


Community Empowerment Strategy Towards The Problem Of Stunting In Bogak Village

Wasiyem¹, Shofwan Hafiz Siregar², Alif Araafi³, Muhammad Taufik Hidayat⁴, T. Muhammad Fariz N⁵

Fakultas Kesehatan Masyarakat, Universitas Islam Negeri Sumatera Utara

Email: shofwanhafiz123@gmail.com², mhdtaufikhi553@gmail.com⁴, arafialif12@gmail.com³, tengkuf38@gmail.com⁵

Article Info	ABSTRACT
Keywords: Strategy, Empowerment, Stunting	Stunting is a chronic nutritional problem that greatly affects children's growth and development, especially in developing countries such as Indonesia. This study highlights the empowerment strategy of the UINSU Medan 97 KKN Group in Bogak Village, Tanjung Tiram, Batu Bara, to overcome stunting. Using a qualitative descriptive approach, the strategies used included nutrition education, supplementary feeding counseling, parental monitoring, and collaboration with local authorities. This intervention resulted in increased knowledge, behavioral changes, and decreased stunting rates. This success shows that student empowerment can effectively address public health problems such as stunting and be applied in similar fields.
This is an open access article under the CC BY-NC license 	Corresponding Author: Shofwan Hafiz Siregar Fakultas Kesehatan Masyarakat, Universitas Islam Negeri Sumatera Utara shofwanhafiz123@gmail.com

INTRODUCTION

Stunting is a very important public health issue, especially in developing countries like Indonesia. The Indonesian government is now trying to reduce the percentage of stunting. The Indonesian government has set a target that by 2024, the percentage of stunting in Indonesia has decreased from 24.4% to 21.6%. Also, stunting cases in Medan The number of stunting cases in Medan City continues to decline. Of the 550 children whose growth and development are disturbed due to chronic malnutrition, the latest data obtained, the stunting rate is now 359 children. In order to reduce the stunting rate, all related regional apparatuses are asked to carry out comprehensive handling. This condition is related to prolonged malnutrition in children under the age of five, which can have an impact on their physical and cognitive development in the long term. This previous study applied a cross-sectional design with a sample size of 43 people determined using the two-proportion hypothesis test formula. Sampling was carried out using a purposive sampling technique. The data collected included anthropometric measurements as well as the types and frequency of consumption of certain foods, recorded through the SQ-FFQ form. Bivariate analysis was conducted using the Chi Square statistical test, while multivariate analysis used multiple logistic regression for the prediction model. Before use, the questionnaire was tested first to ensure validity and

reliability. The data was processed by calculating the Z-score to classify stunted and non-stunted toddlers using WHO AnthroPlus software. Based on data from the Ministry of Health of the Republic of Indonesia, the prevalence of stunting in Indonesia is still high, including in Bogak Village, Tanjung Tiram District. The stunting rate in this village shows that more intensive efforts are still needed to prevent and overcome this nutritional problem. There are 33 children affected by stunting in the village where the author obtained the data from data registered at the health center in the village. The community empowerment approach has proven effective in dealing with various health problems, including stunting. This empowerment process involves various parties, including KKN students, who can function as agents of change in the community. As a KKN student group 97, of course, you have great potential to contribute through innovative programs and empowerment activities aimed at increasing awareness and healthy nutrition practices at the local level. The causes of stunting are multidimensional, not only triggered by poverty and limited access to food, but also inappropriate parenting and feeding patterns for toddlers. The impact of stunting is very significant on the quality of human resources, because it reduces productivity and causes the demographic bonus to not be utilized optimally. Stunting has a significant and broad impact on individuals and society (Muharram, 2024).

