International Journal of Progressive Sciences and Technologies (IJPSAT)
ISSN: 2509-0119.
© 2026 Scholar AI LLC.
https://ijpsat.org/
Vol. 60 No. 1 November 2026, pp. 652-661

Negotiating the Meaning of the 'Free Nutritious Meals' (MBG) Program in the Construction of TikTok Users' Opinions: A Case Study of the Comment Section on @liputan6

Reny Nabilla[1], Hagi Julio Salas[2], M. Abdul Aziz Hidayatullah[3], Adhrian Hafizd Ramadhan[4]

[1]Communication Science Study Program, Faculty of Law and Social Sciences, Universitas Muhammadiyah Kotabumi, Indonesia

Reny.nabilla@umko.ac.id

[2]Communication Science Study Program, Faculty of Law and Social Sciences, Universitas Muhammadiyah Kotabumi, Indonesia

hagi.julio.salas@umko.ac.id

[3]Communication Science Study Program, Faculty of Law and Social Sciences, Universitas Muhammadiyah Kotabumi, Indonesia

2570201036@umko.ac.id

[4]Communication Science Study Program, Faculty of Law and Social Sciences, Universitas Muhammadiyah Kotabumi, Indonesia

2670201027@umko.ac.id

Corresponding Author : Reny Nabilla

(cc) BY

Abstract– The Free Nutritious Meal (MBG) program has emerged as a public policy that has garnered significant attention in the digital sphere. Discussions surrounding this program extend beyond its primary objective of providing nutrition; they also encompass concerns regarding proper targeting, budget governance, food safety, and its broader impact on society. This study aims to analyze the negotiation of the meaning of the MBG program through the expressions and evaluations shared by users in the comments section of a post by the TikTok account @liputan6. A qualitative approach with a case study design was employed. The data consists of a TikTok post titled "BGN Halts Provision of Free Nutritious Meals to 1,653 Schools Across Indonesia! What's Going On?" published on September 11, 2026 along with 20 user comments observed on October 15, 2026. Data were collected through digital observation and documentation, then analyzed thematically. The analysis reveals several interconnected interpretations: opposition to an unwanted program; support rooted in personal experience as beneficiaries or professional involvement; suggestions to prioritize the program for underdeveloped regions; and concerns regarding budget and governance. Some comments also utilize humor, sarcasm, and personal anecdotes to convey evaluations. These findings indicate that the meaning of the MBG program within the public discourse is not monolithic; rather, it is negotiated through the diverse experiences, interests, and assessments of individual users. Given that the data is derived from a single post and 20 comments, the results of this study are not intended to represent the opinions of the entire Indonesian population.

Keywords: Free Nutritious Meal Program; negotiation of meaning; social construction; user opinions; TikTok.

International Journal of Progressive Sciences and Technologies (IJPSAT)
ISSN: 2509-0119.
© 2026 Scholar AI LLC.
https://ijpsat.org/
Vol. 60 No. 1 November 2026, pp. 652-661

I. INTRODUCTION

Social media has become a space where the public can follow developments in public policy while simultaneously offering assessments of its implementation. Information regarding policy is no longer received solely through mass media reports or official government channels. Social media users can respond to information, connect it to their personal experiences, voice criticisms, or propose alternative perspectives via comment features. Consequently, the digital space functions not merely as a channel for disseminating information, but also as a venue where the process of interpreting public issues takes place (Salas, 2025).

One policy that has become a subject of public discussion is the Free Nutritious Meal (MBG) Program. This program is designed to meet the nutritional needs of its beneficiaries. Its implementation encompasses various aspects, ranging from the registration of beneficiaries, food provision, and distribution to budget management and the oversight of service quality. The National Nutrition Agency has established technical guidelines for the governance of the MBG program for the 2026 fiscal year, as set forth in the Decree of the Head of the National Nutrition Agency Number 401.1 of 2025. This document indicates that the program's implementation is supported by a governance framework that serves as a guide for its execution (National Nutrition Agency, 2025).

However, public policy is not always interpreted by the public in the way intended by its policymakers. Experiences with receiving benefits, economic conditions, access to services, and the information circulating can all influence how the public evaluates a given program. In the context of the MBG (Free Nutritious Meals) program, some beneficiaries may view it as a form of support for their nutritional needs and family well-being. Others, meanwhile, might focus on issues related to implementation, the accuracy of targeting, food safety, or the use of budget funds. Such differences demonstrate that the meaning of a policy can evolve through a process of social interpretation.

