ABSTRACT

The Free Nutritious Meal (*Makan Bergizi Gratis* / MBG) program aims to improve the nutrition of school children, but it has the potential to affect local retail market dynamics. This study analyzes the perceptions of broiler chicken traders in Batuphat Market, Lhokseumawe City, regarding the implementation of the MBG Program. Utilizing a descriptive qualitative approach with a total sampling technique across 20 traders, data were collected through Likert scale questionnaires and analyzed using index percentages. The results indicate that the overall implementation of the MBG Program falls under the "No Impact" category (47.95%). This outcome is driven by Market Demand factors (50.31%) due to declining shopping frequency among households and food stalls, Sales aspects (48.33%) caused by the stagnation of sales volume and profit, as well as Government Program Impact factors (45.21%) because 85% of traditional market traders have not been integrated into the supply chain of MBG central kitchens. In conclusion, the MBG Program has not yet delivered a positive economic impact for local traders due to a lack of equitable partnership involvement.

Keywords: Broiler Chicken, Free Nutritious Meal Program, Market Demand, Sales, Traders' Perception.