

HEALTH COMMUNICATION STRATEGIES IN ACCELERATING THE REDUCTION OF STUNTING CONDITIONS IN TELUK TAMBA VILLAGE, BARITO KUALA, KALIMANTAN SELATAN

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Tanggal diterima: 25 Agustus 2023 Tanggal direvisi: 29 Agustus 2023 Tanggal disetujui: 11 September 2023

ABSTRACT

Health Communication plays an important role in the success of programs and policies implemented by the government. The rise of health conditions in the community, especially the stunting condition, which is worrying at this time, is a program that is carried out and implemented by the government to reduce the level of stunting conditions, especially in children. Considering that stunting is a government program that must be implemented by all health offices without exception. Therefore, to reduce stunting, the government, especially the puskesmas, must take part in this program so that it can reduce stunting. The purpose of this study was to find out the health communication strategy implemented by the puskesmas for the community, and how successful the program's policies were in reducing stunting rates. The research method used is a qualitative descriptive approach. The data collection techniques used in this study were in three ways, namely in-depth interviews, documentation and through observation with informants from the Head of Teluk Tamba Village, the Chairperson of the PKK and Puskesmas in Teluk Tamba Village, and 6 parents of toddlers who experienced stunting. Data analysis techniques with observation and interviews. The results of the study show that the role of the puskesmas is very much needed for the success of the program's policies and that health communication between the puskesmas and the community runs very well and smoothly.

Keywords: Communication Strategy, Health Communication, Stunting

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How to cite: Noviana, S. (2023). Health Communication Strategies in Accelerating The Reduction of Stunting Conditions in Teluk Tamba Village, Barito Kuala, Kalimantan Selatan. MetaCommunication; Journal of Communication Studies, 8(2), Halaman 148-158

ABSTRAK

Komunikasi Kesehatan sangat berperan penting dalam suksesnya program-program serta kebijakan yang dijalankan oleh pemerintah. Maraknya kondisi Kesehatan pada masyarakat, khususnya kondisi stunting yang mengkhawatirkan pada saat ini, menjadi program yang banyak dilakukan dan dijalankan oleh pemerintah agar dapat menurunkan tingkat kondisi stunting, khususnya pada anak. Mengingat stunting merupakan suatu program pemerintah yang harus dilaksanakan oleh semua dinas kesehatan tanpa terkecuali. Oleh sebab itu, untuk mewujudkan penurunan kondisi stunting, pemerintah khususnya puskesmas harus ikut andil di dalam program ini agar dapat menurunkan kondisi stunting tersebut. Tujuan dari penelitian ini adalah untuk mengetahui strategi komunikasi kesehatan yang dilakukan pihak puskesmas terhadap masyarakat, dan bagaimana keberhasilan kebijakan program tersebut dalam menurunkan tingkat stunting. Metode penelitian yang digunakan adalah pendekatan deskriptif kualitatif. Teknik pengumpulan data yang dilakukan dalam penelitian ini ada tiga cara yaitu wawancara mendalam dan dokumentasi dan melalui observasi dengan informan yaitu Kepala Desa Teluk Tamba, Ibu Ketua PKK dan Puskesmas Desa Teluk Tamba, serta 6 orang tua dari balita yang mengalami kondisi stunting. Teknik analisis data dengan observasi dan wawancara. Hasil penelitian bahwa peran puskesmas sangat dibutuhkan untuk mensukseskan kebijakan program tersebut dan juga komunikasi kesehatan antara pihak puskesmas dengan masyarakat berjalan dengan sangat baik dan lancar.

Kata Kunci: Strategi Komunikasi, Komunikasi Kesehatan, Stunting

INTRODUCTION

Stunting is a condition of failure to thrive in children under five due to chronic malnutrition so that the child is too short for his age, or the ability of the brain does not develop properly. The problem of stunting (short toddler) is a crucial nutritional problem, especially in poor and developing countries. Stunting is a form of growth and development failure that causes linear growth disorders in toddlers because of the accumulation of long-term nutritional insufficiency, starting from pregnancy to 24 months of age.

