

THE ROLE OF PERSUASIVE COMMUNICATION OF INDEPENDENT KITCHEN MANAGERS ABOUT THE BENEFITS OF FREE NUTRITIONAL MEALS (MBG) IN KARYA MULYA VILLAGE, KESAMBI DISTRICT, CIREBON CITY

PERAN KOMUNIKASI PERSUASIF PENGELOLA DAPUR MANDIRI TENTANG MANFAAT MAKAN BERGIZI GRATIS (MBG) DI KELURAHAN KARYA MULYA, KECAMATAN KESAMBI, KOTA CIREBON

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ABSTRACT

Nutritional problems in Indonesia remain a major challenge in the development of a healthy and productive human resource base. The Free Nutritious Meal Program (MBG), implemented by Dapur Independent in the Village Karya Mulya, Kesambi District, Cirebon City, serves as one of the efforts to address this issue. This study aims to analyze the role of persuasive communication by Dapur Mandiri administrators in conveying the benefits of the MBG program to the community. This research employed a quantitative method with a survey approach involving 31 program beneficiaries. Data were collected using a Likert-scale questionnaire. The results show that persuasive communication — characterized by the use of easily understood language, a friendly approach, clear information delivery, and community involvement in evaluation — significantly contributed to the program's effectiveness. The majority of respondents indicated that the information provided increased their trust in the program, raised their nutritional awareness, and improved coordination and service organization. These findings highlight the critical role of persuasive communication in enhancing community participation and the success of nutrition-based social programs.

Keywords : Persuasive Communication, Free Nutritious Meal (MBG), Kitchen Independent , Community Nutrition, Social Program

ABSTRAK

Permasalahan gizi di Indonesia masih menjadi tantangan besar dalam pengembangan sumber daya manusia yang sehat dan produktif. Program Makan Bergizi Gratis (MBG) yang dilaksanakan oleh Dapur Mandiri di Kelurahan Karya Mulya, Kecamatan Kesambi, Kota Cirebon, merupakan salah satu upaya untuk mengatasi masalah tersebut. Penelitian ini bertujuan untuk menganalisis peran komunikasi persuasif pengelola Dapur Mandiri dalam menyampaikan manfaat program MBG kepada masyarakat. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei yang melibatkan 31 penerima manfaat program. Data dikumpulkan melalui kuesioner berskala Likert. Hasil penelitian menunjukkan bahwa komunikasi persuasif — yang ditandai dengan penggunaan bahasa yang mudah dipahami, pendekatan yang ramah, penyampaian informasi yang jelas, serta pelibatan masyarakat dalam evaluasi berkontribusi signifikan terhadap efektivitas program. Sebagian besar responden menyatakan bahwa informasi yang diberikan meningkatkan kepercayaan mereka terhadap program, meningkatkan kesadaran gizi, serta memperbaiki koordinasi dan pengelolaan layanan. Temuan ini menegaskan peran penting komunikasi persuasif dalam meningkatkan partisipasi masyarakat dan keberhasilan program sosial berbasis gizi.

Kata kunci: Komunikasi Persuasif, Makan Bergizi Gratis (MBG), Dapur Mandiri, Gizi Masyarakat, Program Sosial

1. INTRODUCTION

The problem nutrition in Indonesia is still become challenge Serious in development source Power healthy and productive human beings (Adriyani, Yanti, and Sugiharti 2021; Hadi

2004) . Nutrition that is not sufficient , especially in groups with a weak public economy , can impact on quality life and power competition among nations (Brahmin et al. 2022) . In an attempt to overcome this , various intervention programs nutrition has been rolled out by the government and also organization social , one of them is the Free Nutritious Meal Program (MBG). The MBG program is concerned with social fulfillment and the need for food nutritious for communities in need . One of implementer of this program is Kitchen Mandiri , an institution active social provide food healthy and nutritious for free to the public not enough capable , including in the Kelurahan area Mulya's Work , District Kesambi , Cirebon City.

However , the success of the MBG program is not only subject to availability of nutritious food , but also to effective communication carried out by the managers . In this case , manager Kitchen Independent plays an important role as bridge information between the program and society . They No only on duty prepare food , but also educate and convince public about importance consume food nutritious in a way routine . Communication persuasive become approach important in build understanding and awareness public about importance nutrition as well as invitation For participate active in the program (Brahmana et al. 2022) . Delivery made with easy language understandable , friendly approach , and convincing explanations capable of forming a positive public to the program.

