



# Stunting Prevention Communication Strategies in Efforts to Change Behavior in Pregnant Women at the Makassar City Public Health Center

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## Abstract

Public health issues persist in South Sulawesi, and additional nutritional issues are connected to the factors that cause stunting. In South Sulawesi, the causes of stunting are still connected to pregnant women with Chronic Energy Deficiency, or CED (16.8%), anemia (6.4%), premature deliveries (45.3%), malnourished toddlers, and other nutritional problems. (1) in percentage terms. Makassar City is among the locations where stunting is less common than 20%. Work areas for health centers, like Sudiang Community Health Center, Tamamaung Community Health Center, Pampang Community Health Center, and Community Health Center, continue to have higher rates of stunting. This research aims to determine communication strategies for preventing stunting at the Community Health Center and changing behavior among pregnant women. A descriptive qualitative research methodology is used in this study, and 29 in-depth interviews were used to collect data. The Family Health and Nutrition Section Head, two employees, one supervisor, four heads of health centers, four midwives, five members of the nutrition support team, and twelve expectant mothers are among the informants. According to the study's findings, the sub-district, neighborhood leaders, RT/RW (neighborhood unit) authorities, and community leaders are all involved in the advocacy strategy's stunting prevention efforts. Healthcare professionals run public awareness initiatives, and the nutrition support staff teaches and engages the community. To increase public knowledge of stunting prevention, mass mobilization entails activating all integrated health stations (posyandu) and working with volunteers. In order to enhance stunting prevention, midwives, nutrition support staff, and volunteers facilitate interpersonal interactions. Based on the research findings, it can be concluded that the implementation of the Stop Stunting Action program, particularly in stunting prevention, is carried out by involving various stakeholders with the common goal of controlling and ultimately achieving Zero Stunting in Makassar City.

**Keywords:** Behavior, Pregnant Women, Prevention Stunting

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## 1. Introduction

The program to accelerate stunting reduction is a national priority and a major project. In its implementation, it is guided by the National Strategy (Stranas) for the Acceleration of Stunting Prevention for the period 2018 – 2024 with five pillars of stunting prevention and Presidential Regulation (Perpres) Number 72 of 2021 concerning the Acceleration of Stunting Reduction [1-2]. Interventions to accelerate stunting reduction in children must also begin before conception to improve nutritional status during adolescence and pregnancy and provide adequate facilities for improvement during pregnancy and continue at least until the child is 24 months old [3]. Based on the results of Basic Health Research (Riskesdas) in 2013, the prevalence of stunting in Indonesia was 37.2%, decreasing in 2018 by

30.8%, in 2019 by 27.7%, 2020 it is predicted to 26.9% and in 2021, it will decrease again to 24.4% [4]. However, it has decreased; this figure is still high from the standard set by WHO at 20% and from the 2020-2024 RPJMN target of 14% [5]. Based on the Indonesian Nutrition Status Survey results of the Ministry of Health, the prevalence of stunted toddlers in South Sulawesi will reach 27.2% in 2022. This province is ranked 10th in terms of the 10th highest prevalence of stunted toddlers in Indonesia [6]. South Sulawesi slightly reduced the number of stunting children under five by 0.2 points from the previous year. In 2021, the prevalence of stunted toddlers in this province was recorded at 27.4%. Other nutritional problems related to the causes of stunting and which are still a public health problem in South Sulawesi are pregnant

women with Chronic Energy Deficiency or CED (16.8%), anaemia in pregnant women (6.4%), premature babies (45.3%). %), toddlers with malnutrition and malnutrition status (10%) [1]. For Makassar City is one of the areas with a stunting prevalence below 20%. However, health centre work areas still experience increased stunting, including Community Health Center, Tamamaung Community Health Center, Pampang Community Health Center, and Sudiang Community Health Center [7]. One of the programs implemented by the Makassar City Government is the Stop Stunting Action, which is a program initiated by the South Sulawesi Provincial Government which focuses on reducing the prevalence of stunting by providing nutrition to families in the first 1,000 days of life and providing nutritional intervention packages to children and pregnant women. Seeing the problems above, researchers want to know the communication strategy for preventing stunting to change behaviour among the Community Health Center pregnant women.

