

Representation Of Constitutional Gaps And Flaws In The Free Nutritious Meal (MBG) Program In Feri Amsari's Video On The Malaka Project: A Gamson Framing Analysis

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Abstract

This study examines the representation of constitutional gaps and flaws in the Free Nutritious Meals Program (MBG) as portrayed in the video "MBG dan Aturan Konstitusi" on the Malaka Project channel. The research aims to identify how criticism of the MBG program is framed in digital media through the narrative presented by Feri Amsari. This study employs a descriptive qualitative method using William A. Gamson's framing analysis and Stuart Hall's representation theory. Data were collected through online observation and documentation of the analyzed video. The findings indicate that the video frames the MBG program as a policy with constitutional, administrative, and procedural problems. The framing is constructed through the use of catchphrases such as "constitutional violation" and "mysterious program," exemplars in the form of student food poisoning cases, and an emphasis on the principles of the rule of law and good governance. The study also reveals that digital media play an important role in shaping public perceptions of government policies through the use of symbols, language, visuals, and political arguments in digital content.

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1. INTRODUCTION

The development of the Free Nutritious Meal Program (MBG) in Indonesia has continued to attract public attention as various implementation-related problems have emerged. A number of cases concerning food safety and meal-distribution oversight have increasingly been reported by national media. Reports of hundreds of students suffering food poisoning after consuming MBG meals in Surabaya, proposals to blacklist SPPG managers, and concerns regarding hygiene standards in food preparation indicate that the program continues to face substantial challenges in practice. The media have also highlighted legal cases involving program managers and inadequate feasibility standards in several nutrition service units. These developments demonstrate that MBG has evolved beyond being merely a government social policy and has become a public issue generating extensive debate within society (Komara et al., 2025).

The considerable budget allocated to the MBG Program has also generated debate concerning government policy priorities. Some members of the public view the program as having a positive objective in improving the nutritional quality of Indonesian children. Others, however, question the government's readiness to implement a large-scale program involving the daily distribution of food in massive quantities. Criticism regarding the effectiveness of oversight, transparency in budget utilization, and the preparedness of program implementers has increasingly emerged in digital public spaces. These

debates indicate that MBG is perceived not only as a social policy but also as a political and governance issue that has attracted broad public attention (Haryati & Harahap, 2025).

Criticism of the MBG Program has also been expressed by Feri Amsari through a discussion video on the Malaka Project. In his discussion, Feri Amsari highlighted alleged constitutional gaps and flaws in the implementation of the MBG Program. His criticism emphasized that public policy should not be assessed solely in terms of its social benefits, but should also be examined through the principles of constitutionality, governance, and mechanisms for the use of state finances. The legal arguments presented in the video subsequently attracted public attention because they were considered capable of shaping public understanding of the problems underlying the implementation of MBG.

A study conducted by A. Fikri (2025) examined the Free Nutritious Meal Program from the perspective of constitutionalism. The study employed a normative juridical method by analyzing the principles of policy legality, the constitution, and the protection of citizens' rights in the implementation of MBG. The findings indicated that the MBG Program requires a clear legal basis in order to avoid conflict with the principles of the rule of law and the constitutional rights of citizens. The study focused primarily on legal analysis of state policy. The present study differs because it does not merely examine normative legal aspects, but also analyzes how constitutional gaps and flaws in the MBG Program are represented in digital media through Feri Amsari's video on the Malaka Project using William A. Gamson's framing analysis and Stuart Hall's theory of representation.

An article written by U. Agustini (Agustini, 2025) examined the effectiveness and challenges of the Free Nutritious Meal Program as an educational intervention in Indonesia. The study employed a descriptive qualitative approach focusing on the program's impact on improving educational quality and fulfilling students' nutritional needs. The findings showed that MBG has the potential to improve students' concentration and contribute to more equitable access to nutrition, but it continues to face challenges related to distribution, supervision, and infrastructure readiness. The primary focus of that study was the effectiveness of the program in the educational sector. The present study differs in that it focuses more specifically on media constructions of criticism toward MBG, particularly how digital media frame issues of constitutionality, governance, and program implementation through legal and political critical narratives.

