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| **COMMUNICATION STRATEGY IN ACCELERATING STUNTING PREVENTION POLICY IN PURBALINGGA REGENCY**  **1 Naisya Putri Listya Rifanan, 2 Sartono, 3Nidya Ayu Wulandari Ramdan**  1FISIP, Universitas Wijayakusuma Purwokerto  2FISIP, Universitas Wijayakusuma Purwokerto  3FISIP, Universitas Wijayakusuma Purwokerto  [1naisyaplr25@gmail.com](mailto:1naisyaplr25@gmail.com) ,[2sartonofisip@gmail.com](mailto:2sartonofisip@gmail.com), 3[nidya@unwiku.ac.id](mailto:nidya@unwiku.ac.id) |
| **ABSTRACT** |
| Indonesia is a developing country with a low health index. The cause of the low health index is a lack of knowledge and education as well as health prevention and awareness of maintaining diet to avoid malnutrition or what is usually called stunting. According to the Indonesian Ministry of Health, stunting is a lack of nutrition in babies during the first 1000 days of life that lasts a long time and causes delays in brain and child development. Based on data from the Indonesian Ministry of Health, the stunting prevalence rate in Indonesia in 2022 fell to 21.6% compared to the previous year in 2021 with a figure of 24.4%. The reduction in stunting rates is predicted to be 2.8% and by 2024 it will fall to 14%. This target is not difficult as long as we can consolidate and carry out follow-up actions to resolve the stunting problem. If you want to achieve a reduction in stunting of up to 14% in 2024, that means it must decrease by 3.8% for 2 consecutive years. This is done by communicating with the BKKBN and collaborating with other ministries and institutions. The government's efforts to encourage the acceleration of stunting prevention in Indonesia can produce satisfactory results. The government, through the BKKBN, can make efforts to overcome stunting by providing education regarding stunting prevention to the community through stakeholders who participate in achieving this goal. Understanding the dangers of stunting must be communicated and conveyed to the community because it will affect the quality of Indonesia's human resources in the future. This article discusses the communication strategies implemented by BKKBN in the context of policies to accelerate stunting reduction in Purbalingga Regency. The main focus of this article is to describe the communication approach used by BKKBN in an effort to increase public awareness and participation in stunting prevention programs. The main emphasis on achieving this goal is teenagers, expectant mothers, mothers with toddlers and posyandu cadres. |
| **Keywords;** Communication; Policy; Strategy; Stunting |

1. **INTRODUCTION**

Malnutrition over a long period of time, especially in the first thousand days of life, can cause growth failure. Stunting is a growth and development disorder in children due to chronic malnutrition and recurrent infections, which is characterized by a height below standard. Stunting is also a nutritional and health problem which is still a high trend in Indonesia. It can be seen that large and small cities still have quite a lot of health problems. Nutrition problems in Indonesia continue to increase from year to year. These nutritional and health problems will affect the health of babies and toddlers. As regulated in Presidential Regulation Number 72 of 2021 concerning the Acceleration of Reducing Stunting. This regulation is a form of the government's commitment to accelerating the achievement of the target of reducing stunting to 14 percent by 2024, in accordance with the mandate of the 2020-2024 National Medium Term Development Plan. This Presidential Decree also strengthens the implementation of the National Strategy for Accelerating Stunting Reduction 2018-2024 which aims to reduce stunting rates. Even though it is clearly regulated in the Regulation of the Minister of Health of the Republic of Indonesia Number 23 of 2014 concerning Efforts to Improve Nutrition, one of the considerations mentioned in this Minister of Health is that efforts to improve the level of public health require efforts to improve individual nutrition and community nutrition throughout the life cycle from conception to old age.

Stunting is caused by problems with nutritional intake consumed during pregnancy and infancy. Lack of maternal knowledge regarding health and nutrition before pregnancy, as well as the postpartum period, limited health services such as antenatal services (health services by health workers for mothers during pregnancy), post-antenatal services and low access to nutritious food, low access to sanitation and clean water as well. is a cause of stunting. These very diverse multi-factors require the most decisive intervention, namely at 1000 HPK (first 1000 days of life). Factors that cause stunting are also influenced by the mother's occupation, father's height, mother's height, income, number of household members, parenting patterns, and exclusive breastfeeding (Wahdah, Juffrie, & Huriyati, 2015), apart from that, stunting is also caused by several factors. others such as maternal education, maternal knowledge regarding nutrition, exclusive breastfeeding, age at which MP-ASI is given, adequate levels of zinc and iron, history of infectious diseases and genetic factors. (Aridiyah, Rohmawati, & Ririanty, 2015).

