

*Research Article*

# Communication Strategy of Community Health Center' Cadres in Preventing Stunting

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## Abstract

Stunting is one of the five focuses of health problems that must be solved in Indonesia, this study aims to analyze the communication strategy of the Posyandu Cadre in Puuk Village in an effort to prevent stunting using quantitative methods. Data collected by distributing questionnaires to 30 people in Puuk Village, then the data were analyzed by tabulation and scored and then explained descriptively. There are two sources of data, namely primary data by observing and distributing questionnaires and secondary data obtained from related institutions, books, journals or articles related to the research conducted. The focus studied on posyandu cadres will focus on communication strategies which include techniques, approaches, channels and communication messages. The results of this study are indicators of communication techniques on the high criteria, the indicators of this communication approach are connected to the medium criteria, then the communication channel indicators to the medium criteria and the last is the communication message indicator to the highest criteria as well.

## Keywords

communication strategy; posyandu cadre; stunting prevention

## Introduction

Health is one of the many problems that exist in Indonesia, of course the stakeholders have a responsibility to solve it. In the 2020 National Work Meeting, there are five focuses of health problems in Indonesia, namely maternal and infant mortality (IMR/IMR), Stunting Control, Disease Prevention and Control, Community Health and Health System Administration. According to the Law of the Republic of Indonesia No. 36 of 2009, health is to create a situation of physical, mental and social well-being that allows a person to experience activities that are socially and economically beneficial.

Stunting is one of the five focuses of health problems that must be resolved in Indonesia, stunting is a condition where children under 5 years of age experience chronic malnutrition, so that children are too short for their age. Malnutrition occurs since the child is in the womb and the first days after the baby is born, but the delay in growth and development does not appear until the child is 2 years old (Hardiansyah, et.al: 1992). Meanwhile, the definition of stunting according to the Ministry of Health



(Kemenkes) is children under 5 years with a zscore value of less than 2SD/standard deviation (stunting) and less than -3SD (severe rickets). The stunting rate in Indonesia is the fifth highest in the world.

Basic Health Research (Riskesdas) data in 2013 showed that the prevalence of stunting in the country was 37.2%, including a low rate of 18.0% and a very low rate of 19.2 in, %. Stunting malnutrition is considered a serious public health problem if the prevalence of stunting is around 30.39%. This shows that Indonesia has a serious public health problem in cases of stunting in children under the age of 5 years. Stunting in children under the age of 5 years is often caused by a number of factors related to poverty that leads to poor nutrition, sanitation and environmental conditions. While stunting children will be more susceptible to disease, adults are at risk of contracting degenerative diseases. The impact of stunting is not only visible on the health side but will also be seen in the intelligence stage of a child. Children are the wealth of future citizenship. You can imagine how the condition of Indonesian human resources will be in the future if there are currently many Indonesian children who are stunted. It is certain that this region will not be able to compete with other countries in competing with global progress.

To tackle stunting in Indonesia, the government launched an integrated stunting prevention intervention program involving ministries and agencies. In 2018, there were 100 districts in 3 provinces designated as priority locations for stunting reduction. This number will increase to 60 districts next year. With this cross-sectoral collaboration, it is hoped that it will reduce the stunting rate in Indonesia to achieve the 2025 *Sustainable Development Goals* (SDGs) which is to reduce the prevalence of undernourishment and reduce stunted weight by 0%. Government programs are quite effective, this can be seen from the stunting rate in Indonesia in 2019 up to 27.67%, this number has decreased when compared to Basic Health Research data in 2018 which reached 30.8%.

Aceh is a province that is included in 15 provinces experiencing serious stunting. To overcome this problem, the Acting Governor of Aceh issued Governor Regulation Number 1 of 2019 concerning Integrated Stunting Prevention and Control in Aceh. The Governor's Regulation is given as the basis for the commitment of the parties to meet the service needs of every child in the region. This is certainly in line with President Joko Widodo's promise to suppress the spike in stunting rates in Indonesia. (media indonesia.com accessed 10/02/2022). so that every citizen's contribution is needed in this case, such as posyandu cadres. because the role of posyandu cadres in dealing with this is very important in preventing stunting.

