

**ANALISIS FRAMING MODEL ROBERT N. ENTMAN DALAM
PEMBERITAAN KASUS KERACUNAN PROGRAM MAKAN BERGIZI
GRATIS (MBG) DI CNN INDONESIA PERIODE 1 AGUSTUS – 30
SEPTEMBER**

ARSEA MADINA AL SISTANI

ABSTRAK

Penelitian ini bertujuan menganalisis *framing* pemberitaan kasus keracunan Program Makan Bergizi Gratis (MBG) di media *online* CNN Indonesia periode 1 Agustus–30 September 2025. Program MBG merupakan kebijakan strategis pemerintahan Presiden Prabowo Subianto untuk meningkatkan gizi anak usia sekolah, namun dalam pelaksanaannya diwarnai insiden keracunan massal yang melibatkan ribuan siswa di berbagai daerah. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode analisis framing model Robert N. Entman, mencakup empat elemen: define problems, diagnose causes, make moral judgement, dan treatment recommendation. Data dikumpulkan melalui purposive sampling terhadap 24 artikel berita CNN Indonesia yang secara langsung membahas kasus keracunan MBG pada periode tersebut. Hasil penelitian menunjukkan bahwa CNN Indonesia cenderung membingkai kasus keracunan Program Makan Bergizi Gratis (MBG) dengan memberikan penekanan pada respons pemerintah dalam menangani dan mengevaluasi kasus. Kecenderungan tersebut terlihat melalui dominasi narasumber Badan Gizi Nasional (BGN) yang lebih sering dihadirkan untuk menjelaskan penyebab kejadian, perkembangan kasus, serta langkah penanganan dan evaluasi program, sementara perspektif korban, orang tua siswa, dan organisasi masyarakat memperoleh porsi yang relatif lebih sedikit. Temuan ini menunjukkan bahwa framing CNN Indonesia cenderung mengarahkan perhatian pembaca pada perspektif institusional pemerintah dalam mengonstruksi pemberitaan mengenai kasus keracunan Program Makan Bergizi Gratis.

Kata kunci: CNN Indonesia, framing, keracunan, Makan Bergizi Gratis

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**ANALISIS FRAMING MODEL ROBERT N. ENTMAN DALAM PEMBERITAAN KASUS
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AGUSTUS – 30 SEPTEMBER 2025**

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***FRAMING ANALYSIS USING ROBERT N. ENTMAN'S MODEL IN THE
NEWS COVERAGE OF FOOD POISONING CASES IN THE FREE
NUTRITIOUS MEALS PROGRAM (MBG) ON CNN INDONESIA: AUGUST
1 – SEPTEMBER 30, 2025***

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ABSTRACT

This study aims to analyze the news framing of food poisoning cases in the Free Nutritious Meals Program (MBG) on CNN Indonesia online media during the period of August 1 to September 30, 2025. The MBG program is a strategic policy of President Prabowo Subianto's administration designed to improve the nutritional quality of school-age children; however, its implementation was marred by mass food poisoning incidents affecting thousands of students across various regions. This study employs a descriptive qualitative approach utilizing Robert N. Entman's framing analysis model, encompassing four elements: define problems, diagnose causes, make moral judgement, and treatment recommendation. Data were collected through purposive sampling of 24 CNN Indonesia news articles that directly addressed MBG poisoning cases within the specified period. The findings indicate that CNN Indonesia tended to frame the cases of food poisoning in the MBG Program by emphasizing the government's response in addressing and evaluating the incidents. This tendency was reflected in the dominance of the National Nutrition Agency (Badan Gizi Nasional/BGN) as the primary news source, providing explanations regarding the causes of the incidents, case developments, as well as the government's response and evaluation efforts. Meanwhile, the perspectives of the victims, parents, and civil society organizations received relatively less coverage. These findings suggest that CNNIndonesia framing tended to direct public attention toward the government's institutional perspective in constructing news coverage of the MBG food poisoning cases.

Keywords: *CNN Indonesia, food poisoning, framing, Free Nutritious Meals Program*

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