Communication persuasion became the main strategy in pushing change attitudes and behavior in public related consumption food nutritious . Through a personal, empathetic , and person-based approach local , manager Kitchen Independent is capable of building awareness , increasing understanding , as well as motivating the public for more care to intake nutrition there .

Therefore , research This focus on role communication persuasive actions carried out by the manager Kitchen Independent in to socialize Benefits of the Free Nutritious Meal Program in the Subdistrict Mulya's work . This research is important to understand how far communication persuasively can contribute to program effectiveness and improvement of nutritional status community at the level local . Formulation problem in study is How role communication persuasive manager Kitchen Independent in conveying Benefits of Free Nutritious Meals (MBG) to community in the sub-district Mulya's work ?

2. LITERATURE REVIEW

2.1. Communication Persuasive

Communication persuasive is form purposeful communication For influence attitudes , opinions , and behavior of others with use arguments , evidence , and techniques communication certain . Communication persuasion can be done with three approaches : ethos (belief) to communicator), pathos (influencing) emotion audience), and logos (logic) or strong reasons) (Herlina et al. 2023) .

Communication's persuasive own role is important in the context of an empowerment program community , such as the Free Nutritious Meal Program . Through effective communication , employees of Kitchen Independent can build trust public to the program, explaining benefit food nutritious , and encouraging participation active . Hovland, Janis, and Kelley stated that To reach objective persuasion , communication must influence the audience in a way that is not only rational , but also emotional (Koch 2024) . Therefore , employee Kitchen Independent must use technique communication so the right persuasive message can be accepted well by the community .

In the context of social programs like MBG, communication persuasive become important Because public need convinced about benefits of the program through an appreciative approach values , culture , and needs local they .

Aspects main in communication persuasive includes :

- Source (Communicator): Credibility, expertise, and trustworthiness from communicators influence effectiveness .

- Message : Must be arranged in a logical , interesting and relevant audience .
- Audience : Understanding characteristics , needs , and resistance of the audience is very important for successful communication .

2.2. The Role of the Communicator in Social Programs

Communicator in social programs like manager Kitchen Independent own a number of role main , namely :

- The Deliverer Information : Delivering benefits of the program in general clear and accurate .
- Motivator: Encourage participation actively from the public .
- Empowerment : Helping the public to understand and apply knowledge given in life daily .
- Mediator: To be a connector between institution program organizers and community recipient benefit .

According to Littlejohn and Foss (2011), the success of a social program depends largely on how effective communicators are in building interpersonal relationships based on trust with the public .

2.3. Nutritious Meals (MBG)

Free Nutritious Meal Program (MBG) is one of the forms of intervention nutrition that aims to overcome the problem of lack of nutrition , improve Power stand body society , and promote health . MBG is usually target group prone to like children , pregnant , elderly , and community earn low .

According to the Indonesian Ministry of Health (2023), the fulfillment of good nutrition through food programs that are free and nutritious contribute directly to improving health status in society , decrease stunting rates , and increase productivity socio-economic . However , the challenge big in implementation of MBG is not only on distribution food , but also in increase awareness public will importance consume food nutritious in a way sustainable . This is where role communication persuasion becomes crucial .

2.4. Connection Communication Persuasiveness and Acceptance of MBG Program

Previous research shows that success of social programs based on nutrition is greatly influenced by the approach communication used (Rogers, 2003). The more communicative , relevant , and personal approach persuasiveness is applied , the more possibility public For accept , understand , and maintain change expected behavior. Manager Kitchen Independent , as communicator main in the MBG program, must capable use technique communication persuasive such as storytelling, giving example real , usage simple language , and strengthening positive For influence public .

2.5. Communication Model Persuasive in Social Programs

In social programs like MBG, a communication model persuasive that can be applied is a communication model two directions involving bait come back from recipient benefit. In the communication model they emphasize the importance of coming back in effective communication (Suprpto 2009) . In the context of MBG, the bait that comes back from recipient benefit can help repair program implementation and ensure that objective communication is achieved. In addition , according to Berlo (1960) communication model consisting of source , message , channel, and receiver can be used to describe the communication process persuasively . In this model , it is important for employee Kitchen Independent to become a credible source , convey a message with an easy way understood , and use channel appropriate communication with the audience .