This study aims to assess the empowerment strategies implemented by KKN Group 97 students in dealing with stunting problems in Bogak Village, Tanjung Tiram District, Batu Bara Regency. These strategies include activities such as counseling on child nutrition, training in Providing Additional Food (PMT) for Toddlers, and various other activities designed to improve community knowledge and skills in preventing stunting. In addition, this study aims to analyze the effects of these strategies on changes in behavior and health conditions of children in the village. The literature review will include a review of literature on stunting, community empowerment strategies, and student contributions to public health programs. Previous studies have shown that community-based approaches involving various parties, including students, can improve children's nutritional and health conditions. Therefore, it is important to explore how the strategies implemented can affect the decline in stunting rates and how these approaches can be applied in different contexts. In another study entitled "Effectiveness of the Priority Village Policy Program for Accelerating Stunting Reduction in Sidoarjo Regency", this study focuses on a series of policies that focus on reducing stunting.

It is hoped that this student empowerment program will be able to provide a significant positive impact on the Bogak Village community. Through student involvement, it is hoped that there will be an increase in understanding about the importance of good nutrition, as well as behavioral changes that can help reduce stunting rates. This study also aims to provide insight into an effective student empowerment model, as well as provide recommendations for implementing similar programs in other areas.

The literature review will review the literature on stunting, community empowerment strategies, and student contributions to public health programs. Previous studies have shown that community-based approaches involving multiple factors, including students, can improve children's nutritional and health conditions. Therefore, it is important to examine how the strategies implemented can have an impact on reducing stunting rates and how these

strategies can be applied in different contexts. The problems faced in the research conducted by the author are:

1. What are the empowerment strategies implemented by Group 97 students in overcoming stunting in Bogak Village?
2. How do these strategies impact nutritional knowledge and practices among village communities?
3. How does the mother's behavior change towards providing nutritious food to stunted children after the implementation of empowerment strategies?

Literatur Review

In an effort to understand the problem of stunting and the role of community empowerment in overcoming it, a study has been conducted on various related literature. Stunting is not only influenced by economic factors, but also by the low level of community knowledge about good nutrition and limited access to health services. Community empowerment strategies have proven effective in various situations, especially when involving local actors such as students, who can act as agents of change in the community. Through a community-based approach, students can contribute directly to providing education, raising awareness, and changing community behavior towards a healthier lifestyle.

Definition Of Strategy

Strategy is a plan that is prepared using effective methods, based on available resources. Effendy, (2014:32) states that: "Basically, strategy is a planning and management process to achieve a goal. However, strategy does not only act as a guide, but must also be able to describe how to carry out its operations" (Risma, 2021).

Definition Of Empowerment

This kind of community empowerment tactic approach is expected to make individuals play a role as active subjects in development, not just as objects, so that they contribute to determining the future and life of society as a whole. Suharto (2009:58) states that: "Empowerment is a process in which a person becomes strong enough to participate, have control, and influence events and institutions that affect his life. Empowerment focuses on how a person acquires sufficient skills, knowledge, and strength to influence his own life and the lives of others who are of concern to him" (Risma, 2021).

Understanding Stunting

Stunting, also known as short toddlers, is a problem of long-term malnutrition caused by insufficient food intake in sufficient quantities over a long period of time. occurs when the fetus is still in the womb, and first appears when the child is two years old. yearly. When the child is 3 months old, the prevalence of stunting begins to increase, then slows down when the child is around 3 years old. Children in both age groups differ in their understanding of stunting. describes the process of failure in children aged under 2 to 3 years. growth or stunting that still exists. Meanwhile, in children over three years old, it describes a situation where the child has experienced growth disorders or has developed into stunting (Rachman, 2018).

Stunting according to the Indonesian Ministry of Health (Kemenkes) is a condition where a child's height is lower than the average for his age due to long-term malnutrition,

which can be caused by malnutrition during pregnancy. or during the child's growth period. Where stunting is a major problem for the growth and development of children who are still in the age range of 0-5 years. Where this situation must be eradicated so that it does not become a fatal problem for the growth and development of the next generation of Indonesia. Especially in Bogak Village where stunting cases are still very often a special concern by the village government, not only nutritional intake is a special concern but also providing knowledge to the parents of the child. In the case of stunting in Bogak Village which is an area close to the sea, where the majority of the local people have a livelihood as fishermen. It is certain that children in the village often consume fish. From the survey that the author conducted, the author saw that the condition of the village could be said to be a village that is not left behind. Now what is of special concern is the knowledge of the child's parents regarding the selection of food proteins that must be sorted and selected so that children who are in their growing age get enough protein intake for their growth and development.

