

Framing Analysis of News Coverage on the “Free Nutritious Meal (MBG)” Program in Online Media

Amalia Chaerani Mardiana, K.Y.S Putri, E.N. Prananingrum

Department of Communication, Universitas Negeri Jakarta, Indonesia

Corresponding Author: amaliachaeranimardiana_1410621019@mhs.unj.ac.id

Abstract

The free nutritious meal program, or *Makan Bergizi Gratis*, was a key initiative introduced by President Prabowo during the previous year's general election. It aims to reduce stunting rates among children in Indonesia. This program has sparked discussions across various levels of Indonesian society due to its support and criticism, particularly regarding the non-targeted distribution, which could affect the 2025 budget. The media, serving as a crucial bridge between the public and the government, plays a vital role in disseminating information, ensuring citizens are well-informed and can respond appropriately to this policy. This research examines how the media frames the free nutritious meal program issue, focusing specifically on the distribution of milk menu policy, the policy to increase the program's budget, and the presidential instruction on budget efficiency for 2025. The study analyzes two of Indonesia's most frequently accessed online news media, *Kompas* and *Detik*, from January 20-26, 2025. The research uses a qualitative approach with Robert Entman's framing analysis. The results of this study show that *Kompas* frames the free nutritious meal program policy critically and in-depth, presenting comprehensive information supported by data and diverse perspectives. In contrast, *Detik* presents news in a more general and concise manner, which may appear to support government policy without providing enough space for readers to evaluate the issue critically.

Keywords: Indonesian Free Nutritious Meal Program, Malnutrition, Framing Analysis

Introduction

On January 6, 2025, the free nutritious meal program was gradually implemented across all regions of Indonesia (Mahyuddin, 2025). The main objectives of this program are to build human resources, reduce stunting rates, alleviate poverty, and significantly stimulate the local economy (Ambar, 2025). This program has both short-term and long-term goals. The short-term goal is to encourage students to be more enthusiastic and diligent in attending school, thereby improving their knowledge and learning (Budiman, 2025a). The long-term goal is to reduce stunting and malnutrition among pregnant women and children in Indonesia (Budiman, 2025b). According to the World Health Organization (WHO), stunting is a growth and developmental disorder in children caused by poor nutrition, infections, and psychosocial deprivation (WHO, 2015). Stunted children are characterized by having a height below the standard for their age. Typically, children who are stunted will have a height-for-age ratio that deviates below the median of child growth standards.

The free nutritious meal program aims to reach approximately 82.9 million recipients of free nutritious meal packages across Indonesia (Primayanti, 2025). Presidential Regulation Number 83 of 2024 outlines the target groups of this program. These include: (1) students from early childhood to senior high school levels in public and private schools; (2) students in general, vocational, religious, special needs, exceptional service, and Islamic boarding schools; (3) children under five years of age; and (4) pregnant or breastfeeding women. As for the distribution scheme, food will be distributed to schoolchildren from early childhood to upper secondary levels through schools, while infants under five years old, pregnant women, and breastfeeding mothers will receive food through integrated service posts (Rosa, 2025). However, integrated service post administrators will deliver meals to their homes for pregnant women in the late stages of pregnancy or approaching childbirth.

The free nutritious meal program, which has successfully reached 650 thousand recipients of meal packages across 31 provinces in Indonesia, now stands at a critical juncture. The government, particularly the president, is committed to expanding and accelerating the program's distribution nationwide. However, this expansion urgently requires additional funding to reach 82.9 million recipients by the end of 2025 (Ayuningrum, 2025). According to Dadan Hindayani, the Head of the National Nutrition Agency, the total additional budget required amounts to IDR 100 trillion. It is important to note that this program is a new initiative introduced by the president during his presidential campaign in 2024, which has generated both support and opposition from various stakeholders. Concerns regarding the program range from budget allocation and food menu policies to the need for savings and efficiency, all aimed at ensuring the fair distribution of the program throughout all regions. This policy was introduced by the Head of the National Nutrition Agency due to Indonesia's inability to produce sufficient milk for the program. Currently,

80% of the milk supply in Indonesia is imported, and extending distribution to all regions could further increase the need for milk imports (Rizky, 2025). On the other hand, milk was one of the key promises made by the president during his 2024 election campaign, and some critics argue that the current policy contradicts this promise.