3. METHODS

Types of research used in study This is study quantitative with approach survey . This research aims to analyze role communication and persuasive manager kitchen independence implemented by the Kitchen Independent in the Village Mulya's Work , District Kesambi , Cirebon City. Quantitative research: This collects data in form numbers and uses analysis statistics to test the hypothesis proposed .

This research was carried out in the sub-district Mulya's Work , District Kesambi , Cirebon City, which is location Implementation of the Free Nutritious Meal Program by the Kitchen Mandiri . This research focused on the recipient program and employee benefits Kitchen Independent involved in implementation of the program . The sample used in study This is 31 recipients benefits of the selected program in a way random sampling with criteria recipient benefits that have been receive a meal program free nutrition for at least one month month

The data collection technique used in this study was a survey with a questionnaire as the primary instrument. The questionnaire consisted of three main parts. Part I contained general information regarding the respondents' demographic data. Part II included statements designed to measure persuasive communication, program governance, and the perceived impact of persuasive communication on program beneficiaries. Part III utilized a rating scale to assess the respondents' level of agreement with the provided statements, employing a 1–5 Likert scale ranging from "Strongly Disagree" to "Strongly Agree." The main instrument in this study was a questionnaire that had been tested for validity and reliability. The questionnaire was developed based on theories of persuasive communication and program governance relevant to the research topic. Specifically, Part A measured the persuasive communication of Independent Kitchen staff, Part B measured the governance of the Free Nutritious Meal Program, and Part C measured the perceived impact of persuasive communication on the community.

4. DISCUSSION

This research entitled The Role of Communication Persuasive Manager Kitchen Independent About the Benefits of the Free Nutritious Meal Program (MBG) in the Sub-district Mulya's Work , District Kesambi , Cirebon City . Focus main study is to study how far the communication persuasive actions carried out by the manager kitchen independently contribute to effectiveness of MBG program governance based on perception of the recipients benefit .

This research involved 31 respondents who were recipients of Benefits of the MBG Program. Data obtained through questionnaires that use Likert scale 1–5, where respondents give evaluation to various aspects of communication and program governance. Variables This is measured through 5 statements in the questionnaire . The values obtained from Likert scale (1–5). The order is 1 (Strongly Agree), 2 (Agree), 3 (Quite Agree), 4 (Disagree) , and 5 (Strongly Disagree). The results are questionnaire from Respondent as following :

MBG Provider delivers information with easy language understood

Penyedia MBG menyampaikan informasi dengan bahasa yang mudah dipahami

31 responses

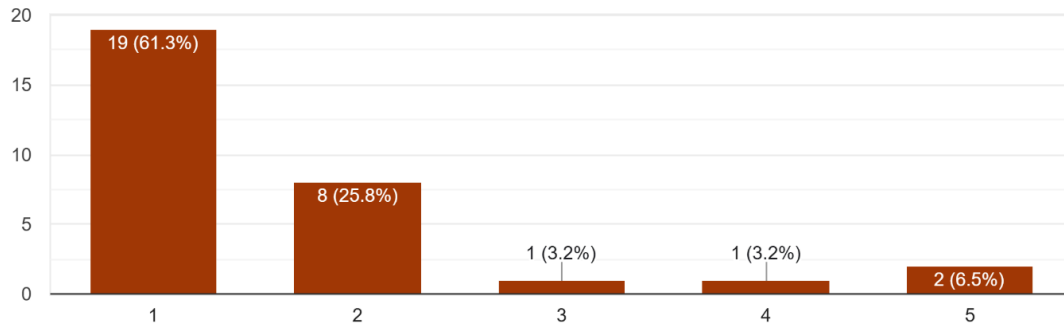


Figure 1
MBG provider deliver information with easy language understood

From figure 1 it is obtained Respondent states that that MBG provider delivers information with easy language understood 61.3 % Strongly Agree , 25.8% Agree , only 6.5% stated Strongly Disagree . Conveniently understanding information , some big respondents (61.3% Strongly Agree and 25.8% Agree) stated that MBG providers deliver information with easy language understanding . This shows that aspect clarity Language in communication persuasive it's very well applied , so that message related benefits of MBG can be accepted effectively by the community .

