

ABSTRACT

Public opinion encompasses the views, attitudes, and collective reactions of society toward an issue in the public sphere. In the digital era, social media facilitates interaction and information exchange, enabling opinions to form and spread rapidly through online discussions. One of the most discussed issues is the Free Nutritious Meals Program (MBG), launched during the Prabowo-Gibran administration. This study employs a quantitative approach using a descriptive survey method aiming to identify public opinion trends regarding the MBG program introduced under the leadership of Prabowo-Gibran, particularly on the social media platform 'X'. The result show that public opinion on 'X' tends to not fully support the MBG program with many respondents still considering aspects of its planning and effectiveness.

Keywords: *Public Opinion, Free Nutritious Meals, Social Media 'X', Political Communication*