Research conducted by A. A. Merlinda and Yusmar Yusuf (Merlinda & Yusmar Yusuf, 2025) examined Prabowo Subianto's free meal program as a strategy for improving student learning motivation from the perspective of the sociology of education. The study employed a qualitative approach focusing on the influence of the free meal program on learning motivation and the social conditions of students in schools. The findings indicated that the free meal program could increase students' enthusiasm for learning and help fulfill their basic needs. That study primarily emphasized the social and educational impacts of the MBG Program. The present study differs because it focuses on the representation of criticism toward MBG in digital media, particularly allegations of constitutional gaps and policy flaws constructed through media framing.

A policy review conducted by F. A. Suprpto et al. (2025) examined the implementation of the Free Nutritious Meal Program from a public policy perspective. The study employed a policy implementation approach focusing on interinstitutional coordination, government preparedness, and national program implementation. The findings showed that MBG implementation continued to face challenges in the form of weak distribution oversight, limited resources, and governance effectiveness. The study focused primarily on evaluating public policy implementation. The present study differs because it not only discusses program implementation but also analyzes how criticism of MBG implementation is represented in digital media through Gamson's framing analysis and Stuart Hall's theory of representation in order to examine the construction of public perceptions of the MBG policy.

This study employs William A. Gamson's framing analysis model in combination with Stuart Hall's theory of representation to examine how criticism of the MBG Program is constructed in digital media. Gamson's framing analysis is used to understand how the use of symbols, word choices, and issue emphasis shapes the way audiences understand a particular reality. Stuart Hall's theory of representation is used to examine how media construct particular meanings about the MBG Program through the narratives and arguments presented. Research on the representation of constitutional gaps and flaws in the MBG Program is important because the issue is directly related to a public policy that affects the interests of society at large. This study is expected to provide a deeper understanding of how digital media shape public perceptions of government policy while also enriching scholarship on political communication and media analysis in Indonesia.

2. RESEARCH METHOD

This study employed a qualitative research design with a descriptive approach. The qualitative approach was selected because the study focuses on understanding the meanings, message constructions, and representations that emerge in a video criticizing the Free Nutritious Meal Program (MBG). The descriptive approach was used to provide an in-depth account of how issues concerning alleged constitutional gaps and flaws in the MBG Program are framed in digital media without relying on statistical measurement. The study seeks to explain political communication phenomena in digital content through the interpretation of narratives, symbols, word choices, and arguments presented in the object of analysis (Yusanto, 2020).

The data sources consisted of primary and secondary data. Primary data were obtained from a discussion video featuring Feri Amsari on the Malaka Project that addressed the Free Nutritious Meal Program (MBG). The video was selected because it contains criticism regarding alleged constitutional gaps and flaws in the implementation of the MBG Program. Secondary data were obtained from various supporting sources, including news articles, scholarly journals, books, documents, and previous studies relevant to media framing, representation theory, political communication, digital media, and public policy. The use of secondary data was intended to strengthen the analysis and provide a more comprehensive understanding of the research object.

Data were collected through online observation and documentation. Online observation was conducted by directly examining the content of Feri Amsari’s video on the Malaka Project in order to identify patterns of criticism, language use, issue emphasis, and the narratives constructed in the discussion of the MBG Program. The observation process was conducted repeatedly to enable a deeper understanding of the context and meaning of the messages conveyed. Documentation was carried out by collecting supporting materials such as video transcripts, screenshots, news articles, scholarly journals, and other documents related to the implementation of the MBG Program and criticism of the policy.

