

Analysis of Online News Media Sentiment Toward the Free Nutritious Meals Program Policy
Analisis Sentimen Media Berita Online Terhadap Kebijakan Program Makan Bergizi Gratis



Abdan Syakuro¹, Arif Zainudin², Akhmad Habibullah³

^{1,2,3} Universitas Pancasakti tegal, Indonesia

^{1,2,3} Jl. Halmahera KM 01, Kota Tegal, 52121, Indonesia

abdansyakuro201202@gmail.com^{1*}; arifzainudin@upstegal.ac.id²; akhmad.habibullah@upstegal.ac.id³

Corresponding Author: abdansyakuro201202@gmail.com^{1*}

ARTICLE INFORMATION	
<p>Keywords <i>News Media;</i> <i>Sentiment;</i> <i>Mbg Program;</i></p>	<p>ABSTRACT With a focus on three significant media outlets Kompas.com, CNN Indonesia, and TVOne this study attempts to examine media sentiment regarding the Free Nutritious Meals Program (MBG) in Indonesia. Positive, negative, neutral, and mixed sentiment were the four categories into which sentiment was divided using a descriptive qualitative technique with content analysis. The findings indicate that neutral emotion predominates in all three media outlets' news coverage, with more descriptive and educational articles about the program's execution. However, negative sentiment also emerges, particularly in relation to issues of food poisoning and distribution constraints. On the other hand, although it is less common, positive attitude emphasizes the program's success and support. Both praise and criticism of this policy are reflected in the mixed sentiment. These results demonstrate that the media not only contributes to the dissemination of accurate information but also influences public opinion by drawing attention to certain problems. The usefulness of Agenda Setting theory in comprehending how the media decides which issues the public should find essential is also demonstrated by this study. This study's modest sample size just 15 articles from each media source and only three online news media sites were examined may not accurately represent the whole range of MBG coverage in Indonesian media. In order to map the dynamics of sentiment changes towards MBG over time, more study is advised to increase the sample size by incorporating more news sources from other platforms, including social media, and extending the data collection period.</p>
<p>Kata Kunci Media Berita; Sentimen; Program MBG;</p>	<p>ABSTRAK Dengan fokus pada tiga media utama Kompas.com, CNN Indonesia, dan TVOne studi ini berusaha untuk menganalisis sentimen media terkait Program Makanan Bergizi Gratis (MBG) di Indonesia. Sentimen positif, negatif, netral, dan campuran merupakan empat kategori yang digunakan untuk mengklasifikasikan sentimen menggunakan teknik kualitatif deskriptif dengan analisis konten. Temuan menunjukkan bahwa emosi netral mendominasi liputan berita di ketiga media tersebut, dengan lebih banyak artikel deskriptif dan edukatif tentang pelaksanaan program. Namun, sentimen negatif juga muncul, terutama terkait dengan isu keracunan makanan dan kendala distribusi. Di sisi lain, meskipun kurang umum, sikap positif menyoroti kesuksesan dan dukungan terhadap program tersebut. Baik pujian maupun kritik terhadap kebijakan ini tercermin dalam sentimen yang campur aduk. Hasil ini menunjukkan bahwa media tidak hanya berkontribusi dalam penyebaran informasi yang akurat, tetapi juga mempengaruhi opini publik dengan menarik perhatian pada masalah-masalah tertentu. Kegunaan Teori Agenda Setting dalam memahami bagaimana media menentukan isu-isu yang dianggap penting oleh publik juga ditunjukkan oleh studi ini. Ukuran sampel yang relatif kecil dalam studi ini hanya 15 artikel dari setiap sumber media dan hanya tiga situs berita online yang dianalisis mungkin tidak secara akurat mewakili seluruh cakupan liputan MBG di media Indonesia. Untuk memetakan dinamika perubahan sentimen terhadap MBG seiring berjalannya waktu, disarankan untuk melakukan penelitian lebih lanjut dengan memperluas ukuran sampel dengan memasukkan lebih banyak sumber berita dari platform lain, termasuk media sosial, serta memperpanjang periode pengumpulan data.</p>
<p>Article History Send 11th December 2025 Review 22th December 2025 Accepted 6th January 2026</p>	<p>Copyright ©2026 Jurnal Aristo (Social, Politic, Humaniora) This is an open access article under the CC-BY-NC-SA license. Akses artikel terbuka dengan model CC-BY-NC-SA sebagai lisensinya.</p>