METHODS

In this study, the author uses a descriptive qualitative approach method where the author approaches by means of observation and interviews with 10 informants related to the problems raised. The data in this study were taken in Bogak Village, Tanjung Tiram District, Batubara Regency. The criteria that are eligible to be interviewed are the Head of Bogak Village, along with the Bogak village apparatus. In the interview, ask directly about the problem of stunting in each hamlet in Bogak Village. After taking an in-depth approach, the author conducted counseling and demonstrations related to the problem of stunting, Providing Additional Food (PMT) to toddlers and good nutritional education for toddler growth and development, to provide understanding to 10 informants to provide insight into the problems raised, by collecting several samples in one place, with this approach the author succeeded in providing effective and efficient counseling and demonstrations. That way, the strategy of empowering students related to the problems raised was successful with satisfactory and targeted results.

RESULTS AND DISCUSSION

Community Empowerment Strategy

1. Students conduct Nutrition education planning for the community who have children aged 0-5 years or can be called toddlers, the author conducts socialization at the village hall in collaboration with the village government and village midwives in making efforts to provide knowledge about processing food that has good Nutrition and Protein for the growth and development of children under 5 years old
2. Students intervene in the counseling of the Additional Food Provision (PMT) program called AKEN GO (Original Gurih Abon Kembung), where students conduct socialization in providing additional food and provide knowledge in processing good food to be given to children under 5 years old to support their growth and development. Students also provide cooking demonstrations to process food that has good protein in supporting the growth and development of toddlers in the village. The students conduct cooking

demonstrations where a food ingredient is processed into abon (AKEN GO). The shredded fish (AKEN GO) is made from mackerel as the main ingredient, where in the demonstration the students showed how to process the mackerel into shredded fish (AKEN GO) which is ready to be served to children who want to give it to the child.

3. Students monitor several parents who have less knowledge in processing food and choosing food sources that have good nutrition for the growth and development of the child, in carrying out this monitoring, students are accompanied by village officials and village midwives in monitoring the development of the child.
4. Students collaborate with the village and health centers in the village to strengthen the stunting eradication program so that it continues to be implemented, not only when this work program is taking place. But it continues for a long time so that the stunting problem disappears and disappears in the village's problems.

Conditions In Bogak Village, Tanjung Tiram District

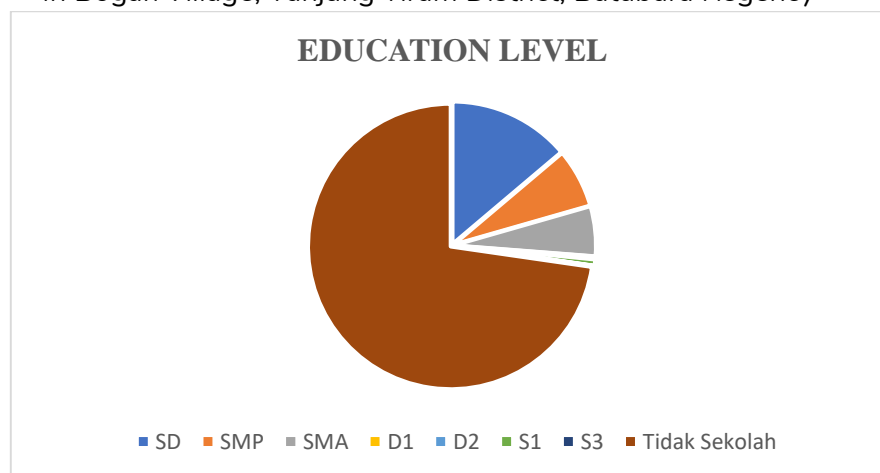
After the KKN Students of GROUP 97 UINSU conducted a survey and observation, there were several factors that could influence. Why in Bogak Village, Tanjung Tiram District, there are so many stunted babies. There are several factors that cover various aspects such as the following:

1. Low Education and Knowledge

Mothers who lack knowledge about the importance of nutrition and good child care may have one of the reasons being a lack of knowledge and not being able to provide sufficient nutritional intake for babies and not realizing how important a healthy diet and regular diet are, and also a lack of knowledge about choosing healthy and good food ingredients, as well as balanced and sufficient nutrition for babies.

The following is a diagram of education in Bogak Village, Tanjung Tiram District

Community Education Level
In Bogak Village, Tanjung Tiram District, Batubara Regency

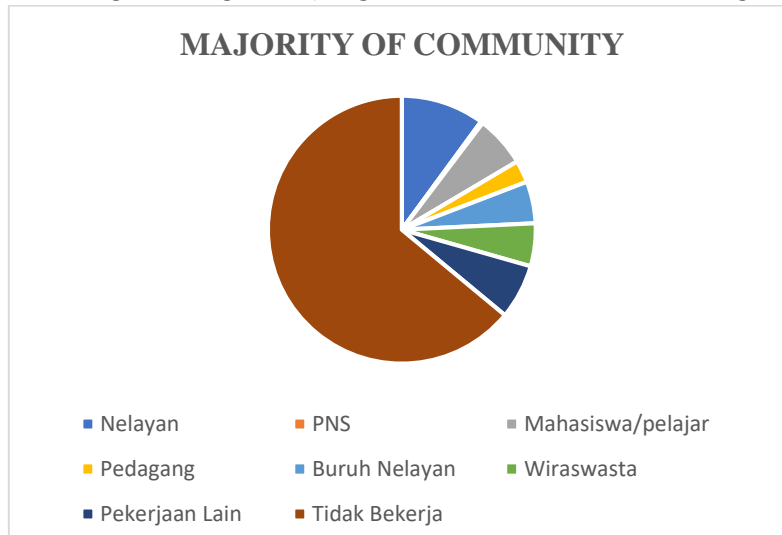


1. Economic Factors

After the Team conducted observations, it turned out that on average, babies affected by stunting had families with low economic levels. Of course, this factor can cause

babies to be malnourished because families living below the poverty line may have difficulty providing nutritious food and access to health services, all of which contribute to stunting.

Majority Of Community Jobs
In Bogak Village, Tanjung Tiram District, Batubara Regency

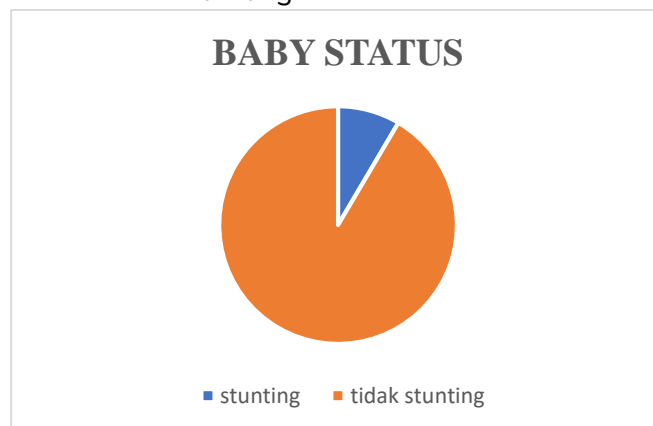


2. Parenting and Local Habits

Improper eating habits and parenting, such as inadequate or early introduction of complementary foods, can also contribute to stunting.

3. Poor Sanitation

Poor sanitation conditions can lead to recurrent infections in children, which can inhibit nutrient absorption and worsen stunting.



