

ABSTRAK

Asriani Ayu Wulandari, 2026. Pengaruh Program Makan Bergizi Gratis (MBG) terhadap Aspek Kehidupan Sosiokultural Siswa dan Kondisi Ekonomi Pedagang Kantin di SMA Negeri 1 Barat Magetan. Skripsi. Program Studi Pendidikan Pancasila dan Kewarganegaraan, Fakultas Keguruan dan Ilmu Pendidikan, Universitas PGRI Madiun. Pembimbing (I) Dr. Nurhadji Nugraha, S.Pd., M.M. Pembimbing (II) Dr. Yoga Ardian Feriandi, S.Pd., M.Pd.

Program Makan Bergizi Gratis (MBG) merupakan salah satu kebijakan pemerintah untuk meningkatkan status gizi peserta didik. Namun, implementasi program ini juga menimbulkan berbagai dinamika di lingkungan sekolah, seperti perubahan kehidupan sosiokultural siswa serta penurunan aktivitas ekonomi pedagang kantin. Penelitian ini bertujuan untuk mendeskripsikan pelaksanaan Program Makan Bergizi Gratis (MBG) di SMA Negeri 1 Barat Magetan, mengetahui pengaruh kebermanfaatan Program Makan Bergizi Gratis (MBG) terhadap kehidupan sosiokultural siswa, serta mengetahui pengaruh kebermanfaatan Program Makan Bergizi Gratis (MBG) terhadap kondisi ekonomi pedagang kantin. Penelitian ini menggunakan metode *mixed methods* dengan desain *sequential explanatory*. Subjek penelitian terdiri atas wakil kepala sekolah bidang kesiswaan sekaligus koordinator MBG sekolah, pengelola MBG sekolah, siswa kelas XI, dan pedagang kantin. Teknik pengumpulan data menggunakan angket, observasi, wawancara, dan dokumentasi. Analisis data kuantitatif menggunakan regresi linier sederhana, sedangkan analisis data kualitatif menggunakan model interaktif Miles, Huberman, dan Saldaña. Hasil penelitian menunjukkan bahwa pelaksanaan Program Makan Bergizi Gratis (MBG) telah berjalan sesuai dengan tahapan pelaksanaan, meskipun masih terdapat beberapa kendala teknis. Hasil analisis kuantitatif menunjukkan bahwa kebermanfaatan Program Makan Bergizi Gratis (MBG) berpengaruh positif dan signifikan terhadap budaya konsumsi siswa dengan nilai signifikansi $< 0,001$ dan koefisien determinasi (R^2) sebesar 0,691, serta terhadap kebiasaan jajan siswa dengan nilai signifikansi $< 0,001$ dan koefisien determinasi (R^2) sebesar 0,530. Hasil penelitian kualitatif menunjukkan bahwa Program Makan Bergizi Gratis (MBG) memberikan dampak positif terhadap kehidupan sosiokultural siswa melalui perubahan budaya konsumsi, interaksi sosial, dan kebiasaan jajan. Di sisi lain, program ini menyebabkan penurunan pendapatan pedagang kantin, namun mendorong pedagang melakukan berbagai strategi adaptasi untuk mempertahankan keberlangsungan usahanya. Dengan demikian, Program Makan Bergizi Gratis (MBG) memberikan pengaruh terhadap kehidupan sosiokultural siswa dan kondisi ekonomi pedagang kantin di SMA Negeri 1 Barat Magetan.

Kata kunci : Program Makan Bergizi Gratis, Kehidupan Sosiokultural, Budaya Konsumsi, Kebiasaan Jajan, Kondisi Ekonomi Pedagang Kantin

ABSTRACT

Asriani Ayu Wulandari. 2026. *The Influence of the Free Nutritious Meals (MBG) Program on Students' Sociocultural Life and the Economic Conditions of School Canteen Vendors at SMA Negeri 1 Barat Magetan*. Undergraduate Thesis. Department of Pancasila and Civic Education, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Supervisor I: Dr. Nurhadji Nugraha, S.Pd., M.M. Supervisor II: Dr. Yoga Ardian Feriandi, S.Pd., M.Pd.

The Free Nutritious Meals (MBG) Program is a government policy designed to improve students' nutritional status. However, its implementation has also generated various dynamics within the school environment, including changes in students' sociocultural life and a decline in the economic activities of school canteen vendors. This study aimed to describe the implementation of the Free Nutritious Meals (MBG) Program at SMA Negeri 1 Barat Magetan, examine the influence of the perceived benefits of the program on students' sociocultural life, and analyze its influence on the economic conditions of school canteen vendors. This study employed a mixed methods approach with a sequential explanatory design. The research participants consisted of the vice principal for student affairs who also served as the school MBG coordinator, the school MBG management team, eleventh-grade students, and school canteen vendors. Data were collected through questionnaires, observations, interviews, and documentation. Quantitative data were analyzed using simple linear regression, while qualitative data were analyzed using the interactive model developed by Miles, Huberman, and Saldaña. The findings indicate that the implementation of the Free Nutritious Meals (MBG) Program has generally followed the prescribed implementation stages, although several technical challenges remain. The quantitative analysis revealed that the perceived benefits of the Free Nutritious Meals (MBG) Program had a positive and statistically significant effect on students' consumption culture ($p < 0.001$; $R^2 = 0.691$) and snacking habits ($p < 0.001$; $R^2 = 0.530$). The qualitative findings further demonstrated that the program positively influenced students' sociocultural life by promoting changes in consumption culture, social interaction, and snacking habits. On the other hand, the program reduced the income of school canteen vendors, prompting them to adopt various adaptive strategies to sustain their businesses. Overall, the Free Nutritious Meals (MBG) Program has significantly influenced both students' sociocultural life and the economic conditions of school canteen vendors at SMA Negeri 1 Barat Magetan.

Keywords: Free Nutritious Meals Program (MBG), Sociocultural Life, Consumption Culture, Snacking Habits, Economic Conditions of School Canteen Vendors.