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Early recognition socialization of stunting through educational counseling

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ABSTRACT

The stunting rate in West Java is quite high even though each year there is a decrease in stunting cases. However, it is still targeted that there are no stunting cases in West Java or zero stunting. Therefore, community service activities focus on combating stunting with 3B (Wise Learning Together) in West Java, especially in the Subang area. The program carried out is by holding counseling activities in elementary schools with the target of early childhood participants. Counseling activities are carried out by utilizing poster learning media and games to create an interactive learning atmosphere. The practice of healthy lifestyle activities is also carried out to teach students the importance of having a healthy lifestyle. The service activities showed success in teaching stunting and its dangers to students in grades 3 and 4. They were given an understanding of nutritious foods that need to be consumed by children to prevent chronic nutritional diseases by utilizing poster media to attract interest. Game media was also used to determine students' understanding of the material after counseling. Students' understanding of stunting and its dangers increased after attending counseling; previously, students were unaware of stunting.

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ABSTRAK

Angka stunting di Jawa Barat cukup tinggi meskipun tiap tahunnya mengalami penurunan kasus stunting. Namun, tetap saja kasus stunting di Jawa Barat ditargetkan tidak ditemukan atau *zero stunting*. Oleh karena itu, kegiatan pengabdian memfokuskan pada pemberantasan stunting dengan 3B (Bijak Belajar Bersama) di Jawa Barat, khususnya Daerah Subang. Program yang dilakukan yaitu dengan mengadakan kegiatan penyuluhan pada sekolah dasar dengan target patisipan anak usia dini. Kegiatan penyuluhan dilakukan dengan memanfaatkan media pembelajaran poster dan permainan untuk menciptakan suasana pembelajaran yang interaktif. Praktik kegiatan pola hidup sehat pun dilakukan untuk mengajarkan peserta didik pentingnya memiliki pola hidup sehat. Kegiatan pengabdian menunjukkan keberhasilan dalam mengajarkan stunting dan bahayanya pada peserta didik kelas 3 dan 4. Diberi pemahaman makanan bergizi yang perlu dikonsumsi oleh anak supaya mencegah penyakit gizi kronis dengan memanfaatkan media poster untuk menarik minat. Media permainan pun dilakukan untuk mengetahui pemahaman materi peserta didik setelah dilakukan penyuluhan. Pemahaman para peserta didik mengenai stunting dan bahayanya meningkatkan setelah mengikuti penyuluhan, sebelumnya peserta didik tidak mengetahui stunting sedikitpun.

Kata Kunci: *konseling stunting; pengabdian masyarakat; sosialisasi*

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INTRODUCTION

Community Service Program (*Kuliah Kerja Nyata* or KKN) represents a specific form of lecturers' and students' responsibilities in carrying out the *Tri Dharma Perguruan Tinggi*, particularly in the aspect of community service. *Kuliah Kerja Nyata* serves as a form of community dedication, providing students with learning experiences outside the campus and allowing them to directly participate in and engage with activities conducted within the community. *Kuliah Kerja Nyata* adopts specific themes, one of which is *Students Concerned About Stunting*, known as *SIPENTING*. The selection of this theme is undoubtedly driven by the fact that stunting cases in Indonesia are still frequently encountered in many regions. Moreover, public understanding of stunting remains low (Hasan et al., 2022). Stunting, or chronic malnutrition, has a long-term impact on children's growth and development (Purnomo et al., 2022). The high stunting rate remains a pressing issue that the government must address. There are several causes of stunting, including inadequate nutrient absorption starting from the womb, where the mother does not pay sufficient attention to nutritional intake during pregnancy, resulting in incomplete child growth. Poor nutrient absorption by the body and lack of access to clean water are among the factors that contribute to the occurrence of stunting. Data from the Ministry of Health indicate that 60% of stunting cases are caused by insufficient access to clean water and proper sanitation in the surrounding environment (Putri & Robani, 2023).