According to the Ministry of Health, in 2021 Posyandu cadres are members of the community in the area and are also willing to be able to organize Posyandu activities. Posyandu cadres as well as posyandu organizers must meet the standards of local community members, can read and write Latin letters, have an interest and are willing to become service cadres, work voluntarily and have the possibility and free time. Posyandu cadres play a very important role in the health of infants and mothers, and are even needed in the surrounding community, especially in dealing with reducing stunting rates.

Posyandu cadres in Puuk Village in preventing stunting have carried out outreach activities to Puuk Village residents regarding how to prevent stunting, clean and healthy living behavior and provide and always provide nutritious food such as porridge and fruit to pregnant women and babies, then Puuk Village posyandu cadres also provide opportunities free question and answer at any time to the residents to foster a good emotional approach between cadres and local residents. Every posyandu cadre in stunting prevention efforts certainly requires a communication strategy to facilitate the delivery of the message to be conveyed so that it is conveyed properly to the village community According to Everett M. Rogers (in Mulyana, 2010) that communication is a process where ideas are transferred from one person to another. Source from one or more recipients, with the aim of changing their behavior. According to Rogers, communication focuses on delivering a message to change the behavior of the



recipient. Communication strategy is the planning of delivering messages through a combination of various communication factors such as frequency, form, content and communication channels so that the message conveyed is easily accepted and understood and there can be a change in attitude or behavior in accordance with the purpose of communication.

Communication strategy is a combination of communication planning (media planning) and communication management to achieve a goal. For this reason, the communication strategy must be able to dictate how the tactical operations will be carried out in the sense that the approach can differ at any time depending on the situation, and conditions. The communication strategy also establishes and connects the goals to be achieved with the consequences (problems) that must be taken into account and then plans how to achieve these consequences according to the expected results or in other words the goals to be achieved.

The purpose of this research was to analyze the communication strategy used by Posyandu cadres in Puuk Village for stunting prevention efforts, this is important to study because based on data from the Kaway XVI Health Center, Puuk Village is a village that has a high stunting rate compared to other villages in the sub-district. By reviewing the communication strategy of Posyandu cadres, it can later become a recommendation to the posyandu cadres and other related parties for the use of appropriate strategies for stunting prevention efforts in the future.

## Method

This research was conducted in Puuk Village, Kaway XVI District, West Aceh Regency, this location determination was carried out purposively with various considerations. Puuk Village is a recommendation from the Kaway XVI Health Center because is a village with a high stunting rate using the survey method. The method used is purposive sampling as many as 30 women from Puuk Village as respondents. Sources of data collected consisted of two, namely primary data and secondary data. Primary data is obtained by observing and distributing questionnaires to respondents, while secondary data is obtained from related agencies, such as books, journals or articles related to the research conducted. Even more, the data obtained in the field are analyzed by tabulation with the calculation of scores and explained descriptively. The first objective is to analyze the communication strategy of Posyandu cadres in Puuk Village towards stunting prevention efforts. The indicators used include communication techniques, communication approaches, communication channels and communication messages, each question is given a score of 3 for high, 2 for medium and 1 for low score. The formula used to measure the indicator interval is as follows:

$$NR = NST - BSR$$

$$PI = NR : JIK$$

Description:

NR = Value range

NST = The highest score score

NSR = The lowest score value

JIK = number of class intervals

PI = Length of interval



Based on the calculation, the class interval to measure the communication strategy of the Posyandu cadres in Puuk Village towards stunting prevention efforts can be seen in table 1 below.

*Table 1. Value of the communication strategy interval of Puuk Village Posyandu cadres on stunting prevention*

Total Score	Per Indicator	Per Question	Criteria
9.00 18.00	3.00 5.00	1.00 1.67	Low
8.00 27.00	5.00 7.00	1.67 2.34	Currently
27.00 36.00	7.00 9.00	2.34 3.00	High

## Results

Communication strategy is an effort that is planned in advance to get a way out of existing problems. Posyandu cadres focus on communication strategies which include communication techniques, communication approaches, communication channels and communication messages. The indicators for the communication strategy of Posyandu cadres in Puuk Village towards stunting prevention efforts can be seen as follows:

### Communication Technique

Communication techniques are one of the effective ways to provide information to the public in order to achieve the desired target. Communication techniques in the communication strategy used by posyandu cadres are seen from the way the message is delivered, the technique of delivering the message and the use of language. In detail can be seen in table 2.

