

Persuasive Communication Strategy of Village Midwives in Reducing Community Stunting Rate in Posyandu (Gunung Baringin Village)

Paisah Nur Nasution¹, **Muhammad Al Fikri²**

^{1,2}Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial, Universitas Islam Negeri Sumatera Utara, Jl. Lap. Golf No. 120, Medan/Deli Serdang, Indonesia

Correspondence Author: paisah0105193119@uinsu.ac.id

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Abstract: This study aims to find out how persuasive communication strategies by village midwives can reduce stunting in the posyandu (Gunung Meriah Baringin Village). The type of research used in this research is qualitative research with a descriptive approach which aims to describe the efforts made by the posyandu to influence the community in reducing stunting rates in the Baringin Village. Based on the results of research that has been done, it is known that village midwives' persuasive communication strategies in reducing stunting rates in the community are divided into several programs, including: determining the objects and objectives of recipients of information, conducting persuasive techniques, and building educational communication.

Abstrak. Penelitian ini bertujuan untuk mengetahui bagaimana strategi komunikasi persuasif bidan desa dalam menurunkan angka stunting masyarakat di posyandu (Kelurahan Gunung Baringin). Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kualitatif dengan pendekatan deskriptif yang bertujuan untuk menggambarkan upaya-upaya yang dilakukan oleh pihak posyandu untuk mempengaruhi masyarakat dalam menurunkan angka stunting di Kelurahan Gunung Baringin. Berdasarkan hasil penelitian yang telah dilakukan, diketahui bahwa strategi komunikasi persuasif bidan desa dalam menurunkan angka stunting pada masyarakat terbagi dalam beberapa program, diantaranya: menentukan objek serta tujuan penerima informasi, melakukan teknik persuasif, dan membangun komunikasi edukatif.



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INTRODUCTION

Every child has the right to live, grow, develop and participate reasonably, to protection from violence and discrimination. They are also entitled to health and social security services in accordance with their physical, mental, spiritual and social needs, as stated in the Child Protection Law Number 23 of 2000 (Mathematics 2023). All parties play a

role in creating a conducive environment so that children can develop their potential and become a quality generation (Widodo 2019). The relationship between services and persuasive communication of Village Midwives is needed in dealing with the community, pregnant women and children under five in Posyandu, if it is not implemented properly it will disrupt the

relationship which has an impact on patient dissatisfaction.

According to Basic Health Research (Riskesmas) in 2018, stunting studies in Indonesia reached 10.2% with a stunting prevalence in children under five of 30.8%. This figure shows that stunting cases are still relatively high compared to the maximum limit of stunting incidence from WHO, which is 20%. Stunting is a chronic nutritional problem faced by developing countries. Indonesia has a target of reducing 14% in impaired growth and development following the target set by WHO, which is 40% by 2024. Stunting has been shown to be associated with increased child morbidity and mortality, decreased cognitive function, and an increased risk of chronic disease in adulthood. (Hasanah et al. 2022)

The first 1000 days period is often called the window of opportunities or the golden period is based on the fact that in the fetal period until the age of two years there is a very fast growth and development process and does not occur in other age groups (Ministry of Health RI 2018). This period is a sensitive period because the consequences caused to the baby of this period are permanent, cannot be corrected. Given the impact of this nutritional problem in the short term is the disruption of brain development, intelligence, impaired physical growth, and metabolic disorders in the body while in the long term the result can be decreased cognitive ability and learning achievement, and decreased immunity (Rahayu et al. 2018).

Studies show that short children are strongly associated with poor educational achievement, decreased length of education and low income as adults. Short children face a greater likelihood of growing up to become adults who are less educated, poor, less healthy and more vulnerable to non-communicable diseases (Mathematics 2020). Therefore, short children are a widely accepted predictor of poor quality of human resources, which further reduces the productive ability of a nation in the future (Usman 2022).

Indonesia is one of the countries with the highest stunting rate in the world, especially in rural areas, Posyandu or Community Health Center is a basic health facility for rural communities to monitor the growth and

development of children under five and provide immunization services and other health services. Therefore, posyandu and village midwives have an important role in efforts to reduce stunting in pregnant women, children, and public health programs in rural areas. As health workers who directly interact with the community, village midwives are responsible for providing health services to the community, especially for pregnant women, infants and children under five.

In realizing the reduction in stunting rates, persuasive communication strategies are needed, persuasive communication according to Soemirat & Soeryana, 2017 is a symbolic process in which communicators try to convince others to change behavior through message transmission. Persuasive communication has an important role because this communication is able to invite, seduce someone so that they can change their nature and thoughts (Rizky Oktarina 2019). In the context of Islam, these characteristics can be associated with Islamic da'wah because da'wah literally means to invite or call, therefore the elements of persuasive communication da'wah become the basis of da'wah activities (Tahir, Cangara, and Arianto 2020).

