



A Framing Analysis of Food Poisoning Incidents in the Free Nutritious Meals Program (MGB): A Comparative Study of CNN Indonesia and Reuters

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ABSTRACT

This study analyses differences in news framing by CNN Indonesia and Reuters regarding the food poisoning incident in the Free Nutritious Meals Program (MGB). The objective of this study is to understand how both media outlets frame the issue and how these framing differences influence public perceptions of responsibility and the proposed solution. Based on Robert Entman's (1993) framing theory, which includes problem definition, identification of causes, moral evaluation, and recommendations for solutions, this analysis shows that CNN Indonesia focuses more on social impacts and structural causes, while Reuters emphasizes issues of oversight and policy criticism regarding program management. These findings indicate that the framing used by the media influences how the public views the issue, with CNN Indonesia prioritizing technical and local issues, whereas Reuters highlights broader systemic problems. Practically, this study provides insights for the media and policymakers regarding the importance of selecting the appropriate framing in shaping public opinion. Additionally, this study expands the examination of framing within the context of food and health policies, and introduces a comparative approach between local and international media.

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INTRODUCTION

In contemporary society, the mass media plays a central role in shaping public understanding of complex issues such as health and public policy. The media's framing process does not merely convey facts, but also highlights certain aspects of an event, thereby influencing how the audience understands, evaluates, and responds to the issue (framing is the presentation of an issue that influences the public's perspective on that issue) (Krishnan, 2025). Amid the dynamics of public communication, this phenomenon highlights the discrepancy between *das sollen* (how the media should objectively convey information) and *das sein* (how the media

actually frames the reality of the news it publishes), particularly in public health crises (Goffman, 1974);(Altheide, 2017).

Children's right to safe and healthy food is a crucial foundation for optimal growth and development, guaranteed by national and international law. The Free Nutritious Meals Program (MBG) is a strategic initiative by the government; however, cases of food poisoning highlight the inadequate fulfillment of this right as well as issues regarding the state's responsibility (Riyanto & Sinaga, 2025). This issue not only touches on legal aspects but is also linked to political ethics in the implementation of public policy. Political ethics should serve as the foundation for every government policy. The Free Nutritious Meals Program (MBG), launched by President Prabowo Subianto, aims to address the issue of stunting and improve the nutrition of schoolchildren (Wahyudi et al., 2025). In this context, the mass media plays a strategic role as a public sphere that helps shape how government policies are understood and evaluated by the public.

The phenomenon of mass media coverage plays a crucial role in shaping public perception of social policies and government programs. The media not only presents facts, but also selects, organizes, and highlights certain aspects of an event a process known as framing. In situations where a government program such as the Free Nutritious Meals Program (MBG) is implemented and a food poisoning incident subsequently occurs, how the media frames the issue becomes critically important because it influences how the public understands, evaluates, and responds to the policy (Anshori et al., 2022).

When a government program such as the Free Nutritious Meals Program (MBG) is implemented and cases of food poisoning subsequently arise, the issue is not merely a technical matter such as food safety or logistical distribution but also a complex issue of public communication. The media plays the role of a meaning-making agent that selects and highlights certain aspects, such as who is deemed responsible, how the victims are portrayed, how the government is positioned, and what solutions are proposed (Lin & Fang, 2022).

Cases of food poisoning in the Free Nutritious Meals Program (MBG) are a concrete example of a public communication phenomenon in which the media plays a crucial role in shaping public perceptions of health issues and public policy (Situmorang, 2024). This issue is not merely technical (food safety and distribution), but also relates to public perceptions of the policy's legitimacy. In this context, news media whether local outlets like CNN Indonesia or international ones like Reuters tend to select and highlight certain aspects of the news that can shape differing interpretations among audiences, as found in media framing research on other issues in Indonesia and globally. A narrative review of modern media framing studies confirms that media framing can play a role in shaping public opinion and socio-political policy discourse (Hutagalung & Nurhasanah, 2025)."

In this context, media framing serves as a key mechanism in shaping the social meaning of an event. Recent research indicates that the media employs different framing strategies depending on the social and political context of each country as well as the characteristics of the media itself (Emeraldien et al., 2023). Framing is not merely a style of news writing, but rather part of an ideological and narrative process that shapes the social reality constructed in the public sphere (Putri et al., 2020).

