

Communicating Food Security: A Comparative Framing Analysis Of Three Local Media Outlets In Lampung Province

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ABSTRACT

This research examines the role of local media in Bandarlampung in analyzing food security information through framing analysis. As one of Indonesia's food granaries, Lampung Province faces complex food security challenges requiring effective communication strategies. Using Robert N. Entman's framing model, this qualitative study analyzed 487 articles from three local media outlets (Lampung Post, Radar Lampung, and Tribun Lampung) published during January-December 2024. The research employed document analysis, in-depth interviews with nine journalists and editors, and focus group discussions with twelve participants. Findings reveal two dominant themes: agricultural production and commodity price fluctuations. Each media outlet demonstrates distinct editorial approaches, with Lampung Post emphasizing local food sovereignty, Radar Lampung focusing on innovation and modernization, and Tribun Lampung prioritizing farmer welfare impacts. The study identifies structural, professional, and contextual factors influencing framing patterns. Analysis of the controversial regional regulation on grain trade restrictions illustrates how divergent media framing creates fragmented public discourse and influences policy processes. Media framing significantly impacts public understanding and policy formulation regarding food security. This research contributes to framing theory application in local media contexts and provides practical implications for improving food security communication strategies in Indonesia.

Keyword: Food Security, Local Media, Framing Analysis, Lampung, Development Communication

INTRODUCTION

Food security is a strategic issue directly related to societal welfare and socio-economic stability (Barrett, 2010). According to the Food and Agriculture Organization (FAO, 2009), food security is achieved when all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food to meet their dietary needs and food preferences for an active and healthy life. This concept has evolved from merely focusing on food availability to a multidimensional paradigm encompassing access, utilization, stability, and sustainability (Schmidhuber & Tubiello, 2007).

Lampung Province, as one of Indonesia's national food granaries, faces complex dynamics in achieving sustainable food security. Data from the Central Bureau of Statistics of Lampung Province in 2023 shows that the stunting prevalence rate remains at 24.7%, higher than the national average, indicating complex food security problems. Food security challenges in Lampung include agricultural land conversion reaching 1,200 hectares per year, extreme climate change, inadequate agricultural infrastructure, inefficient food supply chains, and high dependence on rice as a staple food.

Mass media plays a crucial role in development communication, including food security issues (Shaw, 2012). Media not only functions as an information disseminator but also plays a role in framing issues, setting public agendas, and influencing policies (McCombs & Shaw, 1972; Scheufele & Tewksbury, 2007). In the context of local media, this role becomes more significant due to proximity to local realities and the ability to contextualize issues within regional settings (Nielsen, 2015). Framing theory provides a conceptual framework for understanding how media constructs social reality through the process of selecting and emphasizing certain aspects of reality (Entman, 1993). Framing is defined by Entman (1993) as the process of selecting some aspects of a perceived reality and making them more salient in a communicating text to promote a particular problem definition, causal interpretation, moral evaluation, and treatment recommendation.

Research on media framing of food security issues has been conducted in various contexts with diverse focuses. At the national level, Saparita, Widodo, and Kurnia (2020) analyzed the framing of food security issues in three Indonesian national newspapers (Kompas, Media Indonesia, and Republika) during 2015-2019. Using Entman's framing model, the study found that all three media tended to frame food security as an economic and political issue with emphasis on the government's role in addressing problems. The research also found significant differences in how the three media diagnosed causes and suggested solutions, reflecting the ideological orientation of each media outlet.

Ashari and Sanusi (2021) investigated the framing of food crisis issues in five Indonesian online news portals during the COVID-19 pandemic. Using Gamson and Modigliani's framing analysis model, the study identified five dominant frames: food crisis as a pandemic impact, as policy failure, as a logistical challenge, as an innovation opportunity, and as a national security issue. This research revealed that frames used by online media tend to be more dynamic and responsive to current developments compared to traditional print media. Sumadiria and Fadillah (2022) analyzed framing of food estate program coverage in five Indonesian national media using Pan and Kosicki's framing model. The study revealed how media with different political orientations framed the program differently. Pro-government media framed the food estate program as an innovative solution for national food security, while more critical media framed it as an ambitious project with potential problematic environmental and social impacts.

