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Utilization of posters as educational media on balanced nutrition at SD Negeri Citapen Tasikmalaya

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ABSTRACT

KKN is one of the community service activities and implementation of the Tri Dharma of Higher Education. Thematic KKN (KKNT) carried out by the Indonesian Education University carries the theme *Si Penting (Mahasiswa Peduli Stunting)*. This problem is in line with the World Health Organization (WHO) priority to reduce stunting globally. Stunting is a growth obstacle resulting from a lack of nutritional intake in children. To prevent children from experiencing stunting problems, they need to get used to healthy living. The approach taken is through poster educational media to strengthen the material implemented at SD Negeri Citapen Tasikmalaya City, so that the entire school community receives information related to balanced nutrition. The steps in the KKNT program start from the preparation stage to the activity implementation stage. Posters are considered to be an appropriate medium because they contain interesting images and symbols so that information is more easily conveyed. It is hoped that the poster educational media creation program will have the opportunity to become a media for literacy and familiarization regarding the importance of consuming balanced nutrition through guidelines on the contents of my plate, drinking at least 8 glasses of water a day, washing hands properly and correctly using the 6 steps from the Ministry of Health, and diligently exercising for at least 30 minutes a day.

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ABSTRAK

Kuliah Kerja Nyata (KKN) merupakan salah satu kegiatan pengabdian kepada masyarakat dan pengimplementasian Tri Dharma Perguruan Tinggi. KKN Tematik (KKNT) yang dilaksanakan oleh Universitas Pendidikan Indonesia membawakan tema "Si Penting (Mahasiswa Peduli Stunting)". Permasalahan ini sejalan dengan prioritas World Health Organization (WHO) untuk mengurangi stunting secara global. Stunting merupakan hambatan pertumbuhan yang diakibatkan dari kurangnya asupan gizi yang terjadi pada anak. Untuk menghindari anak dari permasalahan stunting diperlukan pembiasaan untuk hidup sehat. Pendekatan yang dilakukan adalah melalui media edukasi poster untuk penguatan materi yang dilaksanakan di SD Negeri Citapen Kota Tasikmalaya, agar seluruh civitas sekolah mendapatkan informasi terkait gizi seimbang. Langkah-langkah dalam program KKNT ini dimulai dari tahap persiapan hingga tahap pelaksanaan kegiatan. Poster dirasa menjadi media yang sesuai dikarenakan berisikan gambar dan simbol yang menarik sehingga informasi lebih mudah tersampaikan. Program pembuatan media edukasi poster diharapkan berpeluang sebagai media literasi dan pembiasaan terkait pentingnya mengonsumsi gizi seimbang melalui pedoman isi piringku, meminum air minimal 8 gelas sehari, melakukan cuci tangan yang baik dan benar dengan 6 langkah dari Kementerian Kesehatan, serta rajin berolahraga minimal 30 menit sehari.

Kata Kunci: *gizi seimbang; media edukasi; poster; SD Negeri Citapen; stunting*

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INTRODUCTION

Community Service Program or known as Kuliah Kerja Nyata (KKN) is a form of learning about community service carried out by a group of students to apply, practice, and disseminating knowledge and technology to benefit society, thereby advancing community welfare and enlightening the nation, while providing practical experience for participants to implement theory and practice (Laia, 2022). This KKN activity is also a community empowerment-based initiative and a tangible reflection of the duties of lecturers and students to apply the Tri Dharma Perguruan Tinggi (Three Pillars of Higher Education) in the context of community service (Herlian & Nurpadilla, 2021). Community Service Learning (KKN) is also an intraschool activity that integrates the implementation of the Tri Dharma of Higher Education by providing learning experiences and work to students in community empowerment activities (Syardiansah, 2019). Community Service Learning (KKN) is an activity that applies one of the Tri Dharma of Higher Education, specifically community service, carried out by a group of students who apply the theories they have learned, thereby providing direct experience and benefits to the surrounding community.

