions, and integrate food system issues into government media briefings (Adeyeye et al., 2024). This experience shows that the media can play a more significant role in food security when they are equipped with adequate capacity, knowledge, and space.

An analysis of local media coverage in Lampung reveals several critical aspects that the media contributes to food security issues. First, the media functions as an information provider that allows the public to understand the complexity of food security issues. Media such as the Lampung Post and Concentritry have succeeded in raising dimensions that are often overlooked in mainstream reporting, such as environmental sustainability, the climate crisis, and structural poverty. This is in line with the experience of community radio in Nigeria which shows that community-based media can empower smallholder farmers by broadcasting in local languages and ensuring access to critical information (Michael et al., 2025).

Studies on the relationship between local languages in agricultural radio programmes and changes in farmers' behaviour in Nigeria show that agricultural radio programmes broadcast in local languages are more effective in encouraging the adoption of better agricultural practices than programmes broadcast in English (Adeyeye et al., 2024). This experience shows that media, especially community-based ones, can be an effective empowerment tool in strengthening food security from the bottom.

Second, the media functions as a policy watchdog. Tribunlampung and Radar Lampung consistently raise policy implementation failures, such as damaged roads that hinder crop distribution, closed tapioca factories, and the eviction of cassava

land. This news puts pressure on the government to act and becomes the subject of policy evaluation. Studies on the importance of agricultural journalism in Nigeria confirm that agricultural journalists play a crucial role in shaping public understanding and encouraging the adoption of innovations (Akpan et al., 2026).

Third, the media functions as a community empowerment. Konsentris, as a community-based media, provides a space for citizens to voice their experiences directly—such as Herman, a crab fisherman who is affected by the climate crisis, and Sulis, a fried food seller who has difficulty getting subsidized LPG. This kind of news provides a human interest dimension that is often missing in statistical and policy reporting. This is in line with the solution-based journalism approach developed in Kenya, which not only describes the problem but also shows the solutions and the people who implement them (Adegboyega, 2025).

Fourth, the media serves as a counterweight to the government's narrative. Independent media such as the Lampung Post, Tribunlampung, and Radar Lampung present alternative narratives that focus not only on the success of government programs, but also on implementation failures, impacts on farmers, and structural barriers. This reporting is important to prevent monopolization of narratives by governments and ensure that food policies are designed with realities on the ground in mind. Studies on community radio in Africa show that community radio plays a crucial role in encouraging populations to engage in agriculture, increasing local production, and contributing to food security and nutrition (IFAD & Farm Radio International, 2026).

Fifth, the media functions as an agent of social change. News that raises the issues of structural poverty, environmental damage, and injustice in food distribution has the potential to drive policy change and public awareness. Konsentris, for example, with a focus on environmental issues and social justice, contributes to the public understanding that food security is inseparable from ecological sustainability and social justice. The experience of media involvement in food system transformation in Ethiopia shows that this kind of approach can increase public awareness, institutional accountability, and momentum for food security work (Adeyeye et al., 2024).

The difference in framing between local media in Lampung creates a fragmented public discourse. People who consume information from different media will have different understandings of the reality of food security in Lampung, depending on the dominant frame in the media they access. This fragmentation has double implications. On the one hand, fragmentation reflects a healthy plurality of perspectives in democracy, where various interests and viewpoints can be articulated. On the other hand, fragmentation can make it difficult to form consensus and a complete public understanding on food security issues.

Another implication is that local media coverage of Lampung has not fully contributed to strengthening food security in the region. Most news coverage is still descriptive and reactive—reporting on events that occur without delving into the root causes of the problem and long-term solutions. The media tends to wait for events (event-driven) rather than proactively raise structural issues affecting food security. This is in line with the findings of a study in Nigeria that emphasizes the need for more in-depth and sustainable reporting to drive public awareness and stronger policy implications (Akpan et al., 2026).

The experience of media involvement in food system transformation shows that a more proactive and collaborative approach can produce more significant impacts. Through workshops and training, journalists are equipped with the capacity to produce in-depth articles, organize radio discussions, and integrate food system issues into government media briefings (Adeyeye et al., 2024). This kind of approach can serve as a model for strengthening the role of local media in food security in Lampung.

CONCLUSION

An analysis of food security news in seven local media in Lampung Province revealed a diverse framing pattern, reflecting the ideological orientation, institutional interests, and political context of each media. Government media (TVRI Lampung and Antara) tend to frame food security as an issue that has been handled well, highlighting the success of programs and the dominance of government sources. Independent media (Lampung Post, Tribunlampung, RMOL Lampung, Radar Lampung, and Konsentris) are more diverse in framing, highlighting policy failures, impacts on farmers, and structural barriers.