In addition to the ongoing debates surrounding the milk policy, another significant issue is the additional budget required to expand the free nutritious meal program's reach (Ayuningrum, 2025). This plan is expected to impact several other policies, including the 2025 budget efficiency and savings directive, contributing to increased budget requirements. This directive is a presidential mandate issued to all ministries and institutions, requiring them to achieve savings of IDR 306.6 trillion in the 2025 budget (Indraini, 2025). Under this policy, the president has requested that ministries and institutions limit expenditures on ceremonial activities, studies, comparative studies, seminars, and focus group discussions (JDIH BPK, 2025). The goal is to optimize the national budget for the president's priority programs. Among these priorities is the free nutritious meal program, which is essential not only for improving the nutritional status of Indonesian children and enabling their active participation in school but also has the potential to significantly reduce stunting rates in the country, a critical public health issue (Mahyuddin, 2025).

The news media plays a crucial role in disseminating information to the public. This study examines two online news outlets frequently accessed by Indonesians: *Kompas* and *Detik*. *Kompas* is the most accessed online news portals, with 43.11% of the public accessing it, while *Detik* follows with 23.11% (Pahlevi, 2022). Both media portals are among Indonesia's oldest online news portals, established in the late 90s, contributing to their high public trust. *Kompas*, a pioneer of online media in Indonesia, was launched in 1995 under the name *Kompas Online*. Its primary goal was to provide information services to people in remote areas, such as Eastern Indonesia and abroad.

In contrast, *Detik* was founded in 1998 by Budiono Darsono, Yayan Sopyan, and Abdul Rahman. It initially focused on political, economic, and technological news. As political conditions in Indonesia improved, *Detik* expanded to cover entertainment and sports. *Detik* operates as *Detik.com*, a website under CT Corp (PT Trans Corporation) that offers the latest news in online media. *Kompas* and *Detik* not only play a role in disseminating information but also shape public perceptions of the issues they report on. The free nutritious meal program, a significant government initiative, is often covered from different perspectives, influencing the public's judgment. Therefore, this study aims to analyze the framing used by *Kompas* and *Detik* in their coverage of this program from January 20-26, 2025, focusing on three key topics: the milk distribution policy, the plan to increase the program's budget, and presidential instructions related to budget efficiency in 2025.

Theoretical Framework

Framing analysis is one of the media analysis methods that aims to determine the perspective journalists use when selecting issues and writing news (Eriyanto, 2011, p. 253). This perspective determines the information and facts that will be included and the parts that will be emphasized or omitted in a news story. According to Entman, framing is divided into salience and selection (Entman, 1993). These components help sharpen the framing of news topics presented to the public (Entman, 1993). Journalists, managers, and decision-makers typically select a new topic during this process. They aim to highlight specific topics or issues in a particular edition. The media's interests, values, ideology, or commercial interests often influence the selection of issues.

Emphasizing a new issue through framing makes the information more meaningful. Through framing, the reality presented in the news attracts readers' attention and helps them better understand the reality of a new topic (D'angelo, 2019). Significantly, every issue published in the media is associated with cultural symbols or signs commonly recognized by society, making it easier for readers to understand and remember the problem.

In practice, framing is a powerful media tool to shape public views. The influence of framing can be observed through various strategies, such as placing striking headlines on front pages, using labels to define an issue, or incorporating visual elements that reinforce specific narratives. Emphasizing a problem is a deliberate strategy to present certain ideologies or views to the public, to influence societal acceptance. Therefore, framing is a method through which the media, particularly journalists, influence readers by organizing and interpreting news content to highlight certain elements, making the information more meaningful and easier to remember.

