

PHENOMENOLOGY OF MADIHIN'S CULTURE AS A COMMUNICATION MEDIA PERSUASIVE TO PREVENT STUNTING IN THE CITY OF BANJARMASIN

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ARTICLEINFO

Keywords:

Phenomenology, Madihin Culture, Persuasive Communication Media, Prevent Stunting in Banjarmasin City.

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ABSTRACT

Indonesia is currently still facing a nutritional problem that has a serious impact on the quality of human resources, namely stunting. Stunting in children is a condition of failure to thrive in children due to chronic malnutrition from the time the baby is in the womb to the age of two. In efforts to reduce the prevalence of stunting under five, the government is trying to increase the nutritional status of the community as stated in the main targets of the 2019-2023 Medium-term Development Plan in various ways, both by improving health facility infrastructure and educational communication services about health, especially stunting. Communication media for health services that are combined with local culture is a new breakthrough, besides getting entertainment as well as getting health education. Madihin is one of the Banjar cultures that is commonly used as a medium of communication with the aim of conveying what is the purpose of persuasion or solicitation to prevent stunting in order to improve the quality of human resources. The application of a persuasive strategy to prevent stunting using Madihin culture is considered appropriate because this culture is considered to be enjoyed by various levels of society.

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1. INTRODUCTION

Phenomenology is a philosophical movement pioneered by Edmund Husserl (1859 - 1838). One of the most influential currents of thought of the 20th century. Call it philosophers like Ernst Cassier (Neokantianism), Mc.Taggart (Idealism), Fregge (Logicism), Dilthey (Hermeneutics) Kierkegaard (Existential Philosophy), Derrida (Poststructuralism) all of them are more or less influenced by phenomenology. Phenomenology tries to ward off all assumptions contaminate concrete human experience. This is why phenomenology is called a radical way of philosophy. Phenomenology emphasizes trying to reach "the thing itself" apart from all presuppositions. The first step is to avoid all constructs, the assumptions that are made before and simultaneously guide experience. It doesn't matter whether the constructions of philosophy, science, religion, and culture, all of them should be avoided as much as possible. All explanations should not be forced before experience explains itself from and within experience itself. Phenomenology emphasizes the need for philosophy to break away from any historical ties whether it be the metaphysical, epistemological, or scientific tradition. The main program of phenomenology is to return philosophy to the daily appreciation of the subject of knowledge. Back to the wealth of human experience that is concrete, attached, and full of appreciation. Husserl promoted phenomenology as a science without presuppositions. Contrary to this mode of philosophy since Hegel denied the possibility of science without presuppositions.

In language, the word phenomenology was adopted from the Greek, look for the word "phainein" which means to show, then from that word comes "phainemeon" which means something that appears. The simple language of phenomenology means to return to something itself (Backtothethingsthemselves). The word phenomenology means "appearances" such as fever, cough, chills which show the phenomena of symptoms of disease. (Hadiwijoyo, 1992). Phenomenology was first introduced by Edmurt Hussert, a German philosopher who lived between 1859 and 1901 AD in a work entitled Logische Untersuchungen which contained phenomenological designs. He said in his book that phenomenology must be very careful and detailed to be able to place phenomenology with facts that occur in the outside world. Starting from here, in the 1970s the term phenomenology began to be used in various scientific disciplines as a

methodological approach and on a large scale carried out translation activities of Husserli's works. Therefore, starting in 1970 until now, it has become the main benchmark in the phenomenological approach. The phenomenological approach is a form of scientific approach that seeks to find the essence or substance behind an event, in this case, the manifestation of religion that occurs in human life. (Abdullah, 1996) Unlike previous schools of philosophy, phenomenology does not put forward an exclusive view which actually makes various isms but only as a method of approaching a problem.