Previous research has confirmed that media framing plays a central role in shaping public perception, influencing the legitimacy of policies, and shaping public attitudes toward government institutions (Lin & Fang, 2022). Every media outlet has its own distinctive framing strategy, influenced by its organizational structure, editorial values, and socio-political context

(Putri et al., 2020). When it comes to health and food issues, framing is crucial because of its far-reaching impact on public trust and social response (Emeraldien et al., 2023).

Numerous studies have examined media framing across various issues. Previous research has confirmed that media framing plays a significant role in shaping public perception and influencing how the public understands an issue (Jin et al., 2025). A comparative study of media framing in health crisis management, such as the COVID-19 pandemic, reveals differences in news coverage among various international and local outlets (Jin et al., 2025). In addition, experimental research in the context of COVID-19 shows that episodic and thematic framing have different effects on public attitudes toward health issues, which are influenced by the level of trust in institutions (Koivula et al., 2024). Nevertheless, there remains a research gap in the media framing literature regarding empirical comparisons of local and international media coverage of public health policy issues in Indonesia, particularly regarding food poisoning incidents in government programs such as the MBG.

The media not only convey information but also construct meaning through the selection and emphasis of certain aspects of events. Each media outlet employs different framing strategies, influenced by editorial values and the socio-political context (Teschendorf, 2023). Consequently, the way national and international media frame the same issue can lead to differing public interpretations. In health and food issues, framing plays a decisive role in shaping public trust, policy legitimacy, and social responses; biased framing can erode trust in the government, while balanced framing enhances the effectiveness of policy communication.

The urgency of this research stems from the need to understand how the mass media can shape the social meaning of public policy issues that have a broad impact on public health. Media framing has the potential to shape public perceptions regarding who is responsible, how the issue is understood, and which alternative solutions are considered relevant—ultimately influencing support for or opposition to government policies. Empirical findings on framing and public opinion are crucial in the literature on mass communication and public policy, as they can help media organizations and policymakers develop communication strategies that are more effective and responsive to public needs.

Based on this background, the focus of this study is to analyze and compare how CNN Indonesia and Reuters frame their coverage of the food poisoning case in the MBG Program based on Robert Entman's (1993) four elements of framing: problem definition, attribution of causes, moral evaluation, and recommendations for solutions. The objective of this study is to identify the differences and similarities in the framing strategies of the two media outlets, as well as how these strategies impact public understanding of the issue. This study is expected to provide theoretical contributions to media framing studies and practical recommendations for public communication strategies, media, and policymakers.

METHODS

This study is grounded in a constructivist paradigm, which views media reality as a social construct resulting from the selection, highlighting, and framing of information by journalists and media institutions. Therefore, this study employs a qualitative approach to gain a deep understanding of how the media frames the issue of food poisoning in the Free Nutritious Meals (MBG) program. The research method used is comparative framing analysis, focusing on comparing the framing strategies employed by two different media outlets, namely CNN Indonesia and Reuters. The research subjects are news texts related to food poisoning cases in the

MBG program published by both media outlets, with the following criteria: the news was published during the timeframe when the issue occurred, the discussion focused on the MBG program, and it contained framing elements such as problem identification, causes, morality, and recommended solutions.

Data collection was conducted using a documentation technique by gathering news texts from the official websites of CNN Indonesia and Reuters that were relevant to the research issue. The data analysis method utilized Robert N. Entman's framing analysis model, which involves four main stages: (1) define problems (how the problem is defined by the media), (2) diagnose causes (what is considered the cause of the problem), (3) make moral judgments (the moral values or assessments conveyed), and (4) suggest remedies (solutions offered or implied).

A comparative analysis was conducted to identify the differences and similarities in how the two media outlets framed the issue. To ensure the quality of the research, the following goodness criteria were applied: credibility (through peer debriefing and expert framing checks), transferability (detailed presentation of the media context and the issue), dependability (an audit trail of the analysis process), and confirmability (transparent documentation of the researcher's analytical decisions and interpretations).