Introduction

Since this policy is positioned as the primary basis for accelerating the development of Indonesian human resources focused on realizing the Golden Generation 2045 vision and bolstering the country's competitiveness based on human investment from elementary school age, the Free Nutritious Meals Program (MBG) has been named one of the new administration's priority programs (Albaburrahim et al., 2025). MBG is understood not merely as a policy of providing free meals, but as a strategic instrument for national health, education, and nutrition transformation that places nutritional intervention as the foundation for cognitive abilities, learning achievement, and future productivity of students (Nango et al., 2025). The urgency of implementing this program stems from the fact that access to nutritious food has a direct relationship with students' learning performance, thinking skills, concentration, and learning character, which has implications for the quality of future human resources (Fiska Rahayu, 2025). The MBG is also explicitly aimed at reducing stunting and chronic malnutrition rates, which have been structural barriers to human resource development in Indonesia, especially among communities with limited access to food (Sarjito, 2024). Additionally, MBG is a political communication tool that the government uses to create narratives about the state's dedication to raising the standard of living for its citizens in an effort to bolster the legitimacy of public policies (Dzakiyah et al., 2025). In the context of national food security, MBG is positioned as a national defense strategy that strengthens internal food security based on the integration of the pentahelix model of development actors (Jon Fiter et al., 2025). The implementation of this program requires governance that meets the principles of good governance through cross-sector collaboration between the state and society (Lendra et al., 2025). From an implementation perspective, elementary school teachers consider MBG to be an opportunity to realize equitable and healthy access to learning (Muhammad Furkan et al., 2025). Politically, this policy has sparked debate about state financing and the position of the state budget in long-term financing (Putra & Marsal, 2025). This tense discourse has raised public questions about whether MBG is a strategic solution or a potential new burden for the state (Trisno Aji, 2025).

In line with the position of MBG as a strategic priority agenda for national human resource development, media coverage of this program has intensified since the 2024 election campaign phase because this issue has become one of the political narratives that continues to be reproduced in national electoral contests (Dama et al., 2025a). The intensity of media coverage continued during the post-election transition period, so that the discourse

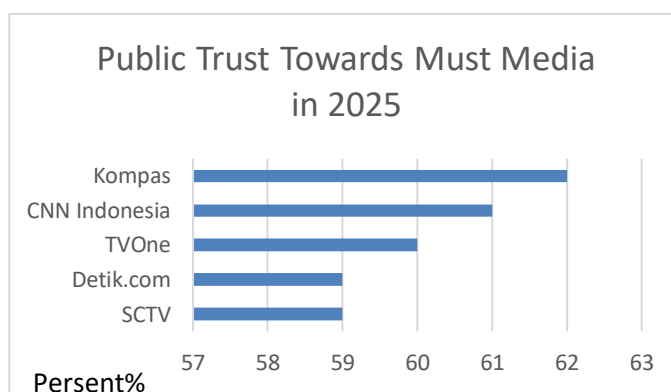
on MBG not only moved in the realm of public information but also became an arena for the production of competing meanings regarding the direction of state policy (Hatta et al., 2025). In this process, mainstream media played a role in expanding the discourse structure by producing various narratives, ranging from the narrative of the need for investment in education, the sustainability of MBG financing, to the socio-economic implications (Kinanthi et al., 2025). News coverage increased when the media began to raise the issue of budget cuts and fiscal priority tensions as crucial points in the initial implementation planning phase (Maulana & Lukmantoro, 2025). At the same time, there was also an escalation of disinformation and hoaxes circulating in the digital space, showing how the structure of news production did not only originate from mainstream media but also from informal actors who took advantage of the public narrative space (Setyawan et al., 2025). In addition, visual narratives on social media accelerate the formation of public perception, giving digital media an important role in strengthening or weakening the legitimacy of MBG in society (Syamsu, 2025).

The increasing intensity of media coverage of the MBG shows that the media is not only a space for distributing issues, but also an actor that determines the construction of public opinion, making McCombs & Shaw's Agenda Setting theory relevant to explain how the media determines which issues should be considered important by the public through the process of selecting, highlighting, and prioritizing certain issues in the news space. According to this argument, the media determines what the people should think about rather than telling them what to believe, making the media agenda the public agenda. This perspective is in line with Mendonca & Temer (2015) who state that the media functions as a shaper of social reality because the media is not merely a neutral conveyor of information, but also produces interpretations, structures of meaning, and ways in which the public understands issues. Thus, agenda setting provides a theoretical basis that MBG's reporting has the potential to shape public perceptions of the value of this policy.

In the context of the media agenda-setting process, an approach is needed that can interpret how evaluative values regarding policy issues are produced and represented in news texts, making sentiment analysis a relevant approach for measuring positive or negative tendencies in a public policy issue (Alonso et al., 2021). Sentiment analysis uses the mapping of linguistic values found in the text to find patterns of attitudes and policy assessments (Anggraeni et al., 2023). This approach has also been used to systematically classify public attitudes toward government policies, resulting in a measurable and accountable categorization of evaluative tendencies (Anggraini & Utami, 2021). Additionally, sentiment

analysis can be used to forecast the degree of public support of policies based on changes in the text's evaluation values (Aziza & Kristiyanto, 2021). Therefore, sentiment analysis is very appropriate to be applied to policy news texts because news reporting is an arena for the production of narratives, framing, and evaluation of issues that can represent public interpretation trends towards these policies (Reshma et al., 2022).

Since sentiment analysis is conducted on media reports, it is important to emphasize that the media is still positioned by the public as the main credible source of information for understanding government policy issues compared to alternative sources of information (Indiyati et al., 2020). In the context of policy, public trust in the media demonstrates that the media is essential to the interpretation and processing of public information, especially on matters pertaining to health and state services (Park, 2024). The media not only reflects the reality of policy but is also capable of shaping that reality through the narrative structure and selection of information that it presents to the public (Peter, 2022). Furthermore, the formation of public opinion in the digital space shows that mainstream media remains the initial reference for interpreting policies (Suhendra & Selly Pratiwi, 2024). The growth of social media highlights the danger to mainstream media's credibility because of variations in the accuracy and reliability of information (Susanto, 2025).