In the global context, Devereux (2007) analyzed the role of media in food crises and famines in various African countries. The study showed that international media tended to frame food crises focusing on natural factors (droughts, natural disasters) while ignoring more fundamental structural and political factors. Simon (2008) analyzed how British media framed the 2008 global food crisis focusing on economic factors and commodity speculation rather than structural issues in the global food system.

Specifically in the local media context, Anggraini (2019) conducted a framing analysis of agricultural news in Lampung local media (Lampung Post and Radar Lampung) during 2018. The study found that agricultural coverage in Lampung local media focused more on production aspects, emphasizing main commodities such as rice, corn, and cassava. Structural issues such as

agrarian reform, land conflicts, and farmer welfare tended to receive less attention. Although this research did not specifically focus on food security, findings about agricultural issue framing tendencies provided initial insights into local media coverage patterns in Lampung.

Although previous studies have made important contributions to understanding media framing of food security issues, several gaps exist that provide space for this research. First, most previous studies focused on national media or online media, while comprehensive research on local print and digital media simultaneously remains limited, particularly in the context of Lampung as a national food granary. Second, previous research tended to analyze framing over short periods or on one specific issue, while this research analyzes framing patterns throughout a full year (12 months) to capture seasonal variations and long-term dynamics in food security coverage. This longer time period enables identification of more comprehensive and consistent patterns. Third, this research not only identifies framing patterns but also analyzes in depth the factors influencing framing through in-depth interviews with journalists and editors, as well as FGDs with stakeholders. This multi-method approach provides more holistic understanding of news production processes and mechanisms influencing framing.

Fourth, this research provides in-depth analysis of a specific controversial case (regional regulation prohibiting grain sales outside Lampung) to illustrate how different framing across media creates fragmented public discourse and concretely influences policy processes. This case study analysis provides practical insights about media framing implications for local-level policy-making. Fifth, this research contextualizes framing theory in local media settings in regions with unique characteristics as national food granaries, providing theoretical contributions about how local contexts influence media framing practices. This contextualization is important considering most framing theories were developed based on media studies in developed countries with different contexts.

Therefore, this research fills gaps in the literature by providing comprehensive, longitudinal, and contextual analysis of local media framing on food security issues in Lampung, while providing practical implications for improving development communication strategies at the local level.

RESEARCH METHODS

This research uses a qualitative approach with descriptive-interpretive research type based on a constructionist paradigm (Creswell, 2013). The constructionist paradigm views reality as a result of social construction, where news is not a neutral reflection of reality but rather construction influenced by various social, political, economic, and cultural factors (Gamson & Modigliani, 1989).

The research strategy is a case study (Yin, 2018) focusing on framing of food security issues by local media in Bandarlampung. Research objects are news texts about food security in three local media: Lampung Post, Radar Lampung, and Tribun Lampung. Media selection was based on criteria of wide local reach, representation of diverse ownership and editorial orientations, significant influence in local public opinion formation, and consistency in covering agricultural and food security issues.

The research period covers 12 months (January-December 2024) to obtain a comprehensive picture including seasonal variations in food security coverage. A total of 487 articles were collected and analyzed from the digital platforms of the three media outlets.

Data collection was conducted through three methods. First, digital document analysis from online platforms of the three media to systematically access news archives. Second, in-depth interviews with 9 informants consisting of journalists (5 people), editors (2 people), and food security experts (2 people) to understand news production processes and factors influencing framing. Third, focus group discussions with 12 participants consisting of media readers (6 people), farmers (3 people), and communication academics (3 people).

Data analysis uses Robert N. Entman's (1993) framing model which includes four elements: define problems (problem definition), diagnose causes (identifying problem causes), make moral judgment (moral assessment), and suggest remedies (solution recommendations). Data validity is ensured through data source triangulation, method triangulation, peer debriefing, and member checking (Lincoln & Guba, 1985).

RESULT AND DISCUSSION

Dominant Themes and Editorial Approaches of Local Media

Based on analysis of 487 articles from the three local media outlets, this research identified two dominant themes and significant differences in editorial approaches. Table 1 presents theme distribution by media and editorial approaches identified from the research report.