The total number of babies in Bogak Village in 2024 is 389 babies

- The number of babies who are not stunted is 356 babies
- The number of babies who are stunted is 33 babies

From the data that the author obtained, almost around $\pm 10\%$ of the number of babies are affected by malnutrition or stunting. With the data that the author obtained, it can be concluded from the data above that Bogak Village, Tanjung Tiram District, Batubara Regency can be said to have a high case of stunting.

According to Effendy, (2014:32) stated that: "Basically, strategy is a planning and management process to achieve a goal. However, strategy does not only act as a guide, but must also be able to describe how to carry out its operations". With this statement, students become pioneers in showing directions for activities that must be carried out by the community.

Suharto (2009:58) stated that: "Empowerment is a process in which a person becomes strong enough to participate, have control, and influence events and institutions that affect his life. Empowerment focuses on how a person gains sufficient skills, knowledge, and power to influence his/her own life and the lives of others he/she cares about" (Risma, 2021). In this case, students who are referred to as agents of change must provide good guidelines for empowering the entire community around them in order to have a significant impact and change on the problems raised in the study.

After conducting in-depth observations in handling stunting in Bogak Village, Tanjung Tiram District, Batubara Regency, KKN group 97 students implemented several strategies that could reduce the decline in stunting rates in the village and succeeded in getting satisfactory results. Several strategies implemented by students were:

1. Nutrition education and what foods have good nutrition for the growth and development of toddlers.
2. Counseling on Providing Additional Food (PMT) to toddlers.
3. Students monitor several parents.
4. Students collaborate with village officials, Village Midwives and Tanjung Tiram District Health Center.

After the strategy was realized, the local community gave good appreciation for the role of students in helping to reduce the decline in stunting rates in the village, several parents implemented the Additional Food Provision (PMT) program for toddlers, and several parents who were monitored also gave good appreciation for the role of students where the students helped several parents who had minimal knowledge of the nutritional value of food.

The impact of the strategy on nutritional knowledge and practices among the community in Bogak Village, Tanjung Tiram District, Batubara Regency can be felt by all levels of society, both parents who have stunted children and those who do not, the community becomes more aware of what nutritional content is good for the growth and development of toddlers, and the community becomes smart and careful in choosing how much nutritional content must be fulfilled to be consumed in a day. And the level of stunting can be suppressed by providing good nutrition over a long period of time.

Changes in maternal behavior towards providing nutritious food to stunted children after the implementation of the empowerment strategy, all mothers become alert in choosing nutritious food for toddlers in order to support their growth and development during the growth period, during the growth period not only physical development is a special concern, but also the growth and development of children's intelligence will be disrupted if the child is malnourished or commonly called stunting.

This research is in line with (Kinanti Rahmadhita, 2020)The prevalence of short toddlers will then be obtained from the results of the 2018 Riskesdas, which is also a measure of the

success of the English program that has been attempted by the government. The PSG survey was organized as a monitoring and evaluation of the activities of a program. Based on the results of the 2015 PSG, previously the prevalence of short toddlers in Indonesia was 29%. This figure decreased in 2016 to 27.5%. However, the prevalence of short toddlers increased to 29.6% in 2017. It is hoped that the stunting rate will continue to decline over time, so that all plans made by the government will produce good results. The decline in the prevalence of stunting means that the community and government have succeeded in carrying out interventions that have been implemented together.