Grafic 1. Source: data.goodstats.id

Researchers will analyze the sentiment of three news media outlets that have the highest public trust ratings based on February 2025 data, namely Kompas (62%), CNN Indonesia (61%), and TV One (60%) to see the trends in news coverage of MBG policies. The high level of public trust in these mainstream media outlets is reinforced by the view that the media is still considered a legitimate source of relevant information on public policy issues because it is perceived to have professional standards that promote objectivity and balance in reporting (Merkley & Fellow, 2020). Even in the context of a pandemic, the media remains

the main reference because the public considers mainstream media to have advantages in source verification, context assessment, and information selection compared to individual social media, which is often subjective and prone to bias (Rakhmadani, 2020). In addition, previous studies have also shown that viral social media content is ultimately reproduced by conventional mass media, so that mainstream media continues to play a role as the final reference in shaping the meaning of public information (Widiastuti, 2019). Because it is based on legitimacy, validity, and public trust in media sources, the use of news media as an object of sentiment analysis in MBG policy has a solid epistemological and empirical foundation.

According to the problem description, theory, and available data, this research is extremely urgent because public perceptions of public policies like the Free Nutritious Meals Program (MBG), a government initiative to improve the nutritional status of vulnerable target groups in order to improve the quality of human resources, are closely influenced by media coverage. Research on media responses to this policy is crucial because the media serves as the primary channel of information that shapes public discourse and can influence the legitimacy of policies as well as support or opposition to their implementation. (Manoppo et al., 2025). In addition, several studies on public sentiment analysis using social media data show how the public responds dynamically to government policies and how the media directs public opinion (Dama et al., 2025). Additionally, research by (Permana & Christianto, 2025) that looks at media sentiment in relation to public policy reveals that social media platforms like Twitter (X) are crucial for spreading information and bringing attention to social issues, much like the impact of news coverage of the Free Nutritious Meals Program. In order to determine whether positive, negative, neutral, or mixed news coverage reflects the goals of the MBG policy or instead demonstrates inconsistencies, criticism, or contradictions with the direction of government policy, this study will examine the prevailing sentiment trends in news coverage of the Free Nutritious Meals Program. Therefore, by emphasizing specific topics, this study also seeks to explain how the media affects public opinion of the MBG strategy.

Method

This study employs a content analysis approach which is defined as the act of examining the meaning that arises from news text data with a descriptive qualitative research design (Suardi, 2019). Content analysis is used to organize unstructured text data into systematic information so that it can be interpreted scientifically (Kulatunga et al., 2007). This study adopted a research framework that began with the selection of articles from three major news media outlets, namely Kompas, CNN Indonesia, and TVOne. Data collection was carried out using the NCapture feature in NVivo 12 Plus, which enabled the collection of articles with the keyword “Free Nutritious Meals” from each online news media website. News selection was based on contextual relevance, focus on the MBG issue, and substance suitability with the research focus. After the articles were collected, the data was imported into NVivo for automatic coding with positive, negative, neutral, and mixed sentiment classifications.

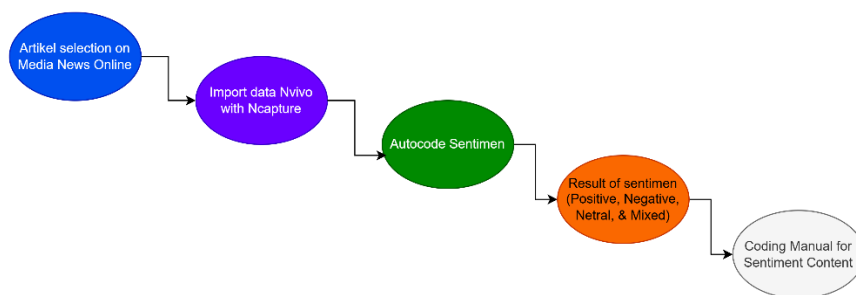


Figure 1. Framework of data processing with NVivo 12 Plus

The coding process in NVivo allows researchers to identify sentiment trend patterns, map dominant issues, and analyze the suitability of sentiment content in news coverage with the direction of the Free Nutritious Food Program in a systematic and comprehensive manner. This research framework begins with data collection, followed by article selection, then data entry into NVivo for automatic sentiment coding, and finally produces a comprehensive trend map and sentiment analysis. Thus, this study makes it possible to identify and understand how the media shapes the way the public reads and interprets the MBG through reports with various sentiments.