According to Entman, framing is a comprehensive process that involves four components: *define problems*, *diagnose causes*, *make moral judgment*, and *Treatment Recommendation* (Entman, 1993). This thorough approach ensures that no aspect of the news is overlooked. First, *define problems* involves identifying the issue raised in the news. Second, *diagnose causes* and address the underlying causes or background of the problem. Third, *make moral judgment* refers to evaluating or assessing the news topic. Finally, a *treatment recommendation* offers a solution or recommendation to address the problem. This framing analysis method examines news texts in greater depth, focusing on the issues presented, how they are framed, and how the public perceives them. The following table outlines the components of Robert Entman's framing analysis.

Table 1. Robert Entman's Framing Analysis Components

<i>Define Problems</i>	What is the problem captured in the news? How is the event or issue viewed? Is the issue negative or positive?
<i>Diagnose Causes</i>	Who is causing the problem? What is the cause of the problem raised in the issue?
<i>Make Moral Judgement</i>	Evaluation or assessment of the issue presented.
<i>Treatment Recommendation</i>	Solutions or recommendations proposed to address the issues presented.

Methodology

The method used in this research is qualitative, using Robert Entman's Framing analysis. Qualitative research is research that emphasizes depth in understanding social phenomena. It generally aims to reveal questions such as "what", "why", "when", "where", "who", and "how" to human behavior and interaction (Lim, 2024). In its analysis, this research uses Entman's Framing model with three related news topics, namely the Free Nutritious Meal Programme on *Kompas* and *Detik* from 20 January - 26 January 2025. The topics raised by this research are the milk menu policy in the free nutritious meal program, the additional budget for the free nutritious meal program in 2025, and the presidential instruction regulation in 2025, with a total sample of six headlines divided into three topics. In each topic, there are two samples of news headlines from two different media outlets, *Kompas* and *Detik*.

The first topic is related to the milk menu policy in the free nutritious meal program; researchers took two news titles, namely "80 Percent Still Imported: Why Milk Is Not Included in All Free Nutritious Meals" (80 Persen Masih Impor, Alasan Susu Tak Masuk ke Semua Makan Bergizi Gratis) taken from *Kompas* and "Head of BGN: Milk Not Included in All Free Nutritious Meals Due to 80% being Imported" (Kepala BGN: Susu Tak Diberikan Serentak di Makan Bergizi Gratis Karena 80 Persen Masih Impor) taken from *Detik*. The second topic related to the additional budget for the free nutritious meal program in 2025; researchers took two news titles, namely "Denies Requesting IDR 100 Trillion for the Free Nutritious Meal Program: Nutrition Agency Head Says It Was the President Who Asked" (Bantah Minta Rp 100 Triliun untuk Makan Bergizi Gratis, Kepala Badan Gizi: Presiden yang Tanya) taken from *Kompas* and "Free Nutritious Meal Program Requires an Additional IDR 100 Trillion to Feed 82.9 Million Children" (Makan Bergizi Gratis Butuh Tambahan Anggaran Rp 100 Triliun buat Beri Makan 82,9 Juta Anak) taken from *Detik*.

Finally, the third topic related to the presidential instruction regulation in 2025, researchers took two news titles, namely *“State Secretary: Budget Savings Can Be Used for the Free Nutritious Meal Program”* (Mensesneg: Penghematan Anggaran Bisa untuk Program Makan Bergizi Gratis) taken from *Kompas* and *“IDR 306 Trillion Cut from Indonesia's National Budget, Partly Allocated for the Free Nutritious Meal Program”* (Rp 306 Triliun Dipangkas dari APBN, Salah Satunya demi Makan Bergizi Gratis). The three topics were analyzed using Robert Entman's framing model, which includes four components, namely defining problems (*Define problems*), diagnosing or identifying the causes of the problems raised in the news topic (*Diagnose causes*), making judgments or evaluations related to the problems raised in the news topic (*Make moral judgment*), and providing solutions or recommendations to the problems raised in the news topic (*Treatment recommendation*) (Entman, 1993).

