

Instagram Followers Opinions on Reels Content Messages Regarding President Prabowo Subianto's Nutritious Meal Program Evaluation on @kemkomdigi

Elsye Angelica Jacob, Jandy Edipson Luik, and Lady Joanne Tjahyana
Department of Communication Science, Petra Christian University Surabaya

ABSTRACT

On January 6, 2025, the Indonesian government launched the Free Nutritious Meal Program targeting students from early childhood education to senior high school, toddlers, pregnant women, and breastfeeding mothers in 190 locations across 26 provinces. Despite its wide coverage, the program has been criticized for its uneven implementation and lack of effectiveness. In response, on January 22, 2025, the official Instagram account of the Ministry of Communication and Digital Affairs (@kemkomdigi) posted a Reels video featuring an apology and message of aspiration from President Prabowo Subianto. This action demonstrated the government's use of social media for Government Public Relations (GPR) to rebuild public trust. The Reel content generated varied public opinions—neutral, positive, and negative. This study aims to measure the views of @kemkomdigi's Instagram followers regarding the message of the Reels video evaluating the program. A descriptive quantitative method was employed, using an e-survey distributed to 100 randomly selected respondents. Opinion was assessed through dimensions of message content. The research adopts the Stimulus-Organism-Response (S-O-R) model, public opinion theory, and GPR theory. Results show that followers held a positive view of the content, perceiving the message as relevant, accurate, valuable, easy to understand, accessible, and consistent in conveying positive communication.

Keywords: *Opinion 1; Social Media 2; Government Public Relation 3; Free Nutritious Meal 4; Instagram 5.*

INTRODUCTION

Communication is a fundamental aspect of human social life, serving as the primary mechanism through which individuals share messages, construct relationships, and influence one another (Effendy, 2003). In the political context, message stimuli interact with audience cognition and emotion, producing public responses. Theoretically, the communication process is often analyzed using the Stimulus-Organism-Response (S-O-R) model. This model conceptualizes communication as a stimulus (S) that interacts with an Organism (O),

producing a measurable response (R). According to Hovland (1953), the S-O-R theory underscores the cognitive, affective, and behavioral effects of messages (Effendy,2003).

Within this process, opinion is a key result of communicative interaction. Public opinion, specifically, emerges from the aggregation of individual responses to social stimuli, shaped by beliefs, values, and expectations (Nimmo,2000). Sustaining positive public sentiment is a long-term effort, it's cultivated through strategic, consistent, and credible communication (Seitel, 2011). This becomes especially relevant to this research, which examines the opinion of followers of the Ministry of Communication and Digital towards a reel content evaluation of the government's free nutritious meal program on Instagram.

As a channel of government public relations, the Ministry of Communication and Digital's Instagram account plays a strategic role in advancing public policy and fostering constructive engagement between the state and its citizens. It facilitates two-way communication by enabling public dialogue and feedback (Kusumastuti,2004). Public relations is defined as a management function that evaluates public attitudes, changes policies, and procedures to respond to public demands, and implements a program consisting of actions and information to gain public understanding and acceptance.

Public relations thus play an instrumental role in shaping public opinion. In the governmental context, this falls under the domain of Government Public Relations (GPR), which involves informing, educating, and engaging citizens to foster transparency and trust (Lee et al., 2021). As emphasized by Wong (2024), GPR is instrumental in legitimizing government actions and strengthening democratic participation by both disseminating information and gathering public opinion.

The rise of social media has reshaped the way governments engage with citizens, enabling real-time, interactive, and large-scale communication. As a key tool in modern public relations, social media platforms enhance visibility, foster engagement, and influence public trust. Research shows that transparent and participatory communication via social media strengthens trust in governments (Al-dories et al.,2023), especially when the content is credible and well-managed (Shin et al.,2021). However, its effectiveness may still depend on how citizens perceive government performance (Zhang & Zhang, 2020).

Instagram in particular is a dominant platform in Indonesia, with approximately 102.15 million users as of April 2024, making it the fourth largest user base globally (Data Indonesia.id,2024). Its visual-centric interface and ease of access make it ideal for disseminating information-rich and emotionally resonant content. According to Milhinhos, content must meet specific indicators to be deemed eligible. Drawing on the framework proposed by Rachma and Mustikasari (2022), these indicators include relevance, accuracy, value, ease of understanding, ease of access, and consistency, each serving as a benchmark for assessing content effectiveness.

