

Development of Effective Communication Strategy in Increasing Public Awareness About Stunting Prevention in Ajang Pulu Village, Sibulue District, Bone Regency

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ABSTRACT

Stunting is a serious, urgent public health problem in Indonesia, including in Bone Regency. Stunting is a persistent nutritional problem caused by a lack of adequate nutritional intake during a child's growth period, becoming one of the serious challenges in Indonesia. Stunting can potentially cause adverse consequences on children's physical growth and thinking capacity, as well as hinder their potential to achieve maximum achievement in the future. Based on data from the Bone District Health Service, The prevalence of stunting in Ajang Pulu Village in 2022 reached 32%. This shows that serious efforts need to be made to increase public awareness about stunting prevention in the village. The high prevalence of stunting in Ajang Pulu Village is caused by several factors, among others: Lack of public knowledge about stunting, including causes, impact, and its prevention. Child feeding practices that do not comply with balanced nutrition guidelines. Lack of access to adequate health and sanitation services and weak socio-economic conditions of the community. Low public awareness of stunting has resulted in slow efforts to prevent and overcome stunting in Ajang Pulu Village. Therefore, Efforts need to be made to increase public awareness about stunting through effective communication strategies. This community service research aims to develop effective communication strategies to increase public awareness about stunting prevention in Ajang Pulu Village.

Keywords: *Communication Strategy, Public Awareness, Stunting Prevention*

ABSTRAK

Stunting merupakan masalah urgen dalam kesehatan masyarakat yang serius di Indonesia, termasuk di Kabupaten Bone. Stunting adalah permasalahan gizi yang berkelanjutan yang disebabkan oleh kekurangan asupan nutrisi yang mencukupi pada masa pertumbuhan anak, menjadi salah satu tantangan yang serius di Indonesia. Stunting dapat berpotensi menimbulkan efek konsekuensi yang tidak menguntungkan pada pertumbuhan tubuh dan kapasitas berpikir anak-anak, serta menghambat potensi mereka untuk meraih prestasi maksimal di masa depan. Berdasarkan data pada Dinas Kesehatan Kabupaten Bone, prevalensi stunting di Desa Ajang Pulu pada tahun 2022 mencapai angka 32%. Hal ini menunjukkan bahwa perlu dilakukan upaya yang serius untuk meningkatkan kesadaran masyarakat tentang pencegahan stunting di desa tersebut. Tingginya pengaruh prevalensi stunting di Desa Ajang Pulu disebabkan oleh beberapa faktor, antara lain: Kurangnya pengetahuan masyarakat tentang stunting, termasuk penyebab, dampak, dan pencegahannya. Praktik pemberian makan anak yang tidak sesuai dengan pedoman gizi seimbang. Kurangnya akses terhadap layanan kesehatan dan sanitasi yang memadai dan kondisi sosial ekonomi masyarakat yang lemah. Rendahnya kesadaran masyarakat tentang stunting berakibat pada lambatnya upaya pencegahan dan penanggulangan stunting di Desa Ajang Pulu. Oleh karena itu, perlu dilakukan upaya untuk meningkatkan kesadaran masyarakat tentang stunting melalui strategi komunikasi yang efektif. Penelitian pengabdian ini bertujuan untuk mengembangkan strategi komunikasi yang efektif untuk meningkatkan kesadaran masyarakat tentang pencegahan stunting di Desa Ajang Pulu.