The government has established five pillars for handling stunting, including leadership that has vision and commitment, national education that will lead to changes in attitudes, integrated programs at all levels of government, good food and nutrition, and ongoing monitoring and assessment to achieve these targets. 5 pillars This is described in many efforts consisting of specific nutrition and sensitive nutrition efforts. These efforts must be carried out in an integrated manner in order to achieve maximum results. (Ministry of Health, 2020). Specific nutritional efforts have a short-term and personalized nature aimed at the first thousand days of life. Sensitive nutrition efforts have a long-term nature and are aimed at the wider community not only in the first thousand days of life. Education with the aim of increasing knowledge is one of the sensitive efforts that can be carried out (Warta Kesmas, 2018)

Stunting (short toddlers) in Indonesia is a nutritional problem that is still a priority, this is because nutritional problems have an impact on the quality of human resources (HR). The prevalence of stunting from Basic Health Research in 2013 was 37.2%, while the results of recording nutritional status in 2016 were 27.5%, much greater than the WHO limit of <20%. This means that there is a problem of not optimal growth in 8.9 million Indonesian children or 1 in 3 children experiencing stunting. Stunting is a condition where a person's height is shorter than their general age (Kemendesa, 2017). The prevalence of stunting in Indonesia based on Riskesdas in 2018 has decreased by around 7.2% from 37.2% of stunting prevalence nationally in 2017, but this figure is still below the target set by WHO, namely below 20%. The prevalence of stunting in Central Java contributed 28% and was ranked 9th out of all provinces in Central Java in 2018 although this data is better compared to 2016 which was ranked 13th.

Data from the Purbalingga District Health Service states that there are 71,121 toddlers and those who routinely weigh themselves are 60,358 toddlers (84.9%). The number of malnourished children under five was 2,401 (4%) while there were 56 cases of malnutrition and all of them had received treatment. (Purbalingga Health Service, 2019). The Ministry of Health targets the stunting rate to fall from 27.7% to 14% in the 2020 to 2024 RPJMN. (Ministry of Health, 2020) data from the Purbalingga District Health Service states that there are 71,121 toddlers and those who regularly weigh themselves are 60,358 toddlers (84.9 %). The number of malnourished children under five was 2,401 (4%) while there were 56 cases of malnutrition and all of them had received treatment. (Purbalingga Health Service, 2019). The Ministry of Health targets the stunting rate to fall from 27.7% to 14% in the 2020 to 2024 RPJMN (Ministry of Health, 2020).

Based on Purbalingga Regent's Decree number 141 of 2022, namely the formation of the Purbalingga Regency Stunting Case Audit Team, in handling stunting cases in Purbalingga technically by the Purbalingga Regency Health Service, while for acceleration and prevention of stunting by DINSOSDALDUKKBP3A, the BKKBN should be a separate institution in this regard. handle stunting cases, but in Purbalingga the BKKBN is affiliated with the Social Service. The Purbalingga government has made many efforts to improve nutrition, such as providing nutritious food assistance in the form of processed fish from the Ministry of Maritime Affairs and promoting the GEMARI program. Assistance with Fotovit Rice (rice containing vitamins Iron, Folic Acid, Vitamins A, B1, B3, B6, B12 and Zinc) from Bulog.

In Purbalingga district there are several sub-districts where the stunting rate is still high, and there are also those where the stunting rate has decreased because it is the locus of a pilot project from the Ministry of Health of the Republic of Indonesia and Central Java Province, however there are several sub-districts where the stunting rate is still high because the human resources in the sub-district are still low. have not been able to manage the program well in dealing with the community. The Purbalingga Regency Government's policy steps in order to reduce the risk of stunting are carried out with specific interventions and sensitive interventions in a holistic, integrated and synchronized manner between the Regency Regional Government, Village Government and Stakeholders, with the hope that the reduction in the risk of stunting in Purbalingga Regency can gradually decrease. Additional Loci for Handling Stunting Risk: from 2018, the locus for handling stunting was 10 villages, in 2020 it was expanded to 30 villages and in 2021 it was expanded again to 40 villages. In 2022, 57 villages were determined to be the locus for handling stunting which will be designated as the locus for handling stunting in 2023.