## 2. Materials and Methods

Study This was carried out after obtaining the Authorized Superior's Approval Letter Number: 22149/UN4.14.8/ PT.01.04/ 2023 from the Chair of the Master of Public Health Study Program at Hasanuddin University, Recommendation for Ethical Approval Number: 4099/UN4.14.1/ TP.01.02/ 2023 and Number Protocol: 8623082106 from the Hasanuddin University Research Ethics Commission, as well as a Research Permit from the Investment and One-Stop Integrated Services Service of the South Sulawesi Provincial Government Number: 19687/S.01/PTSP/ 2023. This qualitative research with a descriptive design was carried out from June to August 2023 to explore in-depth advocacy, public campaigns, community mobilization, and Interpersonal Communication (KAP) to prevent stunting in pregnant women at the Makassar City Health Center. Data was collected through in-depth interviews with open questions and attempts to gather information from several office holders in various OPDs, including the Head of the South Sulawesi Provincial Health Service and the Head of the Division. Public Health, Head of Family Health and Nutrition, Supervisor, Head of Community Health Center, Nutrition Assistance Team and Pregnant Women at each Community Health Center were the research locus.

## 3. Results and discussion

### 3.1. Respondent Characteristics

This research was conducted in Makassar City, specifically at the Makassar City Health Service and several Community Health Centers which are the locus of stunting control, including Community Health Center, Pampang Community Health Center, Tamamaung Community Health Center and Sudiang Community Health Center, the informants in this research are those who have knowledge and information as well as those who are directly involved in the stunting control program.

### 3.2. Behavior Change Communication Strategy

Nur'aeni et al., 2024

### 3.2.1. Advocacy

Efforts are being made strategically and organized to convince all parties (City Government and Legislative) to accelerate stunting prevention through regulations and policies that focus on reducing stunting. Efforts are being made strategically and organized to convince all parties (City Government and Legislative) to accelerate stunting prevention through regulations and policies that focus on reducing stunting. Furthermore, commitment is essential in programs or initiatives to accelerate stunting reduction. Commitment refers to a firm determination or intention to do something. Regional governments have seriously committed to reducing cases of stunting in their regions. This commitment is the responsibility of one particular sector or department and involves various sectors or organizational units involved in community services. As the following informant stated: *"The regional government has committed to reducing stunting through cross-sector collaboration involving sub-districts, sub-district heads, RT/RW, and involving community leaders in socializing the importance of overcoming stunting. During the visit to Posyandu, this commitment was also confirmed."* (Dr. Anwar, Head of Sudiang Subdistrict, 07/29/2023). Based on the informant's statement, involving community leaders in socializing the importance of overcoming stunting is a wise step. These community figures can be crucial in motivating and setting an example to overcome stunting. On the other hand, handling stunting requires collaboration and coordination between various government sectors at the sub-district and sub-district levels. As the following informant stated: *"More broadly, it also aligns with what has been regulated. Yes, they are also stunting; it's not the work of the community health centre anymore, but it has become part of the entire government, be it the sub-district or sub-district government. So, this time, the sub-district is taking action. What is the name of the sub-district providing space for us from health with the Family Planning Agency? Then, the Health Service will come and provide education. Yes, it's more about KIE education (information communication and education)"* (Dr. Irma Azis, Head of Tamamaung Subdistrict, 02/08/2023). The statement above also emphasizes the importance of education as part of the stunting management strategy. KIE is a communication approach used to convey information and motivate and educate the public about various issues, including the importance of good nutrition in preventing stunting. In this way, sub-districts become an integral part of the regional government's strategy for overcoming stunting. As stated by the following informant: *"So one of the efforts we are making involves cross-sector prevention, so yesterday there was also a sub-district program in terms of stunting prevention, namely holding stunting outreach in sub-districts"* (Drg. Nasaruddin, Head of Pampang Subdistrict, 07/31/2023). Based on information from the informant, he also emphasized that the efforts were in the context of stunting prevention. This reflects a focus on preventive measures to prevent stunting from an early age rather than just treating it after it occurs. Prevention is essential in reducing the long-term impact of stunting on children's health.

