

Abstrak

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Strategi Komunikasi Tenaga Kesehatan Dalam Penurunan Stunting Melalui Edukasi Gizi Di Desa Lalangon, Sumenep

Penelitian ini bertujuan untuk menganalisis strategi yang diterapkan oleh tenaga kesehatan dalam penurunan Stunting melalui edukasi gizi di Desa Lalangon, Sumenep. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Dalam penelitian ini, kami menerapkan wawancara mendalam (in-depth interview) serta teknik observasi untuk mengumpulkan data yang relevan. Hasil penelitian menunjukkan bahwa strategi komunikasi tenaga kesehatan dalam penurunan stunting berjalan dengan baik dan mempunyai tahapan yang sudah tersusun dengan baik dan sistematis. Penelitian atau analisis situasi didasarkan pada angka stunting yang ada melalui kordinasi dengan Puskesmas Manding dan Dinas Kesehatan Kabupaten Sumenep. Perencanaan dilakukan melalui pertemuan rutin kader setiap bulan. Pelaksanaan program di prioritaskan pada 1000 HPK yakni ibu hamil dan ibu balita yang meliputi kelas ibu hamil, posyandu dan kelas ibu balita, pemeriksaan, kunjungan dan pemberian PMT. Evaluasi dilakukan dengan melalui kotak saran dan penerimaan saran dan masukan dari masyarakat kepada kader, sementara keberhasilan program dilihat dengan informasi penyelesaian dari masyarakat mengenai keluhan dan masalah kesehatan. Pelaporan berbentuk laporan tertulis yaitu Laporan Tahunan Desa Lalangon. Sedangkan hambatan yang terjadi dalam penurunan stunting antara lain adalah kebiasaan masyarakat zaman dulu yang masih diterapkan, rasa mual pada ibu hamil, adanya masyarakat yang pergi merantau dan tidak bisa ditemui serta materi yang terlalu berbelit dan tenaga kesehatan kurang memaksimalkan fungsi sosial media

Hasil penelitian diharapkan dapat menjadi referensi untuk program kesehatan di daerah lain.

Kata kunci: Edukasi Gizi, 1000 HPK, Komunikasi Kesehatan, Stunting

Abstract

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Health Workers' Communication Strategy in Reducing Stunting Through Nutrition Education in Lalangon Village, Sumenep

This study aims to analyze the strategies implemented by health workers in reducing Stunting through nutrition education in Lalangon Village, Sumenep. This study uses a qualitative method with a descriptive approach. In this study, we applied in-depth interviews and observation techniques to collect relevant data. The results of the study showed that the communication strategy of health workers in reducing stunting went well and had stages that had been well-organized and systematic. The research or situation analysis was based on the existing stunting figures through coordination with the Manding Health Center and the Sumenep Regency Health Office. Planning was carried out through routine cadre meetings every month. The implementation of the program was prioritized in 1000 HPK, namely pregnant women and mothers of toddlers which included pregnant women's classes, integrated health posts and mothers of toddlers' classes, examinations, visits and provision of PMT. Evaluation was carried out through suggestion boxes and receiving suggestions and input from the community to cadres, while the success of the program was seen from information on the resolution of complaints and health problems from the community. Reporting was in the form of a written report, namely the Lalangon Village Annual Report. Meanwhile, the obstacles that occurred in reducing stunting included the old-fashioned habits of the community that were still applied, nausea in pregnant women, the presence of people who went to other places and could not be met, and the material was too complicated and health workers did not maximize the function of social media.

The results of the study are expected to be a reference for health programs in other areas.

Keywords: *Nutrition Education, Public Awareness, Health Communication*