Data analysis was conducted using content analysis combined with William A. Gamson’s framing analysis model. Content analysis was used to identify and categorize the messages appearing in the video based on themes, narratives, and forms of criticism expressed (Affandi & Ramdani, 2025). Gamson’s framing analysis was then used to examine how the reality of alleged constitutional gaps and flaws in the MBG Program was constructed through framing devices and reasoning devices, including the use of metaphors, symbols, word choices, and specific arguments. Data credibility was maintained through source triangulation by comparing the primary data obtained from the video with various supporting sources, including news articles, scholarly journals, books, and relevant previous studies, thereby ensuring that the findings could be academically substantiated.

3. RESULT AND DISCUSSION

RESULT

This study analyzes how the video “MBG and Constitutional Regulations” on the Malaka Project channel frames the Free Nutritious Meal Program (MBG) using William A. Gamson’s framing analysis. The analysis was conducted by identifying the core frame, framing devices, and reasoning devices that emerge in Feri Amsari’s narrative. The findings indicate that the video represents MBG as a policy that is constitutionally problematic, weak in governance, and insufficiently supported by regulatory preparedness and adequate scientific assessment. The framing is constructed through the use of particular terms, concrete case examples, depictions of program implementation practices, and an emphasis on constitutional principles and the principles of good governance. To facilitate the analysis, the discussion in the video was divided into several scenes based on the focus of the issues and the construction of the messages conveyed.

Table. Scene 1: The Initial Controversy Surrounding the MBG Program

Analytical Element	Findings
Core Frame	MBG is framed as a government policy that is problematic from both legal and governance perspectives.
Metaphors	No direct metaphor was identified; however, the issue of “constitutional violation” is used as a marker of potential legal threat.

Analytical Element	Findings
Catchphrases	"Constitutional violation"; "public program."
Exemplars	MBG is compared with general standards for the formulation of state policy.
Depictions	The program is portrayed as controversial and as generating public concern.
Visual Image	A close-up shot of the speaker with a serious expression reinforces the critical tone.
Roots	The absence of a clear regulatory basis.
Consequences	The program has the potential to generate legal problems and public criticism.
Appeals to Principle	Constitutional principles and the rule of law.

In the opening scene, the video "MBG and Constitutional Regulations" constructs a core frame in which the Free Nutritious Meal Program (MBG) is portrayed as a government policy that is problematic from both legal and governance perspectives. Feri Amsari begins the discussion by questioning how a program that is considered beneficial to the public can simultaneously be regarded as a form of constitutional violation. This framing immediately directs the audience to view MBG not merely as a social program, but as an issue of state legality. From Stuart Hall's representation perspective, media do not simply transmit information; they also construct particular meanings about social reality. In this section, MBG is represented as a policy containing constitutional problems that require public scrutiny.

The framing in this scene is reinforced through the use of catchphrases such as "constitutional violation" and "massive program." These expressions function as important symbols in shaping audience perceptions of the MBG Program. The phrase "constitutional violation" creates the impression that the issue surrounding MBG extends beyond technical implementation and reaches the level of state law. Meanwhile, the term "massive program" emphasizes the large scale of the policy implemented by the government. In Stuart Hall's theory of representation, language plays a central role in the production of meaning. The selection of particular terms in this video constructs MBG as a large-scale policy that may also generate significant risks if it is not implemented in accordance with legal provisions (Arafanditama Najim Hidayat et al., 2025).

In addition to the use of particular expressions, the video also constructs framing through depictions of the MBG Program. The program is portrayed as a controversial policy that has generated various public concerns. Feri Amsari's serious and argumentative delivery further strengthens the impression that the issue is of considerable importance. Visually, the use of close-up shots of the speaker with a firm expression reinforces the critical framing of the government. From the perspective of representation theory, visual elements do not merely function as supplementary features but also contribute to shaping audience meaning and emotional responses to an issue. The serious expression presented in the video encourages audiences to perceive the discussion of MBG as an urgent and significant matter.