### 3.2.2. Public Campaign

Utilization of mass media/social media channels to promote stunting prevention widely to relevant stakeholders and function as a means of information and motivation so that all stakeholders feel like they are in the same movement, namely accelerating stunting prevention and becoming a channel for stakeholders to share best practices for stunting prevention efforts so that they become an inspiration for other stakeholders who have similar stunting problems. South Sulawesi Government will launch a public campaign. This campaign will be aimed at the community to prevent stunting, a severe problem of children's health. This refers to changes in 2022, where the administrative area will increase to 24 districts/cities. These changes will affect the coverage and scope of stunting prevention campaigns. As the following quote from the informant: *... later in 2022 there will only be 24 districts... where in each district there are 10 nutrition assistant workers, the funding is approximately 10 billion too... so, what is clear is that there are nutrition assistant workers... so the total is total 240...*(ADI, Provincial Health Office, 07/13/2023). From the informant's statement above, in every new district added, ten counsellors will be involved in implementing the campaign. The estimated costs that will be allocated to each district are around 10 billion rupiah. This reflects the government's commitment to providing sufficient resources to run this program in every region. Stunting is a public health problem that occurs when children experience stunted body growth due to malnutrition or inadequate nutrition during their early growth period. In this context, Presidential Decree 72 is a policy or regulation established to overcome the problem of stunting. As the following informant stated: *...yes, it's like this with the existence of Presidential Decree 72 related to the acceleration of stunting...which means we have to work hard here, how to ensure that this decreases quickly...and one of those efforts...uhh, we are an innovation with placement of assistant staff...*(Syamsuddin, Provincial Health Office, 07/13/2023). The informant's statement shows a commitment to overcoming the stunting problem efficiently and effectively. This emphasizes that a challenging task must be carried out to accelerate the reduction in stunting rates in society, especially in South Sulawesi Province. One of the strategies or efforts used to achieve the goal of accelerating stunting reduction is to adopt an innovative approach that involves the placement of assistant staff. The existence of the Stunting Prevention Acceleration (PPS) team in the district shows that stunting prevention is a significant problem and receives serious attention from the government or related organizations in the region. As the following informant stated: *"In this district, there is already an Accelerated Stunting Prevention (PPS) team which works with eight actions at each stage. I am currently preparing the report."*(Syamsuddin, Provincial Health Office, 07/13/2023). The informant's statement above also stated that they were preparing a report. This shows the importance of monitoring and evaluating programs or activities carried out by the PPS team. The report will likely measure the progress and results of stunting prevention efforts. "Eight convergence actions" refers to a series of actions carried out in a coordinated and structured manner to overcome the stunting problem. As the following informant stated: *"There are eight convergence actions carried out, starting from situation analysis, planning, stunting discussions, data analysis, to publication. All of these stages are implemented down to the village level."*

Nur'aeni et al., 2024

*This district has organized stunting prevention efforts well, through an organized structure from the central level to the village. Therefore, awareness about stunting in the village is already high."*(Syamsuddin, Provincial Health Office, 07/13/2023). The informant stated above that the district has organized stunting prevention efforts well. This emphasizes the importance of a well-organized structure in coordinating and implementing health programs. Awareness about stunting at the village level has increased. This could be the result of educational, campaign and outreach efforts that have been carried out by the parties involved. There is close cooperation between the TPK and the village community. They work "together" to achieve goals related to family planning, reproductive health, and other family issues. As the following informant stated: *"In that village there are Family Assistance Workers (TPK) who come from BKKBN and partner with us. TPK has the same function as cadres, PKK, and midwives. They work together as an extension of the BKKBN, even though they don't have a health professional background like midwives."*(Syamsuddin, Provincial Health Office, 07/13/2023). The informant's statement was that it was an extension of the BKKBN. This means that they carry out the programs and objectives set by the BKKBN at the village level. This confirms that the TPK is an implementing agent for national policy in the context of family planning and reproductive health.

### 3.2.3. Community Mobilization

An ongoing process involving and motivating relevant stakeholders at national and regional levels to increase awareness of stunting and all related efforts to prevent it. Focus on bringing together relevant stakeholders at the national and community levels for a common goal, namely increasing awareness and changing behaviour to prevent stunting. Emphasizes collective efforts and empowerment to create a socio-political environment that supports program objectives. Work through dialogue, coalition building, and organizational/group activities. Community participation in preventing stunting means that the Stop Stunting Action (ASS) program involves various parties from the district, health centre and village levels. This program is designed to involve many parties to provide information and education related to the ASS program. As the following informant stated: *"There were several activities involving people from districts, health centers and villages. We held meetings to provide information about the Stop Stunting Action (ASS) program to village heads, heads of health centers and others. Evaluation of this program was carried out in June."*(Syamsuddin, Provincial Health Office, 07/13/2023). The informant's statement above is the importance of cooperation between Nutrition Assistance Workers (TPG) and cadres. They act as extensions of each other and as working partners. This training and collaboration aim to ensure that the knowledge and skills possessed by TPG can be transferred effectively to cadres and Service Heads. This is a crucial step to maintain program continuity when TPG leaves or is no longer available. As the following informant stated: *"TPG works together with cadres in training and collaboration. They are not just an extension but working partners. TPG trains cadres in various things, such as anthropometric measurements and various types of education. After TPG leaves, their knowledge and skills are*