MBG Provider provides convincing explanation about importance food nutritious

Penyedia MBG memberikan penjelasan yang meyakinkan tentang pentingnya makanan bergizi

31 responses

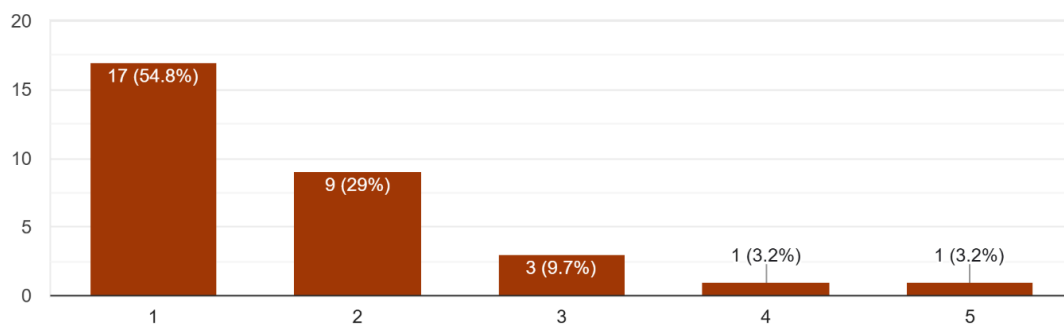


Figure 2
MBG providers deliver convincing explanation about importance food nutritious

From figure 2 it is obtained Respondent states that MBG Provider provides convincing explanation about the importance of food nutritious 54.8 % Strongly Agree , 29.0% Agree , only 3.2% stated Strongly Disagree .

Convenience understanding information importance nutrition , as many as 54.8% of respondents Strongly Agree and 29.0% Agree that MBG providers are able to give convincing explanations about the importance of nutritious food . This is show that effort build awareness public about importance nutrition through communication walk with effective .

Communication from MBG providers make I more believe in this program

Komunikasi dari Penyedia MBG membuat saya lebih percaya pada program ini

31 responses

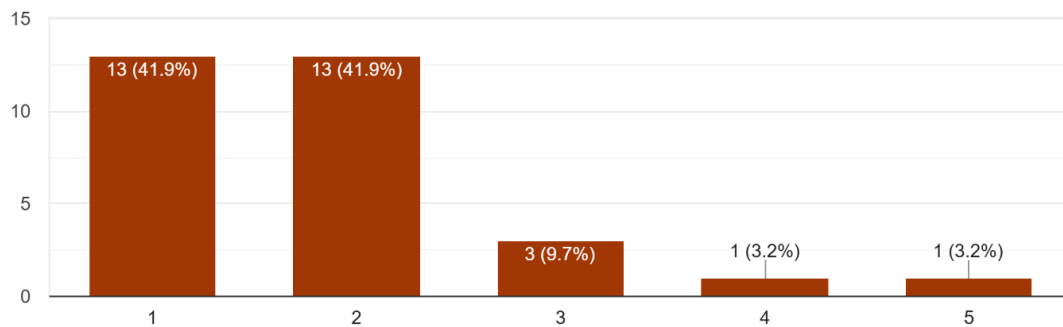


Figure 3

Communication from MBG providers make I more believe in this program

From figure 3 it is obtained Respondent states that Communication from MBG providers make I more believe in this program 41.9 % Strongly Agree , 41.9% Agree , only 3.2% stated Strongly Disagree . Increase trust towards the program, respondents who felt more faith in the MBG program after accepting communication from the provider reached 83.8% (combined between Strongly Agree and Agree). This indicates that communication is persuasive Not only informative , but also builds trust between program managers and recipients .