Strategy is essentially planning and management to achieve a goal, but to achieve this goal, the strategy does not only function as a road map that only shows directions, but must show how operational techniques are. Thus persuasive communication strategies are a combination of planning and management to achieve a goal (Sofyan Hadi 2019).

Mulitawati & Retnasari, (2020) in their book *Communication Strategy* states that "actually a strategy is an overall conditional decision about the process carried out to achieve goals" So it can be seen that, formulating a communication strategy means taking into account the conditions and situations (space and time) faced or how to convey information correctly so that it can be received and heard well by the recipient of information. Based on the observations of researchers which researchers did on Posyandu services by village midwives and posyandu officers in Gunung Baringin Village.

Through the above opinion, researchers consider the need for communication models

that will support the smooth running of Posyandu Activities carried out every month by village midwives and other Puskesmas staff in providing services to the community at the Gunung Baringin Village Posyandu.

Therefore, researchers are interested in developing it further through a journal entitled "Persuasive Communication Strategy of Village Midwives in reducing community stunting rates in posyandu, Gunung Baringin sub-district". The objectives of this study are 1) to find out how the Communication Strategy carried out by village midwives and Puskesmas staff in providing health services at Gunung Baringin Puskesmas 2) to find out what are the obstacles to communication strategies carried out by village midwives and Posyandu officers in providing health services at posyandu Gunung Baringin Village in order to be able to reduce stunting rates in children.

METHODS

The research method used is using qualitative methods (qualitative research). Qualitative research is observing people in the environment, interacting with them and interpreting their opinions about the world around. Qualitative research aims to explain phenomena through in-depth data collection (Adlini et al. 2022). By taking a specific approach, it is more directed at the case study approach to reveal the communication strategy of the village midwives of Gunung Baringin village in disseminating health service information. Basically, research with this type of case study aims to know about something in depth.

This activity was carried out with the aim of increasing knowledge to families about stunting prevention efforts. This activity has been carried out in Gunung Baringin Village, East Panyabungan District, Mandailing Natal Regency, North Sumatra on the Second Week of July 2023. The target of this activity is pregnant women and children under five.

Data collection techniques are carried out by: 1) participatory observation, researchers observe what people do, listen to what they say, and actively participate in their activities. Through this observation, it is hoped that researchers can obtain various data that are not obtained through interviews. So that it can determine the informant to be researched so that it is easy to get information for research

purposes. 2) In-depth interview (interview), in this process obtaining information for research purposes by means of face-to-face questions and answers between the interviewer and the informant or interviewee, with or without using interview guidelines, where the interviewer and informant are involved in a relatively long social life. 3) Documentation method, the purpose of research results from observation or interviews will be more credible or reliable if supported by data in the form of information, photographs of activities and other relevant references to strengthen research results. Sampling in qualitative research uses purposive sampling techniques with data source sampling techniques through certain considerations.

RESULTS AND DISCUSSION

Research Site Overview

Based on preliminary studies that have been conducted, Gunung Baringin Village is located in East Panyabungan District, Mandailing Natal Regency, North Sumatra, zip code 22919 where the area includes Six RTs, From the results of the implementation of the Nutrition Program at the Gunung Baringin Village Health Center in 2020-2022, it was reported that pregnant women who experienced chronic lack of energy (SEZ) as much as (0%) Giji infant status in 2022 there was one case of low birth weight (0.5%), and stunting toddlers by 6 cases (Kelurahan Gunung Baringin, 2022). Based on data from the implementation of the nutrition program at the Gunung Baringin Village Health Center in 2022, 6 new cases of stunting were found in Gunung Baringin Village. The existence of stunting cases in toddlers is the reason for intervention to prevent stunting in toddlers in the Gunung Baringin Village area. This is because the government's target for finding stunting cases in Indonesia is currently (0%).



Figure 1. Immunization Injection at
Posyandu Ex. Mount Baringin
Source: Private Property

The results of a study conducted by Vivi Riyanni et al (2022) on stunting mothers under five in the working area of the Puskesmas (Gunung Baringin Village) stated that stunting was caused by lack of family knowledge about stunting and balanced nutrition in children, poor family parenting, low child food intake, lack of health promotion and not optimal role of health cadres in helping the community related to balanced nutrition for children and pregnant women. Community empowerment in stunting prevention is very important, for example targeting families and cadres. Health cadres are part of the community who help government health programs. Cadres can be trained to be able to help the community behave in a healthy way so as to improve the health status of the community including regarding balanced nutrition in the first 1000 days of life.