Kata Kunci: *Strategi Komunikasi, Kesadaran Masyarakat, Pencegahan Stunting*

Introduction

Stunting is a condition of growth failure in toddlers (under five years old) caused by chronic malnutrition so that the child is too short for his age. Malnutrition occurs since the baby is in the womb and in the early period after the baby is born, (Nur Oktia, 2020). However, stunting conditions will only appear after the child is 2 years old. Stunting can inhibit physical growth, increase children's vulnerability to disease, cause cognitive development disorders that reduce brain intelligence and productivity in children in the future. Stunting will also increase the risk of degenerative diseases in adulthood. The main problems that cause the still high stunting rate in Indonesia are a combination of low awareness of stunting, policies that have not converged in providing support for stunting prevention, and communication problems in behavioral change both at the individual level, community level, and health service level. Stunting is a condition of less than optimal growth in children, body and brain growth due to long-term malnutrition. Thus, the child is shorter than normal children of the same age and has a delay in thinking which is identified by comparing the child's age standard index called PB/A or TB/A to show below -2 existing standard deviations. This is due to many factors causing stunting, including a lack of information in society, poor nutrition, a weak economy, poor nutrition for pregnant women, and also a lack of adequate nutritional intake for babies (Muh. Ridho, 2021).

According to the Indonesian Ministry of Health, stunting is a growth disorder in children, namely the child's height is lower or shorter (dwarf) than the standard for their age caused by a lack of nutritional intake for a long time, resulting in growth disorders in children, namely the child's height is lower or shorter (dwarf) than the standard for their age. Children who suffer from stunting will be more susceptible to disease and when they are adults are at high risk of developing degenerative diseases. In addition to affecting health, stunting can also affect the child's intelligence level. Stunting can be said to be a threat to the quality of human resources in Indonesia, besides that stunting can also be a threat to the ability of competitiveness between nations, because children who are stunted are not only disturbed in their physical growth and development but also disturbed in their brain growth or slowing down cognitive development or intelligence, motoric, and verbal, (Alisda, 2021). However, it is not uncommon in today's society, the condition of a child's short body is often considered a genetic factor or heredity from both parents, so that many people just accept this situation without wanting to know what the real cause is and do not want to do anything to prevent it from happening. Even though, as we know, genetic factors are the determinant factors that have the smallest influence when compared to environmental behavioral factors such as social, economic, cultural and health services.

There are three things that need to be considered in preventing stunting, namely improving parenting patterns, eating patterns, and improving sanitation and access to clean water. Not infrequently, problems that are not health problems are actually the root of stunting problems, such as economic, social, cultural and poverty problems, lack of education for women and other environmental problems. The problem of stunting is also influenced by low access to food, both in terms of quantity and nutritional quality, and food that is often not diverse. The understanding of parents, especially mothers, greatly influences the nutritional status of children and the form of parenting patterns. Therefore, education is very necessary to be able to change behavioral attitudes that can lead to increasing nutritional knowledge of mothers and their children (Majestika, 2016).

The problem is not easy because people's understanding of nutritional intake in children varies. There are even those who follow the parenting patterns of their parents or those passed down from generation to generation and this does not only happen in certain regions. It turns out that in big, modern cities this also happens and there are still many parents who think that if their children are just full, their nutritional needs have been met (9gian Fitria, 2017). In fact, food for children must be ensured whether carbohydrates,

proteins, minerals and vitamins are contained and balanced. There are three approaches to reducing *stunting rates*, namely *improving the quality of care*, *increasing access and improving the quality of early childhood development services*. Its implementation is through various channels such as Posyandu, communities and and so on with the aim of providing early or as early learning as possible to be able to change behavior. The *stunting* prevention program is public awareness so that they will carry out the behavior we expect. The current obstacle is that access to information to reach the community is not much. Some issues related to behavioral communication on the issue of *stunting* include, how long the impact is, how to measure height, have eaten a lot and nutritiously why are you still *stunted* and so on. Building trust is the key to the success of a behavior change communication program. Poster making and use of terms must also be done carefully so as not to cause stigma. Behavior change communication does not necessarily change people, but it is still necessary with other models of intervention. These various descriptions make the key to preventing *stunting* related to the behavior and culture that exist in that society.