transferred to cadres and Service Heads. "The aim is for cadres to adopt TPG skills without the need for special training that eats up the budget. This is a form of independent learning. Cadres still have an important role in this process." (Syamsuddin, Provincial Health Office, 07/13/2023). There were cross-sector meetings involving various parties, such as heads of RT (Rukun Tetangga), RW (Rukun Warga), community and cadres. This meeting creates a forum for discussing and coordinating efforts to prevent stunting. Socializing stunting prevention is important to various levels of society. It includes explaining what stunting is, why it is essential, and how to prevent it. As the following informant stated: "We invite cross-sector meetings that present heads of RT, RW, community and cadres. We have socialized all about preventing stunting, such as handling stunting. Then we asked them to distribute it to the surrounding residents first. Because for example they were chosen to come to take part in the socialization. So they are expected to be able to pass on the information they get from the community health center." (Dr. Irma Azis, Head of Tamamung Campus, 02/08/2023). The informant's statement above is that collaboration and active participation from various elements of society are needed to ensure that messages about stunting prevention are spread widely. The community is expected to play a role in supporting this outreach and education effort.

### 3.2.4. Interpersonal Communication (KAP)

Strategic use of individual and interpersonal communication to promote desired outcomes of stunting prevention behaviour. This communication strategy is prepared based on theory and research, as well as the target group interaction process, to form critical messages and communication approaches most suitable for motivating individual knowledge, attitudes and behaviour consistently and continuously. Work through interpersonal communication and supported by mass media/social media campaigns. How to build interpersonal communication with the community so that the goals of the Head of the Sudiang Community Health Center are easily achieved by introducing an innovation called "GEPITASERA Collection" as a tool for building interpersonal communication. This innovation is a way to organize and involve cadres in efforts to prevent stunting and monitor the health of pregnant women and toddlers. Meaning of the Abbreviation "GEPITASERA": This statement explains that "GEPITASERA" is an abbreviation for "Movement to Accompany Healthy and Prosperous Mothers and Toddlers." This abbreviation provides a more profound meaning about the aim and focus of the initiative, namely helping pregnant women and toddlers achieve good health and a prosperous life. As the following informant stated: "So we at the Community Health Center have come up with an innovation called the GEPITASERA Collection. Movement to accompany mothers and toddlers and be healthy. GEPITASERA Group. Healthy and prosperous. So, we develop these cadres, who try to look for pregnant women, then they take them and have them checked at the community health center later. So we have taken all these things, so that stunting doesn't happen again." (Dr. Anwar, Head of Sudiang Campus, 07/29/2023).

The statement above reflects the critical role of cadres in looking for pregnant women and toddlers who need health care and monitoring. Cadres function as liaisons between the community and the community health centre, helping identify individuals who need medical care and facilitating visits to the community health centre. Meanwhile, the Head of the Tamamaung Community Health Center uses a proactive approach to providing education and care to pregnant women, as stated by the following informant: "In the midwife section, they directly provide education. So they also have classes for pregnant women, there is education for pregnant women. Then there was also an examination at Bumil Resti (high risk) where all there were visits to the target's house. So they went straight to the target." (Dr. Irma Azis, Head of Tamamaung Campus, 02/08/2023). The statement above notes that there are special classes for pregnant women. This platform allows expectant mothers to receive more in-depth information about pregnancy, childbirth, and baby care, allowing them to share their experiences and questions. Statement Tamamaung Kapusalso emphasized that high-risk pregnant women receive special attention. This differs from what the Chief of Tamalatea did, which required him to go into the community. This reflects a commitment to bringing mental health information and services directly into communities, particularly schools. As the following informant stated: "We are going out into the community to schools so that our teenagers know about their mental health. My team, the mental health department, also goes to schools to carry out online screening so that the data is entered into all these health centers. Later, from the data, we will know which ones need educational intervention." (Dr. Rudy L, Head of Tamalatea Campus, 07/27/2023). The informant's statement above is that there are teams with experts in the mental health field who go to schools. This shows the importance of adequate experience and knowledge in conveying information about mental health. As suggested by Midwife Margareta, the way to build interpersonal communication with the community so that goals are easily achieved is by strengthening the organizational structure. This reflects the existence of a well-organized organizational structure to achieve specific goals. As the following informant stated: "There is a task force so in each RW we have 5 cadres and 1 person in charge" (Margareta, Sudiang Midwife, 07/29/2023). The informant's statement above is that apart from cadres, one person is in charge of each RW. This person in charge has greater responsibility for coordinating cadre activities and ensuring programs or initiatives run well at the RW level. Midwife Margaret's statement also shows the importance of teamwork in achieving goals. Cadres work together under the supervision of the person in charge to achieve the desired results. This differs from what Midwife Sukria conveyed, who prioritizes integrated communication. This shows that interpersonal communication is integrated into health services. As the following informant stated: "If we are midwives, we always have time to meet and talk in every service, including those who have nutritional problems. Usually, we should consult a nutrition officer, but sometimes there is a nutrition officer, and there isn't one, especially if we go to the Posyandu, especially there's only one officer."