According to data from the Ministry of Home Affairs in 2024, the stunting rate in Indonesia was recorded at 6.1%, with West Java contributing 4.9% of stunting cases — a figure that remains considerably high. Figure 1 shows that stunting rates in West Java have continued to decline. This decrease cannot be separated from the government's support in tackling stunting nationwide. Stunting cases must be addressed seriously by both the government and the community, as untreated stunting poses life-threatening risks. Numerous programs in West Java support efforts to reduce stunting, including the establishment of *posyandu* and the provision of nutritious food (Putri & Putri, 2024).

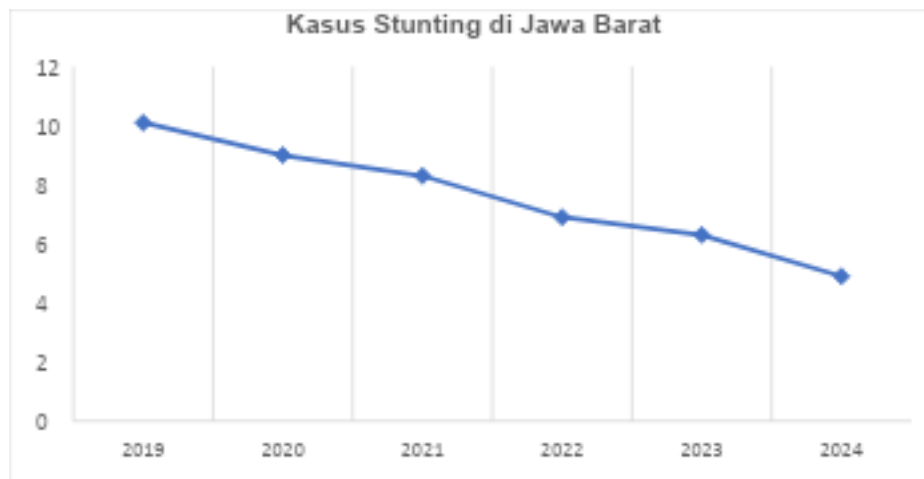


Figure 1. Ministry of Home Affairs Data on Stunting Cases in West Java
Source: <https://aksi.bangda.kemendagri.go.id/emonev/DashPrev/index/6> 2024

Cipeundeuy Village is one of the villages in Subang Regency that has a low category of stunting problems. According to data from the Cipeundeuy Village Community Health Center (*Puskesmas*) as of July 2023, three young children were confirmed to be stunted. Although this number is still considered low, the community does not take this issue lightly, and the hope is that stunting cases in Cipeundeuy Village will eventually be reduced to zero. Stunting prevention can be achieved by providing awareness programs to

parents of toddlers, young children, and pregnant women, so that they understand the importance of preventing stunting. Stunting cannot be reversed once it has occurred; therefore, prevention must focus on providing children with nutritious food. Stunting prevention can be addressed through Specific Nutrition Interventions and Sensitive Nutrition Interventions targeting the first 1,000 days of life (the *1,000 HPK*) up to children aged six years. Specific Nutrition Interventions, carried out by the health sector, can address 30% of the problem. Sensitive Nutrition Interventions are implemented through various development activities outside the health sector and contribute 70% to stunting interventions (Darma & Alamsyah, 2024).

Previous community service activities have supported *Posyandu* programs, counseling sessions, and the provision of supplementary food as preventive measures against stunting (Ikrimah et al., 2024). Furthermore, the Ciherang Stunting Corner Program in Ciherang Village aims to intensify education, prevention, and behavioral change within the community to prevent stunting in their surroundings (Putra & Sadiyyah, 2023). Building on these previous community service programs, this project focuses on stunting prevention through the *3B* approach, which stands for *Bijak Belajar Bersama* (Wise Learning Together). It is expected that this program will complement other initiatives aimed at reducing the stunting rate in Indonesia.

Literature Review

Stunting

Stunting cases are generally found in all countries, regardless of whether they are poor, developed, or developing nations. Stunting is a global issue that warrants serious attention and effective measures to address and eliminate it. Stunting is a condition caused by malnutrition in toddlers, significantly affecting their growth and development. Children who are identified as stunted may experience compromised quality of growth and development in the future. Stunting can be detected as early as when a child is still a fetus in the mother's womb; therefore, nutritional intake during pregnancy must be carefully monitored (Ziharani & Nissa, 2024). Toddlers identified as stunted will experience impacts on their growth and development during adolescence (Tamia & Fauzan, 2024). Stunting can also disrupt brain function in children (Rachman & Qodriyyah, 2024).