Within the reasoning devices, the root of the problem constructed in this scene is the absence of a clear regulatory basis for MBG. Feri Amsari emphasizes that a program of such scale should have a specific legal foundation so that its implementation can be properly accounted for. This framing constructs an understanding that the main problem with MBG lies not only in field-level implementation, but also in the policy formulation process itself. The consequences presented include the potential emergence of legal problems and public criticism of the government. Thus, the video represents a policy without a clear regulatory basis as potentially generating constitutional conflict and public distrust toward the state.

This scene also presents appeals to principle in the form of constitutional principles and the rule of law as the normative basis for the criticism being expressed. Feri Amsari constructs the argument that every government policy must comply with constitutional rules and applicable legal mechanisms. These principles are used to justify criticism of MBG while simultaneously strengthening the speaker's moral position before the audience. In Stuart Hall's theory of representation, meaning is constructed through the repeated production of symbols and values in media discourse. By emphasizing the constitution and the rule of law, the video represents the government as an actor that must remain subject to legal rules in the implementation of public policy.

Table. Scene 2: Regulatory Gaps and the Dominance of Power

Analytical Element	Findings
Core Frame	MBG is represented as a policy lacking a strong legal foundation.
Metaphors	No explicit metaphor was identified.
Catchphrases	“There is not a single law.”
Exemplars	Explanation of the State Budget (APBN) and the government’s dominant role in the legislative process.
Depictions	The government is portrayed as dominant in the policymaking process.
Visual Image	Inserted illustrations of legal documents and emphatic gestures by the speaker.
Roots	The absence of specific regulations and weak parliamentary oversight.
Consequences	The policy is portrayed as vulnerable to irregularities and subject to insufficient oversight.
Appeals to Principle	The principles of legality and government transparency.

In the second scene, the video “MBG and Constitutional Regulations” frames the Free Nutritious Meal Program (MBG) as a policy that lacks a strong legal foundation. Feri Amsari explains that the MBG Program is not regulated through a specific law, but instead appears within discussions of the State Budget (APBN). This framing constructs the understanding that a large-scale program funded by public resources should be supported by a clearer and more specific legal basis. From the perspective of Stuart Hall’s theory of representation, media play an important role in shaping how audiences understand social reality through particular forms of language and narrative. In this scene, MBG is represented as a policy that emerged without an adequate regulatory framework.

The framing in this scene is reinforced through the catchphrase “there is not a single law.” The phrase is delivered with strong emphasis to highlight the perceived weakness of the program’s legal foundation. The repeated narrative concerning the absence of regulation creates the impression that the government is implementing a major public program without a clear legal basis. In Stuart Hall’s theory of representation, language does not merely convey information but also produces particular meanings in the minds of audiences. The use of this phrase constructs MBG as a policy that is problematic in terms of legality and governmental procedure.

The video also employs exemplars through an explanation of the State Budget (APBN) and the government’s dominant role in the legislative process. Feri Amsari argues that the government holds considerable influence in the process of lawmaking compared with the House of Representatives (DPR). This explanation is used as an example to suggest that state policies may be more easily enacted when parliamentary oversight is perceived as weak. In this scene, the government is portrayed as dominant in determining the direction of public policy. From the perspective of representation theory, the portrayal of particular actors influences how audiences perceive power relations. The government is therefore represented as an actor exercising substantial control over the policymaking process.

Visually, the framing is reinforced through illustrations of legal documents and the speaker’s emphatic gestures while explaining the legislative process. These visual elements create a formal and serious atmosphere associated with discussions of state law. The speaker’s facial expressions and hand movements further strengthen the argumentative tone of the criticism being presented. In Stuart Hall’s theory of representation, visual elements play an important role in constructing social meaning because audiences interpret messages not only through spoken language but also through the visual symbols presented. The use of legal illustrations encourages audiences to perceive MBG as an issue closely related to legality and government governance.

