

**EKONOMI POLITIK IMPLEMENTASI PROGRAM MAKAN BERGIZI
GRATIS (MBG) : DAMPAK TERHADAP KEBERLANGSUNGAN UMKM
DI SEKITAR SMAN 104 JAKARTA TIMUR DAN SMAN 46 JAKARTA
SELATAN**

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ABSTRAK

Penelitian ini bertujuan menganalisis implementasi Program Makan Bergizi Gratis (MBG) serta dampaknya terhadap keberlangsungan UMKM di sekitar SMAN 104 Jakarta Timur dan SMAN 46 Jakarta Selatan dalam perspektif ekonomi politik. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara, observasi, dan dokumentasi terhadap Badan Gizi Nasional (BGN), Satuan Pelayanan Pemenuhan Gizi (SPPG), pihak sekolah, pengelola kantin, dan pelaku UMKM. Hasil penelitian menunjukkan bahwa implementasi Program MBG melibatkan relasi antara BGN, SPPG, sekolah, dan UMKM, namun hubungan tersebut belum sepenuhnya inklusif. BGN dan SPPG menjadi aktor dominan dalam penguasaan kewenangan, sumber daya, informasi, serta penentuan mekanisme pelaksanaan program, sedangkan sebagian besar UMKM di sekitar sekolah belum memperoleh akses dan kesempatan yang merata untuk terlibat dalam rantai pasok program. Kondisi ini berdampak pada terbatasnya partisipasi UMKM dan menurunnya jumlah pembeli pada sebagian kantin sekolah maupun pedagang sekitar sekolah akibat perubahan pola konsumsi peserta didik setelah pelaksanaan MBG. Untuk mempertahankan usahanya, UMKM melakukan strategi adaptasi melalui diversifikasi produk, penyesuaian harga, peningkatan pelayanan, dan penguatan pemasaran. Penelitian ini menyimpulkan bahwa implementasi MBG perlu diarahkan pada pola kebijakan yang lebih inklusif agar peningkatan gizi peserta didik berjalan seiring dengan pemberdayaan, penguatan, dan keberlangsungan UMKM lokal secara berkelanjutan di tingkat sekolah maupun lingkungan sekitarnya.

Kata Kunci: Program Makan Bergizi Gratis, UMKM, Implementasi Kebijakan, Ekonomi Politik.

**THE POLITICAL ECONOMY OF THE FREE NUTRITIOUS MEAL
(MBG) PROGRAM IMPLEMENTATION: IMPACT ON THE
SUSTAINABILITY OF MSMEs SURROUNDING SMAN 104 EAST
JAKARTA AND SMAN 46 SOUTH JAKARTA**

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ABSTRACT

This study aims to analyze the implementation of the Free Nutritious Meal (MBG) Program and its impact on the sustainability of MSMEs located near SMAN 104 East Jakarta and SMAN 46 South Jakarta from a political economy perspective. A qualitative approach utilizing a case study method was employed. Data were gathered through interviews, observations, and documentation involving the National Nutrition Agency (BGN), the Nutrition Fulfillment Service Unit (SPPG), school authorities, canteen operators, and MSME owners. The findings reveal that the MBG Program implementation involves relationships among the BGN, SPPG, schools, and MSMEs; however, these relationships are not yet fully inclusive. The BGN and SPPG act as the dominant players, controlling authority, resources, information, and the determination of program implementation mechanisms, while the majority of MSMEs near the schools have not gained equitable access or opportunities to participate in the program's supply chain. This situation has resulted in limited MSME participation and a decline in customer numbers for some school canteens and nearby vendors, driven by shifts in students' consumption patterns following the MBG rollout. To sustain their businesses, MSMEs have adopted adaptation strategies such as product diversification, price adjustments, service improvements, and enhanced marketing efforts. The study concludes that the implementation of the MBG Program needs to shift toward a more inclusive policy framework, ensuring that improvements in student nutrition go hand-in-hand with the empowerment, strengthening, and sustainable viability of local MSMEs—both within the school environment and the surrounding community.

Keywords: Free Nutritious Meal Program, MSMEs, Policy Implementation, Political Economy.