Literatur Review

Policies for improving nutritions

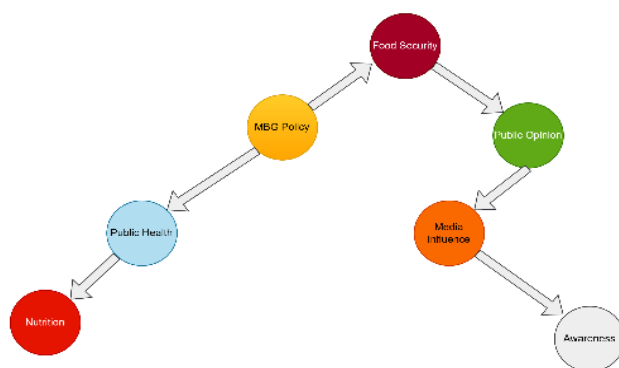


Figure 2. Framework Policies for improving nutritions

Improving nutrition through public policy is an important step toward achieving optimal public health. The Free Nutritious Meals Program (MBG), which is governed by Presidential Regulation No. 115 of 2025 and seeks to enhance the nutritional status of target groups in order to increase the quality of human resources, is one of the policies put in place for this objective. With an emphasis on addressing the community's fundamental nutritional needs, particularly those of the underprivileged, the MBG policy is a component of the national strategy to create Indonesia's golden generation in 2045 (Albaburrahim et al., 2025). According to research by Albaburrahim et al. (2025), if this program is properly implemented, it has a huge potential to improve public health. Furthermore, the accomplishment of sustainable development goals pertaining to food security and the prevention of diseases brought on by malnutrition are directly linked to this strategy (Sarjito, 2024). However, challenges in implementing programs such as uneven food distribution and lack of public awareness about the importance of nutrition remain obstacles that need to be overcome, as stated by Dama et al. (2025) and Firdaus et al. (2024). Therefore, improving the distribution system and enhancing public communication regarding the benefits of this program are crucial to achieving national nutrition goals and raising public awareness about the importance of consuming nutritious foods (Anggraeni et al., 2023).

Results and Discussion

Sentiment of online news media

Sentiment analysis was employed in this study to map the Free Nutritious Meals Program's (MBG) overall media coverage. Sentiment was classified into four operational categories, namely positive, negative, neutral, and mixed, each of which was determined based on the textual content that appeared in the articles: positive sentiment reflected support

or narratives of success; negative sentiment contained criticism, problems, or risks; neutral sentiment contained factual reports without evaluation; and mixed sentiment contained both positive and negative assessments in one context. The coding analysis units were text excerpts (references) from articles taken through NCapture from three mainstream media outlets, Kompas.com, CNN Indonesia, and TVOne, so that the sentiment results did not assess the correctness or incorrectness of the content of the reports, but rather described the totality constructed by the media. According to Presidential Regulation No. 115 of 2025 concerning the Governance of the Free Nutritious Meals Program, the results of this categorization are used to show the reporting trends of each media outlet, identify the most frequently highlighted issues, and determine whether the discourse construction is in line with the program objectives. As a result, the sentiment results can be used to map reporting trends as well as to understand how the media influences the agenda for issues and draws attention to particular parts of the MBG policy.

Kompas.com

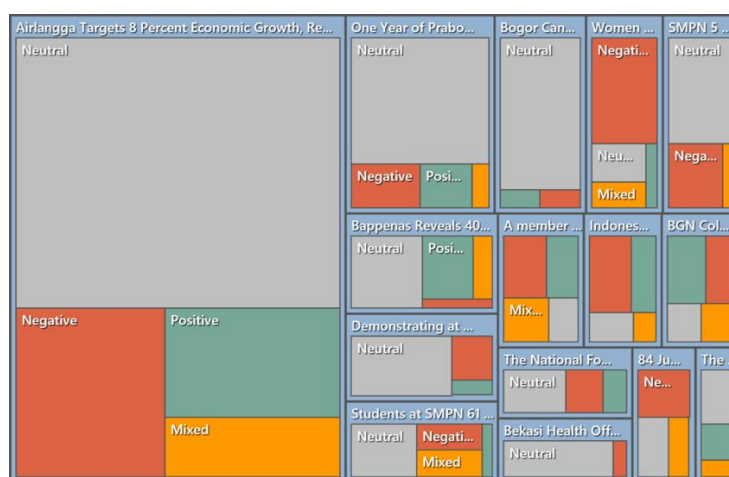


Figure 3. Hierarchy chart of sentiment Kompas.com media

The Free Nutritious Meals Program (MBG) news coverage exhibits a varied distribution of sentiment categories, according to Kompas.com's sentiment visualization. The neutral (gray) category in the majority of articles represents the greatest area in the treemap, suggesting that the predominant news coverage is descriptive and informative without strong evaluative remarks. In addition to neutral, there are green (positive) and red (negative) areas in a number of article titles, indicating the presence of both sentiments in the news coverage. Positive sentiment appears in several articles that highlight positive aspects or achievements in the implementation of the MBG, while negative sentiment is seen in articles that highlight criticism or certain negative impacts. There are also orange (mixed) areas in a number of articles, which indicate a combination of positive and negative aspects