Within the reasoning devices, the roots of the problem constructed in this scene are the absence of specific regulations and the perceived weakness of parliamentary oversight over government policy. The consequences presented include the potential for policy irregularities and insufficient public control over the use of the state budget (Sapay et al., 2025). This criticism is reinforced through appeals to principle in the form of legality and government transparency. Feri Amsari emphasizes that every state policy should be implemented on the basis of clear legal rules and must be publicly accountable. Through

this framing, the video represents transparency and legal certainty as essential requirements for the implementation of large-scale public policies such as MBG.

Table. Scene 3: Field-Level Facts and Implementation Failures

Analytical Element	Findings
Core Frame	MBG is framed as a program that has failed at the implementation stage.
Metaphors	No explicit metaphor was identified.
Catchphrases	"Food poisoning," "raw catfish," and "raw tofu."
Exemplars	Cases of student food poisoning are used as concrete evidence of program failure.
Depictions	Program implementation is portrayed as careless and inadequately prepared.
Visual Image	Inserted news reports and illustrations of food considered unfit for consumption.
Roots	Weak supervision and inadequate technical preparedness.
Consequences	Health risks for students and declining public trust.
Appeals to Principle	Citizens' rights to safety and an adequate standard of living.

In the third scene, the video "MBG and Constitutional Regulations" frames the Free Nutritious Meal Program (MBG) as a program that has failed at the implementation stage. Feri Amsari highlights various problems arising in the field, particularly cases of student food poisoning and the distribution of food considered unfit for consumption. This framing constructs the understanding that the problems surrounding MBG are not limited to regulatory issues, but also concern the quality of program implementation. From the perspective of Stuart Hall's theory of representation, media construct social reality through the ways in which events are presented to the public. In this scene, MBG is represented as a policy that has not been implemented in a sufficiently safe and professional manner.

The framing is reinforced through the use of catchphrases such as "food poisoning," "raw catfish," and "raw tofu." These expressions become key symbols in constructing a negative image of MBG implementation. References to undercooked food provide a concrete illustration of poor food-distribution quality within the program. In Stuart Hall's theory of representation, language has the power to construct social meaning and influence audience perceptions of an issue. The use of simple yet visually evocative expressions makes it easier for audiences to imagine the implementation failures being criticized.

At the level of exemplars, the video uses cases of student food poisoning as concrete evidence of failures in MBG implementation. These incidents are presented as real examples showing that a program intended to improve nutritional quality may instead generate health risks for its beneficiaries. The use of concrete examples strengthens the criticism and makes it appear more relevant to the audience. In representation theory, media not only select particular information but also determine which events are considered important enough to be highlighted to the public (Fachri et al., 2025). By emphasizing cases of student food poisoning, the video constructs a representation of MBG implementation as having tangible negative consequences for society.

The depictions in this scene portray program implementation as careless and insufficiently prepared for large-scale execution. This representation is reinforced through visual images consisting of inserted news reports about student food poisoning and illustrations of food considered unfit for consumption. These visual elements help create an emotional impression and intensify audience concern regarding the MBG Program. In Stuart Hall's theory of representation, visuals play an important role in shaping social perceptions because images and illustrations can reinforce meanings constructed through verbal narratives. The combination of verbal criticism and visual representations of unsuitable food encourages audiences to perceive MBG as a program that has failed to meet appropriate food-safety standards.

Within the reasoning devices, the roots of the problem constructed in this scene are weak government oversight and inadequate technical preparedness in program implementation. The consequences emphasized include threats to students' health and declining public trust in the government. This criticism is reinforced through appeals to principle concerning citizens' rights to safety

and an adequate standard of living. Feri Amsari constructs the argument that the state bears responsibility for ensuring that public programs are implemented safely and do not endanger society. Through this framing, the video represents failures in MBG implementation not merely as technical shortcomings, but also as matters of state responsibility in protecting citizens' fundamental rights.

