

ABSTRAK

Susi Susilawati *Persepsi Guru SD Legok Hayam Kecamatan Cilengkrang Kabupaten Bandung Mengenai Pemberitaan Kasus Keracunan Makanan Bergizi Gratis (MBG) di Media Online*

Program Makanan Bergizi Gratis (MBG) yang dilaksanakan sejak Januari 2025 bertujuan untuk meningkatkan gizi dan kapasitas kognitif siswa. Namun, tingginya angka keracunan pangan yang diberitakan secara masif di media *online* menempatkan guru pada posisi dilematis dalam merespons informasi sekaligus menjaga keselamatan siswa. Penelitian ini bertujuan untuk mengetahui proses seleksi, organisasi, dan interpretasi informasi oleh guru terkait pemberitaan kasus keracunan MBG di media *online*, serta implikasinya terhadap tindakan profesional mereka.

Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi. Informan penelitian berjumlah enam orang yang terdiri dari Kepala Sekolah, guru penanggung jawab program, dan wali kelas di SD Legok Hayam, Kabupaten Bandung, yang dipilih secara *purposive sampling*. Pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan studi dokumentasi. Analisis menggunakan model tiga tahap persepsi Jalaluddin Rakhmat, fenomenologi Alfred Schutz, Validitas data diuji menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa pada tahap seleksi, guru mendapatkan informasi dari WhatsApp, Facebook, dan portal berita. Pada tahap organisasi, guru memverifikasi informasi secara kolektif dengan menjadikan Dinas Pendidikan sebagai rujukan utama. Pada tahap interpretasi, guru mendukung tujuan MBG secara normatif, namun tetap mengkritisi lemahnya pengawasan mutu dan distribusi pangan.

Penelitian ini menyimpulkan bahwa persepsi guru berlangsung secara kognitif, aktif, dan bertanggung jawab. Persepsi tersebut bertransformasi menjadi tindakan korektif nyata di lapangan, seperti pengetatan pengawasan distribusi makanan di sekolah serta penguatan komunikasi krisis kepada orang tua siswa.

Kata Kunci: Persepsi Guru, Program Makanan Bergizi Gratis (MBG), Pemberitaan Media Online, Fenomenologi.

ABSTRACT

Susi Susilawati *Perceptions of Teachers at Legok Hayam Elementary School, Cilengkrang District, Bandung Regency, Regarding Online Media Coverage of the Free Nutritious Meal (MBG) Program Food Poisoning Cases.*

The Free Nutritious Meal (MBG) program, implemented since January 2025, aims to improve students' nutrition and cognitive capacity. However, the high incidence of food poisoning widely reported in online media has placed teachers in a dilemma: they must respond to the information while simultaneously ensuring student safety. This study aims to examine how teachers select, organize, and interpret information regarding online media coverage of MBG-related food poisoning cases, as well as the implications of this for their professional actions.

This study employs a qualitative method with a phenomenological approach. The six research informants selected via purposive sampling consist of the school principal, the teacher in charge of the program, and homeroom teachers from Legok Hayam Elementary School, Bandung Regency. Data collection involved in-depth interviews, observation, and document analysis. Data analysis utilized Jalaluddin Rakhmat's three-stage model of perception and Alfred Schutz's phenomenology, while data validity was tested through source triangulation.

The results indicate that during the selection stage, teachers obtained information from WhatsApp, Facebook, and news portals. In the organization stage, teachers verified information collectively, using the Education Office as their primary reference. In the interpretation stage, teachers normatively supported the MBG program's objectives while remaining critical of the weaknesses in quality control and food distribution.

The study concludes that the teachers' perception process was cognitive, active, and responsible. These perceptions translated into tangible corrective actions in the field, such as tightening supervision of food distribution at the school and strengthening crisis communication with students' parents.

Keywords: Teacher Perception, Free Nutritious Meal Program (MBG), Online Media Coverage, Phenomenolog