The formulation of the acceleration program in reducing stunting leads to family-based interventions at risk of stunting with efforts to emphasize preparing family life, fulfilling nutritional intake, improving parenting patterns, increasing access and quality of health services and increasing access to clean drinking water and sanitation. Stunting handling, namely monitoring and evaluation, is considered strategic and important as an effort to determine the impact of interventions on preventing and overcoming stunting, (Ayu Putri, 2017). It is hoped that this can contribute to reducing the problem of stunting in Indonesia in general and especially in priority districts/cities. Providing stunting prevalence data through an accurate data collection system is very important in monitoring and evaluating efforts to accelerate stunting reduction at the national and district/city levels.

This is one of the government's strategies in efforts to overcome stunting. This research and community service aims to determine the nutritional status of toddlers including *stunting*, *wasting*, *overweight*, *severe acute malnutrition*, and its determinants such as diet, infectious diseases in toddlers, immunization behavior, socio-economic, environment, and access to toddler health services with representatives not only nationally and provincially but also district/city representatives. Data from the 2021 Indonesian Nutritional Status Study (SSGI) shows that the prevalence of stunting in Bone Regency reached 32.0%, higher than the national average of 24.2%. Ajang Pulu Village, Sibulue District, Bone Regency, is one of the villages with a high prevalence of stunting, which is 37.5%. Stunting has serious long-term impacts, such as delayed physical and cognitive growth and decreased learning ability, (Idhul Abdullah, 2024).

Research Methods

The study in this research uses a field study study which is an integration of research and community service. The research method is to go directly to the field and this research also refers to literature studies from sources that are adjusted to research needs through data collection, information analysis, recording and processing data by conducting field research. Field study research is analytical research that is carried out directly through the stages of observation, interviews and documentation. This research and community service aims to develop an effective communication strategy to increase public awareness about stunting prevention in Ajang Pulu Village.

This field study research is based on a scientific study model which is a systematic research process carried out with in-depth data analysis. The research was conducted using appropriate research methods to collect, analyze, and interpret data with the aim of solving problems or testing a hypothesis. Research data conducted using analytical-descriptive methods that are processed scientifically in the study of Islamic counseling

guidance. This research data was obtained through field research and library research related to how to develop effective communication strategies to increase public awareness of stunting prevention in Ajang Pulu Village. In-depth research study data as an addition by conducting online searches related to effective communication strategies to increase public awareness of stunting prevention.

This research and community service took place at the Family Planning and Family Welfare Counseling Agency, Sibulue District, Bone Regency. The stages and chronology of activities in this activity agenda are carried out for 2 days. This activity goes through several stages in the results of the Collaborative Research and Service activities of Lecturers and students at the Faculty of Ushuluddin and Da'wah IAIN Bone . The implementation stage was carried out by presenting 2 speakers from FUD lecturers in conveying ideas related to the development of effective communication strategies in increasing public awareness about stunting prevention in Ajang Pulu Village, Sibulue District, Bone Regency and was attended by a number of researchers and counseling participants from various elements such as : lecturers, FUD students, midwives, integrated health post cadres, community leaders, pregnant women, mothers of toddlers and stunting targets. The final stage is the Faculty development results stage by bringing all elements to the location to conduct direct reviews of assistance in order to explore data related to the development of effective communication strategies in increasing public awareness about stunting prevention that has been provided by FUD lecturers and students to stunting targets in Ajang Pulu Village, Sibulue District, Bone Regency .

Research Results And Discussion

Effective Communication Strategy to the Village Community of Ajang Palu

Communication strategy is effective planning and management to convey messages so that they are easily understood by the recipient in receiving what is conveyed so that it can change a person's attitude or behavior. Communication strategy is a guide to communication planning with communication management to achieve predetermined goals , (Onong, 2008) . In order to develop a communication strategy, thinking is required that takes into account supporting and inhibiting factors. Communication strategy is a combination of communication planning and communication management to achieve predetermined goals. This communication strategy must be able to show how practical operations must be carried out, in the sense that the usual approach varies from time to time depending on the situation and conditions. With good communication, knowledge can spread and provide understanding to the target. The strategy of using available communication resources to achieve the desired goals and communication strategies are used as a tool to change behavior and planning is needed to achieve the goals of the communication strategy. According to Stephanie K. Marrus, as quoted by Sukristono, strategy is defined as a process of determining the plans of top leaders who focus on the long-term goals of the organization, accompanied by the preparation of a way or effort on how these goals can be achieved , (Husein, 2001) .

