

ABSTRAK

Sari Aprilia Putri. 220531100037. Pengalaman Ibu Muda dalam Mengadopsi Pesan Pencegahan Stunting di Paguyuban Pos PAUD Mawar.

Stunting merupakan masalah kesehatan masyarakat yang serius di Indonesia, dengan angka prevalensi yang baru turun menjadi 19,8% pada tahun 2024, jauh dari target 14% yang ditetapkan Kementerian Kesehatan RI. Penelitian ini bertujuan untuk memahami secara mendalam pengalaman ibu muda di Paguyuban Pos PAUD Mawar Socah dalam mengadopsi pesan komunikasi kesehatan untuk pencegahan stunting, dengan menggunakan pendekatan kualitatif fenomenologi melalui wawancara mendalam, observasi, dan dokumentasi yang dianalisis menggunakan kerangka *Health Belief Model* (HBM) yang diintegrasikan dengan perspektif gender. Hasil penelitian menunjukkan bahwa proses adopsi pesan pencegahan stunting bersifat kompleks, bertahap, dan berlapis gender, di mana kesadaran awal ibu muda terbentuk melalui respons emosional yang beragam, mulai dari penyangkalan hingga kerentanan yang disadari, setelah menerima edukasi rutin dari guru PAUD dan kader kesehatan yang berperan sebagai *cues to action* eksternal melalui komunikasi verbal maupun non-verbal dalam suasana informal; namun demikian, ibu muda juga menghadapi hambatan berlapis yang mencakup hambatan personal akibat beban ganda pekerjaan dan rumah tangga, hambatan dari selektivitas makan anak, perbedaan pandangan antargenerasi dalam keluarga besar, keterbatasan ekonomi, hingga tekanan sosial budaya dalam konteks masyarakat Madura yang menempatkan ibu sebagai pengemban utama tanggung jawab gizi anak dengan otonomi pengambilan keputusan yang masih terbatas; meski demikian, efikasi diri ibu muda terbukti meningkat seiring keterlibatan aktif dalam komunitas Pos PAUD Mawar, yang mendorong perubahan pola asuh nyata seperti perbaikan menu makanan, pengaturan jadwal tidur anak, dan pemantauan tumbuh kembang melalui Kartu Kembang Anak (KKA), sehingga penelitian ini menyimpulkan bahwa Pos PAUD Mawar Socah berfungsi sebagai *modifying factor* kelembagaan yang efektif dan keberhasilan adopsi pesan pencegahan stunting merupakan hasil interaksi antara persepsi kesehatan individu, dukungan sosial, serta strategi komunikasi kesehatan yang responsif gender dan berbasis komunitas.

Kata Kunci: Pengalaman Ibu Muda, Pencegahan Stunting, Komunikasi Kesehatan, *Health Belief Model*, Perspektif Gender

ABSTRACT

Sari Aprilia Putri. 220531100037. *Young Mothers' Experiences in Adopting Stunting Prevention Messages at the Mawar Early Childhood Education Post Association.*

Stunting is a serious public health problem in Indonesia, with the prevalence rate only declining to 19.8% in 2024, far from the 14% target set by the Indonesian Ministry of Health. This study aims to deeply understand the experiences of young mothers at the Mawar Socah Early Childhood Education Post Association in adopting health communication messages for stunting prevention. This study uses a qualitative phenomenological approach through in-depth interviews, observations, and documentation analyzed using the Health Belief Model (HBM) framework integrated with a gender perspective. The results indicate that the process of adopting stunting prevention messages is complex, gradual, and gender-layered. Young mothers' initial awareness is formed through diverse emotional responses, ranging from denial to perceived vulnerability, after receiving regular education from early childhood education teachers and health cadres, who act as external cues to action through verbal and non-verbal communication in informal settings. However, young mothers also face multiple barriers, including personal barriers due to the dual burden of work and household chores, barriers stemming from children's selective eating habits, intergenerational differences in family perspectives, economic constraints, and socio-cultural pressures within the Madurese community, which places mothers primarily responsible for children's nutrition, with limited decision-making autonomy. However, young mothers' self-efficacy has been shown to increase with active involvement in the Mawar Early Childhood Education Post (Pos PAUD Mawar Socah), which encourages concrete parenting changes such as improved diets, regulated sleep schedules, and growth and development monitoring through the Child Development Card (KKA). This study concludes that the Mawar Socah Early Childhood Education Post functions as an effective institutional modifying factor, and the successful adoption of stunting prevention messages is the result of the interaction between individual health perceptions, social support, and gender-responsive and community-based health communication strategies.

Keywords: *Experiences of Young Mothers, Stunting Prevention, Health Communication, Health Belief Model, Gender Perspective*