Result And Discussion

A. Milk Menu Policy in the Free Nutritious Meal Program

The first news topic related to the milk menu policy in the free nutritious meal program, titled *“80 Percent Still Imported: Why Milk Is not Included in All Free Nutritious Meals,”* was published in *Kompas* on January 25, 2025 (Dirgantara & Carina, 2025). *The defined problem* is the National Nutrition Agency's controversial decision not to distribute milk uniformly across Indonesia. *The diagnosed cause* of this decision, as highlighted in the news report, is the high level of milk imports in Indonesia, leading the government to prioritize local resources. This stance is supported by a statement from Dadan Hindayana, the Head of the National Nutrition Agency, *“Why should milk not be distributed uniformly throughout Indonesia? Because our milk is still 80 percent imported. We want the milk sourced from local resources, so we do not want this program to increase imports.”* *The moral judgment* raised in this issue suggests that the government believes including milk in every food package could exacerbate the country's reliance on milk imports. However, *Kompas* critiques this policy by citing that milk was consistently provided during the pilot phase of the program in 2024, which led to the perception among readers that the program had not been adequately prepared. This emphasis on the public's perception should make the audience feel involved in the policy's evaluation.

In addition, *Kompas* also aimed to remind readers of the president's campaign promise related to the program during the 2024 general election. As reported, *“Milk was one of the menu items heavily promoted during the 2024 presidential election. Even during the 2024 pilot program, milk was consistently included in the free nutritious meal program.”* Consequently, to reduce the country's dependence on imported milk, the government adopted a *treatment recommendation* not to distribute milk uniformly across all regions in Indonesia.

On the same topic, *Detik* presented a different perspective on the milk menu policy in the free nutritious meal program, with the headline, “*Head of BGN: Milk Not Included in All Free Nutritious Meals Due to 80% Being Imported*,” published on January 25, 2025 (Muliawati, 2025). *The defined problem* in this case is the uneven distribution of milk by the National Nutrition Agency across all regions of Indonesia, aimed at preventing an increase in milk imports. *The diagnosed cause* of the issue is the high rate of milk imports in Indonesia, which currently stands at 80%, leading to the potential risk that the milk menu in the program could exacerbate the situation. *The moral judgment* expressed in this article is that the government is attempting to protect local farmers by not relying on milk imports and instead replacing milk with other nutritional food sources. *The treatment recommendation* is that the government should not require milk to be included in the food packages in all regions. Despite this, the government remains committed to distributing balanced and nutritious meals.

Tabel 2. Milk Menu Policy in the Free Nutritious Meal Program

Entman Framing Model	News	
	80 Percent Still Imported: Why Milk Is not Included in All Free Nutritious Meals (Source: <i>Kompas</i>)	Head of BGN: Milk Not Included in All Free Nutritious Meals Due to 80% Being Imported (Source: <i>Detik</i>)
<i>Define Problems</i>	The government does not distribute milk to all regions under the free nutritious meal program. This policy contradicts the president’s campaign promise, which included milk as an essential part of the initiative.	Milk is not provided in all parts of Indonesia under the free nutritious meal program, as the government aims to reduce dependence on milk import.
<i>Diagnose Causes</i>	Indonesia's milk supply is insufficient to meet the needs of the free nutritious meal program, as 80 percent is imported.	80% of Indonesia's milk supply is still imported, so the National Nutrition Agency restricts milk distribution so that the program does not increase Indonesia's milk import figures.
<i>Make moral Judgement</i>	The government assumes that including milk in the free nutritious meal program in Indonesia will lead to	The government argues that milk is not mandatory in the free nutritious meal program, as its availability

	increase in milk imports. However, milk was part of the promised menu during the 2024 presidential election and was consistently included during the program's school trials.	depends on the specific conditions of each region in Indonesia.
<i>Treatment Recommendation</i>	The National Nutrition Board decided not to provide milk equally across Indonesia in order to reduce the country's dependence on milk imports and strengthen local resources.	The government argues that milk is not a mandatory component of the free nutritious meal program due to unequal distribution across regions. However, in selected areas where milk is allocated, it will be served at least once a week.

Through an analysis of Entman's Framing components related to the milk policy in the free nutritious meal program, we see that *Kompas* and *Detik* offer differing frames on the issue. *Kompas* critiques the National Nutrition Agency's policy by presenting two sides: factual reporting on the field during the program and the background of the policy. This comprehensive view provides readers with a wealth of information and suggests that the program has not been fully implemented with adequate planning. The uneven milk distribution during the pilot program, where every school in Indonesia received milk with food packages, further emphasizes this perception.