Communication strategy is the whole conditional decision about the action to be carried out, which is useful for achieving that goal, meaning it must also take into account the conditions and situations (space and time) that will be faced in the future, to achieve effectiveness , (Andre, 2001) . With a communication strategy, it means that several ways can be taken to use communication consciously to create changes in the audience easily and quickly. Conducting an audience analysis that includes demographic characteristics such as age , education level, income, and socio-economic status, as well as audience communication preferences, including the media used and effective communication channels. One of the methods of implementing a communication strategy is to form a Family Assistance Team (TPK). This team is tasked with providing motivation and guidance to families at risk of stunting . The communication strategy in this study aims to

convey a health message to address health problems, namely messages related to the symptoms of stunting. Health communication is said to contribute to overall disease control and health promotion. The purpose of this communication is to find out how individuals in society or groups deal with health problems and try to maintain their health. In making a communication plan that will be used, choosing and managing the media used to disseminate health communication information, and meeting the needs of the community, especially on information about stunting. In addition, according to Bappenas, stunting is defined as growth failure in toddlers caused by chronic lack of nutritional intake, especially during the first 1,000 days of life (HPK) , (Bappenas, 2018) .

If a communication process does not work well, then the main error comes from the communicator because the communicator does not understand the composition of the message, choose the right media, and approach the target audience. As the main actor in communication activities, the communicator plays a very important role. For that, a communicator who will act as the spearhead of a program must be skilled in communicating, rich in ideas, and full of creativity. Understanding the community, especially those who are the target of the communication program is very important, because all communication activities are directed at the audience. They are the ones who determine the success of a program, because no matter how much money, time, and energy is spent to influence them, but they are not interested in the program offered, then the communication activities carried out will be in vain. For the wider community, messages should be channeled through mass media such as newspapers or television, and for certain communities, leaflets or group communication channels are used. Knowledge about media ownership among the community must be known in advance based on the results of research that has been conducted. This is important to avoid wasting money, time and energy (Ganest 2024) .

Several strategic steps taken in an effort to handle stunting cases are:

1. Situation Analysis: Understanding the stunting conditions in Ajang Pulu Village, including prevalence, risk factors, and its impact.
Understanding knowledge, attitude, and the practices of the Ajang Pulu Village community regarding stunting prevention. Identifying sources of information and communication channels used by the people of Ajang Pulu Village.
2. Communication Strategy Development: Formulating clear and measurable communication goals and objectives, Selecting appropriate and effective communication strategies to reach target audiences, Developing informative communication messages, persuasive, and easy to understand, choosing media and communication channels that suit the characteristics of the target audience. Develop a communication strategy implementation and evaluation plan.
3. Implementation and Evaluation of Communication Strategy: Implementing the communication strategy that has been developed .Conduct monitoring and evaluation of the effectiveness of communication strategies. Analyze evaluation results and make adjustments to communication strategies if necessary.

Apart from the inability of the recipient to translate the contents of the message from the communicator, which causes communication to be hampered, the obstacles to implementing communication strategies in general are caused by communication strategies that are not yet effective in increasing public awareness about stunting prevention in the community in Ajang Pulu Village, Sibulue District, Bone Regency . This is in accordance with what was conveyed by Mrs. Estina as a Posyandu Ajang Pulu Cadre that, " The most effective communication media for conveying messages about stunting prevention, if it is the delivery of information, we will hold counseling only in the WhatsApp group but for the delivery it remains direct (*face to face*) . Suggestions and input to improve the effectiveness of communication about stunting prevention in Ajang Pulu Village, the input is that maybe facilities must be met and more village funds ".