Thematic Community Service Program (Kuliah Kerja Nyata Tematik or KKNT) conducted by the University of Education Indonesia (UPI) in 2023 focuses on one theme: Thematic Community Service Program “Si Penting” (an acronym for Students Concerned About Stunting), a community-based initiative aligned with Indonesia’s MBKM (Freedom to Learn – Independent Campus) policy. The KKNT program also aims to support MBKM activities. Merdeka Belajar-Kampus Mengajar (MBKM) is a flagship program of the Ministry of Education and Culture aimed at training students to understand various fields of knowledge that are beneficial for entering the workforce (Aswita, 2022). The advancing technology in the 4.0 industrial era, utilized by the 5.0 society, provides various conveniences as well as impacts in changing lifestyles and nutritional status of the community (Koerniawati & Sartika, 2022).

The World Health Organization (WHO) in 2012 explained that one of the six global nutrition targets for 2025 and the second key indicator of the Sustainable Development Goal of Zero Hunger is to reduce stunting in children (Adelia *et al.*, 2022). According to the Ministry of Health of the Republic of Indonesia, reducing the prevalence of stunting has been prioritized as part of the Sustainable Development Goals (SDGs) in Indonesia, aiming to reduce the number of stunted children by 40% by 2030 (Permatasari *et al.*, 2020). Therefore, the chosen theme aligns with one of the targets set by the WHO and the SDGs, which is to reduce stunting in children, both globally and nationally.

This KKNT activity was conducted in various cities and districts, including Tasikmalaya City. The KKNT activity was conducted in Empangsari Village. Empangsari Village is one of the villages located in Tawang Subdistrict, Tasikmalaya City, West Java, Indonesia. Empangsari Village is located at Jalan Tanuwijaya No. 19 and has 11 RWs and 41 RTs. The Acting Mayor of Tasikmalaya City, Mr. Dr. Cheka Virgowansysh, S.STP., M.E., explained that according to the Electronic and Community-Based Nutrition Reporting System (E-PPGBM), West Java Province is among the five provinces with the highest absolute number of stunted children, totaling approximately 968,148 children. Tasikmalaya City has also experienced a relatively high stunting rate, although it has decreased from 14.58% to 12.87% as of November 2022. (Quoted from the Tasikmalaya City Communication and Information Technology Department https://portal.tasikmalayakota.go.id/index.php/q/berita_detail/586),

Various programs were implemented during the Community Service Program (KKN) in Empangsari Village, including educational sessions, the distribution of supplementary food, collaboration with Posyandu cadres, a special competition to commemorate Indonesian Independence Day, and the creation of educational posters. Posters aim to convey messages in an attractive format (Masruroh & Hayati, 2021). Therefore, posters can be used as an educational medium because they provide an appealing visual

presentation for those who view them. One of the activities to be discussed in this study is the program for creating educational posters that were displayed at several posyandu, SD Negeri Citapen, and SMP Negeri 1 Kota Tasikmalaya. This poster creation activity also serves as a reinforcement tool for the educational materials presented in previous outreach programs conducted at SD Negeri Citapen in Tasikmalaya City. This poster-based educational material will likely function as a literacy tool for the entire school community.

Literature Review

The Impact of Stunting on Elementary School Children

Child stunting is one of the most significant barriers to human development, affecting approximately 162 million children under the age of five globally. Stunting is defined as impaired growth resulting from inadequate nutrient intake and health issues (Rosmalina *et al.*, 2018). Stunting is also defined as a chronic malnutrition problem caused by inadequate nutrient intake over an extended period due to food that does not meet nutritional needs (Rahmadhita, 2020). Stunting is a condition in which children experience growth and development failure due to various factors, including inadequate nutrition, recurrent infections, and insufficient psychosocial stimulation (Effendy *et al.*, 2022).

Stunting (short stature) is a nutritional problem most commonly faced by Indonesians, affecting both boys and girls (Nasution & Rahman, 2021). Stunting can be defined as a condition in which children are unable to grow and develop to their full height according to health agency standards, usually caused by inadequate nutritional intake. The primary characteristics of stunting can be observed in children who are shorter than the standards set by the World Health Organization (WHO) (Cahyati *et al.*, 2022). Several factors influence the likelihood of a child being stunted, including childcare practices, dietary patterns, parental knowledge of nutrition, maternal and child health, participation in health clinics, environmental factors, and exclusive breastfeeding (Puspitasari *et al.*, 2023).