Malnutrition during the growth and development of children at an early age will hinder physical development, hinder children's mental development, hinder the development of children's brain abilities and can even cause death. Toddlers who have stunting nutritional problems have a risk of decreasing intellectual abilities, productivity, and the possible risk of experiencing degenerative diseases in the future. Someone is said to be stunted if the Z-index score is below SD (standard deviation). The incidence of stunting is the impact of inadequate nutritional intake, both in terms of quality and quantity, high morbidity, or a combination of both. This condition is often found in countries with less economic conditions.

Stunting is a disorder of growth and development of children due to chronic malnutrition and recurrent infections, which is characterized by their length or height being below the standard set by the minister in charge of government affairs in the health sector. The implementation of accelerated stunting reduction covers the following target groups: teenagers, brides-to-be, pregnant women, nursing mothers, and children aged 0 (zero) – 59 (fifty-nine) months.

Indonesia has a severe nutritional problem which is marked by the many cases of malnutrition in children under five, the age of entering school in both boys and girls. Nutritional problems at school age can lead to low quality levels of education, high absenteeism, and high dropout rates. Malnutrition is an impact of nutritional status both in the short and long term. Stunting or short stature is a condition in which a person's height (TB) is not suitable for age, which is determined by calculating the Z-index score of Height for Age (TB/U).

Therefore, a person is influenced by his cultural background. Communication and culture are two inseparable entities, as Edward T Hall said, culture is communication and communication is culture. As soon as someone starts talking about communication, it is inevitable that that person also talks about culture, then culture and communication interact closely and dynamically (Muhammad Tariq, 2017) Stunting or short stature is a condition where a person's height (TB) does not match with age, which is determined by calculating the Z-index score for Height for Age (TB/U). Someone is said to be stunted if the Z-index score is below SD (standard deviation). The

incidence of stunting is the impact of inadequate nutritional intake, both in terms of quality and quantity, high morbidity, or a combination of both. This condition is often found in countries with less economic conditions.

Many factors cause stunting in toddlers, but because they are very dependent on the mother/family, the family and environmental conditions that affect the family will have an impact on their nutritional status. Reduction in nutritional status occurs due to inadequate nutritional intake and frequent infections. So environmental factors, circumstances and family behaviours that facilitate infection affect the nutritional status of toddlers. Adequacy of energy and protein per day per capita of Indonesian children is seen to be very less when compared to the recommended Adequacy of Nutrition (RDA) for both normal and short children. This is very interesting; Stunting is a condition of failure to thrive in children under five due to chronic malnutrition so that the child is too short for his age, or the ability of the brain does not develop properly. It turns out energy and protein intake did not differ significantly between children who were classified as short or normal. It is assumed that in general, the consumption obtained for all children (short or normal), the conditions are the same, less than the RDA. If this goes on for years, then there is a chronic problem.

The Provincial Government of South Kalimantan, in cooperation with the district/city governments, continues to work together to strengthen the handling of stunting in children under five. South Kalimantan continues to prioritize reducing the stunting rate in children under five through a concrete integrated program. It is important to prevent stunting as early as possible to free every child from the risk of hampered brain development which causes the child's intelligence level to not be optimal. Stunting cases in South Kalimantan based on nutrition surveillance data e-PPGBM have increased 0.4% from 2020.

The research was focused on villages in the Tabukan District, Teluk Tamba Village, with the highest cases of stunting, namely 54.17%, based on the results of initial observations with the village head. Tabukan District is one of the sub-districts with the highest prevalence of stunting under five in Barito Kuala Regency in 2020 and 2021, based on data on the list of Priority Villages for Stunting Prevention and Handling from the Barito Kuala District Health Office. Tabukan Subdistrict, which is one of the easternmost areas of Barito Kuala Regency, is a remote and underdeveloped area, so this is one of the factors for the high stunting rate in Tabukan District.

RESEARCH METHOD

The type of research conducted in this study is Qualitative Research, namely the way of finding problems that are investigated using observation by describing the state of the object of research in the current situation based on visible facts or as they are. Therefore, qualitative

research is research that emphasizes understanding of problems in social life based on the conditions of reality or natural settings that are holistic, complex, and detailed. Research that uses an induction approach with the aim of constructing theories or hypotheses through disclosure of facts is research that uses a qualitative paradigm.