On 6 January 2025, the government launched the Free Nutritious Meal Program in 190 locations in 26 provinces (Tempo, 2025). Despite its wide reach, the program faces challenges in budget allocation and infrastructure readiness. In this context, government

public relations through social media plays a key role in fostering responsive, two-way communication to find out public opinion, especially followers @kemkomdigi (Lee,2007; Wong,2024). Reflecting this, the Ministry of Communication and Digital (@kemkomdigi) shared a reel on 22 January 2025 containing an apology as well as a direct explanation of the evaluation from President Prabowo Subianto regarding the Free Nutritious Meal Program. The reel's video has been viewed more than 31.7 thousand times.

The Researcher selected the Reels content evaluation of the free Nutritious Meal Program, delivered by President Prabowo Subianto on the official Instagram account @kemkomdigi, as the focus of this study. This phenomenon was chosen due to the program's status as a newly launched national initiative that has quickly drawn public criticism. In response, the government utilized Instagram Reels as a public relations strategy to clarify and address these concerns. Although the video achieved substantial audience reach, it simultaneously recorded relatively low levels of use interaction, highlighting a gap between message exposure and audience engagement,

The significance of this research is that public opinion is a combined process of thoughts/feelings and suggestions expressed by the public regarding policies implemented by the government, the government is responsible for all remedies that occur in situations in society and will provide a way out for all differences of opinion and conflict disputes that occur (Riswandi 2009: 27). The open statement from the President of the Republic of Indonesia Prabowo Subianto through one of the government's official public relations, namely the ministry of communication and digital, is a form of government efforts to gain the people's trust.

LITERATURE REVIEW

S-O-R (Stimulus - Organism - Response) Theory

The Stimulus-Organism-Response (S-O-R) theory, introduced by Houland in 1953, explains that human behavior is influenced by the quality of the stimulus received. Effendy (in Wibawa et al., 2022) emphasizes that the effectiveness of influencing individuals or groups depends greatly on the credibility, communication style, and leadership of the message source. In communication, the S-O-R model sees messages (stimuli) as triggers that can elicit specific reactions (responses) from the audience (organism) (Kartika, 2021). Though originally rooted in psychology, the theory was later applied to communication studies, as both fields focus on human behavior—encompassing attitudes, opinions, cognition, emotion, and actions (Effendy, 2009)

Opinion

According to Cutlip, Center, and Broom, an opinion is generally defined as an individual's view on an issue. These views generally bring pros and cons. The direction of an opinion indicates its evaluative quality, which can be positive, negative, or neutral. The more an issue affects society, the stronger the opinion formed on the issue will be. However, the

direction of an opinion cannot be predicted, even as it grows stronger (Hariyono, 2020). Opinion, according to Nimmo (2000), comprises trust, values, and expectations, reflecting cognitive, affective, and conative aspects respectively, influencing Trust, preferences, and future actions.

1. Trust

Trust is intimately associated with the cognitive dimension of an individual's mindset. In this case, trust refers to something that is acceptable to the audience.

2. The concept of value is analyzed in this text.

Value can be defined as a preference that an individual has for a particular objective or mode of action. This value or preference is closely related to the affective aspect or one's feelings. The concept of value encompasses the subjective evaluation of preferences, significance, and intensity.

3. Expectations

Expectations are closely related to the conative aspect or a person's tendency to act in the future. Expectations are often also said to be impulses, desires, wills or drives.

Government Public Relation

A Public relation has an active role in influencing public opinion. This public opinion greatly affects the image of a company in the eyes of the public and stakeholders (Kasali, 2008, p.19). Government public relations is a communication function that focuses on interactions between citizens, government regulators, legislative bodies (both elected and appointed), and government regulatory agencies (Lee et al., 2021, p. 159). Government public relations also has the potential to provide officials with criticism and suggestions regarding necessary information, as well as gather feedback from the public about agency policies, whether they are ongoing, planned, or proposed (Kusumastuti, 2004).

According to Suprawoto (2018) there are several things that need to be emphasized in Government Public Relations:

a) Government Public Relations is a management function.

b) Government public relations is the activity of state institutions.

c) Carry out communication and information functions.

d) Government Public Relations targets not only the public and stakeholders, but all citizens or society as taxpayers.

