



**DIFFERENT VIEW OF NEWS MEDIA ON COVERING
PRABOWO'S 'FREE LUNCH PROGRAM': A DISCOURSE
ANALYSIS**

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Abstract

This paper looks at the representation of Prabowo Subianto's "Free Lunch Program" in the two major news media in Indonesia, namely Tribunnews and Kompas.com. By looking at processes, participants, and circumstances involved in the texts, this study reveals how language choice reflects power positions and ideological persuasions and how words, participants, and context determine the different perspectives and ideas. On one side, Tribunnews shows the program focusing from a political and authoritative point of view, showing Prabowo's leadership and decisiveness, and mainly using material and relational processes, in order to illustrate the strategic action and vision he deploys. In contrast, Kompas.com approaches the program from a human-interest point of view: focusing on concrete benefits from this program, using material and mental processes to show joy and collaboration among stakeholders. By comparing these two approaches, this study shows how media framing can shape public perceptions through different storytelling styles around the same policy, emphasizing the role of language in influencing social meaning and political discourse.

Keywords: *Prabowo Subianto, Free Lunch Program, Tribunnews.*

INTRODUCTION

In most countries, different news media often cover the same policy in different ways. The way this policy is portrayed in the media plays a crucial role in shaping public perception and understanding of the new leadership. This power is not restricted to the influence of the media on their audiences, but also involves the role of the media within the broader framework of the social, cultural, political, or economic power structures of society (Van Dijk, 1995).

The Prabowo free lunch program is a government program that aims to provide free meals to students in public schools across Indonesia. The large financial challenge comes from the allocation of the budget for this program, which causes questions on its long term longevity. Other than that, the impact this program will have on the natural resources, especially in terms of the increasing food demand and its pressure towards our soil and water sources, also causes concerns about the sustainability of nature (Maharani, 2024). This study aims to conduct an analysis of the coverage surrounding the Prabowo Free Lunch Program. Analyzing the representations provides insight into how the media can influence public discourse about political views.

However, there has been little focus on how various news outlets report on this program. While many articles talk about the program's own role for Indonesia, little research is written about how different news programs cover the subject. Since media organizations often have their own personal political agendas, it's important to know and study how they frame and present this policy. This provides a research gap, given that media organizations often have differing political agendas, it is essential to examine how they frame and present this policy to the public, where this study addresses by analyzing the coverage of the program through Discourse Analysis (DA). A discourse is a particular style of writing, speaking, or communicating that is governed by norms, customs, and common understandings within a group or setting. (Jen Renkema, 2009; Jorgensen & Phillips, 2002). Discourse analysis serves as a fundamental tool in qualitative research, concentrating on the complex interactions among language, communication, and the diverse aspects of social dynamics. (Fairclough, 2020; Mooney Simmie & Edling, 2019; Wennerstrom, 2016)

The methodology employed in this study involves discourse analysis, focusing on Discourse Analysis. One of the tools used to uncover Discourse Analysis is Systemic Functional Linguistic, a theory that explores how language functions in a much broader area. SFL focuses on uncovering the relationships between language, power, and ideology, emphasizing how texts can show social meaning and ideologies. Halliday, a social semiotic linguist, created the SFL method. The topic of interest in SFL is language as social semiotic. According to Halliday (quoted in Eggins, 2004, p. 3), language serves as a social semiotic since it allows people to communicate with one another and carry out daily social tasks. As a result, this method discusses how people use and comprehend their language in daily life.

To further refine this analysis, we employ the Ideational Metafunction, a key component of SFL. The Ideational Metafunction is divided into two sub-branches: Experiential Function and Logical Function:

1. **Experiential Function:** This focuses on how language represents the speaker's experiences, thoughts, and perceptions of the world. It examines the processes (verbs), participants (nouns), and circumstances (adverbs) within a text.
2. **Logical Function:** This function analyzes the logical connections and relationships between clauses and ideas in a text, examining how these elements contribute to the overall coherence and argumentation structure.

In this study, we specifically utilize the Experiential Function, also known as Transitivity Analysis. This approach analyzes how different processes (actions, events,

states) are expressed in the text and how participants are portrayed. According to Guswita (2019) The transitivity system characterizes experiences as a process that is related to both participant and situational elements. By examining the word process that has been used, Transitivity Analysis reveals the underlying ideologies and power relations embedded in media representations of the Prabowo Free Lunch Program.

By comparing how Tribunnews and Kompas.com show and frame the Free Lunch Program, this analysis will provide insights into the broader implications of media framing in Indonesian politics and contribute to the discussion on the role of media in shaping public perceptions of government programs.

RESEARCH METHOD

Research design

Using Discourse Analysis (DA) within the context of Systemic Functional Linguistics (SFL), this study uses a qualitative research design. Examining how two well-known Indonesian news organizations, Kompas and Tribun, present the Prabowo “Free Lunch Program” and spotting any possible ideological discrepancies in their news are the goals.

Data collection

This study gathered the data from the news website, the researcher selected the news based on which one is the most relevant to the topic. Using those websites the researchers are able to collect and analyze the language and sentences used by both news media. With these, the researchers are able to find the five types of functional processes and categorize the frequency of the functional processes.