Stunting can be caused by two factors: direct and indirect factors. Direct factors are related to the nutritional intake from the food and drinks consumed by children. The body's needs for carbohydrates, fats, proteins, vitamins, and minerals must be met so that children do not suffer from nutrient deficiencies. If a child's nutritional intake is inadequate, they will be more susceptible to infections, which can further worsen their condition. Meanwhile, indirect factors include inadequate nutritional intake during pregnancy, insufficient food availability, and the failure to meet the child's need for exclusive breastfeeding. It is strongly recommended that mothers provide their babies with exclusive breastfeeding from birth to six months of age, as the nutritional content of breast milk can meet the baby's nutritional needs (Ziharani & Nissa, 2024).

The factors that cause stunting can vary depending on the mother's condition and the toddler's family environment. Teenage pregnancies, when the mother is under 20 years old, are one of the main contributing factors to stunting in Indonesia, as very young maternal age carries risks during childbirth. Parental characteristics, such as the mother's education level, the father's employment status, and the family's socioeconomic status, can all influence the child's nutritional intake (Tamia & Fauzan, 2024). Limited maternal education may result in a lack of understanding about nutrition and stunting (Kusumawaty et al., 2021). Meanwhile, fathers with unstable employment and families with low economic status may struggle to provide adequate nutrition for their children. Even in families with sufficient income, adequate

child nutrition cannot be guaranteed if the mother fails to prioritize the child's nutritional needs. Furthermore, inadequate access to clean water and sanitation can increase children's susceptibility to disease. Genetic or hereditary factors can also cause stunting. (Gabain *et al.*, 2023).

Stunting Prevention

Children affected by stunting will have shorter stature that does not align with the growth standards set by the World Health Organization (WHO) and suffer from chronic nutritional problems (Arya & Purwanto, 2023). The measurement of child growth and development uses three indicators: weight-for-age (W/A), height-for-age (H/A), and weight-for-height (W/H). These indicators are necessary to assess a child's growth and development, ensuring that stunting is not identified solely based on physical appearance but instead supported by precise measurements (Nurjanah *et al.*, 2023). In stunting prevention efforts, effective collaboration between the government, health institutions, and the community is essential to produce long-term, impactful prevention strategies (Ibrahim & Salsabila, 2024).

Stunting prevention can be achieved through the provision of Supplementary Feeding (Pemberian Makanan Tambahan or PMT), which involves supplying nutritious food in the form of staple ingredients or ready-to-eat meals to children and pregnant women at risk of stunting. The PMT program is a government initiative designed to help underprivileged communities meet their nutritional needs by providing nutritional supplements and foods rich in vitamins and minerals within a specified period. The selection of food ingredients that meet nutritional requirements must be carefully considered when providing PMT. Typically, the choice of food is determined by nutrition program officers and village midwives in collaboration with *posyandu* cadres, who prepare the meals. The cadres supervise the distribution of PMT to monitor the progress of the children and pregnant women involved (Putri *et al.*, 2024).

Community education to prevent stunting within the community can serve as an effective effort in stunting prevention. Community education is an effort undertaken by individuals or groups within the community to develop their potential and promote behavioral changes toward more effective practices. Community education can take the form of learning, teaching, and training organized by formal or non-formal educational institutions within the community. Community education can be utilized as a means to combat stunting cases. Community education focused on stunting prevention can be effectively implemented by providing relevant learning content, utilizing effective learning methods, and establishing a supportive learning system (Priyadi *et al.*, 2024).

Community education can be carried out through the dissemination of educational media, such as posters. The development of the times has significantly changed people's behavior today, resulting in various learning media beyond just lectures. Educational posters are a type of learning medium that combines images and text to convey information effectively and attractively. Posters can be utilized as a learning medium to inform the community about balanced nutrition. Posters that include colorful images are more likely to attract the interest of children and the community, encouraging them to read and understand the material presented (Arya & Purwanto, 2023). **Figure 2** shows that colorful poster designs can help clarify the material being conveyed.