Attention toward the governance of the Free Nutritious Meals (MBG) program has also emerged within the sphere of public oversight. The Ombudsman of the Republic of Indonesia, for instance, presented the results of a rapid assessment in 2025, which identified four potential instances of maladministration in the implementation of the MBG program: undue delay, discrimination, incompetence, and procedural irregularities. These findings indicate that concerns regarding implementation and accountability are part of the public discourse surrounding the program (Ombudsman of the Republic of Indonesia, 2025). This does not necessarily mean that all criticisms voiced by social media users are proven correct; however, the inclusion of governance issues within official oversight suggests that the conversation about the MBG program is taking place within a policy context that also faces significant implementation challenges.

TikTok has become a platform where public policy issues can be discussed through a combination of videos, text, and comments. The comment feature provides space for users to respond to the information being shared. These responses may take the form of support, opposition, questions, personal experiences, or even sarcasm. Within a single comment section, various perspectives can appear side by side, revealing the diverse ways in which users understand a given issue.

Research on the Free Nutritious Meal (MBG) program on TikTok has been conducted using various approaches and data scopes. Pradesti, Salsabil, and Syafrina (2026), for instance, examined the discourse surrounding the MBG program through a netnographic approach and social network analysis. Another study by Sugianti et al. (2026) categorized public opinion regarding the MBG program based on TikTok comments, employing a computational approach that utilized K-Means clustering and TF-IDF. Both studies demonstrate that TikTok comments can serve as a data source for understanding public discourse on the MBG program. This study adopts a more focused scope of inquiry, qualitatively analyzing how the meaning of the MBG program is negotiated through user expressions within a specific post.

The object of this research is a video post from the TikTok account @liputan6, published on September 11, 2026, titled "BGN Stops Providing MBG to 1,653 Schools Across Indonesia! What's Going On?". The post discusses the discontinuation of the MBG (Nutritious Free Meals) program for 1,653 schools and educational institutions. The post's caption states that these schools have been removed from the list of program beneficiaries. This information serves as a context for users to express their own assessments regarding the implementation of the MBG program. The figure of 1,653 mentioned in this research refers to the information provided within the post itself and has not been independently verified by the researcher. Furthermore, the discontinuation of the program for these specific schools should not be equated with the termination of the MBG program on a national scale.

The diversity of user responses is an interesting subject to examine, as it reveals that a single piece of information can lead to different interpretations. Some users link the issue of data updating to concerns regarding budget and potential irregularities. Others respond based on their personal experiences either as recipients of the food provided or as individuals involved in the program's implementation. There are also those who do not entirely reject the Free Nutritious Meals (MBG) program, but instead suggest that it should be prioritized for communities in underdeveloped or remote areas. These variations demonstrate that user opinions cannot always be neatly categorized into a simple binary of support or opposition.

To understand this process, this study employs the perspective of the social construction of reality as proposed by Berger and Luckmann (1966). This perspective views social reality as something shaped through an ongoing social process. In the context of digital communication, user comments can be interpreted as expressions of how individuals make sense of a given policy. Users bring their own unique experiences and knowledge to the process of assigning meaning to the information they receive. These meanings then coexist alongside the interpretations of other users within the digital public sphere.

Based on the preceding discussion, this study aims to answer the following question: **How is the negotiation of meaning regarding the "Free Nutritious Meal" (Program Makan Bergizi Gratis/MBG) program shaped through the expressions and evaluations of users in the comments section of a TikTok post by @liputan6?** This study seeks to analyze the various ways in which users interpret the MBG program and to explain how differences in their personal experiences and social interests are reflected in their comments.

The Social Construction of Reality

Berger and Luckmann (1966) explain that social reality is formed through a dialectical relationship between human beings and the social world they produce. This process encompasses externalization, objectivation, and internalization. Externalization refers to the process by which individuals express their thoughts and actions into the social world. Objectivation occurs when the products of human action take on a form and existence that appear to stand outside the individual. Meanwhile, internalization is the process by which individuals reabsorb this social reality as part of their own self-understanding.