Public Awareness As An Effective Step

research and community service is a real manifestation of the Tri Dharma of Higher Education, especially in the field of research and community service. This activity was carried out through the collaboration of lecturers and students of the Faculty of Ushuluddin and Da'wah in providing a coaching program to the community of Ajang Pulu Village, Sibulue District, Bone Regency to be able to increase awareness of Stunting Prevention. This research aims to increase public awareness in reducing stunting rates in Ajang Pulu Village. Through this PKM, we develop an effective communication strategy to increase public knowledge and understanding of stunting prevention. It is hoped that this strategy can be a reference for the government, non-governmental organizations, and other stakeholders in efforts to overcome stunting in the village and in other areas. Providing a deep understanding to the community of Ajang Pulu Village, Sibulue District, Bone Regency about the dangers of stunting risks and preventive measures. Through a comprehensive approach and communication methods used to increase public awareness and participation in efforts to prevent stunting. Increasing public awareness of Ajang Pulu Village, Sibulue District, Bone Regency about the importance of balanced nutrition for child growth, changing unhealthy eating patterns to healthy eating patterns, or increasing public access to quality health services , (Abustan, 2024) .

Health promotion is a process to improve the ability of the community to maintain and improve their health. In addition, to achieve a perfect level of health both physically, mentally, and socially, the community must be able to recognize and realize their aspirations, needs, and be able to change or overcome their environment (physical environment, socio-cultural, and so on). Health promotion as a health effort that increases awareness, willingness, ability of the community and individuals to live healthily in a healthy society. Based on the service aspect, health promotion targets are divided into four levels as follows: (1) promotive level, namely the target of health promotion in healthy groups to improve their health, (2) preventive level, namely the target of high-risk groups, for example smokers to prevent the group from getting sick, (3) curative level, namely the target of chronic disease sufferers, for example DM and hypertension so that they do not get worse, and (4) rehabilitative level, namely the target of groups of sufferers who have just recovered from the disease with the aim of recovery and preventing disability due to disease , (Ministry of Health, 2024) .

The target in this case is the community of Ajang Pulu Village, Sibulue District, Bone Regency according to statements from health workers is that most of the people have low incomes and weak understanding, so they depend on their daily work as farmers or livestock breeders with minimal knowledge of stunting. This causes the implementation of interventions to be less than optimal every month, so that communicators work around this by assisting them to receive interventions and communicators will return to visit on another occasion. However, in reality in the field, several health workers admitted that they had a little difficulty in conveying stunting information. This indicates that even though the extension workers have worked optimally in conveying messages, the communication process still tends to be less effective so that the target has the potential to have difficulty in digesting the communicator when providing education related to stunting. Especially with the use of terms related to health science that are less familiar to the general public.

As a result, sometimes communication in interventions is one-way, in this case the target only listens to what is conveyed by the communicator without any further response, such as asking for food ingredients that are in accordance with their abilities. Regarding this factor, Estina, a Posyandu Kader, stated that, " The duties and responsibilities of Posyandu cadres are related to preventing stunting, as well as handling pregnant women's classes, Posyandu, and counseling in elementary schools. Posyandu cadres provide counseling to pregnant women and mothers of toddlers about preventing stunting,

providing additional food and vitamins. Posyandu cadres encounter obstacles when providing counseling, there are obstacles and problems with community attendance because the community currently cares less about counseling about preventing stunting."

This causes the target not to get maximum understanding and results in a lack of public awareness in preventing stunting. Responding to this, it was reinforced by Pregnant Mother Ria Angrianingsih, "What I know about stunting is when a child's growth and development are not in accordance with normal, usually then I have been to the health center and the village health clinic and have also been there often. I was only told that inhaling cigarette smoke too often can affect a child's breathing, affect their growth and development, the provision of nutrition also needs to be improved from pregnancy to postpartum and maintaining child care patterns and the environment."