Table. Scene 5: Good Intentions Are Not Enough Without Proper Procedures

Analytical Element	Findings
Core Frame	MBG is framed as a policy with procedural flaws.
Metaphors	No explicit metaphor was identified.
Catchphrases	"Good intentions"; "the process must be proper."
Exemplars	Explanation of program piloting and the principles of good governance.
Depictions	The government is portrayed as insufficiently careful and lacking due diligence.
Visual Image	A closing medium shot with a firm facial expression.
Roots	The program was implemented without adequate evaluation and pilot testing.
Consequences	Potential constitutional violations and harm to the public.
Appeals to Principle	The Constitution, good governance, and the protection of citizens' rights.

In the fifth scene, the video "MBG and Constitutional Regulations" frames the Free Nutritious Meal Program (MBG) as a policy characterized by procedural flaws. Feri Amsari emphasizes that good intentions on the part of the government are insufficient if the program is not implemented through proper procedures. This framing constructs the understanding that the success of a public policy should not be assessed solely on the basis of its intentions or social objectives, but also on the extent to which its implementation complies with appropriate procedures and principles of governance. From the perspective of Stuart Hall's theory of representation, media construct social reality through the ways in which issues are framed and communicated to audiences. In this scene, MBG is represented as a policy that fails to meet the procedural standards of good governance.

The framing is reinforced through the use of catchphrases such as "good intentions" and "the process must be proper." These phrases serve as key assertions that public policy must be implemented carefully and in accordance with legal rules. Their use creates a contrast between the government's intentions and the quality of program implementation. In Stuart Hall's theory of representation, language plays an important role in producing social meaning and directing the ways in which audiences understand reality. Through the repetition of these expressions, the video constructs a representation in which the government is perceived as placing excessive emphasis on the program's objectives without adequately ensuring the preparedness of its implementation process.

At the level of exemplars, the video refers to the importance of program piloting and the principles of good governance as standards that should be applied in public policymaking. Feri Amsari explains that a large-scale program should first be tested through a pilot phase before being implemented nationwide. This explanation is used to suggest that MBG was not implemented in accordance with the principle of governmental prudence. In representation theory, media select particular examples to reinforce the meanings they seek to construct for the public. By emphasizing the importance of program piloting, the video represents the government as having acted hastily and without sufficient caution in the policymaking process.

The depictions in this scene portray the government as insufficiently careful and lacking due diligence in implementing state policy. This portrayal is reinforced through a visual image consisting of a closing medium shot showing the speaker with a firm expression. The serious facial expression and tone of voice create the impression that the criticism carries both moral and legal urgency. In Stuart Hall's theory of representation, visual elements constitute an important part of the meaning-making process because they can intensify audience emotions and interpretations of media messages. The firm closing visual encourages audiences to perceive the MBG issue as a serious matter related to the state's responsibility toward society.

Within the reasoning devices, the roots of the problem constructed in this scene are the implementation of the program without adequate evaluation and pilot testing. The consequences emphasized include the potential for constitutional violations and harm to society if the program

continues without sufficient preparation. This criticism is reinforced through appeals to principle involving the Constitution, good governance, and the protection of citizens' rights. Feri Amsari constructs the argument that every public policy should be implemented on the basis of prudence and the state's responsibility toward its citizens. Through this framing, the video represents good governance as a fundamental requirement for ensuring that public policies do not generate adverse consequences for society.

DISCUSSION

The findings show that the video "MBG and Constitutional Regulations" on the Malaka Project channel constructs the Free Nutritious Meal Program (MBG) as a policy that is problematic from constitutional, administrative, and procedural perspectives. Feri Amsari's narrative does not merely highlight technical problems in program implementation, but also directs the audience to view MBG as a state policy that is perceived as lacking adequate legal and governance preparedness. This framing is constructed through the use of particular terms, concrete case examples, and repeated emphasis on the principles of the rule of law and good governance. The representation that emerges demonstrates that digital media play an important role in shaping public perceptions of government policy through the construction of political and legal criticism.