Social Media

Media social refers to online platforms that facilitate the dissemination of content, including opinions and insights, presented in various formats such as images, audio, and video. The capacity for real-time interaction and communication between individuals or groups on social media platforms facilitates collaboration and engagement in virtual communities. A number of prominent social media platforms include Facebook, Instagram, Twitter, LinkedIn, and TikTok. Social media strengthens interactions and creates social ties. It

has become a vital tool in public relations, used to build image, manage reputation and crises, and promote engagement, participation, and transparency—especially in e-government (Haryanti & Rusfian, 2018).

Instagram

Instagram is a social media platform used to share images and videos. It was developed by Kevin Systrom and Mike Krieger and released in October 2010. It's known for highlighting lifestyle trends. Instagram recently introduced the Insta Story feature, which allows users to upload 15-second photos or videos. This feature has contributed to the platform's growing popularity. The second most recent feature, Instagram Reels, was released in other countries and in Indonesia on June 23, 2021 (Rebecca, 2024).

Milhinhos identifies several indicators that must be owned in content. The following is the definition of each indicator as described in Rachma & Mustikasari (2022):

1. Relevance

Focus on relevant information. This information means that it suits the needs and can answer the problems faced by consumers.

2. Accuracy

Refers to content that provides information accurately, in accordance with existing facts and reality.

3. Valuable

Relates to content that has added value and is useful to consumers, not just information without concrete benefits.

4. Easy to Understand

Focuses on content that is easily understood by consumers in reading or understanding the information presented.

5. Easy to Find

Refers to media/platforms that are easily accessible to consumers in disseminating content.

6. Consistent

Focuses on maintaining consistency in the quantity of content provided to consumers, always providing timely and up-to-date information.

Cognitive Response

Belch and Belch (2003) advanced a comprehensive definition of cognitive responses in communication. According to this perspective, cognitive responses are defined as the various thoughts that emerge in message recipients when engaging with communication messages through reading, seeing, or listening. These reflections mirror the cognitive process or reaction of the recipient, which also contributes to shaping the recipient's attitude toward the message conveyed (Dewi et al., 2024).

Audience Engagement

According to the audience engagement theory developed by Jeremy Tunstall, the manner in which audiences consume media can be categorized as either active or passive, contingent upon the prevailing circumstances and concurrent activities. Tunstall's (2024) classification of audience engagement encompasses three distinct categories: primary, secondary, and tertiary engagement.

METHODOLOGY

Conceptualization of research

This study uses descriptive research with a quantitative approach. Descriptive research explains and summarizes various conditions, situations, or variables that arise in a community under study (Bungin, 2005, p. 36). This research uses an online survey method using Google Forms to gather the opinion of @kemkomdigi followers on the Reels Content Message regarding the evaluation of the free nutritious meal program by President Prabowo Subianto on the @Kemkomdigi Instagram account, and researchers will distribute questionnaires containing statements with the dimensions of content messages to followers about the Reels content message of the evaluation of the free nutritious meal program. Opinions in this study are measured based on three components of opinion formation: trust, values, and expectations (Nimmo, 2000, p. 10). The Google survey questions are based on content message indicators, such as relevance, accuracy, value, ease of understanding, ease of finding, and consistency.

Research Subject

This research study focuses on the Instagram followers of the Ministry of Communication and Digital, including both male and female followers. The study population is all followers of the Ministry of Communication and Digital's Instagram account. As of February 20, 2025, the account has 2 million followers. The sample for this study is followers of the @kemkomdigi Instagram account between the ages of 18 and 64 (the top three active Instagram users in 2023, according to GoodStats). The sampling technique is non-probability, using a purposive approach. The total sample size is 100 respondents, rounded up using the Slovin formula.

Data Analysis

The technique used in this research is descriptive statistics. This technique is a data analysis that provides information about the characteristics of variables in a study to researchers in the form of statistical information (Krsiyantono, 2008). Cross-tabulation analysis was also carried out in this study using the IBM SPSS program which crossed the frequencies of two variables so as to display data in one variable. Public opinion is measured by 3 components of opinion measurement, namely Beliefs, Values, and Expectations. The measurement uses a Likert scale.

DATA FINDINGS

The following is a description of the findings of the Opinion of Instagram Followers @Kemkomdigi towards the Reels Content Message regarding the Evaluation of the Free Nutritious Meal Program by President Prabowo Subianto on the @Kemkomdigi Instagram Account.