Phenomenology is a form of idealism that is solely interested in the structures and ways of working of human consciousness and their foundations. The world we live in, in the view of phenomenology, is a creation of the consciousnesses that exist in each individual's head. The process of how humans build their world is through a process of meaning that starts from the flow of experience. Phenomenology places the role of the individual as a giver of meaning, and it is from this process of meaning by the individual that then produces actions based on intentional everyday experiences. The individual then chooses something that "should" be done based on the meaning of something, and also considers the objective (societal) meaning of that thing.

Phenomenology seeks to understand culture through the views of cultural owners or actors. According to phenomenology, knowledge is not values free, free from anything, but values bound, having a relationship with values. The basic axioms of phenomenology are: a. the fact that exists within human beings, both as individuals and as groups, is always compound or multiple, which is composed in a complex manner, thus it can only be examined holistically and cannot be separated; b. the relationship between the researcher and the subject of inquiry influences one another, the two are difficult to separate; c. more towards the cases, not to generalize research results; d. it is difficult to distinguish cause and effect, because situations take place simultaneously; e. inquiry is value bound, not values free.

Phenomenology studies the realm of consciousness, which is a central issue in ontology and one of its contributions to the traditional mind-body problem. The Husserlian methodology would confine questions about the existence of the world around it. Husserl's phenomenology still suspects that theories about species and individuals (universal and particular), the relationship between the part and the whole and the ideal meaning—all of which are part of the ontology. Phenomenology may play a role in offering an analysis of the structures of desire, appreciation, happiness and concern for others (in sympathy and empathy).

Phenomenology is a scientific approach that seeks to find the essence or nature of what actually happens behind all kinds of religious manifestations that occur in human life. Phenomenology here does not offer an exclusive way of thinking like the previous philosophical schools which all produced big isms but with only one method of solving problems.

Media

Media is a tool used in conveying an explanation of the contents of an information message, by optimizing the content of the information so that the goal is conveyed between the introductory information to the recipient of the information so that the expected communication interaction is established. Communication is a form of intentional interaction with the transfer of the exchange of information, ideas, thoughts and changes in human behavior that affect one another. (Heri Budianto, 2018)

Folk performance media that are known to the public can be used as a means of public communication, namely as a channel of public communication that supports some of the obligations of public bodies to utilize electronic and non-electronic facilities and/or media. Public information is information that is generated, stored, managed, sent, and/or received by a public agency relating to the administration and administration of the State and/or the administration and administration of other public bodies in accordance with the Law on Public Information Disclosure and other information relating to the public interest. Information channeled through public communication is in the form of messages relating to the public interest. Public communication is the process of disseminating public information through the mass media including the media of folk performances to a wide audience.

Communication media are all the means used to produce, reproduce, distribute or disseminate and also present information. Traditional media is a non-electronic medium that works as part of culture and is a means of transmitting traditions from one generation to the next

Madihin culture

Kawi, Jarkasi and Zakiah, Madihin are traditional arts from the Banjar tribe, South Kalimantan which come from the word madah, which means papadah or mamadahi which means giving advice. Madihin is an art that is a type of old poetry in Indonesian literature and has the same sound ending and

forms in the form of poetry and pantun. Rhythm and pantunan delivered by pemadihinan (madihin players) are in the form of oral poetry. (Sani, 2017)

Madihin does not only function as a means of entertainment for the community, but more than that it can also carry meaningful messages and one of them is as a tool of social criticism which is quite impressive for listeners. Madihin is a logical consequence if it seems that the development and preservation of this traditional literary form (madihin) should continue to exist. (Saefuddin, 2016)

The form of staging of this madihin can be either singly or in pairs. Pemadihinan must be good at attracting the audience's attention with fresh humor and inviting laughter. Players (pemadihinan) perform poetry and rhymes smoothly spontaneously (without concepts or memorization) using the Banjar language with advice (papadah) and information according to the times, situations and conditions that entertain the audience. (Faridah, 2016)

