# ABSTRAK

**RACHEL THERESIA. Persepsi Orang Tua Terhadap Implementasi Program Makanan Bergizi Gratis (MBG) di TK Immanuel Kids. Skripsi Medan: Fakultas Ilmu Pendidikan. Universitas Negeri Medan. 2026.**

Program Makanan Bergizi Gratis (MBG) merupakan inisiatif pemerintah yang diluncurkan pada Januari 2025 untuk mengatasi stunting dan gizi buruk pada anak usia dini. Penelitian ini bertujuan menganalisis persepsi orang tua terhadap implementasi program MBG di TK Immanuel Kids, Medan, ditinjau dari tiga dimensi: kognisi, afeksi, dan konasi.Penelitian menggunakan metode kualitatif fenomenologis dengan wawancara semi-terstruktur terhadap 10 orang tua murid TK Immanuel Kids pada April 2026.Hasil penelitian menunjukkan persepsi orang tua bersifat beragam. Pada dimensi kognisi, sebagian besar orang tua mengetahui program melalui grup WhatsApp sekolah, namun pemahaman mendalam tentang standar gizi masih bervariasi. Pada dimensi afeksi, respons terbagi menjadi positif (senang dan terbantu), netral, serta negatif (khawatir terhadap kualitas dan kebersihan makanan). Pada dimensi konasi, mayoritas orang tua mendukung program dengan menyediakan makanan tambahan di rumah, namun seringkali disertai kritik terhadap variasi menu dan konsistensi kualitas.Disimpulkan bahwa implementasi MBG di TK Immanuel Kids belum optimal. Kendala utama meliputi ketidakkonsistenan kualitas makanan, minimnya variasi menu, dan ketidaksesuaian sajian dengan selera anak. Program ini memerlukan peningkatan kualitas penyajian, komunikasi, dan pelibatan aktif orang tua.

**Kata Kunci : Persepsi orang tua, Makanan Bergizi Gratis, Kognisi, Afeksi, Konasi.**

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# ABSTRACT

**RACHEL THERESIA. Parents' Perceptions of the Implementation of the Free Nutritious Meals (MBG) Program at Immanuel Kids Kindergarten. Skripsi. Medan: Faculty of Education. State University of Medan. 2026.**

The Free Nutritious Meal Program (MBG) is a government initiative launched in January 2025 to address stunting and malnutrition among early childhood populations. This study aims to analyze parents' perceptions of MBG implementation at TK Immanuel Kids, Medan, using three dimensions: cognition, affection, and conation.A qualitative phenomenological method was employed, with data collected through semi-structured interviews with 10 parents at TK Immanuel Kids in April 2026.Findings reveal diverse parental perceptions. In the cognitive dimension, most parents were aware of the program through the school WhatsApp group, though in-depth understanding of nutritional standards varied. In the affective dimension, responses ranged from positive (feeling helped and satisfied), neutral, to negative (concerned about food quality and hygiene). In the conative dimension, most parents supported the program by providing supplementary food at home, yet often accompanied their support with criticism regarding menu variety and quality consistency.It is concluded that MBG implementation at TK Immanuel Kids has not yet reached its full potential. Key challenges include inconsistent food quality, limited menu variety, and misalignment with children's food preferences. The program requires improvements in food quality, communication, and active parental involvement.

**Keywords : Parental Perceptions, Free Nutritious Food, Cognition, Affection, Conation.**

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