**Table 1.** Respondent Characteristics

No	Age	Agency	Position
1	53	Provincial health department	Head of the family health section
2	55	Provincial health department	Public health staf
3	55	Provincial health department	Public health staf
4	28	Provincial health department	supervisor
5	24	Provincial health department	Nutrition monitoring team
6	29	Sudiang health center	Nutrition monitoring team
7	23	Sudiang health center	Nutrition monitoring team
8	25	Pampang health center	Nutrition monitoring team
9	30	Tamalate health center	Nutrition monitoring team
10	47	Tamamaung health center	Head of the health center
11	49	Pampang health center	Head of the health center
12	49	Tamalate health center	Head of the health center
13	59	Sudaing health center	Head of the health center
14	36	Pampang health center	Midwife
15	39	Tamamaung health center	Midwife
16	49	Sudiang health center	Midwife
17	51	Tamalate health center	Midwife
18	21	Tamalate health center	Midwife
19	33	Tamalate health center	Pregnant mother
20	23	Tamalate health center	Pregnant mother
21	28	Tamamaung health center	Pregnant mother
22	35	Tamamaung health center	Pregnant mother
23	27	Tamamaung health center	Pregnant mother
24	28	Pampang health center	Pregnant mother
25	39	Pampang health center	Pregnant mother
26	19	Pampang health center	Pregnant mother
27	25	Sudiang health center	Pregnant mother
28	40	Sudiang health center	Pregnant mother
29	41	Sudiang health center	Pregnant mother

Nutrition. Sometimes, we direct him to Gizi Nutrition. Determine when he wants to meet his mother directly, whether at the Posyandu or the community health centre. If, for example, he is suddenly met at the community health centre, he will directly interact with Gizi. But if there isn't one, we can ask Please help her mother, for example. If, for example, at the Posyandu, you meet her mother, who is a nutrition officer, maybe that's what she'll do, right? If it's nutrition counselling, it's also counselling, whatever the reason, the problem is, maybe there's a diet and so on. Just in general terms, because it's there. In the MCH (Maternal and Child Health) book, we have explained everything like that. So we are doing most of it because we are one ji nutrition officer. Meanwhile, there are four midwives, 5 plus 1 at the post, so those on duty below are two people. standby"(Sukriah, Midwife, Pampang, 07/31/2023). The statement above also emphasizes the importance of nutritional counseling in dealing with nutritional problems. This counseling includes education about proper eating patterns, understanding nutritional problems, and corrective steps that must be taken. Midwife Informant Sukriah is committed to providing the necessary information to mothers and families.

Organized strategic efforts to inform and motivate policymakers to create a supportive socio-political environment to accelerate stunting prevention [8]. The province of South Sulawesi emphasized that it had followed up on the Gamarana program, which was implemented in 2020. This shows that the province of South Sulawesi has taken concrete steps or implemented further programs to overcome stunting. Advocacy in health is an effort to influence policies, systems and the environment to improve public health [9]. According to WHO, advocacy is part of a health promotion strategy to increase public understanding and awareness as well as people's ability to make decisions that positively impact their health. Advocacy is carried out with related parties, including community organizations, government agencies and the private sector [10]. The research results show that advocacy activities in handling stunting are carried out routinely through coordination with various parties involved, including all relevant SKPDs in the Makassar City government. Apart from involving government agencies, coordination is also centred on the community so that health policies are formulated on community needs as stated in a study which states that advocacy that emphasizes attention to the community, involving communities in the community and local stakeholders will help the health defence system during the pandemic [11]. The effectiveness of public campaigns built among the community to prevent stunting means that the community has been actively involved in efforts to prevent stunting. They act as reporters of cases that require attention, demonstrating a high level of awareness about the importance of the health of children and pregnant women. Active community involvement is an essential indicator of the effectiveness of a public campaign because it indicates that the campaign messages have reached their targets [12]. Good cooperation between the community and local government structures, such as the RT head. This reflects support from the local government level, enabling the reporting of disease cases and coordinating rapid response actions. Community mobilization work steps taken to prevent stunting by cross-