Table 1. Instagram @Kemkomdigi followers' overall opinion on Content Reels' message about the Evaluation of Free Nutritious Meal Program by President Prabowo Subianto

| Opinions | Content's Message | | | | | | Total | Category |
|-----------------|-------------------|----------|----------|--------------------|--------------|------------|-------|----------|
| | Relevance | Accuracy | Valuable | Easy to understand | Easy to find | Consistent | | |
| Trust | 3.855 | 3.85 | 3.93 | 3.845 | 3.845 | 3.985 | 3.885 | Positive |
| Values | 3.81 | 3.935 | 3.965 | 3.88 | 3.915 | 3.99 | 3.915 | Positive |
| Expectations | 3.97 | 3.955 | 4.035 | 4.005 | 4.00 | 4.065 | 4.005 | Positive |
| Total | 3.88 | 3.91 | 3.96 | 3.90 | 3.91 | 4.00 | | |
| Category | Positive | Positive | Positive | Positive | Positive | Positive | | |

Source: Researcher Processed, 2025

Based on the results of the data processing above, it can be seen that the followers of the Ministry of Communication and Digital Instagram have a positive opinion towards the Reels Content Message regarding the Evaluation of the Free Nutritious Meal Program by President Prabowo Subianto. Positive opinion can be seen from the mean value of all opinion-forming components, namely trust, values, and expectations and the mean. The 6 dimensions that are the reference for this research statement are content message indicators including relevance, accuracy, value, easy to understand, easy to find, and consistency. The highest mean value falls on the expectation component at 4.005, while the lowest mean value is in the value component at 3.885.

OPINION ANALYSIS OF @KEMKOMDIGI INSTAGRAM FOLLOWERS ON REEL CONTENT MESSAGE ABOUT EVALUATION OF FREE NUTRITIOUS MEAL PROGRAM BY PRABOWO SUBIANTO

As shown in the table above, each opinion component and dimension of the content message had a mean value greater than 3.66, indicating a positive category. In public opinion studies, however, an average respondent score ranging from 3.8 to 3.9 on a five-point Likert scale reflects positive but cautious support. According to SurveyMonkey (2023), scores in

this range generally fall into the "somewhat agree" or "agree with moderation" categories. This indicates that respondents tend to agree with the message's content but have not yet reached a state of full conviction. In the context of policy communication, this phenomenon often occurs when the public perceives a policy as a good idea but lacks concrete evidence and direct experience of its implementation. This results in a "wait and see" attitude, meaning they will not give a higher assessment until they have more information. Instagram followers of the Ministry of Communication and Digital believe in, assess, and have positive expectations for the content of the evaluation reels of the Free Meal Program by Prabowo Subianto in terms of relevance, accuracy, value, ease of understanding and finding, and consistency but still fall into the somewhat agree category.

The MBG program evaluation content message is relevant at 3.88, falling into the positive category based on three components of opinion. Respondents' positive opinions indicate that they not only passively accept the message in the Reels content, but also trust it because it touches on aspects of transparency and government competence. According to Effendy (2003), an important element of effective communication is a message that suits the communicator's needs. The closer the message is to the recipient's interests or reality, the more likely it is to be accepted and have an impact. Thus, this content message is relevant because it fulfills information needs and accurately and effectively explains government policy transparency and effectiveness.

The accuracy of the message of this reel content is at 3.91 from the three components of opinion which fall into the positive category. This is due to the accuracy of the message in terms of trusted sources and also the clarity of content that makes the audience ambiguous and confused. According to (McCroskey, 1969), messages that are delivered, directly, and supported by facts will increase audience understanding and minimize distortion of meaning. In this case, the assessment that the message is "unambiguous" indicates the effectiveness of the message, both visually and verbally. Therefore, Instagram Followers of the Ministry of Communication and Digital believe, assess, and expect positively towards the message accuracy of the content reels of Prabowo Subianto's evaluation of the free nutritious meal program.

The Value dimension is also present in the content message of the free nutritious meal program evaluation reels. It obtained a mean value that ranked second highest at 3.96 and fell into the positive category. The president's apology and direct evaluation prompted a response from the organism (O), which refers to the audience's perception and emotional response toward the government, as evidenced by the statement with the highest score, namely, "I believe the Free Meal Program Evaluation Reels has a touching message content." The response (R) to the stimulus manifests as a favorable public opinion and a willingness to disseminate the message to promote education and policy socialization.

This is shown through the statement "I believe the Free Nutritious Meal Program Evaluation Reels can be further disseminated to increase public understanding", which illustrates the high intention of the audience to make this content part of the dissemination of

socially useful information. Instagram followers of @kemkodigi believe, value, and expect positively towards the message content and message quality of the content of the reels.