School-aged children between the ages of 5 and 14 typically experience rapid growth and development (Ahmad *et al.*, 2023). School-aged children are one of the most vulnerable populations when it comes to nutrition. Children of school age become vulnerable if they do not receive adequate nutrition, which can impact their physical, mental, and intellectual development (Ahmad *et al.*, 2023). This can lead to stunting. Stunting often results in impaired cognitive abilities, which can have a significant impact on a child's future life (Daracantika *et al.*, 2021).

Educational Poster Media

The use of media adapted to the times will give a contemporary and interesting impression (Subianto *et al.*, 2018). Educational media is a tool used to present information in learning (Femyliati & Kurniasari, 2022). Education related to balanced nutrition can be conducted using various media, allowing for the selection of the most suitable medium to facilitate the target audience's understanding and acceptance of the provided information. One type of educational media that can be used in schools, especially for children, is educational posters (Effendy *et al.*, 2022).

As stated by Nursalam in Wiji & Fitri (2020), posters are a form of information media that consists of images and text, which can be used to convey information effectively. Education on balanced nutrition is undoubtedly crucial for the entire population, particularly school-aged children who are particularly vulnerable. For this reason, health campaign posters, also known as public health posters, including those related to balanced nutrition, have been developed by the Ministry of Health of the Republic of Indonesia (Kemenkes RI) and distributed across various official government websites (Noordyanto *et al.*, 2023).

The use of posters is likely to be preferred by children because they are simple, visually appealing, and easy to understand (Salma & Kurniasari, 2022). Additionally, posters serve as an example of media that can be used as an informative medium to convey information about balanced nutrition (Nurfitriani & Kurniasari, 2023). Posters also have the advantage of clarifying an issue by presenting clear images that align with the topic being discussed (Atasasih & Mulyani, 2022).

METHODS

The approach was implemented through the creation of educational media, specifically posters related to the pillars of balanced nutrition, using the Canva design application. The creation of educational posters is one form of visual educational media that can be designed attractively using colors and symbols, which are considered more effective in the learning process (Effendy *et al.*, 2022). These educational posters were used to reinforce the material in nutrition education and healthy lifestyle promotion activities conducted for third-grade students at SD Negeri Citapen in Empangsari Village, Tasikmalaya City. Additionally, these educational materials were also utilized as literacy tools for the entire school community at SD Negeri Citapen, comprising students, teachers, educators, and parents.

The data collection techniques employed included documentation of activities and literature studies, supplemented by various supporting references related to this article. The service activities were divided into two stages: the preparation stage and the implementation stage. The preparation stage involved analyzing the problem, conducting a site survey, coordinating with the school, and assigning tasks. In the implementation stage, activities included creating posters, printing them, and posting them at the relevant school.

RESULT AND DISCUSSION

Elementary school children are one of the age groups most vulnerable to malnutrition due to their busy school schedules and rapid growth and development. To optimize the growth and development of elementary school-aged children, adequate nutrition is required, both in terms of quality and quantity, and attention from various stakeholders is needed (Wahyu *et al.*, 2022). The prevalence of stunting in Indonesia in 2018 was 36.8% (Suryaningsih *et al.*, 2022). According to data from the Electronic Community-Based Nutrition Recording and Reporting System (E-PPGBM) as of May 8, 2023, presented by the Acting Mayor of Tasikmalaya City, Dr. Cheka Virgowansysh, S.STP., the prevalence of stunting in Tasikmalaya City is 12.22%.

When narrowed down to each sub-district, Tawang Sub-district, where the KKNT program is being implemented, has a percentage of 6.74%. In its implementation in Empangsari Village, one of the villages in Tawang Sub-district, children suffering from stunting are already close to being healthy and can therefore be considered “zero stunting.” However, due to the high number of pregnant women and newborn children, the KKNT program in Empangsari Village is now more focused on stunting prevention programs, one of which is through educational posters divided into two phases: preparation and implementation, as outlined below.

Preparation Stage

The preparatory stage began with an analysis of the stunting problem in Empangsari Village. The issues identified were that children with stunting were already nearing a healthy state, so the program designed focused more on stunting prevention activities in Empangsari Village. As a result, a task distribution was

established on August 1, 2023, for the creation of educational posters as one of the measures to prevent stunting in Empangsari Village, as follows.