Madihin is a type of traditional oral literature passed down from generation to generation among the Banjar people. Poems and rhymes are accompanied by tambourine strokes. Pemadihinan must really be able to amaze with the dynamic rhythm of his flying strokes (tambourine). Pemadihinan conveys poetry and pantun madihin containing advice, satire and elements of humor. Pemadihinan's utterances in delivering madihin can give a funny or witty impression that makes the audience excited, happy and enthusiastic in following the course of the madihin performance. Madihin also contains elements of educational advice and social values that can support the delivery of messages to the government in terms of development and others. Hapip, 2008. (Faridah, 2017)

Culture is a system of ideas, actions and human creations in order to fulfill people's lives. Culture can be interpreted as the work, taste, and creation of humans in the form of thoughts, ideas, norms, ideas, human activities to meet their needs. Culture, as explained above, is owned by every community. The difference lies in the culture of one society which is more perfect than the culture of another society, in its development to meet the needs of society. (Koentjaraningrat, 2009) .

Culture comes from the basic word culture in the context of nationality, the word culture is always associated with national identity. National culture is the identity as well as the wealth of a nation. (Liliweri, 2019) . Another opinion, formulates culture as all the work, taste, and creation of society. The work of the community produces materials that are needed by humans to control the natural surroundings, so that their strengths and results can be utilized for the needs of society. (Soerjono Soekanto, 2004)

Stunt

Stunting is a condition of failure to thrive in toddlers (babies under five years old) due to chronic malnutrition. Stunting can cause children to be too short when compared to their peers. Toddlers can be categorized as stunting if the z-score value for the height-for-age category (TB/A) is less than -2SD. Toddlers are children aged 0-59 months. This period is marked by a process of rapid growth and development, so that more and more quality nutrients are needed. Growth failure at this time can be due to inadequate nutritional intake and sub-optimal health conditions (Onis et al, 2016).

Stunting is a problem of chronic malnutrition due to lack of nutritional intake for a long time, resulting in impaired growth in children. A child is considered stunted if their height is lower or shorter (dwarf) than their age standard

Stunting is a health problem that is the focus of the government's health development program in 2015-2019 in addition to reducing maternal and infant mortality, controlling communicable diseases and controlling non-communicable diseases (Ministry of Health of the Republic of Indonesia, Strategic Plan of the Ministry of Health, 2015).

Stunting is a public health problem associated with an increased risk of morbidity, mortality and barriers to both motor and mental growth. Stunting is formed by inadequate catch-up growth which reflects the inability to achieve optimal growth. This reveals that the group of toddlers born with normal weight can experience stunting if their further needs are not met properly

2. METHOD

This type of research methodology uses a qualitative approach with a phenomenological approach. The research used is qualitative research and descriptive research type. through a literature study by analyzing the phenomenological perspective that develops in society and then studying it on a theoretical basis and theoretical analysis of phenomenology, especially in Edmund Husserl's social reality in order to be able to draw a conclusion for the research results. Phenomenology involves an understanding of the participants' everyday lives and the intersubjective world (lifeworld). . The purpose of descriptive

research is to make systematic, factual and accurate descriptions or descriptions of the facts and characteristics of a particular population or area. Literally, descriptive research is research that intends to make a description of situations or events. This means that descriptive research is the accumulation of basic data in a purely descriptive way, there is no need to look for or explain interrelationships, test hypotheses, make predictions, or get meaning and implications, even though research that aims to find these things and also includes methods descriptive. Experts give a broader meaning to descriptive research, and includes all forms of research. The type of data used is secondary data. (Sugiyono, 2016)

Secondary data is a source of data that does not directly provide data for data collection (Sugiyono, 2016). The data collection technique used is literature study. M. Nazir stated that what is meant by literature study or literature study is a collection technique by conducting a review study of books, literature, notes and reports that have something to do with the problem being solved. Literature study is an important step where after a researcher determines a research topic, the next step is to conduct studies related to the research topic. (Moh. Nazir, 2011).