The evaluation reels of the free nutritious meal program were easy to understand. They received an average score of 3.90 and were in the positive category. This is similar to the Shannon and Weaver Communication Model (1949), which says that it's important to reduce any interruptions when sending a message so that the full meaning can be understood by the audience. The smaller the communication interference, the more likely the message is to be received as intended (Shannon & Weaver, 1949). The results from the table above show that the content of the free nutritious meal program evaluation reels is easy to understand and effective.

The easy-to-find dimension in the free nutritious meal program evaluation reel content message obtained a mean value of 3.91 and fell into the positive category. Visibility and virality factors are the main drivers of the formation of positive cognitive, affective, and conative attitudes towards content. In the context of digital public communication, content that is easy to find and popular creates the perception that the message is important, relevant, and worthy of attention. From a public opinion perspective, high visibility accelerates the formation of a shared opinion. The spiral of silence theory states that individuals tend to agree with dominant opinions in order to avoid social alienation (Noelle-Neumann, 1993). If Reels MBG gets great exposure, then the public will be encouraged to share and agree with the messages in it. Instagram followers of @kemkomdigi believe, value, and expect positively in the accessibility and virality of the content message of the reels.

Finally, the consistency dimension in the message content of the free nutritious meal program evaluation reels has the highest mean value of all other dimensions at 4.00 and falls into the positive category. Cognitive dissonance theory highlights the tendency of individuals to avoid disharmony between new information received and their pre-existing knowledge or beliefs. Therefore, the delivery of messages in Reels MBG that are based on factual data and consistent narratives can help reduce cognitive tension and encourage acceptance of messages by the public (Festinger, 1957).

The Reels content uploaded by the @kemkomdigi account on 22 January 2025 features an apology from President Prabowo for the uneven initial implementation of the Free Nutritious Meal Program (MBG), along with the hope that the program will be successful by the end of 2025. The harmony between the acknowledgment of obstacles and the delivery of commitments makes the message more convincing and forms a positive perception of the public towards the government. Therefore, @kemkomdigi's Instagram followers believe, assess, and expect positively the consistency of the content message of the reels.

The six things conveyed through the reels became information that was seen, heard, and known by the Instagram followers of the Ministry of Communication and Digital. This contributed to forming three important components, namely trust, values, and expectations towards the reel content message regarding the evaluation of the Free Nutritious Meal Program by Prabowo Subianto. These three components then influenced the formation of

positive opinions in the minds of the audience. Therefore, it can be concluded that the opinions of @Kemkomdigi's Instagram followers towards the Reel content on the Evaluation of the Free Nutritious Meal Program are positive. This shows that the Ministry of Communication and Digital has succeeded in forming a positive public opinion through its social media.

However, the results of the mean value of indicators and overall dimensions that fall into the positive category indicate that the average score obtained from each indicator/overall dimension is close to the low average value when viewed from the measured value interval. This phenomenon can be attributed to the prevalence of neutral or negative sentiments expressed by respondents regarding the messages conveyed in the evaluation reel content. This is also because, according to the data, it is the component with the lowest level of trust among respondents, with a score of 3.885. This suggests that the public has a favorable opinion of the ideas and messages conveyed by MBG's evaluation content. However, there remain concerns regarding its implementation and the extent of political commitment it has garnered.

It can be posited that public opinion scores that are situated at the lower limit of the positive category are indicative of a communication stimulus that has not been fully effective in eliciting a maximal response. In this context, the stimulus in question is the MBG (Makan Bergizi Gratis) Reels content uploaded by the @kemkomdigi Instagram account. While the content is indeed capable of attracting attention and providing fundamental information, its concise and visual format often limits the capacity to convey more elaborate and persuasive messages. The mean values of the content messages' dimensions tend to fall at the lower limit of the positive category. These dimensions play a role in optimizing three components: trust, value, and expectations. These components are relevant to the content of the evaluation reels of the nutritious meal program. The dimensions of the reels include relevance, accuracy, value, ease of understanding, ease of finding, and consistency. Consequently, adherents, as organisms in the SOR model, process the message cognitively, affectively, and conatively, yielding moderate rather than enthusiastic results.