Figure 2. Poster Media for Stunting Prevention Efforts through Complementary Feeding (*Makanan Pendamping ASI or MPASI*)

Source: <https://puskesmastembelang.com/leaflet-stunting/> 2024

The provision of Complementary Feeding (*Makanan Pendamping ASI or MPASI*) for infants aged 6–12 months can be carried out as an effort to prevent stunting in children. MPASI is intended to complement the increased nutritional needs of infants over six months old. Infants aged six months and above begin to develop the ability to chew and swallow, and therefore require foods that are rich in nutrients. The provision of MPASI at each *posyandu* can help ensure that infants' nutritional intake is met while also supporting their ability to chew and swallow food. It is essential to consider the age of the infant when introducing MPASI carefully. Infants aged 0–4 months should not be given MPASI or full-cream formula milk, as this can cause diarrhea and damage other organs. Infants aged 0–4 months are strongly recommended to be exclusively breastfed by their mothers to support optimal growth and development (Ridwan *et al.*, 2024).

METHODS

This community service project used an educational outreach approach at elementary schools to intensify the campaign to prevent stunting. The outreach activities were conducted at Cipendeuy Elementary School and Ligarmanah Elementary School, both of which are located near the service area. The participants were third- and fourth-grade students who had already studied Natural Sciences (*Ilmu Pengetahuan Alam, IPA*). These participants were selected because stunting prevention education is not only necessary for adults but also essential for children, enabling them to learn how to manage their food and beverage intake and maintain clean and healthy living habits. The learning method used was a combination of lectures, educational posters, and games as teaching media. Practical activities were also taught to students to help them develop healthy lifestyle habits.

RESULTS AND DISCUSSION

Results

Preparation Stage

At the preparation stage, data collection was conducted through interviews and discussions with the village head, village officials, and representatives from the Cipeundeuy Community Health Center (Puskesmas)

to design work programs and strategies that support government initiatives aimed at reducing stunting rates. The results of these discussions indicated that providing education on stunting to young children was considered an appropriate complement to other zero stunting programs. Subsequently, surveys and observations were conducted at schools to determine suitable locations for the outreach activities. The observations revealed that students at Cipendeyu Elementary School and Linggarmanah Elementary School were unaware of stunting and its dangers. Therefore, these two schools were selected as the outreach sites, with third and fourth-grade students chosen as the target participants. These grade levels were selected because students in these classes have already received Natural Sciences (*Ilmu Pengetahuan Alam*, IPA) lessons, making it easier for them to understand the material presented.

After determining the outreach locations, permission was requested to carry out the outreach program. Discussions with the schools were held to gather suggestions for the preparation of outreach materials. Based on these discussions, educational posters and practical activities were selected as the learning media for the outreach sessions, with third- and fourth-grade students serving as participants. These learning media were selected to stimulate students' interest in learning by creating an engaging and enjoyable atmosphere.

Implementation Stage

The implementation of outreach activities was carried out by all members of the KKN group, utilizing engaging learning media to ensure that students could easily grasp the material presented. The outreach material focused on the dangers of stunting and the introduction of nutritious foods, delivered through educational posters and games to attract students' interest. The content on the dangers of stunting was presented using poster media, allowing students to understand the outreach material more easily. **Figure 3** shows the students' enthusiasm as they learned about the dangers of stunting through the poster learning media.



Figure 3. Outreach Activity Using Poster Media
Source: Activity Documentation, 2024

Not only was material on the dangers of stunting delivered, but information about nutritious foods was also provided, including images on the posters, so that students could identify foods that contain high nutritional value. During the implementation of the outreach activities, the students demonstrated great enthusiasm for attending the sessions. The lecture method combined with poster media made the students more eager to pay attention to the material presented. **Figure 4** shows the learning method being conducted through lectures, with students enthusiastically listening to the presentation.