CONCLUSION

KKN Group 97 UINSU Medan students have successfully implemented an effective empowerment strategy in an effort to reduce stunting rates in Bogak Village, Tanjung Tiram District, Batu Bara Regency. By implementing activities such as nutrition education, counseling on the Provision of Additional Food (PMT) such as original savory puffed abon (AKEN GO) which is made to motivate parents for children's food, monitoring parents, and working together with the village and health center, they succeeded in increasing public understanding and awareness of the importance of proper nutrition for child growth. This intervention provided positive results, including changes in maternal behavior in choosing and preparing nutritious food, which ultimately contributed to reducing stunting rates in the village. This empowerment program can be used as a model that can be applied in other areas to address stunting problems sustainably. The implementation of strategies that are raised from the problem of stunting or malnutrition in toddlers has a significant impact on changes and the growth and development of toddlers in Bogak Village, Tanjung Tiram District, Batubara Regency. And the response from the local community gave good appreciation to the work program of KKN group 97 UINSU Medan students, and mothers who had less knowledge about the importance of fulfilling nutrition for the growth and development of toddlers also showed a good attitude towards the work program of KKN group 97 UINSU Medan children. In the research conducted by the author which focused on stunting cases in Bogak Village, Tanjung Tiran District, Batubara Regency, the author is aware that there are still many shortcomings but the author has tried his best to create an article that raises the case of handling stunting in the village. The author hopes to continue further research on the provision of "complementary food for breast milk" or Mpasi, and also conduct research in other villages in Tanjung Tiram District, Batubara Regency.

REFERENCES

- Hidayah, N., & Marwan, M. (2020). Upaya Pemberdayaan Masyarakat Dalam Menciptakan Generasi Milenial Sadar Gizi Yang Bebas Stunting Melalui Kegiatan 1000 HPK. *Journal of Community Engagement in Health*, 3(1), 86–93. <https://doi.org/10.30994/jceh.v3i1.41>
- Kinanti Rahmadhita (2020). Permasalahan Stunting dan Pencegahannya, *urnal Ilmiah Kesehatan Sandi Husada*: <https://akper-sandikarsa.e-journal.id/JIKSH>
- Muharram, F. (2024). *Efektivitas Program Kebijakan Desa Prioritas Percepatan Penurunan*

Stunting Kabupaten Sidoarjo. 7, 379–391.

- Rachman, T. (2018). Hubungan Berat badan bayi lahir dengan penyakit pada saat kehamilan. *Angewandte Chemie International Edition*, 6(11), 951–952., 10–27.
- Rahmadani, S., & Lubis, S. (2023). Evaluasi peran pemerintah dalam menentukan angka stunting berdasarkan perpres 72 tahun 2021. *Jurnal EDUCATIO: Jurnal Pendidikan Indonesia*, 9(1), 188. <https://doi.org/10.29210/1202322804>
- Risma, W. D. (2021). Strategi Pemberdayaan Masyarakat dalam Peningkatan Kesejahteraan di Desa Handapherang Kecamatan Cijeungjing Kabupaten Ciamis. *E-Journal Inskripsi*, 1(1), 597–606.
- Sari, M. (2012). Aturan Makan Peserta Suluk pada Jamaah Tarekat Naqsabandiyah Surau Nurul Yaqien Bandar buat Kecamatan Lubuk Kilangan Kota Pada di Bulan Ramadhan. *Angewandte Chemie International Edition*, 6(11), 951–952., 2013–2015.
- Sugianto, M. A. (2021). Analisis Kebijakan Pencegahan Dan Penanggulangan Stunting Di Indonesia: Dengan Pendekatan What Is The Problem Represented To Be? *Jurnal EMBISS*, 1(3), 197–209. <https://www.embiss.com/index.php/embiss/article/view/28>
- Wynne Frederica, Al-Firdaus, L. K., & Fitriyah, F. (2024). Strategi Penurunan Angka Stunting dan Analisis Hambatan Kebijakan. *Ethics and Law Journal: Business and Notary*, 2(3), 55–65. <https://doi.org/10.61292/eljbn.199>
- Zhara, T. M., Weston, A. D., & Fitrie, R. A. (2024). Analisis Pengambilan Keputusan Kebijakan Penanganan Stunting dalam Menanggulangi Tingginya Angka Stunting di Kabupaten Nganjuk. *Indonesian Journal of Public Administration Review*, 1(2), 19. <https://doi.org/10.47134/par.v1i2.2395>