MBG providers use friendly and respectful approach moment communicate

Penyedia MBG menggunakan pendekatan yang ramah dan menghargai saat berkomunikasi

31 responses

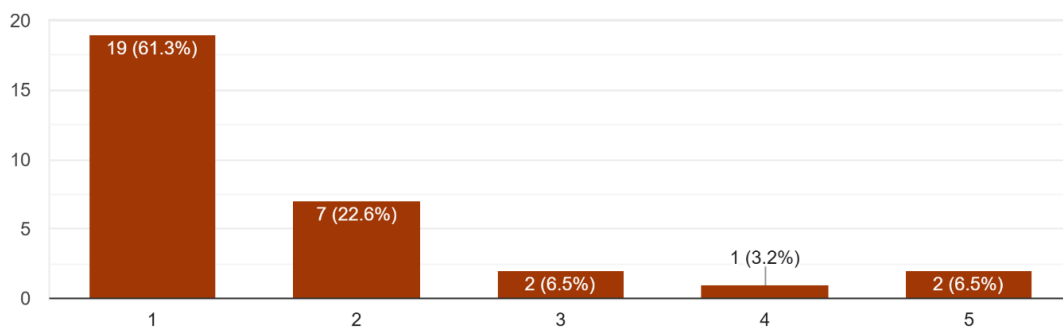


Figure 4

MBG providers use friendly and respectful approach moment communicate

From figure 4 it is obtained Respondent states that MBG providers use friendly and respectful approach to communicate 61.3 % Strongly Agree , 22.6% Agree , only 6.5% stated Strongly Disagree. Approach friendly and respectful as many as 61.3% of respondents Strongly Agree and 22.6% Agree that MBG providers use a friendly and respectful approach. This shows that warm interpersonal communication plays a very important role in strengthening connection between managers and the community .

MBG providers are able to push public For involved active

Penyedia MBG mampu mendorong masyarakat untuk terlibat aktif

31 responses

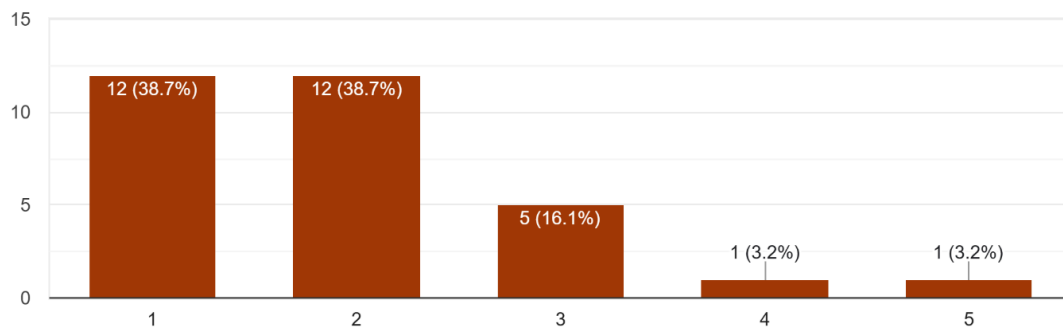


Figure 5

MBG providers are able to push public For involved active

From figure 5 it is obtained Respondent states that MBG providers are able to push public For involved active 38.7 % Strongly Agree , 38.7% Agree , only 3.2% stated Strongly Disagree. Encouragement For involved active part big respondents (38.7% Strongly Agree and 38.7% Agree) felt pushed For involved active in the program. This proves that a communication persuasive manager capable of Motivate participation is active from recipient benefit .

Information about timetable distribution food delivered with clear

Informasi tentang jadwal pembagian makanan disampaikan dengan jelas

31 responses

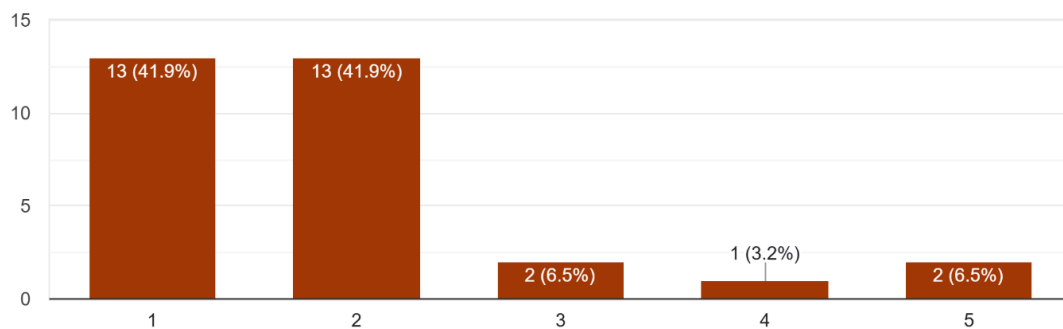


Figure 6

Information about timetable distribution food delivered with clear

From figure 6 it is obtained Respondent states that Information about timetable distribution food delivered with clear 41.9 % Strongly Agree , 41.9% Agree , only 6.5% stated Strongly Disagree . Effective Information technical like timetable distribution food is also delivered with good , where 41.9% of respondents Strongly Agree and 41.9% Agree . Delivery information is technical in a way it is very important in ensuring program regularity .