In this study, a social construction perspective is employed to understand how TikTok users interpret the MBG (Free Nutritious Meals) program based on their own experiences and knowledge. Comments ranging from expressions of support because children receive food, to opposition rooted in concerns over program management, or suggestions that the initiative should focus on underdeveloped regions serve as manifestations of how the program is interpreted. These comments demonstrate that public policy does not merely exist as a formal decision; rather, it acquires meaning through the interpretations of the public.

This perspective is not intended to conclude that 20 comments have shaped the social reality of an entire society. Rather, the framework is more appropriately used to examine the processes of meaning production and exchange that are evident within the comment sections under study.

International Journal of Progressive Sciences and Technologies (IJPSAT)
ISSN: 2509-0119.
© 2026 Scholar AI LLC.
https://ijpsat.org/
Vol. 60 No. 1 November 2026, pp. 652-661

Negotiating Meaning in Digital Communication

The negotiation of meaning is a process in which individuals convey, defend, adjust, or contest interpretations of a message or event. In digital communication, this process can be observed through how users respond to the same piece of content. A single post may be understood in different ways because users possess diverse backgrounds, interests, and levels of knowledge.

In the comments section on TikTok, the negotiation of meaning does not necessarily take the form of direct, back-and-forth conversation between users. Divergent interpretations can also be observed through individual, standalone comments that reflect opposing stances on the same issue. Therefore, this study conceptualizes the negotiation of meaning as the emergence and encounter of various user interpretations within a single digital conversational space rather than as evidence that users are actively debating one another or altering their own positions.

Social Media Comments as an Expression of User Opinion

Social media comments can serve as data for understanding how users respond to information and express their assessments of specific issues. Such expressions are not always presented in the form of formal arguments; users may draw upon personal experiences, everyday language, questions, humor, or sarcasm to convey their stance.

Metzger and Flanagin (2013) explain that assessing the credibility of information in an online environment may involve the use of heuristics or simple cues to evaluate that information. This concept is relevant for understanding how users might rely on personal experience or information perceived as convincing when forming their judgments. Nevertheless, this study does not directly measure the credibility of the @liputan6 account. The concept of information credibility is employed here as a supporting perspective to help understand the potential basis for users' assessments, rather than as a primary variable or a core finding of the research.

II. METHOD

This research employs a qualitative approach with a case study design. This approach was chosen because the study focuses on gaining an in-depth understanding of users' expressions and interpretations within the context of a single TikTok post. A case study allows the researcher to examine a phenomenon as it is bound to a specific object and context; consequently, the analysis is not aimed at producing statistical generalizations.

The research object is a video post from the TikTok account @liputan6, published on September 11, 2026, titled “BGN Stops Providing MBG to 1,653 Schools Across Indonesia! What’s Going On?”. The post discusses the discontinuation of the MBG (Nutritious Meals for Students/Makan Bergizi Gratis) program for 1,653 schools and educational institutions. The post’s caption states that these schools have been removed from the list of program beneficiaries. The research data consists of the video content, the caption, and 20 user comments from the same post. Data observation and documentation were conducted on October 15, 2026.

Data collection was conducted through digital observation and documentation. The researcher observed the posts serving as the research subjects, recorded their titles and captions, and documented 20 comments relevant to the study's focus. These comments were selected purposively based on their connection to users' assessments regarding the program's sustainability, benefits, targeting accuracy, budget, and the governance of the MBG (Free Nutritious Meals) program.

The data were analyzed using thematic analysis, following the stages proposed by Braun and Clarke (2006): familiarizing oneself with the data, generating initial codes, grouping codes into themes, reviewing themes, defining and naming themes, and

producing the analysis report. In practice, each comment was read to identify key ideas, which were then coded according to the content of the statements. A single comment could be assigned to more than one category if it contained multiple ideas.

To uphold research ethics, user account identities are not included. Each comment is assigned a code from K1 to K20 corresponding to the order in which the data was documented. Excerpts from the comments are retained only as necessary to demonstrate the basis for interpretation, while usernames and other identifying information are omitted.