Table 1. Division of Tasks for the Creation of Posters by Students Participating in the Thematic Community Service Program in Empangsari Village

No	Names of Students	Poster Material
1	Aldy Padmanegara Putra	Pengertian Stunting dan Penyebabnya
2	Dimas Dwi Alfirano	Dampak Stunting dan Pencegahannya
3	Wahyuni Efrida	Perencanaan Menu MPASI
4	Fitriyyatul Muslihah	Edukasi Pola Asuh
5	Rachma Safa Aulia	Ciri-Ciri Stunting
6	Naufal Fakhrie Rienandie	Cegah Stunting dengan Protein Hewani
7	Calvinito Fajar Rizkia	Cegah Stunting dengan Sumber Nabati
8	Salsabiela Fitria	Cegah Stunting dengan Bebas Anemia
9	Ghaitsa Zahira Arya	Pilar Gizi Seimbang
10	Adinda Laqiyta Falasifa	Peran Remaja dalam Pencegahan Stunting

Source: Service 2023

The table above presents the results of the problem analysis for educational posters to be discussed, including explanations of stunting, balanced nutrition, complementary feeding (MPASI stands for Makanan Pendamping Air Susu Ibu), parenting patterns, and symptoms of anemia. This article focuses on the balanced nutrition pillar as one of the educational media targeting the school community, including students, teachers/educators, and parents.

A balanced diet, as described by [Arikunto dalam Winingsih et al. \(2020\)](#), refers to the preparation of daily meals that contain the right types and amounts of nutrients to meet the body's needs, taking into account the principles of food variety, physical activity, hygiene, and maintaining an ideal body weight. Optimal nutrition is crucial for children's physical growth, development, and intellectual development ([Winingsih et al., 2020](#)).



Figure 1. Survey the location and coordinate with Citapen State Elementary School.

Source: Author's Documentation 2023

After assigning the task of creating educational posters to ten (10) KKN students in the Empangsari Village, on August 3, 2023, the activity continued with a school survey. One of the schools selected was SD Negeri Citapen. The activity was conducted in coordination with the school to provide an educational session, followed by the posting of educational posters. The coordination went smoothly, and the school authorities granted permission for the implementation of the KKN program at the specified school.

Activity Implementation Stage

The following steps are regarding the implementation of the activities. After obtaining permission from the school, adjustments were made to the schedule for the counseling activities and poster display. The search for materials and creation of posters took place from August 2 to 5, 2023, using the Canva design application.

The selection of materials for balanced nutrition was adjusted to reflect the latest standards in balanced nutrition. The term “4 Sehat 5 Sempurna” (4S5S), which is no longer in use, has been replaced with the term “4 pillars of balanced nutrition.” A balanced diet is based on four main pillars, including a clean and healthy lifestyle, maintaining an ideal body weight, a varied diet, and the importance of exercise and an active lifestyle (Wahyu *et al.*, 2022). In the creation of this poster, the central pillar highlighted is the “My Plate” guideline. “My Plate” is a healthy eating guideline introduced by the Ministry of Health as a reference for meal presentation in a single serving (Devriany & Wulandari, 2021).



Figure 2. Production of Educational Posters on Balanced Nutrition
Source: Author's Documentation 2023

The image above illustrates the four pillars of balanced nutrition, starting with the MyPlate guidelines, followed by healthy and clean living behaviors through six steps of hand washing, drinking at least eight glasses of water a day, and exercising for at least 30 minutes a day. The MyPlate guidelines are the primary point of discussion. The “My Plate” guidelines are divided into three sections, each filled with various nutrient-balanced foods based on guidelines from the Indonesian Ministry of Health, starting with 50% of the plate filled with fruits and vegetables. The remaining 50% is divided into two parts: one part consists of protein-rich foods (animal or plant-based), and the other part consists of carbohydrates (Atasasih & Mulyani, 2022).

The contents of MyPlate are divided into four sections. The first section is the staple food, which contains carbohydrates and makes up about two-thirds of half the plate. Carbohydrate-rich foods include white rice, brown rice, potatoes, corn, cassava, bread, sweet potatoes, noodles, sago, and wheat. The second section contains side dishes, which make up about 1/3 of the plate. These side dishes are typically protein-rich foods, including both animal-based options (such as chicken, fish, meat, eggs, milk, and dairy products) and plant-based alternatives (like tofu, tempeh, and legumes).

