

ABSTRAK

LUTHFIYAH RAMADHANI, 1228040056. 2026: Persepsi Politik Pengurus Dewan Eksekutif Mahasiswa (DEMA) Se-UIN Sunan Gunung Djati Bandung Terhadap Strategi Kampanye Makan Bergizi Gratis (MBG) Prabowo-Gibran pada Pilpres 2024.

Janji kampanye kerap lahir dari kalkulasi politik, namun tidak selalu direspons dengan kalkulasi yang sama oleh publiknya. Program Makan Bergizi Gratis (MBG) yang digaungkan pasangan Prabowo-Gibran pada Pilpres 2024 menjadi salah satu contoh nyata, ia diterima sebagai harapan oleh sebagian kalangan, namun dipertanyakan secara kritis oleh sebagian lainnya. Kesenjangan respons ini semakin terasa di lingkungan kampus, di mana pengurus organisasi mahasiswa tidak hanya menjadi penerima pesan, tetapi juga pembentuk opini di lingkungannya.

Penelitian ini bertujuan untuk menganalisis persepsi politik pengurus DEMA se-UIN Sunan Gunung Djati Bandung terhadap strategi kampanye MBG serta faktor-faktor yang membentuknya. Dalam kerangka berpikir, penelitian ini menggunakan teori persepsi politik, teori komunikasi politik dan teori strategi kampanye untuk memahami bagaimana pesan kampanye dikonstruksi dan diterima oleh kelompok pemilih muda terdidik.

Penelitian menggunakan pendekatan kualitatif deskriptif dengan metode wawancara mendalam terhadap sepuluh pengurus aktif DEMA di tingkat universitas dan fakultas, dipilih secara purposive sampling. Data dianalisis menggunakan model analisis interaktif.

Hasil penelitian menunjukkan bahwa persepsi narasumber terbentuk melalui tiga tahap yaitu penerimaan, interpretasi, dan evaluasi. Informasi MBG diterima terutama melalui media sosial namun bersifat emosional dan dangkal secara substantif. Pemaknaan narasumber beragam sesuai latar keilmuan masing-masing, dan seluruhnya menunjukkan sikap kritis-konstruktif dengan mengakui potensi program sekaligus mempertanyakan kesiapan implementasi dan transparansi anggarannya. Persepsi ini dipengaruhi oleh latar disiplin keilmuan, pengalaman berorganisasi, kualitas informasi yang diakses, identitas sosial-keagamaan, serta tanggung jawab representasi sebagai pemimpin mahasiswa.

Kata Kunci: Persepsi Politik, Strategi Kampanye, Makan Bergizi Gratis, DEMA, Pilpres 2024

ABSTRACT

LUTHFIYAH RAMADHANI, 1228040056. 2025: **Political Perceptions of the Executive Board of Student Government (DEMA) Across UIN Sunan Gunung Djati Bandung Toward the Free Nutritious Meals (MBG) Campaign Strategy in the 2024 Presidential Election**

Campaign promises are often born from political calculation, yet they are not always met with the same kind of calculation by the public. The Free Nutritious Meals (MBG) program championed by the Prabowo-Gibran ticket in the 2024 Presidential Election is a case in point: embraced as a genuine hope by some, yet critically questioned by others. This gap in response is felt most acutely in campus environments, where student organization leaders are not merely recipients of campaign messages but also active shapers of opinion within their communities.

This study aims to analyze the political perceptions of DEMA members across UIN Sunan Gunung Djati Bandung toward the MBG campaign strategy and the factors that shaped those perceptions. The study draws on political perception theory to understand how individuals construct judgments toward campaign messages, and political communication theory to examine how the MBG message strategy was constructed and received by educated young voters.

A qualitative descriptive approach was employed through in-depth interviews with ten active DEMA members at the university and faculty levels, selected via purposive sampling, with data analyzed using an interactive model.

The findings reveal that perceptions were formed through three stages: reception, interpretation, and evaluation. MBG information was primarily received through social media but tended to be emotionally framed and substantively shallow. Informants interpreted the program differently according to their academic backgrounds, while all demonstrated a critical yet constructive stance acknowledging the program's potential while questioning its implementation readiness and budgetary transparency. Key factors shaping these perceptions included academic background, organizational experience, information quality, socio-religious identity, and representational responsibility as student leaders.

Keywords: Political Perception, Campaign Strategy, Free Nutritious Meals, DEMA, 2024 Presidential Election.