In contrast, *Detik* highlights the government's policy in a more supportive light. The article explains that the uneven distribution of milk results from Indonesia's inability to meet the milk demand for the program, as not all regions have the necessary milk production infrastructure. *Detik* frames the government's decision as realistic and logical, considering Indonesia's current milk production limitations. This framing helps readers understand that the government is providing nutritious meals in line with the National Nutrition Agency's standards, even though not all regions receive milk in their food packages.

B. Additional Budget for Free Nutritious Meal Program in 2025

The second news topic relates to the issue of additional budget allocation, with the title "*Denies Requesting IDR 100 Trillion for the Free Nutritious Meal Program: Nutrition Agency Head Says It Was the President Who Asked,*" published by *Kompas* on January 26, 2025 (Dirgantara & Ramadhan, 2025). The problem presented in this news concerns the clarification made by the Head of the National Nutrition Agency to the media, stating that his institution never requested an additional budget of Rp 100 trillion from president for the Free Meal Program. He

clarified that the IDR 100 trillion budget was not a direct request but rather an estimated cost that would be needed if president decided to expand and speed up the program's distribution. This statement was reinforced by confirmation from the Head of the National Nutrition Agency, Dadan Hindayani, *"You should not misunderstand. When this program was implemented, many children wanted the benefits immediately. Then, the President wanted an acceleration. So, the President asked the Nutrition Agency how much funding would be needed if acceleration were to be done. We answered Rp 100 trillion."* This news raises the issue of the president's plan to accelerate the distribution of free nutritious meal packages to all regions of Indonesia. The report underscores the moral judgment that the president's decision to accelerate the program is a positive step that could significantly benefit the recipients of the free meal program, instilling a sense of optimism about its future. The recommended solution presented in the article is that to expand the coverage and speed up the distribution of free nutritious food packages, the government must prepare an additional budget of IDR 100 trillion to serve approximately 82.9 million recipients by the end of 2025.

Detik presented a different perspective on the same news topic with the article *"Free Nutritious Meal Program Requires an Additional IDR 100 Trillion to Feed 82.9 Million Children,"* published on January 26, 2025 (Hikam, 2025). The problem defined in this report is the government's plan to increase the budget allocation for the free nutritious meal program. The cause of the problem is President Prabowo's intention to expand the number of recipients from 17 million to 82.9 million children by the end of 2025. This plan for additional funding was confirmed through President Prabowo's direct statement during a plenary cabinet meeting at the presidential office, *"...And by the end of 2025, our target is that all Indonesian children can get nutritious food."* The moral judgment emphasized in this news article is that the government is perceived as demonstrating a strong commitment to the program. The commitment is reflected in the plan to increase the program's budget by IDR 100 trillion, ensuring that the benefits of the free nutritious food packages reach all intended recipients. A direct statement from the Head of the National Nutrition Agency, Dadan Hindayani, further supports this. He stated, *"According to the Nutrition Agency, if the addition occurs in September, IDR 100 trillion will be enough to feed 82.9 million."* The recommended solution in this report is for President Prabowo to play a crucial role in optimizing the 2025 state budget (APBN) to finance the program. Therefore, the National Nutrition Agency is advised not to worry, as the president has already prepared the necessary funding.

Table 3. Additional Budget For Free Nutritious Meal Program

Entman Framing Model	News	
	Denies Requesting IDR 100 Trillion for the Free Nutritious Meal Program:	Free Nutritious Meal Program Requires an Additional IDR 100