Technique of analyzing the data

Based on the data that is already collected, the researchers used the following steps to complete the data analysis procedure: First, we chose and identified the relevant news from Tribun and Kompas. Second, the researchers identified the type using the transitivity notion. And then, to determine the dominant pattern, the researchers calculated the percentage of the different process types used by Tribun and Kompas. Next, the transitivity process type is examined. After that, the researchers interpreted the data with the transitivity process type that was discovered. And finally, the researchers made the conclusion. According to Weixuan Shi (2019) analysis of transitivity in news with the purpose of exploring the ideological meanings is conducted.

FINDINGS AND DISCUSSIONS

From the two data we collected, we chose a few clause that we analyzed as examples, which was categorized according to the type of process:

Data 1 (Tribunnews)

a. Material Process

1. "Presiden ke-8 RI itu mempersilahkan menteri yang tidak sepakat dengan programnya untuk keluar dari kabinetnya."

Table 1.

Presiden ke-8 RI	mempersilahkan	menteri yang tidak sepakat dengan programnya	untuk keluar dari kabinetnya.
Participant	Process	Involved Participant	Circumstance
Actor	Material Process	Goal	Circumstance

2. "Saya pertaruhkan kepemimpinan saya"

Table.2

Saya	pertaruhkan	kepemimpinan saya
Participant	Process	Involved Participant
Actor	Material Process	Goal

b. Mental Process

- "Hasan menjelaskan, arahan dari Prabowo perlu didengarkan agar kabinet mengerti apa yang menjadi target pemerintah"

Table.3

Hasan menjelaskan,	arahan dari Prabowo	perlu didengarkan agar	kabinet	mengerti apa yang menjadi target pemerintah
Circumstance	Involved Participant	Process	Participant	Circumstance
Circumstance	Phenomenon	Mental Process	Senser	Circumstance

- "Setelah sidang kabinet mungkin kita baru bisa tahu inti dari arahan beliau"

Table.4

Setelah sidang kabinet mungkin	kita	baru bisa tahu	inti dari arahan beliau
Circumstance	Participant	Process	Involved Participant
Circumstance	Senser	Mental Process	Phenomenon

c. Relational Process

- "Bagi saya makan bergizi untuk anak-anak dan Ibu hamil adalah strategik"

Table 5

Bagi saya	makan bergizi untuk anak-anak dan ibu hamil	adalah	strategik
Circumstance	Participant	Process	Involved Participant
Circumstance	Carrier	Relational Process	Attribute

- "Kita (adalah) satu tim"

Table 6

Kita	(adalah)	satu tim.
Participant	Process	Involved Participant
Carrier	Relational Process	Attribute

d. Verbal Process

- "Di hari pertama sidang kabinet, Presiden Prabowo Subianto tidak segan-segan memberikan ultimatum kepada para menteri yang tidak sepakat dengan program-programnya saat kampanye sebagai Calon Presiden RI."

Table 7

Presiden Prabowo Subianto	memberikan ultimatum	para menteri
Participant	Process	Involved Participant
Sayer	Verbal Process	verbiage

2. "Prabowo Subianto pun mengingatkan (ingin) para menteri agar bisa kompak untuk mewujudkan program tersebut."

Table 8

Prabowo Subianto	mengingatkan	para menteri
Participant	Process	Involved Participant
Sayer	Verbal Process	Receiver

2. Data 2 (Kompas.com)

a. Material Process

1. "Ia menambahkan, selain pelajar, para guru juga mendapatkan makan siang gratis agar dapat menikmati makanan bersama murid-murid mereka."

Table 9

Prabowo Subianto	mendapatkan	para menteri
Participant	Process	Involved Participant
Actor	Material Process	Goal

2. "Kita berharap bisa mendukung pertumbuhan dan perkembangan anak-anak yang diharapkan menjadi generasi bangsa berkualitas dan kuat," ungkap dia.

Table 10

Kita	mendukung	pertumbuhan dan perkembangan anak - anak
Participant	Process	Involved Participant
Actor	Material Process	Goal

b. Mental Process

1. "Menurutnya, makanan yang disediakan diharapkan dapat meningkatkan kesadaran akan pentingnya makanan sehat."

Table 11

Menurutnya	mendukung	Pertumbuhan dan perkembangan anak-anak
Participant	Process	Involved Participant
Senser	Mental Process	Phenomenon

2. "Kami percaya bahwa pendidikan tentang gizi dan kesehatan sangat penting untuk mendukung pertumbuhan dan perkembangan anak-anak," kata Joko.

Table 12

Kami	percaya	pendidikan tentang gizi dan kesehatan sangat penting untuk mendukung pertumbuhan dan perkembangan anak-anak
Participant	Process	Involved Participant
Senser	Mental process	Phenomenon

c. Relational Process

1. "Program ini merupakan rintisan sekaligus janji kampanye Presiden RI Prabowo Subianto dan Wakil Presiden RI Gibran Rakabuming Raka, yang baru dilantik pada Minggu (20/10/2024) lalu."