These framing differences create a fragmented public discourse, where people who consume information from different media will have different understandings of the reality of food security. This fragmentation, on the one hand, reflects a healthy plurality of perspectives in democracy, but on the other hand it can make it difficult to form consensus and complete public understanding.

Lampung's local media has contributed to the issue of food security through the functions of information providers, policy supervisors, community empowerment, government narrative balancers, and agents of social change. However, this contribution is not optimal because news still tends to be descriptive, reactive, and event-focused, without exploring the root causes of the problem and long-term solutions. The experiences of various countries show that the media can play a more significant role in food security when they are equipped with adequate capacity, knowledge, and space to report on food system issues in depth and sustainably.

REFERENCES

- Adegboyega, S. A. 2025. "A Comparative Analysis of Punch and Guardian Newspapers Coverage of Food Insecurity in Nigeria." *Journal of Political Discourse*. <https://www.sciencedirect.com/science/article/pii/S2590291125007223>.
- Adeyeye, Babatunde, et al. 2024. "Nexus among Indigenous Languages, Agricultural Radio Programmes and Behavioural Change Towards Agricultural Practices in Nigeria." *Heliyon* 10 (13): e33721. <https://doi.org/10.1016/j.heliyon.2024.e33721>.
- Afiyati, A., I. Rochmad, S. Budiyanto, B. Jokonowo, H. Santoso, and K. Budiana. 2026. "Topic Modeling Analysis of Indonesia Food-Security News: Methods, Interpretations, and Trend Insights." *MATRIK: Jurnal Manajemen, Teknik Informatika dan Rekayasa Komputer* 25 (2). <https://doi.org/10.30812/matrik.v25i2.5784>.
- Akpan, Uwem Asuquo, Daniel Calixtus Akarika, and Bassey Effiong Eyoh. 2026. "Coverage of Agricultural Innovations and Food Security by Select National Dailies in Nigeria." *Advance Journal of Linguistics and Mass Communication* 10 (2): 1–31. <https://doi.org/10.5281/zenodo.19627501>.
- Amrihani, Haresti Asysy, Eriyanto, and Muhammad Yunus Zulkifli. 2024. "Debate on Rice Import Policy in Indonesia: Discourse Network Analysis in Online Media." *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia* 9 (1): 118–131. <https://doi.org/10.25008/jkiski.v9i1.1051>.
- Awodi, Sheidu, and Chinwe Catherine Okpoko. 2025. "Analysis of Nigerian Newspapers' Portrayal of Climate Change Effects on Food Security." *International Journal of English Language & Communication Studies* 10 (4): 73–85. <https://doi.org/10.56201/ijelcs.vol.10.no4.2025.pg73.85>.
- Bartelmeß, Tina, and Amelie Beirle. 2026. "The Framing of Food Poverty/Insecurity and Rhetorics of Social Inclusion/Exclusion in the German Newspaper Discourse (2018–2024)." *Food Ethics* 11 (11). <https://doi.org/10.1007/s41055-025-00199-5>.
- Brahimi, Mohammed Zine, and Mohamed Djellouli. 2026. "Media Framing of Food Security Issues on Algerian Television: A Descriptive and Analytical Study of a Sample of News Broadcasts from 2025." *[Nama Jurnal]* 10 (1). <https://asjp.cerist.dz/en/downArticle/212/10/1/296283>.
- Braun, Virginia, and Victoria Clarke. 2006. "Using Thematic Analysis in Psychology." *Qualitative Research in Psychology* 3 (2): 77–101. <https://doi.org/10.1191/1478088706qp0630a>.
- Braun, Virginia, and Victoria Clarke. 2012. "Thematic Analysis." In *APA Handbook of Research Methods in Psychology*, Vol. 2: Research Designs: Quantitative, Qualitative, Neuropsychological, and Biological, edited by H. Cooper, P. M. Camic, D. L. Long, A. T. Panter, D. Rindskopf, and K. J. Sher, 57–71. Washington, DC: American Psychological Association. <https://doi.org/10.1037/13620-004>.
- Chiang, A. I. 2026. "Hegemony Analysis of Industrial Agriculture in Indonesia." *Ultimacomm: Jurnal Ilmu Komunikasi* 17 (2). <https://doi.org/10.31937/ultimacomm.v17i2.4359>.