The findings also show that criticism of MBG is constructed by emphasizing various field-level problems, including cases of student food poisoning, the distribution of food considered unfit for consumption, weak supervision, and the absence of a pilot phase before nationwide implementation. The use of these concrete examples makes the critical framing appear stronger and more accessible to audiences. The video does not merely present normative criticism, but also provides concrete illustrations of the effects of program implementation on society. This condition demonstrates how digital media construct social reality by selecting particular events as symbols of public policy failure.

Another finding indicates that the use of language and visuals in the video constitutes an important element in framing MBG. Terms such as "constitutional violation," "mysterious program," and "the process must be proper" are used symbolically to reinforce a negative representation of government policy. Visual elements, including close-up shots of the speaker, serious facial expressions, illustrations of legal documents, and news reports concerning student food poisoning, further strengthen the meanings constructed through the narrative. The use of these verbal and visual symbols demonstrates that digital media do not merely convey information, but also produce social meanings that influence how audiences interpret public policy.

The findings of this study are related to the research conducted by A. Fikri, which examined MBG from the perspective of constitutionalism. Fikri's study found that the MBG Program requires a clear legal foundation in order to avoid conflict with the principles of the rule of law and citizens' constitutional rights. The present findings reinforce this perspective because Feri Amsari's video similarly frames MBG as a policy facing questions of legality and potential constitutional problems. The difference lies in the focus of analysis. Fikri's study examined MBG through a normative legal approach, whereas the present study investigates how constitutional issues are represented and framed in digital media.

The findings are also consistent with U. Agustini's study, which found that MBG implementation continues to face challenges related to distribution, supervision, and infrastructure readiness. The Malaka Project video presents similar criticisms, particularly regarding weak supervision and insufficient technical preparedness in program implementation. The distinction lies in the analytical perspective. Agustini's research places greater emphasis on the effectiveness of MBG within the educational sector, whereas the present study focuses on media constructions of legal and governance criticism surrounding the program.

Similarities can also be found with the research of A. A. Merlinda and Yusmar Yusuf, which examined the impact of the free meal program on students' learning motivation. Their study showed that the MBG Program has positive social objectives for students. Feri Amsari's video does not reject the program's social objectives; rather, it emphasizes that policy implementation should follow proper procedures and be supported by adequate prior assessment. This difference demonstrates that the present study does not focus on the social impacts of the program, but on the representation of criticism toward policy implementation in digital media.

A further connection can be identified with the study conducted by F. A. Suprpto et al. on MBG policy implementation. Their research identified problems related to distribution oversight, limited resources, and the effectiveness of program governance. The findings of the present study reveal similar

criticism through the representation of MBG as a program portrayed as careless, rushed, and insufficiently prepared. The principal difference lies in the research approach. Suprpto et al. focus on evaluating public policy implementation, whereas the present study analyzes how implementation problems are constructed into critical frames within digital media..

4. CONCLUSION

This study shows that the video “MBG and Constitutional Regulations” on the Malaka Project channel frames the Free Nutritious Meal Program (MBG) as a policy that is problematic from constitutional, administrative, and procedural perspectives. The framing is constructed through the use of symbols, word choices, concrete case examples, and repeated emphasis on the principles of the rule of law and good governance. Feri Amsari’s narrative directs audiences to view MBG not merely as a government social program, but also as a public policy governance issue perceived as lacking adequate regulatory preparedness, scientific assessment, and supervision. The use of catchphrases such as “constitutional violation” and “mysterious program,” together with exemplars such as cases of student food poisoning and the distribution of food considered unfit for consumption, reinforces the critical construction of the MBG Program.

The findings also demonstrate that digital media play an important role in shaping public perceptions of government policy through processes of representation and media framing. William A. Gamson’s framing analysis shows that the video constructs particular meanings through consistent framing devices and reasoning devices across each scene. Stuart Hall’s theory of representation further demonstrates that language, visuals, and symbols in media do not merely convey information but also contribute to producing social reality regarding MBG in the eyes of audiences. The novelty of this study lies in combining Gamson’s framing analysis with Stuart Hall’s theory of representation to examine criticism of MBG in digital media, particularly political video content on YouTube.

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