Table 1. Stunting data in Purbalingga Regency

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| --- | --- | --- |
| **No** | **Puskesmas** | **%**  **Stunted** |
|
| 1 | Kemangkon | 6,39% |
| 2 | Bukateja | 18,61% |
| 3 | Kutawis | 8,97% |
| 4 | Kejobong | 15,69% |
| 5 | Pengadegan | 8,37% |
| 6 | Kaligondang | 7,93% |
| 7 | Kalikajar | 7,62% |
| 8 | Purbalingga | 11,05% |
| 9 | Bojong | 5,96% |
| 10 | Kalimanah | 6,35% |
| 11 | Padamara | 18,71% |
| 12 | Kutasari | 19,78% |
| 13 | Bojongsari | 30,82% |
| 14 | Serayu Larangan | 19,42% |
| 15 | Mrebet | 1,64% |
| 16 | Bobotsari | 9,25% |
| 17 | Karangreja | 22,97% |
| 18 | Karangjambu | 12,37% |
| 19 | Karanganyar | 17,76% |
| 20 | Karangtengah | 15,86% |
| 21 | Karangmoncol | 14,76% |
| 22 | Rembang | 17,42% |
| **JUMLAH** | | **13,79%** |

Source: DINSOSDALDUKKBP3A Purbalingga Regency, 2022.

Based on data from DINSOSDALDUKKBP3A, Purbalingga Regency, there are still many sub-districts where the percentage of stunting rates is 10 percent. To achieve the target of reducing stunting rates, collaboration between various parties is needed, including both central and regional governments, academics, even community and religious elements. Partners in community service activities have an important role as agents of change in knowledge, attitudes and behavior so that they can reduce the prevalence of stunting in the Purbalingga area.

The Purbalingga Regency Government, through the BKKBN, routinely carries out accelerated stunting prevention outreach programs in every village in Purbalingga. In conducting outreach, BKKBN asked for assistance from all Heads of Community Health Centers in each sub-district to communicate with village midwives and posyandu cadres in each village in its implementation so that there is always communication and outreach on the stunting prevention program can reach every village in Purbalingga. Based on the description of the background to this problem, it is interesting to examine further the BKKBN Communication Strategy in the Acceleration of Stunting Prevention Policy in Purbalingga Regency

1. **METHOD**

In this research the author uses a qualitative descriptive approach, namely a research procedure that produces descriptive data in the form of written words from people and observed behavior (Bogdan and Taylor in Moleong, 2004: 3). The research location is Purbalingga Regency. Meanwhile, informants in this research included Village Officials and the Community. The data collection technique was carried out in three stages, first in-depth interviews, second observation, and third documentation. This research uses or takes the interactive analysis model from Miles, Huberman and Saldana (2014:13) with four analysis components, namely data collection, data condensation, data display. and draw conclusions (Conclusions Drawing).

1. **RESULTS AND DISCUSSION**

Policy is a series of actions proposed by a person, group or government in a certain environment by showing the obstacles and opportunities for implementing the proposed policy in order to achieve certain goals (Friedrick, 1963). According to Edwards III, the models for success in implementing policies are Communication, Resources, Disposition and Bureaucratic Structure. In this case, we will discuss policy communication in accelerating stunting prevention.

Stunting is a condition where toddlers have less length or height compared to their age (WHO, 2015). This condition is measured by body length or height that is more than minus two standard deviations from the median of WHO child growth standards. Stunted toddlers are a chronic nutritional problem caused by many factors such as socio-economic conditions, maternal nutrition during pregnancy, pain in babies, and lack of nutritional intake in babies. Stunted toddlers in the future will experience difficulties in achieving optimal physical and cognitive development (WHO, 2015).

Quoting from the Journal of Public Relations, Strategy is a plan to achieve a goal. But to achieve goals, strategies also need to show how to carry out the operations necessary to achieve them. For example, a communications strategy is a guide to planning and managing communications to achieve a goal. To achieve goals, a communication strategy must be able to show how different tactics should be used in different situations. Meanwhile, according to Effendy, 2003: 301, strategy is essentially planning and management to achieve a goal. However, to achieve this goal; Strategy does not function as a road map that only shows direction, but must show operational tactics.

Quoting from Bender G.W in the 2022 promotional journal, Communication is a way of sharing ideas, thoughts and feelings with other people. It occurs in different contexts, such as personal communication, interpersonal communication, group communication, and mass communication. Communication also occurs in various fields, such as corporate communication, traditional communication, environmental communication, political communication, educational communication, social communication, organizational communication, business communication, marketing communication, development communication, therapeutic communication in nursing, intercultural communication, cross-cultural communication , cross-cultural communication. cultural communication. The communication process in different contexts and fields does not just happen – it involves many choices, including what to say and how to say it, which communication channels to use, characteristics of the communicator and audience, and the situation.

Communication strategy is a communication activity or campaign that is informative or persuasive. The aim is to build understanding and support for an idea, idea or case but can also be for products or services. Communication strategies can be carried out by commercial or non-profit organizations with a specific purpose, planned and having various alternatives that are based on research and will then be evaluated (Smith, 2002).