Data Findings and Analysis

Moving on from the problems that researchers found at the Gunung Baringin Village Posyandu, namely the low understanding of pregnant women, and mothers of toddlers who want to immunize at the posyandu. This problem is due to the low mindset of the community which results in the progress of Posyandu services being hampered. On the other hand, the officers in providing information about Posyandu services to the community are also still general, meaning that officers still equate the community with the category of someone who has knowledge, even though when viewed in terms of profession, the community predominantly has jobs as farmers and traders and the people who come to the Posyandu only have elementary to junior high school / MTS graduates. Of course, the community is very difficult to understand the languages used by village midwives and posyandu officers in conveying information about health that still uses general terms. Based on the results of the interview, to achieve a communication strategy, the posyandu carried out a program implemented by the midwife of the health village in Gunung

Baringin Village in providing health information services. Among them:

- 1) Determine the purpose and object of receiving information

In conveying information, goals and objectives are needed who will receive the information so that when it can be known who the target is, it will be easy to recognize the characteristics of the recipient of the information, this will make it easier for communicators to easily convey the information (Rachmawati et al., 2019). In its implementation, this strategy has been implemented by the village midwives of Gunung Baringin Village, they have implemented this initial step, namely compiling goals and objectives that will be given information. This is in accordance with an interview conducted by researchers to Delita Sari as the Midwife of Gunung Baringin Village Village as follows.

"There are several things that we prepare in conveying information about this Posyandu service to the community, the most important thing is to determine who the object we are going to then what are the characteristics of the object and finally we evaluate the object will this information be accepted or not then if our information is rejected what is our next plan, This we should detail in as much detail as possible. Our objects are pregnant women, children aged 0-5 years and mothers of toddlers. Here we educate the public about the importance of balanced nutrition and food quality for children's growth and development. However, we also experience obstacles in conveying information about this posyandu activity to the community, one of the obstacles in posyandu services has not succeeded in meeting the target because there has been no cooperation between community leaders and posyandu managers or existing cadres. So it is difficult for these health workers to bring people to posyandu. Although village midwives and posyandu cadres have swiped, come to the target houses of posyandu, there are still those who are reluctant to come with their children, especially pregnant women, every time the posyandu only two or three people come to the posyandu, this is what researchers meet in the field.

Through the interview above, it can be seen that the first communication strategy has

been implemented by the Gunung Baringin Village Puskesmas, namely determining the goals and objectives that will be given information related to posyandu services, but they experience problems because there is no cooperation between community leaders and posyandu managers or existing posyandu cadres.

2) Performing Persuasive Techniques

Persuasive technique is a form of message content, which aims to influence the audience by providing information and explanations that invite people who are given this information to participate in following the procedures for the information conveyed. The form of this information technique is in the form of posters, information on social media and other forms of information distribution that are invitations to every group of people who have a relationship with the information. In persuasive communication strategies also have two types of steps taken. Ardiansyah divided two forms of persuasive communication strategies, including Redundancy, which is a way to influence audiences by repeating messages to the community, and Canalizing, which is understanding and researching the influence of groups on individuals or society in general. For its implementation at the Gunung Baringin Village Posyandu, according to the confession of the Gunung Baringin Village posyandu officer, it was stated that this invitation information strategy had been carried out, but according to his evaluation, this strategy had not produced the desired hope, one example was that there were still people who did not understand or even obtain the information. This is in accordance with the results of the researcher's interview with the Gunung Barungin Village Posyandu officer.

"We, the posyandu, have tried to provide training in the form of teaching and encouragement to the community about the adverse effects on stunted babies through posyandu services, social media, posters on the walls of the puskesmas. In addition, the posyandu has tried to provide persuasion to the community through formal and non-formal activities. However, the chain of poverty and social status of society affect the quality and ability of parents to provide adequate nutrition to their children. Therefore, the results of the program that

have been carried out can be said to be not optimal without external assistance".

Based on the interview, it can be seen that this second communication strategy has been implemented by Gunung Baringin Village Health Center officers, but the results have not been optimal. This can be seen even though the Posyandu officers have disseminated information on posyandu services to the public on social media and posters attached to the walls of the Puskesmas, but the social and economic status of the community affects this.

Based on the results of the interviews conducted, people who are economically fairly good, have received persuasive communication carried out by the posyandu. By conducting persuasive communication that is persuasive, it has given awareness to the community to be more concerned about reducing stunting rates, especially people who live in rural areas that are far from alternatives.