Communication MBG provider helps increase transparency program implementation

Komunikasi penyedia MBG membantu meningkatkan transparansi pelaksanaan program

31 responses

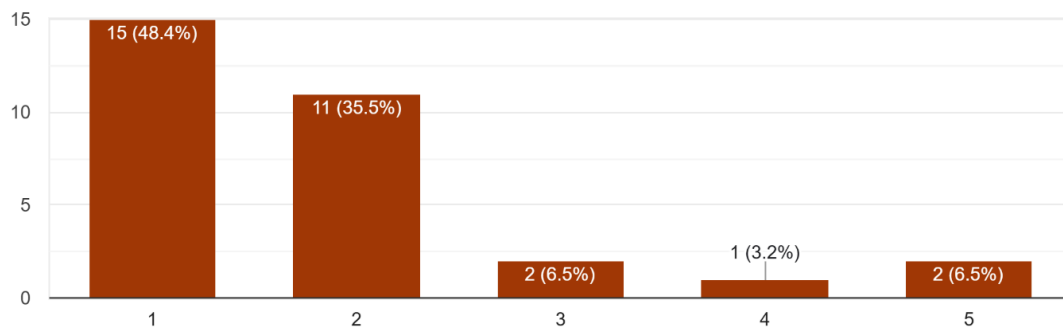


Figure 7

Communication MBG provider helps increase transparency program implementation

From figure 7 it is obtained Respondent states that Communication MBG provider helps increase transparency program implementation 48.4 % Strongly Agree , 35.5% Agree , only 6.5% stated Strongly Disagree . Transparency program implementation , Communication MBG providers are considered to help increase transparency program implementation (48.4% Strongly Agree , 35.5% Agree). This shows that communication not only functions informally , but also enhances program accountability .

I feel involved in evaluation or input to the program

Saya merasa dilibatkan dalam evaluasi atau masukan terhadap program

31 responses

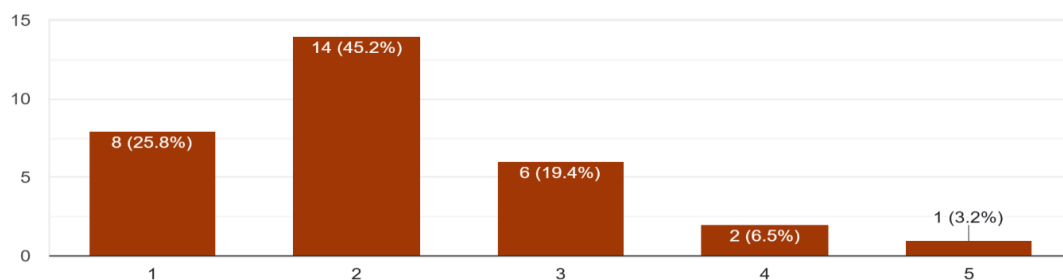


Figure 8

I feel involved in evaluation or input to the program

From figure 8 it is obtained Respondent states that I feel involved in evaluation or input to the program 25.8 % Strongly Agree , 45.2% Agree , only 3.2% stated Strongly Disagree. Involvement in program evaluation , As many as 71% of respondents feel involved in evaluation or giving input to the program. This is one of the indicators important that communication applies nature two directionally and participator.

I see improvement in coordination between party kitchen and community / recipient benefit

Saya melihat peningkatan dalam koordinasi antara pihak dapur dan masyarakat/penerima manfaat

31 responses

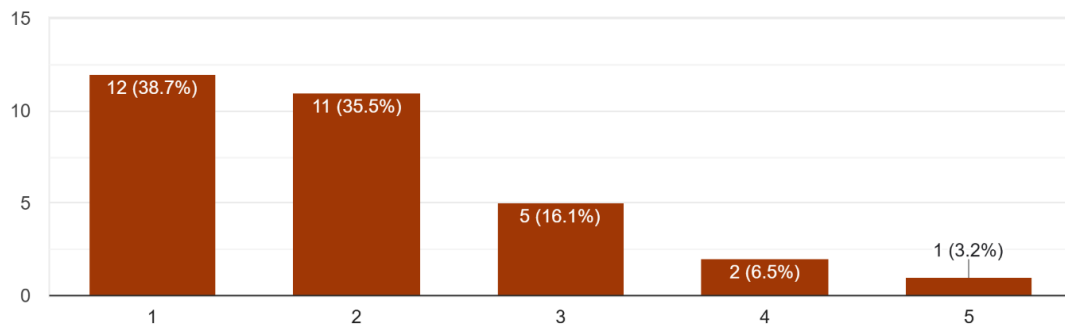


Figure 9

I see improvement in coordination between party kitchen and community / recipient benefit