Figure 4. Implementation of the Outreach Activity
Source: Activity Documentation, 2024

During the implementation of outreach activities, a game-based method was employed to prevent students from becoming bored while listening to the presentation. The game involved guessing nutritious foods, accompanied by prizes for students who answered correctly. The students were very enthusiastic about participating in the game and were able to understand better the material delivered. At the end of the activity, a proper handwashing practice session was conducted to teach students healthy living habits. This practice of maintaining a healthy lifestyle was designed to encourage children to develop habits that promote personal hygiene.

Evaluation Stage

The evaluation of the activity was conducted after the outreach session concluded to identify any shortcomings in implementation, allowing for improvements to be made for subsequent sessions. The evaluation results did not reveal any negative findings, as the students demonstrated great enthusiasm during the outreach. Furthermore, the use of poster learning media and direct practice proved to be well-suited to the interests of elementary school students. Additionally, the game-based learning method was chosen to create a more enthusiastic and enjoyable outreach atmosphere.

Discussion

The process of delivering stunting prevention material to young children requires an effective strategy to ensure that children understand the intended message. A good teaching strategy has a positive impact on learning outcomes and students' ways of thinking (Sururuddin et al., 2021). The use of appropriate learning strategies supported by learning media can enhance students' understanding (Khaira et al., 2023; Rosyiddin et al., 2023). Poster learning media can help students easily grasp the information provided during outreach activities (Apriyanti et al., 2020; Sunardi et al., 2021; Zhu & Fawson, 2023). The use of learning media in outreach activities is an effective solution for conveying information while stimulating students' thoughts and interest (Fenanlampir et al., 2021). For teachers, the use of media and learning resources provides an efficient structure for teaching, helps them understand how to design effective learning media, improves the accuracy of material delivery, and enhances the overall quality of instruction (Komara & Hadiapurwa, 2023). Meanwhile, the use of learning media for students supports the quality of innovative learning, thereby improving learning outcomes (Ardhani et al., 2021). Poster learning media can be designed using online graphic design applications, such as Canva. Canva makes it easier for teachers to create engaging learning media by utilizing a wide range of ready-made design templates (Kharissidqi & Firmansyah, 2022).

Learning media continue to evolve beyond just visual and audiovisual formats; there are also learning media that incorporate games. The purpose of integrating games into the learning process is to make learning more enjoyable (Istiningsih et al., 2021). Outreach activities that incorporate games help create an engaging classroom atmosphere and facilitate the delivery of the material. Students generally prefer the application of games in outreach activities, as they can better capture their attention (Kurniawati, 2021). Students tend to prefer outreach activities that include games rather than solely listening to teachers' lectures, which can quickly become monotonous (Ananda et al., 2024). The use of games in learning has been proven to help students expand their vocabulary more effectively than using conventional whiteboard teaching (Khaira et al., 2024). Developing learning media that utilize guessing games in outreach activities enables interactive learning and fosters closer connections among students, as well as between students, teachers, and the learning material (Kurniawati et al., 2021). The learning media used in outreach activities have also been shown to stimulate students' motivation to learn, facilitate their understanding of the material, create an active learning atmosphere, and encourage students' responsiveness.

CONCLUSION

Stunting is a chronic nutritional problem caused by insufficient nutrient intake over an extended period, resulting in impaired growth in children. The high prevalence of stunting has attracted the attention of both the government and society to mitigate its impact and prevent its spread. The government, supported by the community, has undertaken various efforts to eradicate stunting, such as establishing *posyandu*, providing nutritious food, and conducting outreach programs. Outreach activities for pregnant women and young children are necessary to raise awareness about stunting. Such outreach is not limited to government initiatives alone; educational institutions can also play a role in conducting awareness programs about stunting. The results of this community service project, which provided outreach to young children using poster learning media and games, showed positive outcomes, as indicated by the increased understanding of stunting among the students. It is hoped that similar outreach activities can be carried out in the future with pregnant women to raise awareness about the nutritional intake required for the health of their babies.

AUTHOR'S NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. The authors also affirm that all data and content presented in this article are free from plagiarism..

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