Table 1. Dominant Themes and Editorial Approaches of Local Media in Food Security Coverage

Media	Number of Articles	Dominant Theme 1	Dominant Theme 2	Editorial Approach
Lampung Post	168	Agricultural production (productivity data, harvest projections, yield statistics)	Market monitoring (price trends, government price policies)	Focus on productivity data and local food sovereignty
Radar Lampung	174	Agricultural innovation (smart farming, diversification, technology)	Supply chain improvement (market innovations, value chain)	Emphasis on modernization and food system efficiency
Tribun Lampung	145	Agricultural infrastructure (irrigation development, policy support)	Price stabilization (market intervention policies)	Focus on policy impacts on farmer welfare
Total	487	Agricultural Production & Productivity	Commodity Price Fluctuations	Diverse with different specializations

Source: Research Data (Analysis of 487 articles, January-December 2024)

Table 1 shows that the three media have different editorial approaches but with two consistent central themes: agricultural production and commodity price fluctuations. Lampung Post with 168 articles demonstrates focus on productivity aspects and local food sovereignty, consistent with approaches emphasizing regional economic protection. This aligns with Naylor and Falcon's (2010) findings that food security discourse in developing countries is still dominated by productivity paradigm.

Coverage Patterns and Temporal Distribution

Analysis of temporal distribution reveals distinct coverage patterns aligned with agricultural cycles and policy calendars. Coverage intensity peaks during planting and harvest seasons, with March-April showing the highest concentration of articles (89 articles) coinciding with the main harvest period. This pattern demonstrates media responsiveness to agricultural rhythms in Lampung.

The research also identified increased coverage during policy announcement periods. For instance, when the Provincial Government announced food estate programs in Mesuji and Way Kanan districts in June 2024, coverage surged by 85% compared to the previous month. This spike reflects media's agenda-setting function, where government press releases and official announcements drive news production cycles. Radar Lampung with the most articles (174) shows consistency in covering agricultural innovation and modernization. This approach reflects a technocratic perspective aligned with the agricultural modernization paradigm (Pretty et al., 2010). This media more frequently addresses smart farming, diversification, and value chain improvements, indicating orientation toward food system efficiency. Tribun Lampung with 145 articles tends to focus on policy impacts on farmer and community welfare. This approach demonstrates sensitivity to social justice issues in the food system, resonant with food justice perspectives (Lang, Barling, & Caraher, 2009). This media more frequently raises farmers' voices and price policy impacts on food producers.

Engagement Patterns and Public Response

Digital platform analysis reveals significant differences in public engagement across different framing approaches. Articles using crisis or threat frames received the highest engagement, averaging 3,500 readers and 45 comments per article. In contrast, articles with technical policy frames averaged only 800 readers and 5 comments, despite potentially containing more substantive policy information.

Sentiment analysis of 342 reader comments across the three media platforms shows that 42% expressed negative sentiment (criticism of policies or existing conditions), 31% were neutral (questions or requests for additional information), and 27% positive (support or appreciation). Negative sentiment peaked in coverage about high food prices, difficulties farmers faced in obtaining subsidized fertilizers, and agricultural land conversion issues.

Focus group discussions with 12 participants revealed that readers of different media outlets developed distinct understandings of food security issues. Lampung Post readers (4 participants) tended to view food security primarily as a production and supply issue requiring government intervention. Radar Lampung readers (4 participants) emphasized technological solutions and market efficiency. Tribun Lampung readers (4 participants) focused on farmer welfare and social justice dimensions.

In-Depth Analysis: The Case of Grain Trade Restriction Regulation

The discourse on regional regulation prohibiting grain sales outside Lampung became a special focus in this research due to the complexity of dimensions involved. Table 2 presents comparative framing analysis of the three media on this issue based on Entman's (1993) model.