Stunting Prevention With Good Nutritional Intake

Efforts to develop effective communication strategies through stunting educational campaigns, namely education about the importance of stunting prevention through various mass media, social media, and direct counseling to the community. Empowerment of health cadres is that health cadres are empowered as stunting education agents in the community. The involvement of community leaders means that community leaders are involved in efforts to increase awareness of stunting. The use of information technology, such as smartphone applications and websites, is used to disseminate information about stunting prevention. Effective stunting prevention can be done by providing nutrition education to influential parties (cadres, mothers of toddlers, pregnant women and prospective mothers), forming study groups for mothers of toddlers, and providing additional food for toddlers. Programs or interventions carried out to prevent stunting must pay close attention to the input and process aspects in order to obtain optimal output, and must involve all parties from mothers of toddlers to cross-sectoral. Increase cadre knowledge on how to provide counseling to the community so that they can provide consultation to the targets of the stunting program properly. This consultation activity for cadres can improve the parenting patterns of mothers of toddlers, especially in terms of feeding their children properly and correctly according to balanced nutrition guidelines, (Gian, 2017).

Nutrition education by cadres is an effective and sustainable effort to address disorders directly with specific nutritional interventions. Nutrition education using social media can also increase mothers' knowledge and attitudes regarding stunting so that they can prevent stunting in their children. There are three things that need to be considered in preventing stunting, namely improving parenting patterns, eating patterns, and improving sanitation and access to clean water. Not infrequently, problems that are not health problems are actually the root of stunting problems, such as economic, social, cultural and poverty problems, lack of education for women and other environmental problems. Apart from eating patterns, inappropriate parenting patterns are also one of the things that influence stunting, such as inappropriate feeding for babies and toddlers. The understanding of parents, especially mothers, greatly influences the nutritional status of children and the form of parenting patterns. Therefore, education is very necessary to be able to change behavior that can lead to increasing nutritional knowledge of mothers and their children, (Ministry of Health, 2024).

Stunting prevention can be done in four effective steps, namely 1. Fulfillment of nutritional needs for pregnant women. 2. Exclusive breastfeeding until the age of 6 months and after the age of 6 months, complementary foods (MPASI) are given in sufficient quantity and quality. 3. Monitoring the growth of toddlers at the integrated health post. 4. Increasing access to clean water and sanitation facilities, and maintaining environmental cleanliness. The specific nutritional intervention program for preventing stunting has been carried out quite well, but has not been able to reduce the stunting rate in the community

of Ajang Pulu Village, Sibulue District, Bone Regency. This is due to various obstacles, namely the absence of a special budget for the program, limited human resources to carry out the intervention, no guidelines and SOPs, planning is not carried out in a bottom-up manner and there has been no recording of reports. In addition, existing programs have not run optimally due to various obstacles, namely human resources are still lacking and there are no nutrition workers and the process of the Taburia program has not been coordinated at all.

Nutrition counseling given to premarital women three times a week will show a significant impact on increasing knowledge and attitudes about preconception nutrition. The community can also utilize moringa leaves to meet toddler nutrition and prevent stunting in children. Exclusive breastfeeding counseling can increase the knowledge of prospective brides and grooms. This increase in knowledge can be done by counseling with various media tools. There is a difference in knowledge before and after the activity both in the group that received counseling and MPASI training and the group that only received counseling. However, there was no difference in behavior between the counseling and training group and the counseling only group either before or after treatment. Knowledge improvement was better in the group that was given counseling and training , (Dadan, 2024) .