in one article, reflecting news coverage that contains two sides of the argument on an issue. The composition of this visualization provides a quantitative picture of the proportion of each sentiment in the MBG topic on Kompas.com, where the neutral category occupies the largest portion, followed by a combination of positive, negative, and mixed sentiments as part of the coverage, for example in research observing sentiment patterns in online news (Rasyid et al., 2024). Figure 1 shows that Kompas.com's coverage of MBG is not limited to one type of sentiment, but is spread across various categories, demonstrating that media coverage often combines factual information, praise, and criticism in the same narrative. The dominance of neutral sentiment supports the observation that the media often presents facts and details of events without explicit bias, as is often found in sentiment analysis studies that online news tends to present broad descriptive information before moving on to evaluative assessments (Rasyid et al., 2024). The existence of positive and negative sentiments, as well as a combination of both (mixed), indicates the heterogeneity of reporting that reflects the complexity of opinions related to public policy, as shown in the literature which explains that media sentiment analysis and public opinion often capture a spectrum of diverse views in policy issue reporting, for example in the context of public opinion and news (Puschmann & Powell, 2018).

CNN Indonesia

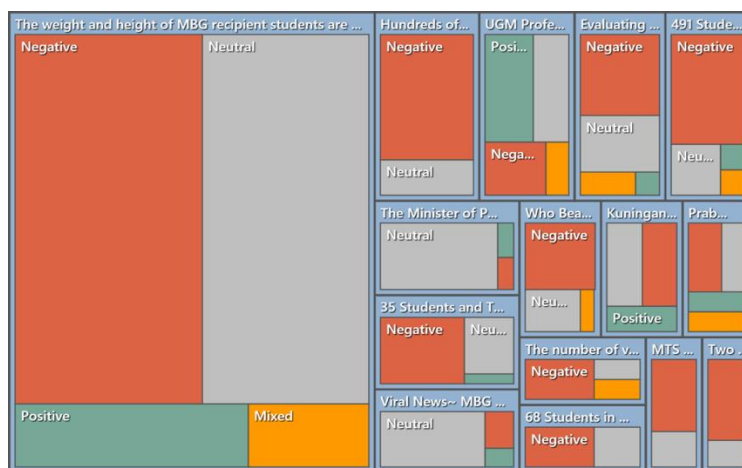


Figure 4. Hierarchy chart of sentiment TVOne media

The visualization of CNN Indonesia's news sentiment regarding the Free Nutritious Meals Program (MBG) shows a different distribution of sentiment polarity between articles in the analyzed corpus. In the treemap, the red (negative) area appears relatively large, indicating that a number of articles contain content with significant negative sentiment in their coverage of MBG. The gray (neutral) area also occupies a large portion, indicating that

many articles contain descriptive information without strong evaluative expressions, reflecting factual reporting. The orange (mixed) and green (positive) portions, on the other hand, are smaller, suggesting that only a tiny percentage of articles offer positive narratives or a mix of positive and negative attitudes. This visualization's composition demonstrates that CNN Indonesia's coverage encompasses a wide spectrum of emotions, with a notable propensity for items with neutral and negative implications, along with a number of pieces with mixed or positive tones. This distribution of sentiment variation is consistent with findings in news sentiment analysis research, which shows that news article content often contains various sentiment polarities related to the same topic (Samuels & Mcgonical, 2019). Figure 2 shows that MBG coverage on CNN Indonesia tends to feature narratives with negative and neutral sentiments more often, while positive and mixed sentiments are less represented. This reflects that the media not only conveys factual information, but also emphasizes critical or problematic aspects of the news, which can result in readers focusing more on challenges or negative issues. This pattern is consistent with prior research demonstrating that sentiment analysis frequently uncovers a range of polarities in the context of news items, including the predominance of neutral and negative narratives depending on the news content's focus (Vinardo & Wasito, 2023). Furthermore, understanding this variation in sentiment is important because it shows that news reporting does not merely convey facts, but also reflects a complex mix of emotional responses in mass media reporting, which can help researchers understand how news is positioned in public discourse (Aftab et al., 2023). This combination of various polarities indicates that news coverage of public policy issues such as MBG is not one-dimensional, but consists of a diverse spectrum of narratives.