3) Building Educational Communication

Building educational communication in the community to reduce stunting rates is an important step in stunting prevention efforts. Based on the results of the interviews conducted, researchers found the steps applied by posyandu to the community as follows:

- a. Education and awareness: education is key in reducing stunting, create activities that involve parents, caregivers, and the community in general. Socialize about the importance of good nutrition during the first 1000 days of life (from pregnancy to the child's two years of age), as well as the adverse effects of stunting on children's physical and cognitive development.
- b. Educational materials: create educational materials that are easy to understand and relevant to the community. Use simple language and real examples to make information easier to digest.
- c. Supportive environment: in addition to focusing on education, the posyandu has ensured that the environment around the community also supports stunting prevention. This involves easy access to nutritious food, quality health services, good sanitation, and educational facilities.
- d. On the basis of consciousness. This means that the communication that is built is

- really known and understood as a whole by the communicant and communicator.
- e. Have a specific and clear goal. Communication is really meant to build brotherhood of intimacy between one another.
 - f. Direct others towards positive things. This means that what is communicated is really intended for good and correct purposes from the perspective of social norms and religion.
 - g. Produce products that are useful for himself and others (society). That is, the communication really has or adds value to the process of human life. In its application, researchers did not find the existence of this communication strategy. This is in accordance with the results of the researcher's interview with one of the Posyandu officers as follows:

"We work based on the procedures and work tasks we receive from the leadership, therefore we are not able to make maximum efforts, especially to build educational communication to the community because on the other hand we also experience limitations in Posyandu service officers so that for service innovations like this we have not been able to apply it at the Gunung Baringin village posyandu. We also apologize if the information services we provide are not considered optimal by the community. But it remains a priority for us to provide good information services to them".

Based on these interviews, it can be seen that the officers of the Posyandu Kelurahan Gunung Baringin do not apply this educational communication strategy, even though this strategy is very important to implement because people who do not understand definitely need education or a broad understanding of the importance of doing posyandu in Gunung Baringin Village. Of course this is very unfortunate, because the educational communication strategy will also make it easier for Posyandu officers to deliver their information services, if this strategy is implemented it will more or less have a good influence so that the community can feel cared for and cared for.

According to Fauzi, (2021), obstacles in communication generally occur when

delivering messages from communicators to communicants often occur in not achieving understanding as desired, instead misunderstandings arise. The message cannot be received perfectly due to differences in symbols or language between what is used and what is received. Or there are other technical obstacles that cause ideas for the smooth communication system of both parties. This is also felt by the officers of the Posyandu puskesmas Gunung Baringin Village who experienced several obstacles as follows:

- 1) Bottlenecks in the delivery process

This obstacle can come from communicators who have difficulty in delivering their messages, do not master the message material, and do not have the ability as a reliable communicator, as well as the existence of social and economic inequalities that are relatively low in some rural communities. This obstacle can also come from the recipient of the message because of the difficulty of the communicant in understanding the message well. This can be caused by the low level of mastery of language, education, intellectuality and so on contained in communicants. This happens because village midwives and Posyandu officers have difficulty in conveying messages to the community because the people of Gunung baringin in general are not government employees who understand government policies but the people in this village are more dominant working as farmers and traders, naturally this happens because the communication carried out does not run effectively because one of the communicators does not understand the language being conveyed.

2) Social Barriers

The existence of people who are difficult to socialize with causes the information conveyed by Posyandu officers to be cut off only to a few communities even though village midwives and Posyandu officers have tried to provide information about this Posyandu service, but the community only seems to listen, even they do not take the meaning or implementation of the information. Of course, this obstacle will have an impact on the quality of the performance of officers at the Gunung Baringin Village Health Center who get a less

than optimal assessment from people who access health Posyandu services at the puskesmas.

Conclusion

Based on the results of research conducted by researchers entitled Persuasive Communication Strategy for Village Midwives in Reducing Community Stunting Rates at the Gunung Baringin Village Posyandu, researchers found the following conclusions:

- 1) Persuasive communication strategies carried out by village midwives in posyandu can help reduce stunting rates in toddlers. This can be achieved through the support of local governments, adequate facilities and funds as well as public awareness of the importance of balanced nutrition in children.
- 2) In implementing the strategy, supporting factors such as training for village midwives and parents of toddlers as well as supervision by health workers need to be improved so that the posyandu program can run well.
- 3) Based on the results of research that has been conducted, it can be concluded that stunting is still a major health problem in children under five in Gunung Baringin Village, village midwives have an important role in reducing stunting rates through the posyandu program. Effective persuasive communication strategies in reducing stunting rates at posyandu include providing education on the importance of balanced nutrition, applying simple language messaging methods, using social media to provide information and creating training programs for pregnant women and mothers under five.

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