Because the aim of a communication strategy or communication campaign is none other than to inform, persuade and motivate changes in audience behavior (Sentianti, 2008) it is believed that identification and segmentation of campaign targets will facilitate the delivery of the campaign objectives (Jhon et al., 2009) . Campaigns that aim to change audience attitudes and behavior are not only important to look at who is the target or audience of the campaign as well as the messages and media used and their effects. However, what is no less important is who is the messenger or campaigner (Liliweri, 2011). In this case, communication in stunting prevention policies should not just be a temporary campaign. This must be sustainable. There needs to be ongoing efforts to disseminate information, involve the community, and monitor the impact of stunting prevention policies. This will ensure that prevention efforts are not just momentary, but sustainable.

Strategy and policy direction are planning formulations to achieve goals and targets effectively and efficiently. The strategy formulation contains statements that explain how to achieve goals and objectives and are confirmed by policy direction. Based on this, BKKBN implements population development policies using a human rights approach as its main principle by basing population as the center of development in order to achieve population-oriented development and sustainable development. Therefore, the direction of population development policy must be able to accommodate all stakeholders, both at the central, regional and community levels. From the formulation, implementation, monitoring and evaluation stages, population policy must be integrated with development policy.

One of the strategies for Family Development, Population and Family Planning in Purbalingga Regency is to prevent accelerated stunting because in implementing the family development program it has become one of the national development issues with an emphasis on the importance of strengthening family resilience. Protection and empowerment of the family as the smallest unit in society is the main target in family development. Family development is an effort to create quality, resilient and prosperous families that live in a healthy environment at every stage of life, so different but sustainable interventions are needed. The challenges for family development in Purbalingga Regency include divorce problems, stunting problems, child marriage, poverty, domestic violence, legal cases against children and drug abuse. The focus of this research is the problem of stunting. The Purbalingga Regency Government's policy steps through the BKKBN in order to reduce the risk of stunting are carried out with specific interventions and sensitive interventions in a holistic, integrated and synchronized manner between the Regency Regional Government, Village Government and Stakeholders, with the hope that the reduction in the risk of stunting in Purbalingga Regency can gradually decrease. The following is what is being done in the accelerated stunting prevention program in Purbalingga Regency:

1. Addition of Stunting Risk Management Loci: from 2018 the stunting management locus was 10 villages, in 2020 it was expanded to 30 villages and in 2021 it was expanded again to 40 villages. In 2022, 57 stunting management locus villages were determined which will be designated as stunting management loci in 2022. 2023. Karangaren Kutasari Village, among others, has a stunting rate of 14.03%, which was previously 19%.
2. Form an Audit Team for stunting cases with the Decree of the Deputy Regent of Purbalingga as Chair of the Team for the Acceleration of Reducing Stunting in Purbalingga Regency Number 441.8/141 of 2022 concerning the Formation of an Audit Team for Purbalingga Regency Stunting Cases.
3. Through a continuous family assistance approach starting from prospective brides and grooms, pregnant women, postpartum, to toddler and toddler care treatment.
4. Assistance with nutritious food in the form of processed fish from the Ministry of Maritime Affairs and promoting the GEMARI program.
5. Assistance with Fotovit Rice (rice containing vitamins Iron, Folic Acid, Vitamins A, B1, B3, B6, B12 and Zinc) from Bulog.

In carrying out the program above, it is clear that communication needs to be established between the government, relevant stakeholders and the community. The community, especially expectant mothers, pregnant women, posyandu cadres, and mothers with toddlers are able to understand and accept the information provided so that the program being implemented can achieve the desired goals.

Effective communication is an important foundation in stunting prevention policies. To tackle this problem seriously, we must raise awareness, use data and information, encourage community participation, and make communication a sustainable effort. With joint efforts, we can create a healthier and brighter future for future generations.

1. **CONCLUSION**

From the results and discussion above, it can be concluded that in the implementation of each program, it is clear that communication needs to be established between the government, relevant stakeholders and the community. The community, especially expectant mothers, pregnant women, posyandu cadres, and mothers with toddlers are able to understand and accept the information provided so that the program being implemented can achieve the desired goals. If communication runs smoothly and can be accepted by the community, it will certainly make progress and improve the quality of human resources in Purbalingga district. Effective communication is an important foundation in stunting prevention policies. To tackle this problem seriously, we must raise awareness, use data and information, encourage community participation, and make communication a sustainable effort. With joint efforts, we can create a healthier and brighter future for future generations.

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