	Nutrition Agency Head Says It Was the President Who Asked. (Source: Kompas)	Trillion to Feed 82.9 Million Children. (Source: Detik)
<i>Define Problems</i>	The head of the National Nutrition Agency clarified that his team did not ask the president for an additional IDR 100 Trillion budget for the free nutritious meal program.	The government plans to increase the budget for the free meal program to 82.9 million recipients by the end of 2025, as the current budget only covers around 17 million people.
<i>Diagnose Causes</i>	President Prabowo asked the National Nutrition Agency about the budget needed to accelerate the achievement of the free nutritious meal program target in 2025.	Many Indonesian children have not received Free Nutritious Meals until now, so the president plans to speed up the distribution by increasing the budget for this program.
<i>Make moral Judgement</i>	The president's initiative to accelerate the distribution of the free nutritious meal program reflects his concern for children and other recipients who hope to receive the meals as soon as possible.	The president's plan to increase the budget for the free nutritious meal program demonstrates his commitment to ensuring its nationwide distribution across Indonesia.
<i>Treatment Recommendation</i>	If the president intends to accelerate as well as expand the coverage of the free nutritious meal program, the total additional budget required based on the calculation of the National Nutrition Agency is IDR 100 trillion to reach 82.9 million recipients by the end of 2025.	The president is making efforts to streamline the 2025 budget, which will be the main capital for the government's priority programs, including the free nutritious meal program. This will ensure that the National Nutrition Agency does not have to worry about its budget if the program's beneficiaries are expanded. The

		additional funds have been prepared by the president.
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Based on the third table, *Kompas* and *Detik* present differing narratives regarding the issue of additional budget allocation for the free nutritious meal program. In this issue, *Kompas* focuses on clarifying the public misunderstanding by highlighting the National Nutrition Agency's explanation that it did not formally request an additional budget from the president. In contrast, *Detik* emphasizes President Prabowo's commitment to the program, which is demonstrated through the proposed increase in the program's budget and the target number of beneficiaries.

C. Presidential Instruction Regulation of 2025

On the topic of the 2025 Presidential Instruction Regulation, *Kompas* reported this issue under the headline "*State Secretary: Budget Savings Can Be Used for the Free Nutritious Meal Program*," published on January 23, 2025 (Ulya & Carina, 2025). This news article underscores the significance of the president's directive, which calls for ministries and public institutions to implement budget efficiency measures by Presidential Instruction No. 1 of 2025 as a key step in addressing the issue. The cause of the problem raised in this topic is the government's plan to expand the number of beneficiaries in the free nutritious meal program, which requires additional funding. *The moral judgment* emphasized in this issue is that all ministries and institutions support the government's budget-saving policy. This support aims to optimize budget allocation for activities that benefit the public, including implementing the free nutritious meal program.

This commitment was reaffirmed through a direct statement by the Minister of State Secretariat of the Republic of Indonesia, Prasetyo, who confirmed the government's support for the free nutritious meal program, "*Of course, there are consequences that may require additional funding, so from the savings we have achieved, there is a possibility that it will later be prioritized for the free nutritious meal program.*" *The treatment recommendation* presented in this news article is a clear directive from President Prabowo, instructing ministries and public institutions to carry out budget efficiency efforts in 2025 by reviewing their respective duties and authorities.

In contrast to *Kompas's* approach to covering the Presidential Instruction (Inpres) on budget efficiency, *Detik* addresses the same issue in an article titled "*IDR 306 Trillion Cut from Indonesia's National Budget, Partly Allocated for the Free Nutritious Meal Program*," published on January 26, 2025 (Indraini, 2025). This article defines the problem as the government's decision to cut IDR 306 trillion from the 2025 Indonesian state budget to support national priority programs. *The diagnosed cause* of the issue lies in the Presidential Instruction, which mandates all

ministries and institutions to implement cost-saving measures and to reevaluate their allocated budgets based on their respective duties and authorities. The article highlights the importance of cost-saving policies and draws attention to the substantial impact of budget reductions. *The moral judgment* presented in the article highlights that the budget-saving policy has been positively received by the government, notably by the Minister of Finance, who shared a personal social media post expressing her support for the initiative. In her post, Sri Mulyani explained that the budget efficiency policy is a strategic move to support national priority programs, including job creation, increasing productivity, generating and saving foreign exchange, and stimulating national economic growth (Indraini, 2025).