This study has limitations regarding the quantity and scope of the data. The analysis covers only 20 comments from a single post; therefore, the findings cannot be used to represent the overall opinion of the Indonesian public regarding the MBG (Free Nutritious Meals) program. Furthermore, this study does not quantify the level of support or opposition among all TikTok users, does not verify the accuracy of individual claims made within the comments, and does not draw conclusions about any shifts in user attitudes over time.

III. RESULTS AND DISCUSSION

General Data Overview

The TikTok post by @liputan6, which serves as the subject of this research, was published on September 11, 2026, under the title “BGN Halts Provision of Free Nutritious Meals (MBG) to 1,653 Schools Across Indonesia! What’s Going On?”. The post discusses the discontinuation of the Free Nutritious Meals (MBG) program for a number of schools and educational institutions. The caption states that 1,653 schools and educational units have been removed from the list of program beneficiaries. This information provides a context for users to share their own assessments regarding the implementation of the MBG program.

An analysis of 20 comments reveals that users do not share a uniform perspective. Some express firm opposition, others advocate for the program’s continuation due to the benefits they have experienced, while some suggest changing the program's target focus. Additionally, there are comments that question the budget and governance, as well as others that employ sarcasm to convey criticism.

These initial findings indicate that discussions surrounding the MBG program are not limited to the question of whether it should be continued or discontinued. Users also debate who should receive the benefits, how the program should be implemented, and who is affected by its existence. Thus, the comment sections reveal an intersection between evaluations of the policy and the users' own social experiences.

Opposition to the Continuation of the Program

The first theme reveals comments that explicitly reject the continuation of the MBG (Free Nutritious Meal) program. This opposition is evident in statements such as K1 “shut down the MBG program for good; it’s useless”, K9, “stop the MBG; we don’t need it, let alone the kopdes (village cooperatives/distribution units)” and K17 “just shut down the MBG program... because it’s a breeding ground for corruption.”

Word choices such as “shut down forever” and “stop” indicate a stance of rejection expressed in a direct manner. The user is not merely questioning a specific aspect of the program’s implementation; rather, they are offering a negative assessment of the program’s very existence. In the case of K17, this rejection is accompanied by the suggestion that the MBG (Free

Nutritious Meals) program could become a hotbed for corruption. Such a statement should be understood as an allegation or a perception held by the user, rather than as evidence that corruption has actually taken place.

Criticism also emerged through the linking of the program to everyday economic issues. K4 expressed a wish for the MBG (Free Nutritious Meals) program to be discontinued, hoping that the prices of basic necessities and fuel would become affordable again. Meanwhile, K6 stated that the MBG program is perceived as disrupting the prices of commodities such as chicken, eggs, vegetables, and chili peppers. Both comments demonstrate that users associate the MBG program with concerns regarding the cost of living.

Interestingly, the cause-and-effect relationship presented in these comments reflects the users' own perceptions and cannot be definitively confirmed by the data from this study. Nevertheless, the way users link the MBG (Free Nutritious Meals) program to the prices of basic necessities suggests that evaluations of the program are not strictly confined to its primary objective of providing food. The policy is also assessed based on its perceived impact on the economic lives of the community.

From the perspective of social construction, these comments reveal a process of assigning meaning to a policy through subjective experiences and evaluations. The MBG (Free Nutritious Meals) program is interpreted not merely as an initiative to meet nutritional needs, but also as a policy perceived to have implications for the economy and governance. The resistance that has emerged highlights a gap between the policy's formally understood objectives and how some of its beneficiaries perceive its implementation.

Support Based on Experience, Benefits, and Job Importance

The second theme indicates that support for the MBG program arises from direct experience and professional interests. K3 stated, "Please don't stop the MBG program, sir; I am one of the people who has benefited from it because I work for the MBG program." This statement shows that the program is perceived as a source of economic benefit for those involved in its implementation.

Similar support is evident in comments K18, "Please don't stop the MBG [Free Nutritious Meals] program, sir; what am I supposed to do for work otherwise?" and K19, both of which express concern over the potential loss of employment should the program be discontinued. These comments link the continuation of the MBG program to the sustainability of livelihoods. For those working within the program's ecosystem, the MBG is perceived not merely as a policy for improving nutrition, but also as a source of employment opportunities.