In summary, it can be explained that descriptive qualitative (QD) is a research method that moves on a simple qualitative approach with an inductive flow. This inductive flow means that qualitative descriptive research (QD) begins with an explanatory process or event which can finally be drawn a generalization which is a conclusion from the process or event. The steps of qualitative data analysis include data reduction, display and drawing conclusions. (Nurmalasari & Ardiantoro, 2020).

The data collection techniques used in this study were in three ways, namely in-depth interviews, and documentation through observation with informants from the Head of Teluk Tamba Village, the Chairperson of the PKK in Teluk Tamba Village, and 6 parents of toddlers who experienced stunting. Data analysis techniques with observation and interviews.

RESULT AND DISCUSSION

Result

Law Number 17 of 2007 concerning the 2005-2025 Long-Term Development Plan (RPJP) states that food development and nutrition improvement are carried out across sectors which include production, processing, distribution, and consumption of food with adequate, balanced, and guaranteed nutrition. the safety.

Furthermore, the Health Law Number 36 of 2009 concerning Health which states, the direction of nutrition is to improve the nutritional quality of individuals and communities through, improving food consumption patterns that are in accordance with balanced nutrition, improving nutrition awareness behaviours, physical activity, and health, increasing access and quality nutrition services in accordance with advances in science and technology and system improvement on food and nutrition awareness. In line with the two laws, the Law on Food Number 18 of 2012 was issued which has established policies in the food sector to improve the nutritional status of the community. The central government and regional governments prepare a Food and Nutrition Action Plan every 5 (five) years. (Sri Hajijah Purba, 2019).

Presidential Regulation Number 42 of 2013 concerning the National Nutrition Improvement Movement was issued to support efforts to address stakeholder participation and concern in a planned and coordinated manner to accelerate nutrition improvement in the First 1000 Days of Life (HPK). Thus, the policy supporting instruments in accelerating nutrition improvement are quite complete and currently require efforts in implementation that are

organized and can be applied at every level by every element involved. With the issuance of this Perpres, more concrete efforts are needed, to focus on the First 1000 Days of Life (HPK) and the integration of activities across programs (specific efforts) and cross-sectoral (sensitive efforts) by all stakeholders (Aryastami, 2017).

Then the government issued the latest policy regarding the Acceleration of Stunting Reduction, namely Presidential Regulation (PERPRES) Number 72 of 2021 which took effect on August 5, 2021. In the context of creating healthy, intelligent, and productive human resources, as well as achieving sustainable development goals, an acceleration of stunting reduction was carried out. implemented in a holistic, integrative, and quality manner. The legal basis for this Presidential Decree is Article 4 paragraph (1) of the 1945 Constitution of the Republic of Indonesia.

This Presidential Decree regulates, among other things:

1. National strategy to accelerate stunting reduction.
2. Implementation of accelerated reduction of stunting.
3. Coordinating the implementation of accelerated stunting reduction.
4. Monitoring, evaluation, and reporting.
5. Funding.

Accelerating the decline in stunting is one of the central government's work programs in 2022 with the aim of freeing children in Indonesia from the dangers of stunting if it affects someone, especially infants and toddlers. The government's goal in creating this work program is to improve human resources in Indonesia. In addition to stunting, it can be seen from the height and weight that are not in accordance with their age, people with this stunting condition will be disturbed in using their brains or commonly known as IQ or Intellectual Quotient which is lower than other normal people.

Discussion

Batola Regency Stunting Reduction Program

The Barito Kuala Regency Government has issued Regent Regulation (PERBUP) Number 96 of 2020 concerning Guidelines for Program Implementation Provision of Supplementary Food for Pregnant Women and Toddlers (PERMATA BUNDA) Barito Kuala Regency. This program aims to help meet the community's nutritional needs for pregnant women and toddlers. The Permata Bunda program will be carried out on an ongoing basis to accelerate the reduction of Batola's stunting until it is still at 14.62%.

The Permata Bunda program is one of the Barito Kuala District Government's priority programs in the form of providing food to toddlers who have malnutrition, undernourished toddlers, and pregnant women with chronic energy deficiency, as well as pregnant women and toddlers from underprivileged families, to restore the nutritional status of toddlers. and pregnant women to be well nourished.

Efforts to improve nutrition are activities carried out in an integrated, and sustainable manner to maintain and improve community nutrition. Reducing the stunting rate also needs to involve collaboration between the health sector, the government, and the community in contributing and coordinating efforts to optimize stunting reduction programs.