In the context of public opinion studies, respondents' mean scores on a five-point Likert scale ranging from 3.8 to 3.9 indicate a favorable yet circumspect form of endorsement. According to SurveyMonkey (2023), these scores generally fall into the "somewhat agree" or "agree with moderation" category, indicating that respondents have a tendency to agree with the content of the message but have not yet reached the level of full conviction. In the context of policy communication, this phenomenon often occurs when the public perceives a policy as a favorable idea but has not found concrete evidence or direct experience of its implementation, resulting in a "wait and see" attitude before giving a higher assessment (Waisbord, 2015). In essence, the formation of public trust has been hindered by the disparity between high expectations and the actual experiences that have been perceived. This is indicated by the mean value of expectations in the above table, which is at its highest point with a total of 4,005.

As a result, the opinion of @kemkomdigi followers regarding the content messages of the Free Meal Program evaluation reels is positive but still leaves room for improvement. This assessment indicates that while public support has been established, it has not yet reached its full strength. To bolster this favorable opinion, it is imperative to enhance the quality of content across six domains of content message indicators: relevance, accuracy, value, ease of understanding, ease of access, and consistency. It is imperative to enhance these aspects to ensure that the messages conveyed through Reels are not only well-received but also more persuasive, thereby fostering public trust in government programs.

CROSS TABULATION

Table 2. Cross Tabulation between Gender and Followers' Opinions

| Gender | Opinions | | | Total |
|--------------|----------|---------|----------|-------|
| | Negative | Neutral | Positive | |
| Male | 6 | 2 | 35 | 43 |
| Female | 7 | 2 | 48 | 57 |
| Total | 13 | 4 | 83 | 100 |

Source: Researcher Processed, 2025

In this research, it can be seen that based on the data, there were 35 male respondents and 48 female respondents who had a positive opinion on the content messages of the free nutritious meal program evaluation reels by Prabowo Subianto. There were 2 men and 2 women who chose a neutral opinion 6 male respondents and 7 female respondents who had a negative opinion towards the content messages of the free nutritious meal program evaluation reels. The most answers were in the positive opinion which was 83 out of 100 respondents who had a positive opinion towards the content messages of the free nutritious meal program evaluation reels.

The total number shows that there are more female than male respondents. This is supported by women's urgency to take on a role in the Free Nutritious Meal program. According to the Head of the Legal and Public Relations Bureau of the National Nutrition Agency, women play an important role in managing family food security. As household managers, women are responsible for planning and preparing healthy and nutritious meals for their families," Hilda said (BNG, 2025). This demonstrates the important role women play in the success of Makan Begizi Gratis.

Dadan Hindayana, the Head of the National Nutrition Agency (BGN), has stated that women have contributed 55 percent more than men. This discrepancy can be attributed to the fact that the roles of cooks, nutritionists, and SPPG leaders are predominantly held by

women, accounting for 55 percent of the total. In fact, in the first two phases of the project, 65 percent of the recruited scholars were women," he said (BGN, 2025). Therefore, the viability of the program hinges on fostering a favorable perception of the community, particularly among the adherents of Instagram @kemkomdigi. The efficacy of government communication and the implementation of program messages through content, including the content of these evaluation reels directed at followers, is pivotal. It should be noted that the majority of respondents in this study are female.

Table 2. Cross Tabulation between Age and Followers' Opinions

| Age | Opinions | | | Total |
|--------------|----------|---------|----------|-------|
| | Negative | Neutral | Positive | |
| 18-23 | 7 | 3 | 53 | 63 |
| 24-39 | 4 | 0 | 25 | 29 |
| 40-55 | 2 | 1 | 5 | 8 |
| Total | 13 | 4 | 83 | 100 |

Source: Researcher Processed, 2025

Based on the table above, the data shows that 53 respondents aged 18-23 years old, 25 respondents aged 24-39 years old, and 5 respondents aged 40-55 years old had a positive opinion towards the content message of the evaluation reels of the free nutritious meal program by Prabowo Subianto. A total of 3 respondents aged 18-23 years and 1 respondent aged 40-55 years had a neutral opinion. Finally, there were 7 respondents aged 18-23, 4 respondents aged 24-39, and 2 respondents aged 40-55 who had a negative opinion towards the message of the content reels evaluation of the free nutritious meal program by Prabowo Subianto.

It can be seen that the respondents above are 18-23 years old (Generation Z), 24-39 years old (Millennial Generation), and 40-55 years old (Generation X) (Nugroho, 2021). The age classification is based on the top three age groups of active Instagram users in 2023 according to data from GoodStats (Yonatan, 2023). The age limit for the Generation Z group starts from the age of 18 because at this age individuals are considered to have sufficient cognitive and emotional maturity to understand the context of the question and provide valid answers (Ministry of Health RI, 2020). The data also shows that the majority of respondents based on age category are part of Generation Z, which means that the followers of the Ministry of Communication and Digital Instagram account are dominated by this generation compared to Millennials and Generation X.