Table 2. Framing Analysis of Grain Trade Restriction Regulation Based on Entman's Model

Framing Element	Lampung Post (23 articles)	Radar Lampung (28 articles)	Tribun Lampung (19 articles)
Define Problems	Local rice scarcity due to grain exports outside the region threatens Lampung community food security	Conflict of interest between needs to maintain local food stocks and farmers' rights to get best prices	Potential decrease in farmer income and violation of inter-regional free trade principles
Diagnose Causes	Absence of inter-regional trade restriction regulations and activities of middlemen/outside traders	Inefficient market system disadvantaging local farmers	Government procurement prices (HPP) uncompetitive compared to outside buyers
Moral Judgment	Government obligated to protect local community interests and food availability	Need for balance between local protection and farmer welfare	Policies should prioritize food producer welfare, not restrictions
Suggest Remedies	Implementation of strict regional regulation to control grain flow outside Lampung	Combination of economic incentives and soft regulations through multi-stakeholder consultation	Improvement of HPP and local market infrastructure, not restrictive prohibitions

Source: Research Data (Analysis of 70 articles about Grain Regulation, 2024)

Table 2 shows significant differences in how the three media frame the grain regulation issue. Lampung Post with 23 articles uses a "food sovereignty" frame emphasizing local food security protection. Problem definition focuses on rice scarcity due to grain exports, with solutions in the form of strict regulation. This perspective resonates with food sovereignty paradigm emphasizing local community rights to control their food systems (Clapp, 2014).

Radar Lampung in 28 articles takes a more balanced position with a "policy dilemma" frame. This media acknowledges issue complexity by providing space for various perspectives. The proposed solution is a combination of incentives and regulation through deliberative processes, reflecting balanced journalism practices (Schudson, 2001).

Tribun Lampung with 19 articles uses a "farmer welfare" frame critical of government intervention. This media emphasizes negative regulation impacts on farmer income and identifies root problems in low government procurement prices. The recommended solution is

structural improvement, not restrictions. This perspective reflects market liberalism skeptical of command-and-control approaches (McMichael, 2009).

These framing differences create fragmented public spheres. Policy process implications are significant: Lampung Provincial Government, initially planning to propose regulation with a command-and-control approach, eventually modified strategy to combine economic incentives and soft regulation after facing public resistance facilitated by polarized media discourse. This confirms Birkland's (2007) findings about media roles in policy learning and policy change.

Factors Influencing Media Framing

The research identified three factor categories determining food security issue framing. Structural media factors include ownership, business orientation, and editorial organizational structure influencing coverage priorities. Media with close ties to local political elites tend to use frames supportive of government policies. Financial resource limitations make local media depend on press releases and government press conferences as main news sources (Herman & Chomsky, 2002). Professional journalistic factors relate to news production routines and professional norms (Shoemaker & Reese, 2014). Interview results with 5 journalists showed that work routines with tight deadlines encourage use of simple frames. Only 2 of 5 journalists interviewed have backgrounds or special training on agricultural and food security issues, causing dependence on established frames.

In-depth interviews with five journalists revealed significant knowledge gaps regarding food security complexities. When asked about the four dimensions of food security (availability, access, utilization, and stability) as defined by FAO, only one journalist could articulate all four dimensions. The remaining four journalists focused primarily on availability and price dimensions, reflecting the production and market-oriented framing evident in their coverage. Regarding specialized training, none of the five journalists interviewed had received formal training specifically on food security reporting. Two journalists had agricultural science backgrounds from their university education, which they noted helped them understand technical aspects but did not necessarily translate to comprehensive food security framing. Three journalists relied primarily on government sources and press releases for technical information, acknowledging limited capacity to critically evaluate complex agricultural policies.

When asked about challenges in covering food security issues, journalists identified several barriers:

- a. Time constraints: All five journalists reported working under tight daily deadlines that limited opportunities for in-depth investigative reporting
- b. Source dependence: Four journalists acknowledged over-reliance on government sources due to limited access to farmer communities and independent agricultural experts
- c. Editorial pressure: Three journalists mentioned editorial preferences for "positive news" about government programs, particularly during politically sensitive periods
- d. Resource limitations: All five journalists noted lack of transportation budgets for field reporting in rural agricultural areas

Local contextual factors show how geographical, social, and local political settings influence framing (Reese, 2001). Lampung's characteristics as a national food granary create certain expectations in coverage. Local political dynamics, especially during regional election periods, influence coverage intensity with politicization of food security issues as campaign instruments.