TVOne

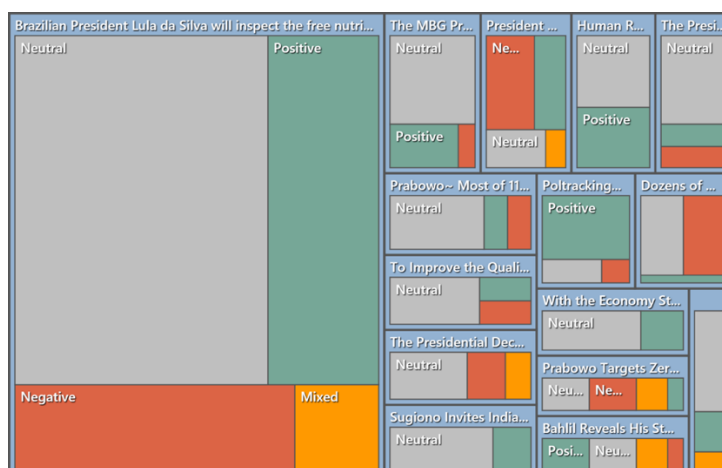


Figure 5. Hierarchy chart of sentiment TVOne media

TVOne's sentiment coverage of the Free Nutritious Meals Program (MBG) is visualized, revealing a range of sentiment polarities that are present in several pieces. The gray area (neutral) occupies the largest part of several visualization boxes, reflecting that much of the coverage is descriptive or informative about MBG without strong evaluative expressions. Green (positive) is also significant in several segments, indicating the presence of narratives that contain positive contexts about the program. Meanwhile, red (negative) stands out in a number of articles, indicating content that contains strong criticism or negative aspects, and orange (mixed) shows that in some articles there is a combination of positive and negative narratives in one text. Overall, the treemap illustrates a pattern in which TVOne's reporting contains a broad spectrum of sentiment, with a large neutral section combined with other sentiment structures appearing side by side in reports on this public policy issue. These findings on sentiment polarity variation are consistent with other media sentiment analysis studies that have found different sentiment distributions in news texts (Pavan, 2022). Figure 3 shows the distribution of sentiment in TVOne's coverage, indicating that this media outlet does not present only one dominant category of sentiment, but combines neutral, positive, negative, and mixed expressions in its coverage of MBG. This indicates that the coverage does not focus solely on one emotional tone, but accommodates a variety of narrative content depending on the context of the topic discussed in the article. This result is consistent with earlier studies that found that a single set of news reports on the internet typically contains a range of sentiment polarity, including neutral and various emotional assessments (Ishak et al., 2025). In addition, other studies show that variations in sentiment in news coverage can reflect the complexity of opinions and evaluations in the media, both positive and negative, depending on how the media packages public information narratives (Firdaus et al., 2024). This combination shows that the spectrum of sentiment that appears in TVOne's news coverage reflects various elements of factual news, appreciation of certain aspects, as well as criticism or negative evaluations, all of which contribute to a complex media narrative in public policy news coverage such as MBG.

The results of the discussion obtained from the analysis of media sentiment visualization regarding the Free Nutritious Meals Program (MBG) show that the media not only conveys facts, but also highlights and emphasizes certain topics differently according to the visible reporting patterns. The predominance of neutral and negative sentiments in certain media outlets, along with the existence of positive and mixed sentiments, reflects how the media chooses which issues and narratives to highlight. These issues and narratives

have the potential to become the center of public attention due to the frequency and style of information presentation. The relevance of McCombs & Shaw's Agenda Setting theory is evident in this situation, as the mass media, through issue selection and sharp reporting, can influence the priority of issues considered important by the public, so that certain topics in MBG reporting become more salient in the eyes of the audience (Efendi et al., 2023).

Content Sentimen of Free Nutrisious Meals Policy

Content Sentimen Netral



Figure 6. Hierarchy chart of content sentiment neutral

A number of important themes were covered with informational narratives without strong evaluative expressions, according to a visualization of neutral sentiment in media coverage of the Free Nutritious Meals Program (MBG). The dominant gray area in the treemap is spread across several broad categories, such as the BGN's response to the implementation of the MBG, SPPG operational inspections and hygiene certification, and MBG food safety standards, all of which are presented without any striking positive or negative colors. In addition, topics such as public figures discussing the MBG, the temporary suspension of SPPG operations, and several other smaller topics are also represented with neutral color areas, indicating descriptive, factual, or data-based reporting without emotive emphasis. This distribution pattern reflects that in neutral media content, the narrative conveys more basic information, status reports, or procedural details related to MBG than opinions or assessments, which is consistent with studies finding that in news sentiment analysis, the neutral category is an important part of news text classification because it conveys facts and context without clear emotional value (Pavan, 2022).

Figure 4 shows that neutral content in news coverage of MBG tends to emphasize descriptive data and reports, such as institutional responses or operational standards, rather than strong opinions or evaluations, whether positive or negative. This is similar to findings in sentiment analysis literature, which show that neutral reporting often appears as a large part of online news reporting when the media focuses on presenting facts and information without explicit emotional judgment (Saputri et al., 2025). In addition, other studies also note that the neutral portion in sentiment classification is very important because it reflects more objective and informative reporting, covering event reports and context without strong emotional weight, thus serving as a narrative basis for building public factual understanding of an issue (Vinardo & Wasito, 2023).