- Cornelius, Kenard Joshua, and Anam Miftakhul Huda. 2026. "Analisis Framing Media Nasional dan Lokal dalam Pemberitaan Program Makan Bergizi Gratis." *The Commmercium* 10 (1): 209–218. <https://doi.org/10.26740/tc.v10i1.75394>.
- Dumale, Cheryll C., and Andi Rachman. 2025. "The 'Stars' and the Muted 'Extras': How Is Rice Importation Reported in the Philippines and Indonesia?" *Journalism* 26 (4): 680–698. <https://doi.org/10.1177/14648849251331261>.
- Entman, Robert M. 1993. "Framing: Toward Clarification of a Fractured Paradigm." *Journal of Communication* 43 (4): 51–58. <https://doi.org/10.1111/j.1460-2466.1993.tb01304.x>.
- Gakpo, Joseph Opoku, and Daniel Baffour-Awuah. 2024. "The Evolution of Media Reportage on GMOs in Ghana Following Approval of First GM Crop." *GM Crops & Food* 15 (1): 200–211. <https://doi.org/10.1080/21645698.2024.2365481>.
- Gita, Ayunda Ganesha, and Refa Felinda. 2026. "Kontestasi Framing Media Online dalam Konstruksi Isu Ketahanan Pangan di Indonesia." [Nama Jurnal]. <https://www.ejournal.goacademica.com/index.php/ja/article/view/1409>.
- Gong, Qian, and Philippe Le Billon. 2014. "Feeding (On) Geopolitical Anxieties: Asian Appetites, News Media Framing and the 2007–2008 Food Crisis." *Geopolitics* 19 (3): 543–568. <https://doi.org/10.1080/14650045.2014.896789>.
- IFAD, and Farm Radio International. 2026. "IFAD and Farm Radio International's Participatory Dialogues in Sub-Saharan Africa." *Canadian Agri-food & Rural Advisory, Extension and Education Journal* 1 (1). <https://doi.org/10.21083/caree.vii1.9077>.
- Juditha, Christiany, and J. J. Darmawan. 2025. "Program Makan Bergizi Gratis: Framing Pemberitaan di Portal Berita dan Sentimen Netizen di Media Sosial." *Jurnal Komunikasi dan Digital* 1 (2). <https://jurnal.kemendagri.go.id/>.
- Kerins, Claire, Sinéad Furey, Paraic Kerrigan, Anna McCartan, Colette Kelly, and Elena Vaughan. 2023. "News Media Framing of Food Poverty and Insecurity in High-Income Countries: A Rapid Review." *Health Promotion International* 38 (6): daad188. <https://doi.org/10.1093/heapro/daad188>.
- Kerrigan, Paraic, Anna McCartan, Claire Kerins, Sinéad Furey, Colette Kelly, and Elena Vaughan. 2025. "Between Headlines and Hunger: Media Framing of Food Poverty on the Island of Ireland." *Media, Culture & Society* 47 (4): 680–698. <https://doi.org/10.1177/01634437241299342>.
- Michael, Ogbemudia, Adebisi Ogunmusire, Joseph Odigie, and Titilayo Afolabi. 2025. "Community Oriented Radio Program in Fostering Agricultural Development and Food Security in Agrarian Communities of Ogun State." *Journal of Agriculture, Food, Environment & Animal Sciences* 6 (2): 455–466. <https://www.jafeas.com/index.php/j1/article/view/340>.
- Naufal, Muhammad Atha, and Herlambang Jati Kusumo. 2025. "Framing Analysis of Harian Jogja and ANTARA News Yogyakarta's Daily Coverage of Makan Bergizi Gratis (MBG) in Yogyakarta." *Buana Komunikasi* 16 (2). <https://jurnal.usbypkp.ac.id/index.php/buanakomunikasi/article/view/5603>.
- Sosenko, Filip, et al. 2022. "UK News Media Portrayal of Mothers Living in Food Insecurity since the 2008 Global Financial Crisis: A Mixed-Methods News

- Media Analysis.” *The Lancet* 400 (Special Issue): S76.
[https://doi.org/10.1016/S0140-6736\(22\)02256-5](https://doi.org/10.1016/S0140-6736(22)02256-5).
- Sudarmono, S. 2024. “From Mobilization to Politicization: Understanding Political Dynamics of Community-Based Urban Food Security Policy in City of Makassar.” *JWP (Jurnal Wacana Politik)* 9 (2): Article 5.
<https://doi.org/10.24198/jwp.v9i2.54852>.
- Suryawati, Indah. 2019. “Strategi Ketahanan Pangan Indonesia dalam Konstruksi Media (Analisis Framing pada Berita Tirto.Id).” *Jurnal KOMUNIKATIF* 8 (1).
<https://journal.ukwms.ac.id/index.php/komunikatif/article/view/4540>.
- Toumbourou, Tessa D., Wolfram H. Dressler, Anna Sanders, Esther Liu, Trent Brown, and Ariane Utomo. 2023. “Who Are the Future Farmers? Media Representations of Youth in Agriculture, Food Security and ‘Modern’ Farming in Indonesia.” *Asia Pacific Viewpoint* 64 (2): 188–208.
<https://doi.org/10.1111/apv.12374>.