

ABSTRAK

Zacky Satya Permana (1224050169): Konstruksi Berita tentang Kasus Keracunan Makan Bergizi Gratis (Analisis Framing Model Robert N. Entman pada Portal Berita Tempo.co Edisi September 2025).

Kasus keracunan yang terjadi dalam pelaksanaan Program Makan Bergizi Gratis (MBG) pada September 2025 menjadi perhatian publik karena menimbulkan pertanyaan mengenai keamanan pangan, tata kelola program, dan akuntabilitas pemerintah. Di tengah intensitas pemberitaan mengenai peristiwa tersebut, media online seperti Tempo.co tidak hanya menyampaikan fakta, tetapi juga mengonstruksi realitas melalui proses framing yang memengaruhi cara publik memahami kasus keracunan MBG..

Penelitian ini bertujuan untuk mengetahui bagaimana Tempo.co mengonstruksi pemberitaan mengenai kasus keracunan Program Makan Bergizi Gratis berdasarkan empat elemen analisis framing model Robert N. Entman, yaitu pendefinisian masalah (*define problems*), penentuan penyebab (*diagnose causes*), penilaian moral (*make moral judgement*), dan rekomendasi penyelesaian (*treatment recommendation*).

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif deskriptif. Metode yang digunakan adalah analisis framing model Robert N. Entman (1993) terhadap sepuluh teks berita Tempo.co mengenai kasus keracunan Program Makan Bergizi Gratis yang dipublikasikan selama periode September 2025 dan dipilih secara purposive.

Hasil penelitian menunjukkan bahwa Tempo.co secara konsisten mengonstruksi kasus keracunan Program Makan Bergizi Gratis sebagai persoalan kebijakan publik yang berkaitan dengan lemahnya tata kelola program, sistem pengawasan, dan akuntabilitas pemerintah. Pada elemen *define problems*, kasus keracunan dibingkai sebagai persoalan implementasi kebijakan publik. Pada elemen *diagnose causes*, penyebab utama diarahkan pada kelemahan sistem pengawasan, tata kelola pelaksanaan program, serta rendahnya standar keamanan pangan. Pada elemen *make moral judgement*, Tempo.co membangun penilaian moral melalui kritik terhadap kesiapan pemerintah dan pentingnya tanggung jawab penyelenggara dalam menjamin keamanan penerima manfaat. Sementara itu, pada elemen *treatment recommendation*, pemberitaan menonjolkan perlunya reformasi tata kelola Program Makan Bergizi Gratis melalui penguatan pengawasan, penerapan standar keamanan pangan, peningkatan kualitas sumber daya manusia, serta evaluasi berkelanjutan terhadap pelaksanaan program. Dengan demikian, konstruksi pemberitaan Tempo.co mengarahkan pembaca untuk memahami bahwa keberhasilan Program Makan Bergizi Gratis sangat ditentukan oleh kesiapan sistem, transparansi, dan akuntabilitas pemerintah dalam menjalankan kebijakan tersebut.

Kata Kunci: Analisis *Framing* Robert N. Entman, Program Makan Bergizi Gratis, Keracunan MBG, Tempo.co, Konstruksi Media.

ABSTRACT

Zacky Satya Permana (1224050169): *Construction of News Coverage on the Free Nutritious Meal Poisoning Case (Robert N. Entman Framing Analysis on Tempo.co News Coverage, September 2025 Edition).*

The food poisoning cases that occurred during the implementation of the Free Nutritious Meals (MBG) Program in September 2025 attracted public attention by raising questions regarding food safety, program governance, and government accountability. Amid the intense media coverage of these incidents, online media outlets such as Tempo.co not only report the facts but also construct reality through framing processes that influence how the public understands the MBG food poisoning cases.

This study aims to examine how Tempo.co constructed news coverage of the Free Nutritious Meal Program poisoning cases based on Robert N. Entman's four framing elements: define problems, diagnose causes, make moral judgement, and treatment recommendation.

This study employed a constructivist paradigm with a descriptive qualitative approach. The research method used was Robert N. Entman's (1993) framing analysis applied to ten Tempo.co news articles concerning the Free Nutritious Meal Program poisoning cases published throughout September 2025. The news texts were selected using purposive sampling.

The findings indicate that Tempo.co consistently constructed the Free Nutritious Meal Program poisoning cases as a public policy issue closely related to weaknesses in program governance, supervisory systems, and government accountability. In the define problems element, the poisoning cases were framed as problems in public policy implementation. In the diagnose causes element, the primary causes were attributed to weaknesses in the supervisory system, deficiencies in program governance, and inadequate food safety standards. The make moral judgement element emphasized criticism of the government's preparedness and highlighted the responsibility of program organizers to ensure the safety of beneficiaries. Meanwhile, the treatment recommendation element emphasized the need for governance reform through strengthening supervision, implementing stricter food safety standards, improving human resource capacity, and conducting continuous evaluations of the program's implementation. Overall, Tempo.co's news framing directed readers to understand that the success of the Free Nutritious Meal Program depends largely on the readiness of its governance system, transparency, and government accountability in implementing the policy..

Keywords: Robert N. Entman Framing Analysis, Free Nutritious Meal Program, MBG Poisoning Cases, Tempo.co, Media Construction