

ABSTRACT

The establishment of the MBG budget has become a public concern because it is a Prabowo-Gibran campaign promise in the 2024 elections. This research aims to analyze how detikcom and metrotvnews framed the news about the MBG budget on 29 and 30 November 2024. The approach used in this research is qualitative with framing theory from Zhongdang Pan and Gerald M. Kosicki, which includes syntactic, script, thematic, and rhetorical structures. The results showed that detikcom tended to frame the issue personally and emotionally, presenting Prabowo as a solutive and pro-people main character. The narrative is built to strengthen Prabowo's image as an empathetic leader who still tries his best in the midst of budget constraints. In contrast, metrotvnews emphasizes a technocratic and rational approach, focusing on data, trial results, and policy capacity. Prabowo's figure is not overemphasized, but rather emphasized on the institution and technical validity of the policy. These differences reflect each media's editorial preferences in shaping public perceptions of the MBG Policy.

Keywords: *Framing, Online News Portal, MBG, Pan and Kosicki*