From figure 9 it is obtained Respondent states that I see improvement in coordination between party kitchen and community / recipient benefit 38.7 % Strongly Agree , 35.5% Agree , only 3.2% stated Strongly Disagree. Improvement coordination , majority respondents (38.7% Strongly Agree and 35.5% Agree) felt improvement coordination between party kitchen and reception benefits. Good coordination Of course to smoothen the progress of the MBG program.

Service food nutritious become more organized Because effective communication

Pelayanan makanan bergizi menjadi lebih tertata karena komunikasi yang efektif

31 responses

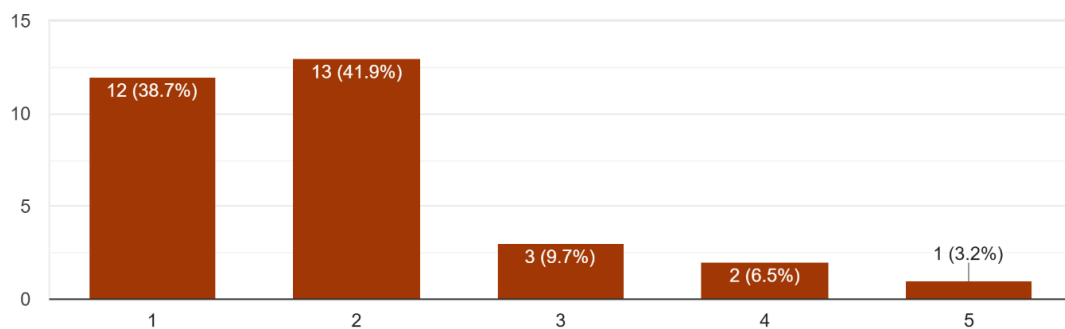


Figure 10

Service food nutritious become more organized Because effective communication

From figure 10 it is obtained respondents state that Service food nutritious become more organized Because effective communication 38.7 % Strongly Agree, 41.9% Agree, only 3.2% stated Strongly Disagree .

Service more food organized , effective communication proven to make service food nutritious become more organized , with 80.6% of respondents state agree or strongly agree .

After getting explanation from MBG provider , I more care to nutrition food

Setelah mendapatkan penjelasan dari penyedia MBG, saya lebih peduli terhadap gizi makanan

31 responses

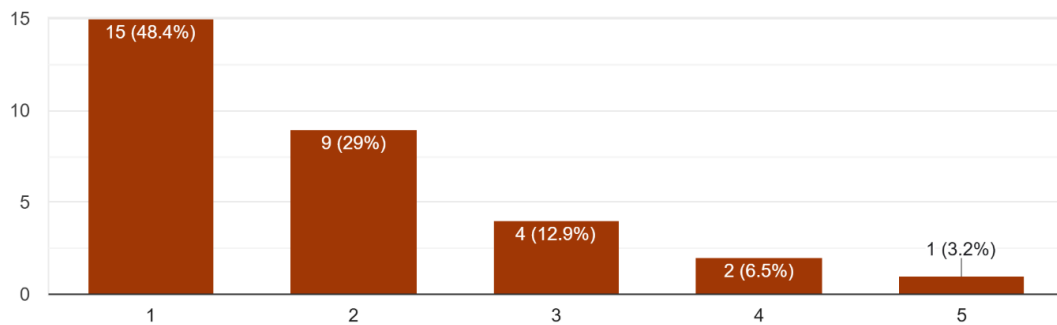


Figure 11

After getting explanation from MBG provider , I more care to nutrition food

From figure 11 it is obtained Respondent states that After getting explanation from MBG provider , I care more about nutrition food 48.4 % Strongly Agree , 29.0% Agree , only 3.2% stated Strongly Disagree. Improvement concern to nutrition , after getting explanation from MBG providers , as many as 77.4% of respondents state that they become more careful to nutrition food , prove effectiveness and persuasive messages to form awareness .