As the article states, “*Priority programs and budget allocations for ministries/institutions should focus on job creation, productivity improvement, foreign exchange generation and savings, and supporting the implementation of the free nutritious meal program.*” This strategic approach should reassure the audience about the government's commitment to the success of these programs. In other words, the efficiency program can support national priorities, including the free nutritious meal program, which currently requires an additional IDR 100 trillion in funding. This need for additional funding should raise concern among the audience about the program's future. The article concludes with a recommendation for ministries and public institutions to re-evaluate their budget allocations by Presidential Instruction No. 1 of 2025, emphasizing the importance of each institution's contribution to the success of government priority programs, notably the free nutritious meal program.

Table 4. Presidential Instruction Regulation of 2025

Entman Framing Model	News	
	State Secretary: Budget Savings Can Be Used for the Free Nutritious Meal Program (Source: <i>Kompas</i>)	IDR 306 Trillion Cut from the State Budget, Partly for the Free Nutritious Meal Program (Source: <i>Detik</i>)
<i>Define Problems</i>	President Prabowo instructed ministries, agencies, and local governments to save budget funds, especially for less productive activities, such as ceremonies, comparative studies, seminars, and office trips.	President instructed ministries, agencies, and local governments to make budget savings with a total budget efficiency of IDR 306.69 trillion. One of these improvements is to support national priority programs, such as the free meal program.

<i>Diagnose Causes</i>	Budget savings are listed in Presidential Instruction (Inpres) Number 1 of 2025, which can be used, among others, for the free nutritious meal program.	Budget savings and efficiency are based on the president's instruction to ministries, agencies, and regions to support one of the national priority programs, such as free nutritious meals.
<i>Make moral Judgement</i>	The president's instructions on budget savings did not face protests from ministries, agencies, or local governments. They saw the policy as a shared effort to move the national budget away from less productive activities.	Sri Mulyani called the budget savings policy a smart strategy. She said the policy would help create jobs, improve productivity, save foreign exchange, support the free nutritious meal program, and strengthen other plans to grow the economy.
<i>Treatment Recommendation</i>	The president told local governments and ministries to cut spending on activities that produce little, such as seminars, studies, and official travel.	Sri Mulyani said using government funds efficiently for national programs is important. She asked ministries, agencies, and regions to focus on key goals.

In the news coverage of the president's 2025 budget efficiency instruction, the two online news media differ in how they frame the issue. *Kompas* emphasizes support for the 2025 budget efficiency policy, highlighting that the policy aims to eliminate low-output activities so that the budget can be redirected toward more productive initiatives. However, *Kompas* does not explicitly present the free nutritious meal program as one of the outcomes or targets of the budget efficiency policy, a significant aspect that could have been highlighted. *Detik*, on the other hand, underscores that the efficiency policy is considered capable of supporting national priority programs, including the free nutritious meal program. Sri Mulyani, the Minister of Finance of the Republic of Indonesia, directly conveyed this point through her personal social media post. *Detik* further expands on this by including additional information about national priority programs and their influence on Indonesia's economic development.

Discussion

Journalism is essential in providing accountable and reliable information to the public, especially regarding political issues (D'angelo, 2019). When citizens

have sufficient information, the democratic process and government policies can be better understood. However, the growing number of news media outlets in Indonesia raises concerns about objectivity and independence in reporting (Safira et al., 2024). The competition among media outlets in the digital era also often leads them to prioritize speed over the quality and accuracy of information. *Kompas* and *Detik* are two of Indonesia's most trusted news media portals. According to a survey report from the Reuters Institute, in 2023, *Kompas* earned a trust rating of 69%, while *Detik* garnered 63% trust from the Indonesian public (Putri, 2023). Over the years, *Kompas* has frequently received recognition from leading institutions as Indonesia's most trusted media portal. In 2019, *Kompas* was again awarded the title of most trusted online media by Superbrands after receiving a similar accolade in 2018 (Ulya & Jatmiko, 2019). Abkoryah and Dewi (2017) found that *Kompas* kept its reporting on the Engeline case factual and avoided mixing opinions. Their study also showed that 85% of the articles were neutral, while only 15% leaned toward a particular side (Abkoryah & Dewi, 2017).