The national stunting prevalence rate based on the Indonesian Toddler Nutrition Status Study (SSGBI) in 2019 was 27.7% while the figure in South Kalimantan Province was 31.75%. The latest data is based on electronic recording and reporting of community-based nutrition in 2020 of 12.2%, which is still slightly above the national average of 11.6%. (Diskominfo Pemprov Kalsel, 7 December 2021).

Meanwhile, based on the results of the 2018 Basic Health Research (Riskesdas), the national stunting prevalence was 30.8% and in South Kalimantan 33.08%. The prevalence of stunting in South Kalimantan has decreased, when compared to the 2013 Riskesdas results, namely 44.3%, or decreased by 11% with an average decrease of 2% per year. (Diskominfo Pemprov Kalsel, December 7, 2021).

The Head of the Public Health Division of the South Kalimantan Health Office, Nurul Ahdani said based on data from the Basic Health Research (Riskesdas) in South Kalimantan in 2018 and the 2019 SSGBI showed a decrease in the prevalence of stunting under five from 33.08% to 31.75% while in 2020 the results of e - PPGBM South Kalimantan's stunting rate was 12.2% or decreased by 6.78%. (Diskominfo Pemprov Kalsel, 29 September 2021).

One of the districts that has made the stunting reduction program a priority program is Barito Kuala District. The Barito Kuala Regency Government has issued Barito Kuala Regent Regulation Number 96 of 2020 concerning Guidelines for the Implementation of the Supplementary Feeding Program for Pregnant Women and Toddlers (PERMATA BUNDA).

This program aims to help meet the community's nutritional needs for pregnant women and toddlers. The Permata Bunda program will be carried out on an ongoing basis to accelerate the reduction of Batola's stunting until it is still at 14.62%. (INewsKalsel, 28 June 2021).

The Permata Bunda program is one of the Barito Kuala District Government's priority programs in the form of providing additional food to toddlers who have malnutrition, undernourished toddlers, and pregnant women with low energy, chronic diseases, as well as

pregnant women and toddlers from underprivileged families, to restore the nutritional status of toddlers and pregnant women to good nutrition.

The Permata Bunda program is one of the priority programs for Barito Kuala Regency to reduce stunting rates. This program is carried out in every village in Barito Kuala Regency, this program is a cross-sectoral program that requires cooperation from several related parties so that this program can run optimally. In its implementation, this program uses Village Funds sourced from the APBN.

Priority for the use of Village Funds for 2021 is regulated in the Regulation of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration Number 13 of 2021 concerning Priority for the Use of Village Funds for 2021. One of them is included in the national priority program according to village authority, namely the Program to Strengthen Food Security and Prevention of Stunting in Villages. (Republic of Indonesia Cabinet Secretariat Public Relations, 19 February 2022).

One form of effort in the stunting reduction program in Batola is to establish a supplementary feeding program for pregnant women and toddlers or abbreviated as Permata Bunda. The program involves the Village Government, Related Agency Services and PKK Cadres as regulated in Barito Kuala Regent Regulation Number 96 of 2020.

Health communication strategy carried out by the Puskesmas towards the communities

Based on the data that researchers have obtained for Teluk Tamba Village, changes in the stunting rate are very difficult to achieve. Because for the people of Tamba Bay there are still many people who don't want to join the toddler posyandu, this is caused by several factors. There is a factor of parents who do not want their children to get sick after being immunized, there is also a factor of parents who are busy working, so they are reluctant to participate in posyandu activities, the factor of underage marriage also influences this. However, through the communication strategy carried out by the village and the community health centre, the community was moved to take part in the program.

Communication by the puskesmas with the community looks very good and is growing because of this work program because the community, especially mothers, can exchange information or ask questions about health, which of course many mothers do not understand about health.

The communication strategy through a direct approach is carried out by providing understanding and education carried out by the health centre to the community so that it can foster even better relations between the health centre and the community around the Teluk Tamba Village Health Centre. The form of communication used by the puskesmas is conversation and of

course dialogue which can provide a sense of comfort for the community to the puskesmas and puskesmas also feels comfortable with the community.