RESULTS AND DISCUSSION

This analysis compares how CNN Indonesia and Reuters reported on the food poisoning incident in the Free Nutritious Meals Program (MBG), a flagship program worth 10 billion dollars launched by President Prabowo Subianto in January 2025. This framing analysis examines how the media constructs and presents the issue to shape public perception. Drawing on (Entman, 1993) theory, framing encompasses four aspects: defining the problem, identifying causes, assigning moral judgments, and proposing solutions. This study focuses on six CNN Indonesia news reports regarding food poisoning cases in the Free Nutritious Meals Program (MBG), a government initiative aimed at providing nutritious meals to school students.

CNN Indonesia Framing Analysis

This table presents several news reports covering food poisoning cases in Indonesia, along with an analysis of the framing employed by the media. Framing, in this context, is used to examine how the media highlights specific aspects of these incidents, such as the number of victims, the government's response, and the causes of the cases. This table aims to provide an overview of how CNN Indonesia frames news related to food poisoning incidents in the MBG program, which serves as the basis for further analysis.

Table 1. CNN Indonesia News

No	News Content	Framing Analysis	Link Source
1.	JPPI data shows that 1,084 children were victims of MBG poisoning between October 6 and 12 in various regions. Focus on the number of victims and the locations of the incidents.	The framing highlights the national impact and the number of victims as a public health issue.	https://www.cnnindonesia.com/nasional/20251013082233-20-1283821/data-jppi-1084-anak-jadi-korban-keracunan-mbg-selama-6-12-oktober?utm_source

2.	Update on the MBG food poisoning incident in Toba: the number of victims has risen to 95. The report covers the health team's response and food sample testing.	The framing focuses on the latest developments in the case and public health response measures.	https://www.cnnindonesia.com/nasional/20251017050747-20-1285464/update-keracunan-mbg-di-toba-korban-jadi-95-orang?utm_source
3.	Articles covering various cases of MBG poisoning over the past week show a surge in cases across several regions.	A chronological framework, emphasizing the frequency of incidents over a specific period rather than a single occurrence.	https://www.cnnindonesia.com/nasional/20251014194207-20-1284527/berbagai-peristiwa-keracunan-mbg-sepekan-terakhir?utm_source
4.	BGN uncovers the cause of the surge in MBG poisoning cases: findings that the catering kitchens failed to follow standard operating procedures.	Investigative reporting focuses on structural causes rather than merely on the victims.	https://www.cnnindonesia.com/ekonomi/20251001121204-92-1279674/bgn-bongkar-penyebab-marak-kasus-keracunan-mbg-dua-bulan-terakhir?utm_source
5.	Investigative reporting focuses on structural causes rather than merely on the victims.	Audiovisual framing conveys the visual impact of a case, reinforcing the perception of the issue's urgency.	https://www.cnnindonesia.com/tv/20250926132704-400-1277997/video-keracunan-mbg-di-berbagai-daerah?utm_source
6.	VIDEO: A review of the food poisoning case, including the context, the government's response, and an evaluation.	An analytical framework that takes into account the broader context, including policy evaluation and government responses.	https://www.cnnindonesia.com/tv/20250929222121-400-1279040/video-refleksi-kasus-keracunan-dalam-program-makan-bergizi-gratis?utm_source

Reuters Framing Analysis

Table 2 presents various news reports covering food poisoning incidents in Indonesia, with a focus on the different framing approaches used in each article. The framing employed by Reuters tends to emphasize the international context, criticism of regulatory oversight, and the impact of implemented policies. This table aims to demonstrate how Reuters frames information regarding food poisoning cases occurring within the MBG program, as well as to provide a broader perspective on policies and their impact on society.