Meanwhile, K7 offered support by sharing the experiences of their children, who receive meals through the program. The user noted that while their two children receive food from different kitchens, both enjoy the meals provided. K14 also mentioned that their younger sibling is happy to receive the MBG (nutritious school meal) and is able to save some pocket money, as their food needs at school are now being met.

These two comments demonstrate a form of support rooted in family experience. The program is evaluated based on the benefits felt in daily life, rather than solely through policy explanations. Personal experience serves as the basis for users to advocate for the program's continued existence.

However, the positive experiences of some users cannot be used to conclude that all beneficiaries have had the same experience. These data merely indicate that, for some users, the benefits they have perceived serve as a significant reason to support the continuation of the MBG program.

K8 presents a more complex picture. The user, who identifies as an MBG worker, actually advocates for the entire program to be shut down due to concerns about the potential for food poisoning. This comment demonstrates that one's identity as a program worker does not automatically translate into support for the program. Concerns regarding food safety can carry more weight than one's own employment interests.

These findings are significant because they demonstrate that a user's stance toward a policy is not always black and white. An individual may derive economic benefits from a program while still offering criticism regarding its implementation. Consequently, support or opposition cannot always be explained solely by an individual's status as a beneficiary or a worker.

Proposal for Adjusting Targets and Distributive Justice

The third theme presents comments that do not entirely reject the MBG (Free Nutritious Meals) program, but instead suggest that the program's targets should be prioritized toward groups or regions deemed to be in need. K2 stated that the MBG should be focused on underdeveloped or remote areas. K10 also requested that the program be directed toward those who are truly in need, citing Papua as an example.

A more specific perspective is offered by K12. The user suggests that the MBG (Nutritious School Meals) program should be focused on schools in underdeveloped regions, specifically those categorized as "3T" areas (underdeveloped, frontier, and outermost regions). This comment indicates that the core issue is not the existence of the program itself, but rather the prioritization of its beneficiaries.

K15 commented on private and international schools, noting that they had never heard of such institutions receiving the MBG (Free Nutritious Meals) program. This statement raises questions regarding the scope of beneficiaries and perceptions of equitable access. However, this comment cannot be taken as evidence that private or international schools, in general, do not receive the program. It is more accurately interpreted as an inquiry or an impression held by the user concerning the distribution of benefits.

Comments on this topic reveal a stance that falls between total rejection and unconditional support. Users acknowledge the potential benefits of the program but suggest that its implementation should be tailored to the actual needs of the community. The meaning of the MBG (Free Nutritious Meals) program is thus negotiated through concepts of prioritization, equitable access, and fairness in distribution.

In the context of public policy, this proposal suggests that public acceptance may be linked to perceptions regarding which groups are more in need of government intervention. The same program might be evaluated differently if the public perceives certain groups as having a greater need than others. Consequently, accurate targeting emerges as a crucial dimension in shaping assessments of the MBG (Free Nutritious Meals) program.

Perceptions Regarding Budget and Governance

The fourth theme concerns users' apprehensions regarding the budget and program management. K5 questioned whether funds would still be disbursed even if some schools were removed from the list of beneficiaries. K13 suggested that the program funds might have already been exhausted, while K16 remarked, "There's surely no money left." K20 also made a sarcastic comment regarding the source of the funding, implying that it would be difficult to make any further cuts.

These comments indicate that information regarding the updating of beneficiary data is interpreted through questions about budgetary implications. Users are not only noting changes in the number of beneficiaries but are also questioning how these changes relate to the use of funds.

K17, which characterizes the MBG (Nutritious Meals for Students) program as a hotbed for corruption, can also be interpreted within the context of governance. However, it is crucial to distinguish between suspicions or allegations raised in comments and findings substantiated through a formal investigative process. This study did not conduct a budgetary audit or an examination of the program's implementation. Consequently, such comments are analyzed as expressions of user distrust or concern, rather than as established facts regarding the misappropriation of funds.

Concerns regarding governance exist within a broader context in discussions about the MBG (Free Nutritious Meals) program. In 2025, the Ombudsman of the Republic of Indonesia identified several instances of potential maladministration in the program's implementation, including issues related to delays, discrimination, the competence of those executing the program, and procedural irregularities (Ombudsman of the Republic of Indonesia, 2025). These institutional findings indicate that governance is indeed a point of concern in the oversight of the program. Nevertheless, the Ombudsman's findings cannot be used to substantiate every allegation made by users in the comments section.