Conversation is speech in a face-to-face manner between two or more people, which means that conversation is only limited to verbal interaction between the person speaking (speaker) and the person being spoken to discussing a matter at a certain time (Talan & Timor, 2019). Through conversation the people involved show expression, interest, greetings, exchange news, give sympathy, and convince the speaker about other things.

Based on observations and interview, this study has a good way of communication so that many people participate in the work programs made by the puskesmas. Dialogue can increase mutual understanding and acceptance as well as develop togetherness and a peaceful life of mutual respect and mutual trust. This dialogue can solve a problem and can bring up brilliant ideas to improve the performance of the Teluk Tamba Village Health Centre. Dialogue between the puskesmas staff and the community is often carried out during a work program or through short messages to establish close communication between the puskesmas staff and the community.

One form of effort in the program to reduce stunting rates in Batola is by establishing a program to provide additional food for pregnant women and toddlers or what is abbreviated as Permata Bunda. The program involves the Village Government, Related Agency Services and PKK Cadres which has been regulated in the Barito Kuala Regent Regulation Number 96 of 2020. As explained from the results of the interview with Mr. Daniani, Head of Teluk Tamba Village, as follows:

“Adanya program Permata Bunda ini ya kami berharap harus kadada lagi yang stunting di desa ini, inya kan dampaknya gasan masa depan jua” (Interview with the Head of Teluk Tamba Village April 7 2022).

Based on the results of the interview above, it can be concluded that the Permata Bunda program is a program implemented to reduce stunting rates and even eliminate existing stunting cases. Because basically the problem of stunting can become a long-term problem that has an impact on the future of the child's generation if it is not resolved immediately.

Then Mr. Ahmad Sarmiji as Secretary of Teluk Tamba Village also revealed that:

“Amun Program Permata Bunda ini dari kabupaten memantau tarus, pemerintah daerah cukup memperhatikanlah persoalan stunting ini, ada perhatian lebih lah untuk gizi anak gasan masa depan jua kaitu nah” (Interview with the Secretary of Teluk Tamba Village March 30 2022).

Based on the results of the interview above, it can be concluded that the Permata Bunda Program, which is one of the priority programs of Barito Kuala Regency in an effort to reduce

stunting rates, is really being paid attention to by the regional government in its implementation so that it can run well.

Health communication is a systematic effort to positively influence the health behaviours of individuals and communities, by using various principles and methods of communication both interpersonal communication and mass communication. (Aotama & Mandome, 220).

Health communication includes information about disease prevention, health promotion, health maintenance policies, business regulations in the health sector that as far as possible change and update the quality of individuals in a community by considering scientific and ethical aspects. Thus, it can be understood that health communication is the application of concepts and theories of communication in transactions that take place between individuals/groups on health issues. The main objective of health communication is a change in health behaviours to improve health status.

CONCLUSION

The success of the program to accelerate the reduction of stunting conditions is inseparable from the collaboration that was built by the Head of Teluk Tamba Village, the Head of the Teluk Tamba Health Centre and the Community so that they could attract the enthusiasm of the residents assisted by the staff of the puskesmas, including through direct approaches, and also dialogue with the community so that the community was seen more familiar with the puskesmas staff which is a form of success of the program. The Permata Bunda program is one of the priority programs for Barito Kuala Regency to reduce stunting rates. This program is carried out in every village in Barito Kuala Regency, this program is a cross-sectoral program that requires cooperation from several related parties so that this program can run optimally. To optimize the supplementary feeding program, the Government of Barito Kuala Regency pays attention to activity implementers by conducting outreach about stunting so that activity implementers understand well the problem of stunting. The stunting reduction program in Barito Kuala Regency is a step to reduce stunting rates and improve nutrition in children under five in Barito Kuala Regency. The importance of this stunting reduction program is to produce the next generation of a nation that is healthier, has maximum thinking skills and is expected to have an impact on the quality of Human Resources (HR) and the progress of the Republic of Indonesia in the future. The communication strategy in accelerating the reduction of stunting has been successful due to a clear vision and mission to empower quality human resources and be able to embrace the community through excellent communication so that the community can be persuaded to succeed in this stunt reduction program.

ACKNOWLEDGEMENT

The author would like to express his deepest gratitude to the research informants: The Head of Teluk Tamba Village, the Chairperson of the PKK and Puskesmas in Teluk Tamba Village, and parents of toddlers who experienced stunting.

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