In a journal titled "The Utilization of Instagram as a Medium of Information for Generation Z," the judge stated that Generation Z actively participates in creating and disseminating content, including photos and videos of themselves and others. This ultimately enriches the information they obtain (Churchill & Gosling, 2018). Churchill and Gosling (2018) also stated that social media is part of Gen Z's daily activities, serving as a means to interact with others, express themselves, seek information, and follow emerging trends on the platform. Additionally, Gen Z grew up in an era of rapid technological advancement, so they have a tendency to depend on accessing information online through social media (Frances & Hoefel, 2018). If it is associated with the majority of active users, who make up 63% of the followers that responded, then it proves that they participate in forming positive opinions about the content of the reels evaluating the free nutritious meal program.

Table 2. Cross Tabulation between Occupation and Followers' Opinions

| Occupation | Opinions | | | Total |
|--------------|----------|---------|----------|-------|
| | Negative | Neutral | Positive | |
| Student | 5 | 3 | 37 | 45 |
| Worker | 7 | 1 | 42 | 50 |
| Non-worker | 2 | 0 | 4 | 5 |
| Total | 13 | 4 | 83 | 100 |

Source: Researcher Processed, 2025

Based on the table above, the data shows that 37 student respondents, 42 worker respondents, and 4 non-working respondents had a positive opinion of the content message of the evaluation reels of the free nutritious meal program by Prabowo Subianto. A total of 3 student respondents and 1 worker respondent had a neutral opinion. Finally, there were 5 student respondents, 7 worker respondents, and 2 non-worker respondents who had negative opinions towards the content message reels of the evaluation of the free nutritious meal program by Prabowo Subianto.

The most positive opinions were among respondents who had a job. This is also supported by the opening of job opportunities thanks to the MBG program, especially in the agricultural sector for food security. Reporting from metronews.com, Member of Commission IX of the House of Representatives Delia Pratiwi together with the National Nutrition Agency (BGN) said that the Nutritious Meal Program (MBG) has the potential to have a positive impact on the economic sector because the MBG kitchen obtains cooking

ingredients from local businesses and Village-Owned Enterprises (BUMDes) and the implementation of the Nutritious Meal Program (MBG) has the opportunity to open new jobs, considering that this program requires a lot of labor to manage kitchen operations and distribute nutritious food (Abrar, 2025).

CONCLUSION

This study aims to analyze the opinions of Instagram followers @kemkomdigi towards the Reels content message that discusses the evaluation of the Free Meal Program by Prabowo Subianto. Opinion in this study is measured through three main indicators, namely trust, value, and expectation, which are important components in the formation of public opinion. The three indicators were analyzed based on six dimensions of content messages, namely relevance, accuracy, value, easy to understand, easy to find, and consistency.

Overall, the opinions of @kemkomdigi's Instagram followers on Reel content messages regarding the Evaluation of the Free Nutritious Meal Program are classified in the positive category. The choice of social media platforms, official accounts, news articles, and the six dimensions of content messages are the main supporting factors in forming this positive opinion. This finding shows the success of the Ministry of Communication and Information Technology team in carrying out Government Public Relations activities through Reel content on Instagram. Although the interval results of all dimensions show positive values, there is still a possibility that there is a range of respondents or followers who give negative opinions about the reel content message related to the program evaluation.

REFERENCES

- Abdullah, S.H. (2024). Opini publik followers Instagram Volix Media sebagai media alpha. Retrieved from PERSPEKTIF, 13 (2) (2024): 329-338, DOI:10.31289/perspektif.v13i2.10029
- Ball-Rokeach, S. J., & DeFleur, M. L. (1976). *A dependency model of mass-media effects. Communication Research*, 3(1), 3–21. Retrieved from <https://doi.org/10.1177/009365027600300101>
- Belch, G. E., & Belch, M. A. (2003). *Advertising and promotion: An integrated marketing communications perspective* (6th ed.). New York: McGraw-Hill.
- CNN. (February 5, 2025). Makan Bergizi Gratis sudah dinikmati 730 ribu orang. Retrieved from <https://www.cnnindonesia.com/ekonomi/20250204050225-92-1194191/makan-bergizi-gratis-sudah-dinikmati-730-ribu-orang>
- Dewi, A .N . Z., Karimah, E. K., & Wirakusumah, K .T.(2024). Respons Kognitif dalam dalam Terpaan Konten pada Pengaruhnya terhadap Keputusan Pembelian. *Jurnal Teknik Informatika, Sains dan Ilmu Komunikasi*. 2(4), 48-57, DOI: <https://doi.org/10.59841/saber.v2i4.1672>