Communication MBG provider makes I feel valued as recipient benefit

Komunikasi penyedia MBG membuat saya merasa dihargai sebagai penerima manfaat

31 responses

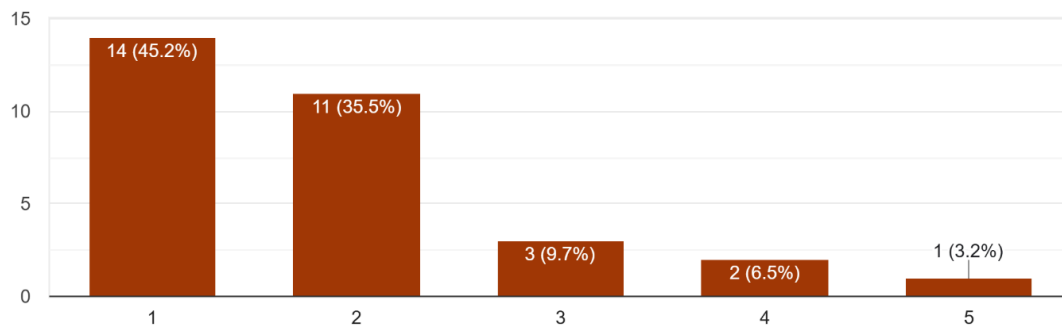


Figure 12

Communication MBG provider makes I feel valued as recipient benefit

From figure 12 it is obtained Respondent states that Communication MBG provider makes me feel valued as recipient benefit 45.2 % Strongly Agree , 35.5% Agree , only 3.2% stated Strongly Disagree .

Feeling appreciated , as many as 80.7% of respondents feel valued as recipient benefits , which are impact positive from communication, persuasive attention, emotional and appreciation to individuals .

I feel more motivated For support the continuity of this program
 Saya merasa lebih termotivasi untuk mendukung kelangsungan program ini
 31 responses

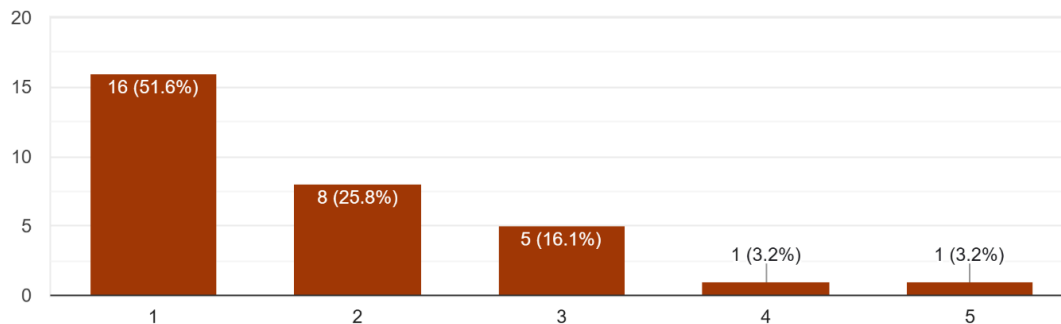


Figure 13
I feel more motivated For support the continuity of this program

From the picture obtained Respondent states that I feel more motivated to support the continuity of this program 51.6 % Strongly Agree , 25.8% Agree , only 3.2% stated Strongly Disagree. Motivation supports the program, 77.4 % of respondents feel more motivated to support program continuity after getting communication from the MBG provider. In general overall , results study show that communication persuasive actions carried out by the manager Kitchen Independent play a very important role in increase understanding , trust , participation active , and caring public to Benefits of the MBG Program, a clear , friendly , transparent and involving communication strategy public proven effective in support the success of the MBG program in the Village Mulya's work

5. CONCLUSION

Based on results study about the Role of Communication Persuasive Manager Kitchen Independent in Delivering the Benefits of the Free Nutritious Meal Program (MBG) in the Sub-district Mulya's Work , District Kesambi , Cirebon City, can concluded that communication persuasive actions carried out by the manager Kitchen Independent play a role important in increase effectiveness implementation of the MBG Program. Overall , communication persuasive manager Kitchen Independent contributed in a way positive to The success of the Free Nutritious Meal Program in the Sub-district Mulya's work . This strengthens the importance of communication strategy in supporting sustainability and effectiveness of social programs based on empowerment of the public .

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