Stunting prevention can also be done by forming study groups. Activities in this study group take the form of discussions conducted by mothers of toddlers accompanied by a facilitator. The discussion carried out had a specific topic around stunting such as risk factors for stunting, knowing and preparing nutritious food for toddlers and disciplining toddlers. In this activity, mothers of toddlers will tell about their experiences around the topic which will later be responded to by others. At the end of the activity the facilitator will conclude and reaffirm the results of the discussion that has been carried out. So that mothers of toddlers gain new knowledge and understanding about topics that are in accordance with the problems and needs of the community in Ajang Pulu Village, Sibulue District, Bone Regency. The interactions built in study groups are able to explore the families' abilities to understand stunting in toddlers. In order for the stunting prevention program to be optimal, the input and process aspects must be considered, such as human resource input that must be met in terms of quantity and quality. In the process aspect, all parties must be involved, starting from mothers of toddlers to cross-sectoral for planning to program reporting. Optimal fulfillment of the input and process aspects will provide optimal results for public awareness of stunting prevention in Ajang Pulu Village, Sibulue District, Bone Regency.

The use of a language style that is adjusted to the target audience requires health workers and related elements to know well who the target audience is, this is in accordance with the formulation of a communication strategy design, one of which is to know the audience or target of communication. The use of this language style is carried out by extension workers to adjust the understanding of the local community with the hope that the target audience will find it easier to understand the intent of the communicator. Effective communication has been more or less successfully carried out by communicators in an effort to reduce stunting rates in the Ajang Pulu Village community, Sibulue District, Bone Regency, which is carried out by extension workers. Nurhayati as the Stop Stunting Action Force for Ajang Pulu Village, Sibulue District, said that, " To convey messages about stunting prevention, there is no special media, because our cadres only provide prevention through *face to face* . But the provision of information related to the counseling is through its own group. In order to increase the effectiveness of communication about stunting prevention in Ajang Pulu Village, always provide counseling related to stunting prevention so that the community understands the importance of reducing stunting rates. Because looking at the current situation, people are less concerned about counseling related to preventing stunting." Just as composing a

message must be adjusted to the circumstances of the audience, the communication media in implementing a program must also be able to adjust to many audiences. Choosing a communication media should take into account the characteristics and objectives of the message content to be delivered, as well as the type of media owned by the audience.

Realizing Ajang Palu Village From Stunting Free

Research and community service was carried out well and effectively in accordance with the planned *time schedule and succeeded in obtaining output*. in the form of increasing the number of lecturers, students and community members who understand the importance of efforts to develop effective communication strategies in increasing public awareness about preventing stunting in Ajang Pulu Village, Sibulue District, Bone Regency with the following details:

1. This 2024 collaborative community service research by lecturers and students at the Faculty of Ushuluddin and Da'wah of IAIN Bone provides information to increase public awareness about preventing stunting in Ajang Pulu Village, Sibulue District, Bone Regency through a stunting prevention program .
2. Providing education and scientific insight to the people of Ajang Pulu Village, Sibulue District, Bone Regency to be used as material for discussion and actual studies for lecturers, students and the general public as a form of knowledge about awareness of preventing stunting from the beginning to the end of the stages that must be considered.
3. Improving the quality of filling out forms and procuring activities whose results will have a positive impact on improving the quality of accreditation of study programs, faculties and institutions of IAIN Bone.

BKKBN in Bone Regency takes various actions by providing assistance in the form of milk and additional food for infants and toddlers, as well as providing vaccinations to all prospective brides and providing nutritious additional food for pregnant women. In addition, it also provides additional food, milk and vaccines. The BKKBN Office also formed a TPK (Family Assistance Team) consisting of Midwives, PKK Cadres, and KB Cadres whose task is to provide assistance to prospective brides and grooms, pregnant women and mothers of children who have been declared at risk of stunting. Increasing public awareness of the importance of balanced nutrition and adequate intake of vitamins and minerals for normal physical growth. By using effective and community-oriented communication strategies, and understanding the social construction of reality in order to prevent the increase in stunting cases in Bone Regency.

Based on the informant's presentation and findings in the field, the inhibiting factors found by the Collaboration Team of Lecturers and Students at the Faculty of Ushuluddin and Da'wah IAIN Bone in implementing effective communication strategies to increase public awareness about stunting prevention in Ajang Pulu Village, Sibulue District, Bone Regency as an effort to handle stunting cases are derived from the recipient of the message or the target audience itself. In this case, it refers to empirical data obtained from statements from informants who act as extension workers.