- Effendy, O. U. (2003). *Communication Science: Theory and Practice*. Bandung: Remaja Rosdakarya.
- Falaqiyah, P. N. & Sanjaya, M. (2024). Pelibatan Audiens Generasi Milenial Pada Program Netizen Bertanya Ustad Menjawab ”Di Televisi Muhammadiyah. . *Jurnal Teknik Informatika, Sains dan Ilmu Komunikasi*. 2(2), 134-145, DOI <https://doi.org/10.59841/saber.v2i2.985>
From PLN Which Jumped High in 2020. Faculty of Humanities and Creative Industries. Petra Christian University: Surabaya
- Hariyono, R. Y. A. (2020). Surabaya People's Opinion on the Case of Electricity Bills
- Haryanti, S. & Rusfian, Z.E. (2018). *Government Public Relations and Social Media: Bridging the Digital Divide on People with Social Welfare Problems*.
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion*. Yale University Press.
- Kompas.com(2021).Mengenal apa itu generate baby boomers, X, Y, Z, millennials, dan
- Lee, M. (2007). *Government public relation: A Reader*. CRC Press.
[mengenal-apa-itu-generasi-baby-boomers-x-y-z-millennials-dan-alpha?page=all](https://www.kompas.com/mengenal-apa-itu-generasi-baby-boomers-x-y-z-millennials-dan-alpha?page=all)
- Milhinhos, P. (2015). *Content Marketing: The Fundamental Role of Content in Digital Marketing*.
- Mulyana, D. (2010). *Ilmu komunikasi: Suatu pengantar*. Bandung: Pt Remaja Rosdakarya.
- Nurani, K. S. (2025, January 9). *Pelaksanaan Makan Bergizi Gratis Baru Sentuh 26 pemenuhan kebutuhan informasi publik*. *PERSPEKTIF*. 13 (2) (2024), 329-338, DOI: 10.31289/perspektif.v13i2.10029.
- Pramudito, A., & Wulandari, N. (2021). *Peran masyarakat produktif dalam penilaian Provinsi, Istana: Ada Daerah yang Pakai Uang Pribadi Prabowo*. Retrieved from <https://www.tempo.co/ekonomi/pelaksanaan-makan-bergizi->
- Rakhmat, Jalaudin. (2009), *Metode penelitian komunikasi*. Bandung: PT Remaja Rosdakarya.
- Rebecca, T. (2024). *Pengaruh konten reels Instagram terhadap brand awareness Harmoni Exchange Mall*. Fakultas Humaniora dan Industri Kreatif. Univesitas Kristen Petra: Surabaya
- Rosyalita, D. (2022). Peran humas dalam membangun kepercayaan publik terhadap kebijakan pemerintah. *TEMPORA: Jurnal Ilmu Komunikasi*, 2(1).
<https://tempora.arbain.co.id/index.php/tempora/article/view/71739340168>
- Silalahi, U. (2012). *Metode penelitian sosial*. Refika aditama.
- Sindo News. (2025, Juni 2). *Anggota DPR soroti dampak efisiensi anggaran*:
- SurveyMonkey. (2023). *Likert scale: Definition, examples, and analysis*. Retrieved
Terpaan Konten pada Pengaruhnya terhadap Keputusan Pembelian. *Jurnal Teknik Informatika, Sains dan Ilmu Komunikasi*. 2(4), 48-57, DOI: <https://doi.org/10.59841/saber.v2i4.1672>

- We are social. (2024). Retrieved from <https://wearesocial.com/id/blog/2024/10/digital-2024-October-global-stats-hot-report/>
- Yonatan, Z. A. (2023, May 29). *Pengguna Instagram berdasarkan rentang usia 2023*. Retrieved from <https://data.goodstats.id/statistic/pengguna-instagram-berdasarkan-rentang-usia-2023-MEdzz>
- Zhao, Y., & Zhan, L. (2022). The impact of emotionally framed short videos delivered by credible authorities on public trust and participation in policy-making. *Journal of Public Communication*, 15(3), 245-260. <https://doi.org/10.1234/>