Voice and Representation in Coverage

Detailed source analysis of all 487 articles reveals stark imbalances in whose voices are represented in food security discourse. Government officials (provincial government and agricultural department officials) accounted for 67% of quoted sources. Farmer associations represented only 8% of sources, and individual farmers were directly quoted in merely 12 articles (2.5% of total coverage).

More problematically, gender representation analysis shows only 12% of quoted sources were women, despite women's crucial roles in food production, processing, and household food management in Lampung. Not a single article featured women farmers as primary sources discussing their perspectives on food security policies. Youth and young farmers were virtually

absent from coverage, mentioned in only 7 articles (1.4%), all within the context of agricultural modernization programs rather than as active agents in food security discussions. This absence is particularly concerning given Lampung's aging farmer population and critical need for agricultural regeneration. Urban poor consumers, another vulnerable group in food security discourse, were quoted in only 5 articles, all related to rice price increases. Their perspectives on food access, nutrition, and affordability received minimal attention compared to production-focused narratives.

Implications for Discourse and Public Policy

Local media framing patterns have significant implications for public discourse and food security policy processes. The dominance of agricultural productivity themes and price fluctuations makes public discourse focus on quantitative aspects and short-term economics, while nutritional quality aspects, environmental sustainability, and community participation receive less attention (Pretty et al., 2010). Media plays a role in providing legitimacy or delegitimacy to certain food policies (Stone, 2012). In the grain regulation case, framing differences created public opinion polarization. FGD results with 12 participants showed that readers of different media have different understandings and attitudes toward the policy, reflecting media framing influences on public opinion formation. Top-down dominant frames with government as main sources hinder active public participation in food systems (Mefalopulos, 2008). Analysis shows that perspectives of farmers, women, and other marginalized groups are underrepresented in coverage, reflecting structural biases in media and food systems (FAO, 2011).

The research documented concrete examples of media framing influencing policy outcomes. In the grain regulation case, analysis of Provincial Legislative Council (DPRD) meeting minutes from July-September 2024 shows that legislators directly referenced media coverage in their deliberations. During a public hearing on August 15, 2024, three council members cited *Tribun Lampung* articles about farmer concerns as basis for questioning the proposed regulation. Following sustained critical coverage by *Radar Lampung* and *Tribun Lampung* highlighting potential negative impacts on farmer incomes, the Provincial Government revised its approach. The initially planned regulation with criminal sanctions for violators was modified to an incentive-based program offering price premiums for farmers selling to local mills. This policy shift, announced in September 2024, explicitly acknowledged "public input facilitated through media coverage" in the Governor's official statement.

Budget allocation patterns also reflect media influence. Analysis of 2024-2025 provincial agricultural budget shows that 78% of funds were allocated to production enhancement programs, while only 12% went to diversification and farmer empowerment initiatives. This distribution aligns closely with media coverage emphasis on productivity themes over diversification or social welfare approaches.

CONCLUSION

This research reveals that local media in Bandar Lampung plays a significant role in shaping food security discourse through framing practices tending to emphasize two dominant themes: agricultural production and commodity price fluctuations. Each media demonstrates different editorial approaches: *Lampung Post* focuses on local food sovereignty, *Radar Lampung* on innovation and modernization, and *Tribun Lampung* on farmer welfare. Framing of food security issues is influenced by complex interactions among structural media factors, professional journalistic routines, and socio-political local contexts. The case of grain trade restriction regulation shows how different framing across media can create different public discourse and influence policy processes.

This research recommends: (1) developing a more inclusive food security communication ecosystem involving multi-stakeholders; (2) strengthening journalist capacity through special training on food security issues; (3) diversifying news sources to provide space for grassroots perspectives; (4) reformulating government communication policies from top-down approaches toward participatory communication. Research limitations lie in focus on digital media without analyzing broadcast media and social media. Further research is needed to explore long-term impacts of media framing on food security policies and practices in Lampung.

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