From a communication perspective, comments regarding the budget reveal that the reception of a policy is linked to perceptions of transparency and accountability. Users may evaluate a program not only based on its visible benefits but also on their confidence in the management processes behind its implementation. When information concerning the use of funds is not fully understood, the comments section can become a space where various questions, speculations, and judgments emerge.

Humor and Satire as a Form of Criticism

Beyond expressing direct opposition, some users have employed humor and sarcasm. K11 wrote, "Just send the MBG [Free Nutritious Meals program] to the presidential palace so the officials can enjoy it," accompanied by a laughing emoji. This comment does not offer criticism through a reasoned argument; instead, it uses sarcasm to question who actually stands to benefit from the program.

K20 also used a laughing emoticon when questioning the source of funding for the program. The use of humor allows for criticism to be conveyed in a lighter tone, while still offering an assessment of policy-related issues. In digital communication, this type of expression can serve as a way for users to voice dissatisfaction without having to construct a lengthy explanation.

The remark by K11 reveals a critical distance toward those responsible for implementing the policy. It implies that the program's benefits are, in effect, being directed toward officials rather than the intended target groups. The underlying meaning is not a literal statement about the distribution of food, but rather a symbolic critique regarding a perceived sense of injustice or mismanagement.

These findings indicate that the expression of opinions on social media does not always take the form of formal argumentation. Word choice, linguistic style, and visual symbols, such as emoticons all play a role in conveying one's stance. Therefore, the analysis of comments must take into account the context in which they are expressed, rather than merely reading the words literally.

International Journal of Progressive Sciences and Technologies (IJPSAT)
ISSN: 2509-0119.
© 2026 Scholar AI LLC.
https://ijpsat.org/
Vol. 60 No. 1 November 2026, pp. 652-661

Negotiating the Meaning of MBG in the Comments Section

Overall, the 20 comments reveal that the MBG (Free Nutritious Meals) program is interpreted through several evaluative frameworks. Those who oppose it view the program as ineffective, an economic burden, or risky in terms of its governance. Conversely, those who support it highlight the benefits of the meals provided to families and the employment opportunities created. Meanwhile, those who suggest adjusting the target beneficiaries see the program as acceptable in principle, but argue that it should be directed toward groups deemed to be in greater need.

This disparity indicates that the meaning of the MBG (free nutritious meal) program is not understood in a uniform way. Users bring their own individual experiences and interests to bear when responding to information regarding the discontinuation of the MBG program in 1,653 schools. The same piece of information can serve as a basis for voicing criticism, defending the program, or proposing policy changes.

Viewed through the perspective of Berger and Luckmann (1966), user comments represent a form of externalization an outward expression of how individuals interpret social reality. Users articulate their understanding through language, personal experience, and judgment, which then manifest within the digital space. When these various comments are examined collectively, they reveal the diverse ways in which users make sense of a policy. However, the data from this study are insufficient to conclude that all users have internalized a specific meaning, or that these comments have resulted in a shift in their attitudes.

Personal experience appears to be a significant basis for the formation of opinions. Users who have benefited whether through the food provided or the employment opportunities created tend to offer justifications for maintaining the program. Conversely, those who associate the Free Nutritious Meals (MBG) program with issues such as the prices of basic commodities, food safety, or governance-related concerns express criticism regarding its sustainability. This aligns with the perspective that the evaluation of online information can involve cues deemed relevant by an individual, including their own personal experiences and existing knowledge (Metzger & Flanagin, 2013).

Nevertheless, personal experience does not always lead to the same stance. K8 serves as an example, showing that an individual working within a program can still express opposition based on concerns regarding food safety risks. These findings demonstrate that the interpretation of a policy is complex and may encompass conflicting considerations.

This study also demonstrates that the negotiation of meaning should not necessarily be understood as a direct debate between users. In the data analyzed, there is insufficient evidence to suggest that all comments respond to one another or form a continuous, threaded conversation. In this study, the negotiation of meaning refers to the presence of various, differing interpretations of the same information within a single comment section.