Table 1. Reuters News

No	News Content	Framing Analysis	Source
1.	<i>Over 1000 Indonesians sick from school meals</i> 800 siswa keracunan makanan sekolah dalam program MBG/free meals.	The international narrative highlights the high number of victims and issues regarding program oversight.	https://www.reuters.com/business/healthcare-pharmaceuticals/over-1000-indonesians-sick-school-meals-more-food-poisoning-outbreaks-2025-09-25/?utm_source
2.	<i>More than 9,000 children in Indonesia got food poisoning from free school meals</i> angka total kasus jauh lebih tinggi.	Reuters' global coverage highlights the scale of the epidemic and criticism of the program from a macro perspective.	https://www.reuters.com/business/healthcare-pharmaceuticals/more-than-9000-children-indonesia-got-food-poisoning-school-meals-2025-2025-10-01/?utm_source
3.	<i>Indonesia investigates more free meal poisoning cases, after 700 students fall ill</i> otoritas tengah menyelidiki kejadian di Yogyakarta.	The framing emphasizes the investigative process and the agency's response, not just the numbers.	https://www.reuters.com/business/healthcare-pharmaceuticals/indonesia-investigates-more-free-meal-poisoning-cases-after-700-students-fall-2025-10-30/?utm_source
4.	<i>Over 800 Indonesian students suffer mass food poisoning</i> setelah makan gratis pemerintah.	Focus on two major incidents in a week, framing the narrative around the continuity of events.	https://www.reuters.com/business/healthcare-pharmaceuticals/over-800-indonesian-students-suffer-mass-food-poisoning-government-free-meals-2025-09-19/?utm_source
5.	<i>More than 360 hit by food poisoning after eating free school meal</i> kasus di kota Indonesia lainnya.	Local framing but global publication highlights recurring incidents in several regions.	https://www.reuters.com/business/healthcare-pharmaceuticals/more-than-360-hit-by-food-poisoning-after-eating-free-school-meal-indonesian-2025-08-14/?utm_source
6.	<i>Indonesia agency says lack of oversight in free meal programme led to food poisoning cases</i> pengakuan pihak berwenang.	Framing criticism of government policies and program management issues as the primary causes.	https://www.reuters.com/world/asia-pacific/indonesia-agency-says-lack-oversight-free-meal-programme-led-food-poisoning-2025-09-26/?utm_source

Source: Processed data, 2025

Discussion

The study found that the two media outlets covered the issue in different ways, reflecting their respective perspectives and priorities. CNN Indonesia focused more on the local impact and structural causes in its reporting on the food poisoning case, highlighting the significant number of victims 1,084 children as well as the spread of cases across various regions. This framing emphasizes social issues related to public health and calls for more serious attention from the government. Previous research by Fahrimal *et al.*, (2020) This indicates that the media often emphasizes the public health impacts and risks posed by crises; in line with these findings, CNN Indonesia highlights the urgency of further action. Additionally, research (Novellencha & Junaedi, 2022) reveals that the media plays a significant role in shaping public perceptions of health issues by highlighting structural causes and social impacts, a trend also evident in CNN Indonesia's coverage of the spread of food poisoning cases.

CNN Indonesia highlights the structural causes of food poisoning, emphasizing that food providers' failure to comply with standard operating procedures is a major factor in such incidents. This approach is more analytical, explaining the root causes behind the incidents rather than merely reporting the number of victims. Research by Wulandari, (2025); Ogbodo et al., (2020) supports this, showing that the media often attributes health issues to violations of standard operating procedures (SOPs), weak oversight, and managerial failures. In the context of global health crises such as COVID-19, the media also actively highlights structural factors to foster a deeper understanding among the public.

In addition, the use of visual media such as videos in news reporting adds a stronger emotional dimension for readers by showcasing the direct impact of the food poisoning incident. These visuals, which depict the victims' distress, reinforce the sense of urgency to improve the food distribution system within the MBG Program and help the audience pay closer attention to and care more about government policies that affect public health. Research by Geise & Yi Xu, (2025) shows that visual frames in the media often trigger a stronger emotional response in the audience, thereby influencing public perception and engagement with the reported issue, compared to plain text alone.

Reuters' framing, on the other hand, presents a more global and critical approach to program oversight. In its reporting, Reuters highlights the extremely high number of victims more than 1,000 people as well as the lack of oversight in the program's implementation. This framing places greater emphasis on systemic issues that deserve international attention. In a second article, which documented more than 9,000 children affected by food poisoning, Reuters highlighted the scale of the growing epidemic and criticism of the program's ineffective management. The primary focus of this report is on criticism of government policy, which is deemed incapable of ensuring the quality and safety of the food provided to students Sofian & Lestarini, (2021) demonstrate how online media use framing to highlight the weaknesses of government policies in handling the pandemic. Rowbotham et al., (2019) also reveal that the media often employ various frames to shape perceptions of health policies, including critical and social perspectives on policy interventions.