Table 13

Program ini	merupakan	rintisan sekaligus janji kampanye...
Participant	Process	Involved Participant
Carrier	Relational Process	Attribute

d. Verbal Process

1. "Kepala Polres Tasikmalaya Kota, AKBP Joko Sulistiono menjelaskan, program makan siang gratis ini dirancang untuk memenuhi kebutuhan gizi para pelajar."

Table 14

Prabowo Subianto	mengingatkan	agar para menteri	agar bisa kompak untuk mewujudkan program tersebut
Participant	Process	Involved Participant	
sayer	Verbal Process	Receiver	Verbiage

2. "Kami percaya bahwa pendidikan tentang gizi dan kesehatan sangat penting untuk mendukung pertumbuhan dan perkembangan anak-anak," kata Joko.

Table 15

Kata	Joko
Process	Participant
Verbal Process	Sayer

From the analysis of the two news articles, we have analyzed that Tribun places significant emphasis on Prabowo's political commitment and authority as President. The article portrays him as a leader who is not only decisive but also deeply invested in achieving results. This framing highlights his willingness to take bold actions to fulfill his promises, reinforcing his image as a strong and resolute figure. We have also found that the news article frequently employs material processes, such as *"providing an ultimatum"* and *"launching programs,"* to illustrate Prabowo's proactive approach.

The article also employs multiple relational processes, like *"his leadership is strategic,"* further underscore his calculated and impactful decision-making style. Together, these linguistic choices construct a narrative that emphasizes action and purpose. In addition, the language used in the article is striking, with phrases like *"I stake my leadership"* and *"providing an ultimatum"* conveying a sense of urgency and authority. These expressions emphasize Prabowo's determination and readiness to take risks to achieve his goals.

Overall, the tone used is assertive, aiming to inspire confidence in his leadership. Not only that, key participants, such as *"ministers"* and *"the President,"* are depicted within a clear hierarchical structure. Prabowo is portrayed as the central figure driving the program's success, with statements like, *"The ministers have been instructed to align their strategies with the President's vision,"* underscoring his role as the ultimate decision-maker and visionary behind the initiative.

On the other hand, Kompas's coverage emphasizes the tangible aspects of the program, focusing on how it directly benefits students and communities. The article highlights actions like improving access to nutrition and fostering child development,

framing the initiative as both practical and impactful. The article leans heavily on material processes such as “*providing free lunch*” and “*supporting child development*,” showcasing the program’s concrete actions.

Additionally, it incorporates some mental processes, like “*believing in the importance of nutrition*,” which reveal the underlying motivations and values driving the initiative. This combination adds depth to the program’s portrayal, making it relatable and meaningful. The tone used in the news article can be considered to be positive and uplifting, with a little emphasis on the some kind of joy and enthusiasm of students and teachers. This optimistic language underscores the program’s success in fostering collaboration among local stakeholders. Phrases like “*supporting growth and education*” are used to highlight the program’s broader social impact, presenting it as a community-centered effort.

The article foregrounds participants such as “*students*,” “*teachers*,” and “*local authorities*.” By doing so, it portrays the program as a collective endeavor aimed at improving nutrition and education. This framing underscores the importance of collaboration and positions the program as a unifying initiative that benefits the entire community. In direct comparison, while Tribun frames the program through a political and authoritative lens, portraying Prabowo as a decisive and commanding leader, Kompas takes a more human-interest approach, highlighting the beneficiaries and the tangible outcomes of the policy. Tribun’s language leans heavily on themes of power and leadership, using assertive terms to emphasize Prabowo’s role as a driving force. In contrast, Kompas focuses on well-being, collaboration, and the program’s broader social impact, showcasing the joy and practical benefits experienced by students, teachers, and communities.

CONCLUSION

The analysis reveals distinct differences in how the two media outlets frame the Prabowo Free Lunch Program, shaped by their respective editorial focuses and ideological perspectives. To repeat, Tribun positions its narrative around a political lens, portraying Prabowo’s leadership as the driving force behind the program’s success. This approach highlights themes of authority, strategy, and governance, likely appealing to readers with an interest in political dynamics and leadership. By emphasizing Prabowo’s decisive actions, Tribun underscores his role as a central figure in achieving the program’s goals.

In contrast, Kompas adopts a human-interest perspective, emphasizing the program’s practical benefits and its impact on individuals and communities. The coverage highlights the joy of students and teachers while showcasing the collaborative efforts of local stakeholders. This framing presents the policy as a socially significant initiative aimed at improving well-being and fostering community development.

These different approaches show how different media outlets can shape public perception by selectively highlighting different aspects even though they are covering the same news. The findings also prove the role and effectiveness of language in constructing social meaning and power dynamics. By framing news in a particular way, news media narratives can influence how the public interprets and engages with news or political initiatives.

This study was able to contribute to a broader understanding of how media framing shapes public discourse, especially in politically charged environments. (For example: like Indonesia). This study highlights the critical role of editorial choices in shaping narratives and their potential impact on public opinion.

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