Content sentimen Positif

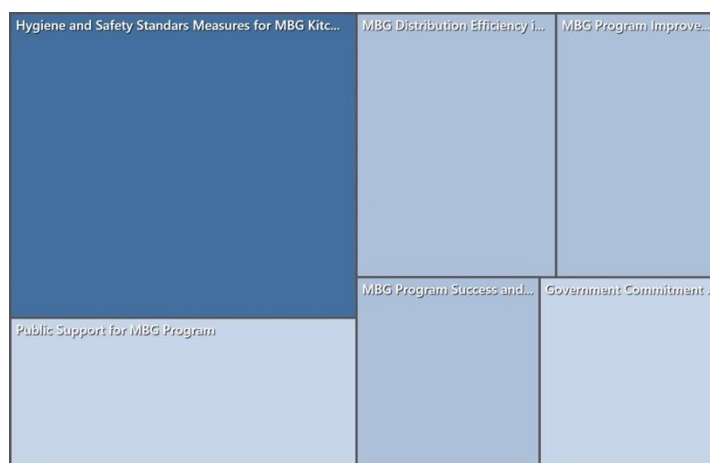


Figure 7. Hierarchy chart of content sentiment positif

The visualization of positive sentiment shows that several media topics about the Free Nutritious Meals Program (MBG) are visually positioned as narratives that highlight the positive aspects of the program's implementation. The largest area in the treemap is the topic "Hygiene and Safety Standards Measures for MBG Kitchens," indicating that much of the coverage emphasizes efforts to implement food hygiene and safety standards as an important part of the positive narrative. In addition, several other fairly large areas are represented by topics such as "MBG Distribution Efficiency in Various Regions" and "MBG Program Improvement Efforts," indicating that news coverage of the efficiency of distribution and improvements in program implementation is viewed as positive. Other smaller but still clearly visible topics include "Public Support for the MBG Program," "MBG Program Success and High Satisfaction," and "Government Commitment to MBG Success," indicating that the news also touches on public support, program success, and government

commitment to the success of MBG in the context of positive narratives. This visual distribution pattern illustrates that the media consistently reports aspects that highlight the program's merits and achievements in positive coverage, which is similar to the findings of other studies where sentiment analysis of news articles also tracks how positive aspects appear in media content (Vinardo & Wasito, 2023).

Figure 5 shows that positive narratives in the news focus on operational successes, community support, and efforts to improve MBG implementation, giving readers the impression that elements of success and support are highlighted in the media. This finding is in line with sentiment analysis studies that reveal that positive news content often highlights achievements and positive evaluations, especially when the context of the news report contains reports of success or support for an issue (Selawati et al., 2025). In addition, other studies also show that sentiment analysis can highlight positive aspects in news content that have implications for public understanding of relevant issues, underlining the importance of capturing positive evaluative narratives in news analysis (Danuraga et al., 2025). Even though the context is different, the general principles of sentiment mapping remain relevant in interpreting media narratives.

Content sentiment negative



Figure 8. Hierarchy chart of content sentiment negative

In the context of the Free Nutritious Meals Program (MBG), the visualization of negative sentiment displays several media items with overwhelmingly unfavorable meanings. "Cases of food poisoning MBG" occupies the largest visible area in the treemap, suggesting that news about food poisoning cases from the program is much more common than other topics. The next significant area is "Symptoms of MBG Poisoning," which is also large and shows news containing narratives about the symptoms of poisoning that occurred. In addition, there are smaller colored areas representing topics such as "Protest against the

rejection of MBG,” “Negative Impact of MBG in Yogyakarta,” and other narrow sections showing other negative issues related to the program. The distribution of these areas reflects that negative narratives focusing on the adverse effects or criticism of MBG, such as cases of poisoning and its impact, are major themes in news content that is assessed as negative, in line with findings in the literature which confirm that sentiment analysis often finds a strong negative polarity distribution when the news highlights problematic issues (Raina, 2013).

Figure 6 shows that negative media narratives about MBG are closely related to reports containing actual negative events and impacts, especially cases of poisoning and symptoms of poisoning, which clearly received significant attention in the visual space. Themes such as protests or negative impacts in Yogyakarta also show that, in addition to food safety aspects, critical reporting on the program also emerged, although in smaller proportions than major cases such as poisoning. This is consistent with other sentiment analysis studies which explain that negative sentiment in news coverage emerges more strongly when the news focuses on problems, risks, or bad experiences, especially when the topic has real consequences for the public (Yoga Pratama et al., 2025). In addition, other studies show that the classification of negative sentiment in the context of news reflects critical responses to issues or policies that are considered to have detrimental effects, reinforcing the finding that a negative narrative focus can dominate a large part of the news coverage when the issues raised are related to unfavorable events (Paskalia, 2025).

Content Sentiment mixed

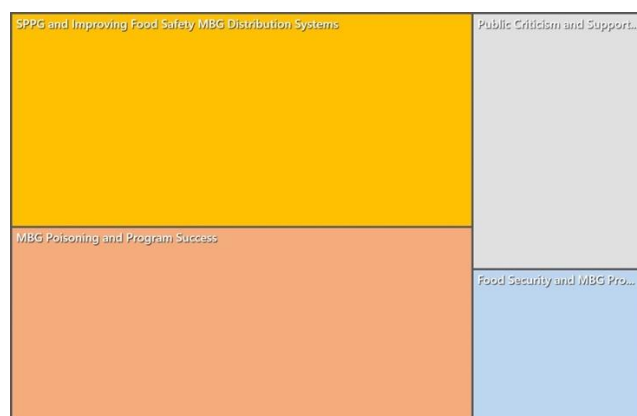


Figure 9. Hierarchy chart of content sentiment mixed

The visualization of mixed sentiment shows that some MBG news topics contain narratives that are not merely positive, negative, or neutral, but combine different evaluative