Furthermore, the investigative process conducted by the authorities also plays a significant role in Reuters' framing. However, Reuters' framing places greater emphasis on poor oversight policies as the primary cause of the poisoning incidents. This is evident in reports stating that authorities eventually acknowledged shortcomings in oversight, which were the main factors

behind the poisoning incidents. This indicates that the framing employed by Reuters focuses more on failures within the oversight system and the need for more fundamental policy reforms.

This study is consistent with previous research showing that the choice of framing in media coverage can influence public perception of the issues raised. The study highlights that news framing can shape public views on health and policy issues, including in determining the causes and solutions to these problems (Jin et al., 2025). Similarly, (Teschendorf, 2024) notes that differences in media framing whether through data-driven approaches or sensational narratives influence how the public understands and responds to reported issues. The framing chosen by CNN Indonesia and Reuters shows significant differences in terms of information delivery priorities, which in turn influence how the public views responsibility for the food poisoning incident in the MBG Program. CNN Indonesia places greater emphasis on social impacts and structural causes, while Reuters prioritizes issues of oversight and policy criticism, which directly direct public attention toward systemic failures.

Furthermore, research by Fredheim, (2021) supports these findings by demonstrating how the media can influence public attention toward government accountability. Reuters, which focuses more on policy and international image, highlights aspects of weak oversight, while CNN Indonesia focuses more on the media's role as a provider of solutions to reassure the public and offer information that can improve the situation

The study by Ogbodo et al., (2020) is also relevant in supporting the findings of this research. The choice of framing in news coverage can influence public perceptions regarding who should be held accountable for an issue. In the context of the MBG food poisoning incident, the difference in framing between CNN Indonesia and Reuters can influence how the public views this issue—whether as a technical problem that can be resolved with practical solutions, or as a structural problem requiring more profound policy reforms.

Theoretically, these findings align with the constructivist perspective, which views the media as an agent that shapes social reality. The media not only reflects reality but also shapes how we understand and interpret the social world around us (Chang, Image, & Guoming, 2023). As stated by Rifa'i, (2024), the mass media shapes social reality through the constructions they create, with framing and information selection influencing public perception of specific issues. This framing not only conveys facts but also determines specific aspects that are highlighted, as explained by Mandalia, (2023), who highlights how the media uses framing to shape audience perceptions. This is also supported by Permadi et al., (2024), who reveal that online media shape and construct the reality of public issues, influencing how the public understands and interprets the information they receive, far beyond merely reflecting facts alone.

Thus, the framing analysis of CNN Indonesia and Reuters' coverage of the food poisoning case in the MBG Program underscores the importance of narrative selection and framing in media reporting, which has a significant impact on how the public interprets and responds to the issues presented, whether in the context of health or public policy.

Theoretical and Practical Implications

Theoretically, this study reinforces our understanding of the role of framing in shaping public perceptions of health issues and public policy. The findings indicate that the media not only convey information but also shape social reality in various ways, depending on the framing employed. By analyzing the framing employed by CNN Indonesia and Reuters, this study confirms that narrative selection can influence how audiences view problems, their causes, and

proposed solutions. These findings support constructivist theory, which views the media as active agents in shaping society's views of its social world, rather than merely reflecting reality.

From a practical standpoint, the findings of this study offer insights for the media and policymakers in choosing a more prudent approach to framing public issues. The media must recognize the power of framing in influencing public opinion and take responsibility for guiding the discourse in an objective and informative manner. For policymakers, understanding how the media frames issues can help in formulating more appropriate and targeted responses, so that the public can better understand the steps taken to resolve existing problems. With framing that is more data-driven and solution-oriented, the media can help foster constructive dialogue between the government and the public.

CONCLUSION

This study analyzes differences in news framing between CNN Indonesia and Reuters regarding a food poisoning incident in the Free Nutritious Meals Program (MBG). Key findings indicate that CNN Indonesia focuses on the social impact and structural causes of the poisoning, while Reuters places greater emphasis on oversight and criticism of policies related to the program's management. These framing differences influence public perception of responsibility and solutions to the issue, with CNN Indonesia highlighting local and technical issues, while Reuters points to larger systemic problems. Practically, this study provides insights for media outlets and policymakers in selecting appropriate framing, given its impact on public opinion. Media should consider how framing influences audience understanding, particularly regarding health and public policy issues. Recommendations for future research include expanding the scope to cover other media and health issues, as well as considering the social and political factors that also influence framing.

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