

ANALISIS WACANA KEBIJAKAN : MAKAN BERGIZI GRATIS DALAM DISKURSUS PUBLIK

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ABSTRAK

Kebijakan Makan Bergizi Gratis (MBG) merupakan salah satu program prioritas pemerintah Indonesia yang bertujuan meningkatkan kualitas gizi masyarakat dan mendukung pembangunan sumber daya manusia. Dalam pelaksanaannya, kebijakan ini memunculkan berbagai respons publik berupa dukungan maupun kritik terkait efektivitas program, ketepatan sasaran, keamanan pangan, dan tata kelola anggaran. Penelitian ini bertujuan untuk memahami bagaimana pemerintah membangun wacana kebijakan MBG serta menilai hubungan antara wacana pemerintah dan wacana publik dalam pembentukan legitimasi kebijakan. Penelitian menggunakan pendekatan kualitatif dengan metode Discourse Network Analysis (DNA). Data diperoleh melalui studi dokumentasi yang bersumber dari dokumen resmi pemerintah, pernyataan pejabat, pemberitaan media massa, artikel opini, dan publikasi lembaga terkait. Analisis dilakukan dengan mengidentifikasi aktor, argumen, dan posisi yang muncul dalam diskursus serta memetakan hubungan antaraktor dalam mendukung maupun mengkritik kebijakan MBG. Hasil penelitian menunjukkan bahwa pemerintah membangun wacana MBG sebagai investasi pembangunan manusia, upaya penanggulangan stunting, dan penggerak ekonomi lokal. Sementara itu, wacana publik berkembang dalam bentuk dukungan dan kritik yang berfokus pada keamanan pangan, efektivitas program, transparansi anggaran, serta ketepatan sasaran penerima manfaat. Interaksi antara kedua wacana tersebut menunjukkan bahwa legitimasi kebijakan MBG tidak hanya dibentuk oleh narasi pemerintah, tetapi juga oleh respons publik yang berkembang di ruang diskursus. Pemerintah merespons berbagai kritik melalui penguatan pengawasan, evaluasi program, dan perbaikan standar pelaksanaan. Penelitian ini menyimpulkan bahwa keberlanjutan dan legitimasi kebijakan MBG sangat dipengaruhi oleh kemampuan pemerintah membangun komunikasi yang responsif terhadap dinamika wacana publik.

Kata Kunci: Makan Bergizi Gratis, Analisis Wacana Kebijakan, Discourse Network Analysis.

POLICY DISCOURSE ANALYSIS: FREE NUTRITIOUS MEALS IN PUBLIC DISCOURSE

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ABSTRACT

The Free Nutritious Meals (MBG) policy is one of the Indonesian government's priority programs aimed at improving the nutritional quality of the population and supporting human resource development. In its implementation, this policy has elicited various public responses, ranging from support to criticism regarding the program's effectiveness, targeting accuracy, food safety, and budget management. This study aims to understand how the government constructs the MBG policy discourse and to assess the relationship between government discourse and public discourse in the formation of policy legitimacy. The study employs a qualitative approach using the Discourse Network Analysis (DNA) method. Data were collected through a documentary analysis of official government documents, statements by officials, mass media reports, opinion pieces, and publications from relevant institutions. The analysis was conducted by identifying the actors, arguments, and positions that emerged in the discourse and mapping the relationships among actors in supporting or criticizing the MBG policy. The results show that the government constructs the MBG discourse as an investment in human development, an effort to combat stunting, and a driver of the local economy. Meanwhile, public discourse has evolved in the form of both support and criticism, focusing on food safety, program effectiveness, budget transparency, and the accuracy of beneficiary targeting. The interaction between these two discourses indicates that the legitimacy of the MBG policy is shaped not only by the government's narrative but also by the public responses emerging within the discursive space. The government has addressed various criticisms by strengthening oversight, evaluating the program, and improving implementation standards. This study concludes that the sustainability and legitimacy of the MBG policy are significantly influenced by the government's ability to establish communication that is responsive to the dynamics of public discourse.

Keywords: *Free Nutritious Meals, Policy Discourse Analysis, Discourse Network Analysis.*