Thus, the comment sections on the posts examined reveal that the MBG (Free Nutritious Meals) policy is one whose meaning is continuously questioned and interpreted through the users' social experiences. The discourse does not stop at a simple choice between support or opposition; rather, it encompasses issues such as benefits, distributive justice, safety, and accountability. This diversity of perspectives constitutes the primary finding of this research.

IV. CONCLUSION

This research indicates that the meaning of the "Free Nutritious Meal Program" as expressed in the comments section of a TikTok post by @liputan6 is shaped by a diverse range of user perspectives. Based on an analysis of 20 comments on a post published on September 11, 2026, several distinct interpretations emerge: opposition to the program's continuation; support rooted in personal experience as beneficiaries or professional interests; suggestions to refine the program's target areas by

prioritizing regions with greater need; and concerns regarding the budget and governance. Users also employ humor and sarcasm as a means to convey criticism.

An important finding of this study is that users' stances toward MBG are not always strictly divided between support and opposition. Personal experience may foster support, but it does not necessarily dictate an individual's position. The comments from users who participate in the program yet still advocate for the discontinuation of MBG due to concerns regarding food safety illustrate the complex considerations involved in the formation of opinions.

From the perspective of social construction, these comments can be understood as expressions of how users interpret a public policy. The MBG (Nutritious Meals for Students/Children) program is not interpreted solely based on its formal objectives, but also through the personal experiences, interests, and assessments of those observing or affected by its implementation. Consequently, the comments section serves as a space where various meanings surrounding the policy coexist.

This study is limited to a single post and 20 comments; therefore, its findings cannot be generalized to represent the opinions of the entire Indonesian population. Future research could expand the scope by comparing multiple posts from different media outlets or accounts, increasing the number of comments analyzed, and examining patterns of interaction among users. Such an approach would provide a broader understanding of the dynamics involved in the formation of public opinion and the negotiation of the meaning of public policy on social media.

References

[1] Badan Gizi Nasional. (2025). *Keputusan Kepala Badan Gizi Nasional Republik Indonesia Nomor 401.1 Tahun 2025 tentang Petunjuk Teknis Tata Kelola Penyelenggaraan Program Makan Bergizi Gratis Tahun Anggaran 2026*. https://www.bgn.go.id/juknis/lB1PKg-petunjuk-teknis-tata-kelola-penyelenggaraan-program-makan-bergizi-gratis

[2] Berger, P. L., & Luckmann, T. (1966). *The social construction of reality: A treatise in the sociology of knowledge*. Anchor Books.

[3] Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology, 3*(2), 77–101. https://doi.org/10.1191/1478088706qp063oa

[4] Liputan6. (2026, September 11). *BGN stop pemberian MBG ke 1.653 sekolahan se-Indonesia! Ada apa?* [Video]. TikTok. https://www.tiktok.com/@liputan6/video/7684081061466246420

[5] Metzger, M. J., & Flanagin, A. J. (2013). Credibility and trust of information in online environments: The use of cognitive heuristics. *Journal of Pragmatics, 59*, 210–220. https://doi.org/10.1016/j.pragma.2013.07.012

[6] Ombudsman Republik Indonesia. (2025, October 1). *Ombudsman RI temukan empat potensi maladministrasi dalam Program Makan Bergizi Gratis*. https://ombudsman.go.id/news/r/ombudsman-ri-temukan-empat-potensi-maladministrasi-dalam-program-makan-bergizi-gratis

[7] Pradesti, A., Salsabil, L. S., & Syafrina, A. E. (2026). Social network analysis ‘Makan Bergizi Gratis’ (studi netnografi pada TikTok). *Jurnal Komunikasi, Masyarakat dan Keamanan, 8*(1). https://doi.org/10.31599/x14phm64

[8] Sugianti, D., Putra, A., Syaifudin, A., & Wijonarko, R. (2026). Algoritma K-Means dan TF-IDF untuk pengelompokan opini publik terhadap Program Makan Bergizi Gratis pada komentar TikTok. *Jurnal Fasilkom, 16*(2), 418–424. https://doi.org/10.37859/jf.v16i2.11846

[9] Salas, HJ., (2025).Strategi Kreatif Digital Content Akun Instagram@ Ilovelampung Sebagai Media Informatif Provinsi Lampung. Jurnal Khabar, Vol 7 No 1 , 67-87.https://doi.org/10.37092/khabar.v7i1.1097