Amid the competitive landscape of the media industry, marked by the rise of various online media portals, *Kompas* and *Detik* employ distinct strategies to maintain their presence in the community. *Kompas* tailors its content to align with the interests of its audience, particularly the millennial generation. The outlet provides relevant news and features interactive visual content (VIK) from *Kompas*. Additionally, *Kompas* strongly emphasizes maintaining brand integrity by ensuring the accuracy of news and data. The platform rigorously verifies the authenticity of news before publication, mainly when dealing with viral issues on social media that have not been confirmed as accurate. In contrast, *Detik* attracts readers by focusing on viral news and trending topics in public discourse (Susilawati & Radjagukguk, 2020). News is often sourced from social media platforms such as Twitter and Instagram. Viral and compelling issues are further investigated to verify the source and authenticity of the information. The problem is deemed newsworthy and published on *Detik*. Additionally, the news published by *Detik* is typically concise yet clear, adhering to the essential 5W+H journalistic framework.

The news strategies of *Kompas* and *Detik* reveal distinct approaches to presenting issues. *Kompas* is known for adhering to traditional journalism principles, employing a slower yet more in-depth process in news reporting. This process, which spans from information gathering to publication, involves rigorous source verification supported by data and ensuring that the news presented is comprehensive. In contrast, *Detik* emphasizes breaking news, which is currently viral stories, resulting in more concise and rapid news delivery. This strategy aligns with *Detik*'s mission to provide reliable information quickly, accurately, and with a focus on independence and balance. These differences in news presentation affect how each media outlet frames an issue. *Kompas* readers gain a complete and detailed understanding of an issue, enabling them to respond more thoughtfully to circulating topics. In contrast, *Detik* readers receive faster and more current information about issues affecting the community.

Conclusion

Framing a new topic is an essential process that offers specific information to help readers understand it better. It is important to recognize that several factors affect how an issue is framed, including the journalist's perspective, their ability to interpret events, editorial policies and agendas, and the selection of information sources. These factors play a key role in how the media highlights an issue, shaping our understanding of the world through different viewpoints. In other words, online media can frame a problem differently, leading readers to form various opinions on the same topic. This can be seen in the milk distribution policy coverage. *Kompas* offers information supported by direct quotes from sources alongside relevant facts about the free nutritious meal program. In contrast, *Detik* presents a more concise version of the policy, focusing mainly on direct statements from sources, which may give the impression that *Detik* is merely affirming the policy's background without offering more detailed context.

Apart from the milk distribution policy, the issue of the additional budget for the free nutritious meal program was also covered. *Kompas* addressed this topic to clarify the position of the Head of the National Nutrition Agency (BGN), ensuring the public understood that the additional budget for the free nutritious meal program was part of the president's plan and not influenced by the agency. Meanwhile, *Detik* emphasized the president's plan to increase the budget for the program and the state budget efficiency guidelines for 2025, which are designed to support national priority programs, including the free nutritious meal program. Regarding the 2025 budget efficiency guidelines, *Kompas* highlighted the possibility that savings from the budget efficiency could be used for the free nutritious meal program. In contrast, *Detik* emphasized that budget efficiency would be directed towards national priority programs, including the free nutritious meal program. As a result, *Detik* provided more detailed information on the background of the 2025 budget efficiency policy, addressing not only the free nutritious meal program but also other government programs.

These three news topics clearly show *Kompas's* more detailed and comprehensive approach. They focus on discussing the free nutritious meal program in depth. This approach is backed by data, facts, diverse perspectives from sources, and firsthand information, encouraging readers to assess the policy critically. On the other hand, *Detik* presents the news quickly and concisely, often relying on direct quotes from sources. While this can give the impression of supporting government policies, it sometimes lacks in-depth details, leading to a limited understanding of the issues. Therefore, readers should approach news with a critical eye. They should not rely solely on one media outlet but compare information from various sources to gain a complete understanding. A balanced approach to consuming news, considering different viewpoints and sources, ensures that readers are well-informed and aware of the multiple perspectives on any given

topic. This balanced approach empowers readers to form opinions and take responsibility for understanding the news.***

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