The third section consists of fruits, which typically make up 1/3 of the remaining half of the plate. Examples of fruits that can be consumed include oranges, bananas, apples, mangoes, watermelons, papayas, avocados, and other fruits. The fourth section contains vegetables, which make up 2/3 of the remaining half of the plate. Examples of vegetables that can be consumed include tomatoes, spinach, cauliflower, broccoli, cabbage, eggplant, cucumber, kangkong, carrots, pumpkin, radish, lettuce, and other vegetables. Additionally, the poster includes reminders to wash hands thoroughly using the 6-step handwashing method, drink at least eight glasses of water per day, and engage in physical activity for at least 30 minutes daily.



Figure 3. Posting Educational Posters on the Bulletin Board at Citapen Public Elementary School

Source: Author's Documentation 2023

The poster display was conducted on August 19, 2023, at the bulletin board of SD Negeri Citapen in Tasikmalaya City. This poster display activity is designed to serve as an educational and literacy medium for the school community, including students, teachers, educators, and parents. This educational poster is also expected to introduce issues related to the four main pillars of balanced nutrition, including the “My Plate” guidelines, drinking plenty of water, regular exercise, and healthy living behaviors (PHBS stands for Perilaku Hidup Bersih dan Sehat), with a simple example of proper handwashing.

Discussion

Stunting is a disorder of linear growth caused by chronic malnutrition (Apriluana & Fikawati, 2018). If stunting is ignored, it will have a profoundly negative impact on the future growth and development of

children. A balanced diet tailored to individual needs, combined with the selection of appropriate food ingredients, will result in a good nutritional status (Amalia & Putri, 2022). The MyPlate Guidelines serve as a reference for what should be provided at each meal, from breakfast to lunch and dinner (Suprayitno *et al.*, 2023). PHBS can be practiced in various ways, including proper hand washing, brushing teeth at least twice a day, eating healthy foods, and maintaining good health by regularly trimming nails (Fitriani *et al.*, 2022).

The use of posters as an educational medium is designed so that the school community, especially students, can learn about balanced nutrition through visual media that is not only in written form but also includes images. Thus, students at SD Negeri Citapen in Tasikmalaya City can understand the importance of the four pillars of balanced nutrition for leading a healthy lifestyle. This educational poster program is expected to become a literacy medium for the community in Empangsari Village, especially for the school community at Citapen State Elementary School. The implementation of Clean and Healthy Living Behaviors (PHBS) through hand washing and consuming nutritionally balanced meals is expected to prevent communicable and non-communicable diseases (Muda & Handayani, 2020). The implementation of Clean and Healthy Living Behaviors (PHBS) and consuming nutritionally balanced meals must be cultivated as a habit, so that in addition to preventing stunting in the Empangsari neighborhood, it can also maintain overall health and prevent diseases due to a strong immune system.

CONCLUSION

The implementation of the Community Service Learning Program (KKN) focused on the theme of stunting is deemed appropriate to be conducted around the city of Tasikmalaya. Empangsari Village is one of the villages located in the Tawang Subdistrict of Tasikmalaya City. In this village, the issue of stunting has already been addressed, so the program for the Thematic Community Service Learning Program (KKNT) is now more focused on prevention efforts against stunting in Tasikmalaya City. One of the programs designed is the creation of educational media in the form of posters. The poster creation program has the potential to serve as an indirect literacy tool to raise awareness about the importance of consuming a balanced diet according to the "My Plate" guidelines, drinking at least 8 glasses of water per day, practicing proper handwashing with the 6 steps recommended by the Ministry of Health, and engaging in regular physical activity for at least 30 minutes daily.

It is hoped that this poster can be used as a means of promoting the consumption of nutritious foods and the adoption of clean and healthy living behaviors among the residents of Empangsari Village, thereby continuing to prevent and reduce stunting in general. Additionally, it is expected to reinforce the educational materials used in previous outreach activities conducted at SD Negeri Citapen in Tasikmalaya City. Recommendations for this program include disseminating the poster to the general public and implementing a mentoring program to teach the community how to create posters as educational tools.

AUTHOR'S NOTE

The author declares that there are no conflicts of interest related to the publication of this article. The author confirms that the data and content of the article are free from plagiarism.

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