

Abstrak

Judul penelitian ini adalah Strategi Komunikasi Kesehatan Polindes Mojokampung Kabupaten Bojonegoro Dalam Meningkatkan Kesadaran Masyarakat Tentang Balita Stunting. Fokus penelitian yang ada pada penelitian ini untuk mengetahui proses Bagaimana strategi komunikasi kesehatan yang dilakukan Polindes Mojokampung Kab bojonegoro dalam upaya meningkatkan kesadaran mencegah balita stunting, Penelitian ini bertujuan untuk mengetahui bagaimana strategi komunikasi kesehatan Polindes Mojokampung dalam meningkatkan kesadaran masyarakat tentang mencegah balita stunting.

Pada penelitian ini, peneliti menggunakan paradigma post-positivisme. Menurut Yunus (2011) paradigma post-positivisme merupakan versi modifikasi dari positivisme. Paradigma post-positivisme merupakan realitas sosial yang menggambarkan tentang situasi yang jelas di masyarakat dimana penelitian tersebut dilakukan, karena pada penelitian ini peneliti akan menggambarkan situasi yang terjadi di Polindes Mojokampung. Sesuai dengan judul penelitian ini yaitu strategi komunikasi kesehatan Polindes Mojokampung dalam meningkatkan kesadaran masyarakat Mojokampung terhadap stunting pada masyarakat, peneliti menggunakan jenis penelitian kualitatif. Metode penelitian secara umum diartikan sebagai suatu kegiatan ilmiah yang dilakukan secara bertahap dimulai dengan penentuan topik, pengumpulan data dan menganalisis data, sehingga nantinya diperoleh suatu pemahaman dan pengertian atas topik tertentu.

Berdasarkan hasil penelitian Terdapat tiga hal yang harus diperhatikan dalam pencegahan stunting, yaitu perbaikan terhadap pola makan, pola asuh, serta perbaikan sanitasi dan akses air bersih Upaya penurunan stunting dilakukan melalui dua intervensi gizi, yaitu intervensi spesifik dan intervensi sensitif, Strategi komunikasi kesehatan polindes mojokampung dalam meningkatkan kesadaran masyarakat terhadap balita stunting dengan melalui program-program yang dijalankan seperti PMT, Pos pidie, Mpasi, posyandu dengan adanya program tersebut masyarakat mojokampung lebih mengenal dan lebih meningkatkan kesadaran masyarakat terhadap stunting adapun program tersebut masyarakat mojokampung khususnya ibu balita lebih terbuka dan mau melengrima bantuan dari pihak polindes mojokampung ,dengan melakukan program tersebut dengan rutin setiap bulannya dan polindes dalam menjalankan program tersebut dibantu oleh kelurahan babin, babinsa dan kader” yang tersebar seluruh rt di mojokampung

KATA KUNCI : Pencegahan stunting, strategi komunikasi penurunan stunting

Abstract

The title of this study is the Health Communication Strategy of the Mojokampung Polindes in Bojonegoro Regency in Raising Public Awareness About Stunting Toddlers. The focus of the research in this study was to find out the process of the health communication strategy carried out by the Mojokampung Polindes in Bojonegoro Regency in an effort to increase awareness of preventing stunting toddlers.

In this study, researchers used the post-positivism paradigm. According to Yunus (2011) the post-positivism paradigm is a modified version of positivism. The post-positivism paradigm is a social reality that describes a clear situation in the community where the research was conducted, because in this study the researcher will describe the situation that occurred in the Mojokampung Polindes. In accordance with the title of this study, namely the Mojokampung Polindes health communication strategy in increasing Mojokampung community awareness of stunting in the community. researchers use a type of qualitative research. The research method is generally interpreted as a scientific activity carried out in stages starting with determining the topic, collecting data and analyzing the data, so that later an understanding and understanding of a particular topic is obtained.

Based on research result there are three things that must be considered in preventing stunting, namely improving diet, parenting, and improving sanitation and access to clean water. Efforts to reduce stunting are carried out through two nutrition interventions, namely specific interventions and sensitive interventions. Mojokampung polindes health communication strategy in increasing public awareness of stunting toddlers through programs implemented such as PMT, Pos pidie, MPASI, Posyandu with this program the Mojokampung community is more familiar with and further increases public awareness of stunting as for the program the Mojokampung community, especially mothers Toddlers are more open and willing to accept assistance from the Mojokampung polindes, by carrying out the program regularly every month and the Polindes in carrying out the program are assisted by the Babin Village, Babinsa and Health cadres who are spread all over the RTs in Mojokampung

KEYWORDS : Stunting prevention, Stunting reduction communication strategy

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