elements in a single theme. The largest area in the treemap is the topic “SPPG and Improving Food Safety MBG Distribution Systems,” which is displayed in mixed colors, indicating a combination of narratives about improvements to the MBG distribution system as well as aspects that are not entirely positive or negative. The second largest topic, “MBG Poisoning and Program Success,” also shows a mixed visualization that reflects news coverage that juxtaposes the issue of poisoning with aspects of program success. On the other hand, topics such as “Public Criticism and Support for MBG” are represented by a fairly large neutral-colored area, indicating a combination of criticism and support in a single narrative. Topics with smaller areas, such as “Food Security and MBG Program Effectiveness,” also show a combination of evaluative and informative narratives. This pattern illustrates that news reports with mixed sentiments cannot be easily categorized into a single polarity because the news texts contain various aspects of evaluation in a single content, which is in line with findings in research showing that news sentiment analysis often reveals a combination of various opinions in a single news text (Yadav & Shakya, 2022). Figure 7 shows that news reports in the mixed sentiment category contain dual evaluative aspects, namely positive and negative aspects, or evaluative and informative aspects, within a single news topic. For example, topics related to improvements in the MBG distribution system also have the potential to imply challenges or shortcomings alongside improvement efforts, resulting in narratives that are not dominated by a single sentiment. This phenomenon is in line with research showing that in online news, complex narratives often appear in a single article, so sentiment analysis needs to recognize that a single text can contain various evaluative elements at once, not just a single polarity (Yadav & Shakya, 2022). In addition, other news content analyses show that the existence of mixed narratives, such as criticism alongside support or operational facts, can reflect diverse layers of opinion that are more complex than a simple positive/negative/neutral division, and provide a more holistic understanding of how the media reports on public policy issues in a balanced manner (Marques et al., 2022).

Content sentiment analysis of news coverage of the Free Nutritious Meals Program (MBG) reveals a range of opinions that represent how the general public views the program's goals. In keeping with the goals of Presidential Regulation No. 115 of 2025 concerning the Management of the Free Nutritious Meals Program, article 1 paragraph 1, which is to improve the quality of human resources through improving the nutritional status of the target group, neutral sentiment predominates, with many articles presenting factual information about the implementation of the MBG without strong emotional judgment. Positive sentiment mostly highlights the success and support for achieving nutritional goals, while

negative sentiment mostly notes criticism related to distribution or poisoning issues that can hinder the achievement of the desired nutritional quality. It is difficult to determine whether the MBG program's execution has improved the target group's nutritional status, as seen by the mixed emotion that expresses both praise and criticism.

According to a study (Efendi et al., 2023), McCombs & Shaw's Agenda Setting theory (1972) states that by emphasizing particular themes, the mass media has a significant role in identifying concerns that the public deems important. This theory is extremely pertinent to the sentiment analysis of news coverage of the Free Nutritious Meals Program (MBG), wherein the media tends to focus more on specific program elements, like technical achievements or poisoning problems, in order to make these issues more visible to the general public. Agenda Setting explains that the media not only conveys facts, but also shapes the way the public views issues based on the frequency and manner of reporting. In the context of MBG, news coverage that frequently emphasizes the program's implementation successes or failings may have an impact on the public's opinion of the policy's success or failure, depending on the media's reporting emphasis.

Conclusion

The sentiment of news reports about the Free Nutritious Meals Program (MBG) from three significant Indonesian media outlets—Kompas.com, CNN Indonesia, and TVOne was examined in this study. Neutral attitude predominated in all three media, according to the analysis, suggesting a factual and descriptive approach to reporting on the program's execution. However, negative attitude is also more prevalent in a number of articles, especially when it comes to difficulties with food poisoning and distribution during the MBG's adoption. Positive reaction emphasized the government's dedication, the program's success, and public support. On the other hand, mixed sentiment was also evident, with some articles containing both criticism and appreciation of the policy, reflecting two sides of the narrative in the coverage of the MBG. These findings indicate that although there was a lot of neutral and descriptive coverage, criticism and success remained important aspects of the narrative. In terms of content sentiment, news coverage of MBG tends to emphasize operational aspects and program evaluation, with a predominance of neutral narratives that provide factual reports on program implementation and responses from relevant parties. Positive coverage highlights improved child nutrition and community support for MBG, while negative sentiment raises more issues about food poisoning and distribution constraints that impact the program's credibility. Mixed sentiment shows that the media also

highlights improvements in implementation, but still includes criticism of the challenges faced, reflecting imperfections in the program's execution. Overall, news coverage of MBG covers a range of sentiments, reflecting the various perspectives that emerge in society and the media regarding this policy.

Limitations and suggestions of the research This study's primary drawback is the small sample size of 15 articles from each media outlet, which does not fully represent the range of MBG reporting. In addition, the analysis was conducted manually, which may have been influenced by subjectivity in identifying and classifying sentiment. This study was also limited to three major media outlets, thus not covering a wider diversity of media, such as social media or local media, which may have different approaches to reporting. As a recommendation, further research should expand the number of article samples and the data collection period to obtain a more representative picture of changes in sentiment over time. The use of automatic sentiment analysis methods can also improve accuracy and efficiency in data processing, as well as enable broader analysis of news coverage from various media. In addition, it is recommended to involve social media analysis and public surveys to obtain a more complete picture of how MBG news coverage affects public perception of this policy.

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