

ABSTRAK

Novita Nilla Fauzia. 220531100080. Program Studi Ilmu Komunikasi. Strategi Komunikasi Tenaga Kesehatan untuk Mewujudkan Zero Stunting di Kelurahan Demangan, Kabupaten Bangkalan

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis strategi komunikasi yang diterapkan tenaga kesehatan dalam upaya mewujudkan zero stunting di Kelurahan Demangan, Kabupaten Bangkalan.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap tenaga kesehatan, kader posyandu, tokoh masyarakat, ibu hamil, serta ibu yang memiliki balita.

Hasil penelitian menunjukkan bahwa strategi komunikasi tenaga kesehatan dilakukan secara sistematis melalui komunikasi interpersonal, komunikasi kelompok, pemanfaatan media cetak dan digital, serta kunjungan rumah. Komunikasi interpersonal dilakukan melalui konseling ANC, kunjungan ibu nifas, pemeriksaan balita di posyandu dan Polindes, serta pendampingan ibu hamil dengan KEK dan balita berisiko stunting. Komunikasi kelompok diwujudkan melalui Posyandu ILP, kelas ibu hamil, kelas ibu balita, dan penyuluhan pada forum PKK. Meskipun demikian, implementasinya masih menghadapi hambatan berupa rendahnya partisipasi sebagian masyarakat, keterbatasan waktu, kepercayaan terhadap mitos, keterbatasan ekonomi, dan dukungan kebijakan yang belum optimal. Temuan ini menegaskan bahwa keberhasilan zero stunting tidak hanya bergantung pada penyampaian pesan kesehatan, tetapi juga pada kemampuan tenaga kesehatan menyesuaikan strategi komunikasi dengan konteks sosial masyarakat.

Kata kunci: strategi komunikasi, tenaga kesehatan, komunikasi kesehatan, posyandu, stunting, zero stunting.

ABSTRACT

Novita Nilla Fauzia. 220531100080. Communication Studies Program. Health Workers' Communication Strategies to Achieve Zero Stunting in Demangan Village, Bangkalan Regency.

This study aims to describe and analyze the communication strategies applied by health workers to support the achievement of zero stunting in Demangan Village, Bangkalan Regency.

This research used a qualitative method with a descriptive approach. Data were collected through in-depth interviews, observation, and documentation involving health workers, posyandu cadres, community leaders, pregnant women, and mothers of toddlers.

The findings show that the communication strategy was implemented systematically through interpersonal communication, group communication, the use of print and digital media, and home visits. Interpersonal communication was carried out through ANC counseling, postpartum visits, toddler examinations at posyandu and Polindes, and assistance for pregnant women with chronic energy deficiency (CED) and toddlers at risk of stunting. Group communication was implemented through Integrated Community Health Post (ILP Posyandu), classes for pregnant women, classes for mothers of toddlers, and health education sessions in PKK forums. Field implementation was further supported by arisan activities aligned with posyandu schedules, written invitations, supplementary feeding (PMT) using raw food ingredients, community-based PMT funded through collective contributions, the use of home gardens and medicinal plants (TOGA), and social support from the local government. However, the implementation of this strategy still faced obstacles, including low participation from some community members, limited time, belief in myths, economic constraints, and suboptimal policy support. These findings indicate that the success of zero stunting depends not only on the delivery of health messages, but also on health workers' ability to adapt communication strategies to the social context of the community.

Keywords: *communication strategy, health workers, health communication, posyandu, stunting, zero stunting*