*Table 2. Average score of communication techniques for posyandu cadres in Puuk Village*

Indicator Components	Average Score	Criteria
How to Deliver Messages	2.55	High
Messaging Techniques	2.42	High
Language Usage	2.50	High
<b>Total</b>	<b>7.47</b>	<b>High</b>

The component of the posyandu cadre's communication strategy in communication techniques is seen from the way the message is delivered with a score of 2.55 including the high criteria. This shows that in delivering messages carried out by Posyandu cadres in Puuk village, they use interpersonal communication and group communication so that the way the message is conveyed is accepted by the community. The individual method used by posyandu cadres is included in harmonious interpersonal communication, Mulyana (2004). This is different from the way messages are delivered in groups, namely by gathering the people of Puuk Village in a meeting to conduct discussions related to health and stunting prevention.

Furthermore, the message delivery technique component has an average score of 2.42 with high criteria. This means that the verbal and non-verbal message delivery techniques carried out by Posyandu cadres in Puuk Village can be understood by the Puuk Village community. The technique of verbal delivery by posyandu cadres is to provide counseling such as persuasion socialization and lectures. Van Swn Ban & Hawkins (1999) state that lectures are important means of diverting information in counseling.

Then the language use component is also in the high criteria with an average score of 2.50 which means that the use of the language of the Puuk Village Posyandu cadres is easy to understand and be understood by the Puuk Village community regarding stunting handling efforts. The majority of posyandu cadres use Indonesian but still use the local language or Acehnese language whenever communication is made.



## Communication Approach

A communication approach is needed to achieve the desired goals. In terms of stunting prevention, the communication approach in the communication strategy used by posyandu cadres is seen from the way posyandu cadres are active, the frequency of presence of posyandu cadres and the proximity of posyandu to the community. In detail can be seen in table 3.

*Table 3. Average score of posyandu cadre communication approach in Puuk Village*

Indicator Components	Average Score	Criteria
Posyandu cadre activity	2.40	High
Frequency of Posyandu cadre attendance	1.21	Low
closeness of posyandu cadres	2.47	High
<b>Total</b>	6.08	Medium

The communication approach of Posyandu cadres in Puuk Village shows an average score of 7.23 including the moderate criteria. Judging from the activeness of posyandu cadres, the average score of 2.45 is on the high criteria, this means that the people of Puuk Village receive attention from posyandu cadres because posyandu cadres are always present when there are health activities carried out in Puuk Village. Posyandu cadres also always come when needed by the people of Puuk village.

Furthermore, the frequency component for the presence of posyandu cadres has an average score of 1.21, namely the low criteria, meaning that posyandu cadres make efforts to prevent stunting once a month, namely when there are posyandu activities.

Then for the closeness component of posyandu cadres, the criteria are high with an average score of 2.47 which means that the people of Puuk Village feel very emotionally close to the posyandu cadres of Puuk Village, this is because the posyandu cadres also come from the same village and have mutual respect. Also, Maudarajat is not awkward when he wants to ask posyandu cadres about health and also efforts to prevent stunting. This is in accordance with the results of research conducted by Moh. Haidar Abdillah (2018) who said that the role of posyandu cadres was important in improving maternal and child health.

## Communication Channel

The communication channel is a medium for delivering messages by posyandu cadres in an effort to prevent stunting. The communication channel in the communication strategy used by posyandu cadres is seen from the form of communication media, the use of communication media and the use of other information sources. In detail can be seen in table 4.

*Table 4. The average score of communication channels for posyandu cadres in Puuk Village*

Indicator Components	Average Score	Criteria
Forms of communication media	2.38	Tall
Utilization of communication media	2.32	Currently
Utilization of other sources of information	2.20	Currently
<b>Total</b>	6.90	Currently

The communication strategy of Posyandu cadres in Puuk Village in the effort to prevent stunting is seen from the form of communication media with a score of 2.35, which is in high criteria. This shows that the people of Puuk Village agree with the form of communication media used by posyandu cadres, namely print, electronic and online media. This is because the use of print, electronic and online media form is considered easier and also in accordance with the wishes of the Puuk Village community themselves to increase knowledge about stunting prevention efforts.