*Nur'aeni et al., 2024*

sector meetings. This indicates that there is coordination and collaboration between different sectors in efforts to prevent stunting. This cross-sector meeting included local government (district head), police (polsek and Ramil), community leaders, and religious leaders. This kind of meeting is vital to ensure that various parties have the same understanding of the urgency and actions needed to prevent stunting. The involvement of community figures, including religious leaders, RT/RW, and other local figures, is an essential aspect of community mobilization. They have influence and authority in their communities and can be effective intermediaries in conveying messages related to stunting prevention to the public [13]. As for obstacles to community mobilization carried out in the context of preventing stunting community, the economic problems faced by families in the community. These obstacles include the high cost of living and limited economic resources these families own. This can make it difficult for them to purchase nutritious food necessary to meet nutritional needs during pregnancy and children's growth. Meanwhile, in this research, at different loci, it was also found that the obstacles faced were that new people or immigrants may need access or connection to the stunting prevention network that already exists in an area. They may need to learn or have information about the area's health services, stunting prevention programs, or posyandu. New arrivals only to give birth may have difficulty accessing critical maternal and child health services, such as prenatal check-ups, child growth monitoring, or nutritional advice. This can lead to a need for proper prenatal care and regular child growth monitoring [14]. Strategic use of individual and interpersonal communication to promote desired outcomes of stunting prevention behaviour. This communication strategy is prepared based on theory and research, as well as the target group interaction process, to form critical messages and communication approaches most suitable for motivating individual knowledge, attitudes and behaviour consistently and continuously. Work through interpersonal communication and supported by mass media/social media campaigns [15] how to build interpersonal communication with the community so that the goals of the Head of the Sudiang Community Health Center are easily achieved by introducing an innovation called "GEPITASERA Collection" as a tool for building interpersonal communication. This innovation is a way to organize and involve cadres in efforts to prevent stunting and monitor the health of pregnant women and toddlers. Meaning of the Abbreviation "GEPITASERA": This statement explains that "GEPITASERA" is an abbreviation for "Movement to Accompany Healthy and Prosperous Mothers and Toddlers." This abbreviation provides a more profound meaning about the aim and focus of the initiative, namely helping pregnant women and toddlers achieve good health and a prosperous life. This research reflects the critical role of cadres in looking for pregnant women and toddlers who need health care and monitoring. Cadres function as liaisons between the community and the community health centre, helping identify individuals who need medical care and facilitating visits to the community health centre. This communication encourages pregnant women to check themselves at the Sudiang Community Health Center. Routine examinations at community health centres are essential in monitoring the

health of pregnant women and babies to prevent stunting and other health problems.

#### 4. Conclusions

##### *Advocacy*

Advocacy strategies in handling stunting are carried out quickly because there is support from various parties, including budgeting, facilities, and infrastructure, that are pretty supportive of handling stunting in Makassar City.

##### *Public Campaign*

Utilization of mass media/social media channels to promote stunting prevention widely to relevant stakeholders and function as a means of information and motivation so that all stakeholders feel like they are in the same movement, namely accelerating stunting prevention and becoming a channel for stakeholders to share best practices for stunting prevention efforts so that they become an inspiration for other stakeholders who have similar stunting problems.

##### *Mass Mobilization*

An ongoing process involving and motivating relevant stakeholders at national and regional levels to increase awareness of stunting and all related efforts to prevent it. Focus on bringing together relevant stakeholders at the national and community levels for a common goal, namely increasing awareness and changing behaviour to prevent stunting. Emphasizes collective efforts and empowerment to create a socio-political environment that supports program objectives. Work through dialogue, coalition building, and organizational/group activities.

##### *Interpersonal Communication*

Strategic individual and interpersonal communication is utilised to promote the desired outcomes of stunting prevention behaviour. This communication strategy is prepared based on theory and research, as well as the target group interaction process, to form critical messages and communication approaches most suitable for motivating individual knowledge, attitudes and behaviour consistently and continuously.

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