The phenomenological approach involves an understanding of the participants' daily lives and the intersubjective world (lifeworld). This study uses a phenomenological approach because it is supported by the following facts:

1. The data in this study are latent data, namely facts and data that appear on the surface, including madihin as a medium of public communication in preventing stunting.
2. In depth, the research reveals madihin's experience as a persuasive communication medium for the community in preventing stunting
3. This research focuses on how madihin's experience as a persuasive communication medium for the community in preventing stunting shapes the meaning of decision making.

Search theory, researchers will collect as much information as possible from related literature. Library sources can be obtained from: books, journals, magazines, research results (thesis and dissertation) and other appropriate sources (Internet, newspapers, etc.). In accordance with this explanation, this research is to describe or describe how " Phenomenology of Madihin Culture as a Persuasive Communication Media to Prevent Stunting in the City of Banjarmasin"

3. RESULTS AND DISCUSSION

Table 1. literature study

No	Author name	Title	Objective	Method	Results
1	Saefuddin	The Function of Madihin Oral Literature in Banjarmasin Society	The analysis and objectives include interpretation of the functions in madihin.	Literature review	Based on the quotations made, it proves that madihin as a media for unity clearly stands out with the development activities carried out by the government, the results are increasingly visible and the people have felt it to realize the welfare of the nation.
2	M. Budi Zakia Sani	Madihin Art in Banjarmasin, South Kalimantan in a Review of Axiology and Its Relevance to Character Education	to find out about Madihin Art in Banjarmasin, South Kalimantan in a Axiological Review and Its Relevance to Character Education	pre-research (surveys, interviews , document ation, literature collection, november	The art forms of madihin are poetry and rhymes, delivered by pamamdihinan in the form of poetry and oral literature which become a complete performing art and with many functions in terms of various aspects including character education .
3	Muhammad Aini	Madihin art as a communication medium (a	Analyzing madihin art with phenomenologi	Qualitativ e Descriptiv e	Madihin art contains 4 hierarchies of values which include: a. professional values (magical values, preaching values,

	phenomenological studies in the study of the meaning, values and functions of madihin art in increasing public awareness of overcoming the problem of forest fires in the Marabahan peatland area, Barito Kuala Regency).	cal studies in increasing public awareness of overcoming the problem of forest fires in peatland areas.		religiosity values), b. spiritual values (cultural values, moral values: honesty, tolerance, hard work, discipline, creative, communicative, responsibility, love of the motherland, aesthetic values), c. vitality value (welfare value), e. pleasure value (satisfaction value, communicative value, material value, and entertainment value).	
4	Muzahid Akbar Hayat, et al	The Effectiveness of Madihin Culture as a Media for Political Communication in the City of Banjarmasin Welcoming the 2024 Election.	The implementation of a campaign strategy using Madihin culture is considered appropriate because this culture is considered to be enjoyed by various levels of society. Besides being able to convey what is the goal, it is also a means of entertainment for the people who listen to it.	Qualitative research and descriptive research types	The culture of Madihin, that the function of Madihin as a media sponsor, is clearly quite prominent. answering research on the description of how the Effectiveness of Madihin Culture can help the success of the 2024 Election in the City of Banjarmasin. The quote highlights sponsorship messages related to government programs or messages from regional head candidates in regional elections, both regents, mayors and governors, especially regarding programs that will be implemented if elected as regional heads, for the success of the 2024 elections and development. Banjarmasin city evenly.

4. CONCLUSION

Based on the results of the study of the literature study, it was described that the phenomenology of madihin culture is a productive, active, creative medium that can have a positive influence on local cultural wisdom by collaborating on persuasion to prevent stunting, which has always been a concern of the government. Madihin as a visible and clear medium for an activity which includes education, self-esteem values, spiritual values, vitality values and pleasure values. Phenomenology seeks to identify culture through the views of cultural owners or practitioners. Phenomenology places the role of the individual as a giver of meaning, the process of meaning will produce an action based on everyday experience.

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