Furthermore, the utilization component has an average score of 2.32 with moderate criteria. This means that the Posyandu cadres of Puuk Village in compiling and planning messages to be conveyed to the people of Puuk Village use various media ranging from radio, newspapers and the internet. In addition,



posyandu cadres occasionally invite the public to watch videos or *YouTube* that have an educational nuance on how and efforts to prevent stunting. To facilitate communication between cadres and the community, Puuk Village posyandu cadres created groups using *Facebook* and *WhatsApp media* so that people could consult anytime and anywhere. Therefore, Posyandu cadres take advantage of existing media in the dissemination of innovation. Based on the findings of Saepuddin, et al (2017) Posyandu cadres are information centers and also consultations for the community to improve maternal and child health.

Then the components of the use of other sources of information are also on the moderate criteria with an average score of 2.20, meaning that the community thinks that posyandu cadres also share information or exchange ideas about stunting prevention efforts in Puuk Village. This is in line with research conducted by Fitriana (2018) which states that posyandu cadres receive health-related information from puskesmas and other relevant agencies.

### Communication Message

Message is information conveyed by the Puuk Village Posyabdu cadres to the Puuk Village community in the stunting prevention effort. Communication messages in the communication strategy used by posyandu cadres are seen from the suitability of the message to the needs of the community, types of messages and messages other than stunting prevention. In detail can be seen in table 5.

*Table 5. Average score of communication messages for posyandu cadres in Puuk Village*

Indicator Components	Average Score	Criteria
The suitability of the message with the needs of the community	2.35	Currently
Message type	2.44	High
Another message besides stunting prevention	2.50	High
<b>Total</b>	7.29	High

In the communication strategy component, posyandu cadres in conveying communication messages are seen from the suitability of the message content with the needs of the community with a score of 2.35 which is in the medium criteria.

This shows that the suitability of the message with the needs of the Puuk Village community given by posyandu cadres is not quite in accordance with what the community wants. This is because people still need other health information.

Furthermore, the message type component has an average score of 2.44 with high criteria. This means that the type of message given by the Posyandu cadres in Puuk village is not only related to stunting prevention efforts but also direct practices related to its prevention to the masses, such as healthy living such as proper hand washing. However, apart from preventing stunting, there is other health information provided by posyandu cadres to the community.

Then for other message components besides stunting prevention, the criteria are high with an average score of 2.50 which means that the Posyandu cadres in Puuk Village are not focused on providing information about stunting only but are also followed by health information and other important information. As Susanto (2017) found, posyandu cadres have a role as a health information center for the community, posyandu cadres also play a role in empowering the surrounding community.

The results of the measurement of the four indicators of the communication strategy of the Posyandu cadres in Puuk Village in the effort to prevent stunting show the numbers on the high criteria. The communication strategy for Posyandu cadres in Puuk Village can be seen in table 6.



Table 6. Average score of communication strategies for Posyandu cadres in Puuk Village in stunting prevention efforts

Indicator Components	Average Score	Criteria
Communication technique	7.47	High
Communication approach	6.08	Medium
Communication channel	6.90	Medium
Communication message	7.29	High
<b>Total</b>	<b>27.74</b>	<b>High</b>

Based on table 5, it is obtained that the average score of the communication strategy of the Posyandu cadres in Puuk Village in the effort to prevent stunting is 27.74 which is included in the high criteria. This shows that the communication strategy used by Posyandu cadres in Puuk Village in preventing stunting is good acceptable and well understood by the people of Puuk Village.

## Conclusion

The communication strategy of Posyandu cadres in Puuk Village is seen from the communication technique indicators on the high criteria, because the messages conveyed by the Posyandu cadres are easy to understand and in accordance with the needs of the community, the communication approach indicators are on the medium criteria because the people of Puuk Village have emotional closeness with posyandu cadres, so it is not awkward to ask if there is a lack of understanding of what is being conveyed. On the communication channel indicator on the medium criteria because the media used by posyandu cadres in Puuk Village such as print, electronic and online media are in accordance with the wishes and needs of the community, and finally on the communication message indicator on the high criteria because the communication messages given by posyandu cadres are not only on stunting prevention but also on health information and other important information. Overall, the communication strategy of Puuk Village Posyandu cadres in preventing stunting is high on criteria.

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