One of them is according to Nurhayati who is a companion for Posyandu cadres, stating that, " The duties and responsibilities of Posyandu cadres related to stunting prevention are their duties to provide counseling, provide additional food, weigh, and measure height. Posyandu cadres provide counseling to pregnant women and mothers of toddlers about stunting prevention, sometimes the counseling provided does not meet expectations due to factors of the community who are still busy outside. Posyandu cadres encounter several obstacles when providing counseling, the obstacles are always the busyness of the community, but the cadres still visit the community so that monitoring can be carried out."

This is also reinforced by the informant's statement from the perspective of the communicant, one of whom is Mrs. Risna who has a toddler with stunting. She said that "For information about stunting, I don't know because this is the first time I have come to a stunting counseling, in my opinion what causes stunting in children is from food and the environment. To maintain diet, cleanliness, about cigarette smoke too because they say that one of the causes of stunting in children and from the wrong diet.

Conclusion

The research with the theme " Development of Effective Communication Strategy in Increasing Public Awareness About Stunting Prevention in Ajang Pulu Village, Sibulue District , Bone Regency " aims to develop an effective communication strategy in increasing public awareness about stunting prevention in Ajang Pulu Village, Sibulue District, Bone Regency. This research uses a qualitative method with a case study approach. Data was collected through interview and observation methods, with various parties, including pregnant women, breastfeeding mothers, toddler, and health workers. Collaborative service research activities between lecturers and students. The Faculty of Ushuluddin and Da'wah has many benefits, especially for developing and improving the Tri Dharma of Higher Education. With this activity, IAIN Bone lecturers can play an active role in socializing and developing and implementing the Tri Dharma of Higher Education by prioritizing the values of nationality, tolerance, justice, and humanity in providing training that can enlighten, increase knowledge and skills to institutions or organizations that are partners of the Faculty of Ushuluddin and Da'wah in carrying out the Tri Dharma of Higher Education.

This community service research is expected to contribute to increasing public awareness about preventing stunting in Ajang Pulu Village, Sibulue District, Bone Regency. Thus, It is hoped that the prevalence of stunting in the village can be reduced and the quality of life of the people in the village can be improved. The results of the study showed that effective communication strategies developed to increase public awareness of stunting prevention, the community became more aware of the causes, impacts, and prevention of stunting, and the community was more motivated to carry out stunting prevention behaviors, such as exclusive breastfeeding, providing nutritious complementary foods (MPASI), and monitoring child growth regularly. Implementation of similar communication strategies in other villages to increase awareness of stunting more widely. Strengthening the role of health cadres and community leaders in stunting education. Optimal use of information technology to disseminate information about stunting prevention.

Recommendation

This research can be used as a basis for developing stunting prevention programs in Ajang Pulu village and other villages in Indonesia. Further research is needed to determine the effectiveness of the communication strategies recommended in this study. Besides that, More integrated efforts need to be made by various parties to increase public awareness about stunting and its prevention. This is important to achieve the government's target of reducing stunting rates in Indonesia. As a scientific suggestion for further research, effective communication strategy efforts can be directed at developing health promotion associated with the stunting phenomenon, both through *face-to-face interventions* and social media.

As a practical suggestion, various innovative programs for handling stunting are made more attractive. and current so that the acceleration of stunting reduction can be implemented. In this study, interpersonal communication was carried out by the cadre of the stop stunting posyandu face-to-face with stunted toddler mothers during home visits and using flipcharts as information media so that it can be more easily understood by the

target. In addition, during the posyandu service, the communicators will approach each stunted toddler mother personally to provide direct intervention or ask about the target's obstacles in implementing the stunting information that has been provided previously. Through effective communication media, a communication process occurs that gets immediate feedback.

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