

VILLAGE GOVERNMENT COMMUNICATION PATTERNS IN PREVENTING STUNTING IN THE VILLAGE BATU GINGGING, BANGUN PURBA, DISTRICT DELI SERDANG

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Abstract. This research aims to know the communication patterns of the village government in preventing stunting in the village of Batu Ginggaing, Bangun Purba, districts of Deli Serdang. This study is a descriptive qualitative study, which uses data collection techniques through participant observations, semi-structured interviews and documentation. Data analysis techniques in this study by using the miles and huberman models, i.e. by performing data reduction, data presentation and verification. The results of this research showed that the village government played an important role in preventing stunting in the village of Batu Ginggaing, Bangun Purba, district of Deli Serdang. The communication pattern carried out by the Village Government is very important to increase public awareness and participation in stunting prevention. In the communication pattern, the Village Government carries out several activities such as socialization, training, coordination, provision of resources, encouraging public participation, and monitoring and evaluation.

Keywords: communication pattern; village government; prevent stunting

I. INTRODUCTION

Stunting is a condition in which physical growth and brain development of a child is impaired due to chronic malnutrition and recurrent infection in childhood. Stunting can occur in children who have chronic malnutrition for a long period of time, especially in the first 1,000 days of life, from pregnancy to the age of 2 years. Stunting can cause children to have shorter heights than they should, smaller brains, weaker immune systems, and a higher risk of illness and death. Stunting can be prevented by providing a nutritious and balanced diet, adequate health care, and good hygiene practices. Stunting problems have a considerable impact on children's health and development, as well as impact on the future of the child and even the country. Stunting can cause a child not to grow as it should, either in height or weight. Stunting can also affect a child's brain development so that the child can't reach their optimal potential in terms of learning and cognitive abilities. Children who experience stunting have a higher risk of developing infectious diseases, such as diarrhea, pneumonia, and malaria. This is due to a weakened child's immune system and lack of access to health care. Children who experience stunting have limited learning abilities that can affect their productivity in later adulthood.

In addition, stunting can also affect a child's ability to work and contribute to the country's economy. Children who experience stunting also tend to have fewer opportunities in terms of education, employment, and future earnings. This can affect lasting poverty for their families. This requires holistic stunting prevention and management efforts,

including nutrition, health, water and sanitation approaches, as well as education and advocacy for the community. According to the World Health Organization (WHO), stunting is a condition when a child has a shorter height than the age standard and its yellow type due to chronic malnutrition in the period of the first 1,000 days of life, i.e. from pregnancy to a child aged 2 years [1]. To prevent stunting, a holistic effort is needed that covers aspects of nutrition, health, sanitation, and education. Villages often have limitations in terms of access to healthy and nutritious food, especially among children. This condition can affect nutritional intake and cause stunting in the child. Social and cultural factors in villages can affect child nutrition and health intake, such as traditional beliefs and poor eating practices. Poor sanitation and hygiene can increase the risk of infection and disease in children. This can affect nutritional intake and increase the risk of stunting. To tackle stunting in the villages, efforts must be made that include improving access to good nutrition, improved sanitation and hygiene, enhancing access to adequate health care, improving education and knowledge of the importance of good nutritional, health and sanitation for children and families, and improving adequate social and public policy support. In addition, cooperation between governments, communities and various other stakeholders is also needed to address the problem of stunting in the villages holistically and sustainably.

Communication plays an important role in preventing stunting, communication is carried out through effective and targeted communication, with the aim of raising awareness and reducing the risk of stunting in children and families.

Communication also serves as a measure to convey information about the importance of good nutrition to children and families. This information may include information about the types of healthy and nutritious foods, as well as how to prepare them. Communication efforts are carried out with the aim of raising awareness about the importance of good health and sanitation in preventing stunting. Information may include how to maintain environmental hygiene, wash your hands properly, ensure safe drinking water, and other sanitation practices. In addition, communication also serves as a step to influence the behavior of the village community that is a communicator. By communicating information and educating villagers about the importance of good behavior, they can be more likely to adopt healthier behaviors. The village government has an important role in preventing stunting, one of the efforts that can be made is through effective communication patterns with the community to prevent stunting. The village government can conduct socialization and dissemination of hygiene and health to its community.

II. RESEARCH METHODS

This research is carried out through a qualitative approach with descriptive methods. This research is field research. According to Sugiyono, qualitative research method is a research method used for scientific (experimental) situations, as a collection and analysis tool that is more focused on an emerging phenomenon. Qualitative research methods seek to examine and explain something or investigate something through social activities, attitudes and individual or group thinking [2]. According to Moleong, qualitative research is the analysis of a situation or event that produces descriptive data in the form of written observations or influences of behavior [3]. This research uses primary and secondary data sources. Primary data is data obtained directly by the researcher based on the fact of the findings in the area of research, while secondary data are data obtaining indirectly through literature-relevant to the context of the study. Researchers conduct observations and interviews in the collection of research data. In data analysis techniques, researchers perform data reduction, data presentation, and conclusion drawings [4].

III. RESULTS AND DISCUSSION

Path of Communication

Etimologically, communication comes from words. (common). The term communication comes from the Roman language of communication, which means exchange or conversation. The word communist means local or local. Specialists describe communication from their various advantages. It is produced by experts from various scientific fields. As Everett M. said. According to Rogers and Lawrence Kincaid, communication is the process in which two or more individuals develop or share knowledge within each other,

resulting in deep understanding [5]. The term “communication pole” consists of the terms “poles” and “communications”. According to the Indonesian Great Dictionary of Bhasa Indonesia (KBBI), “pola” is defined as a form (structure) [6]. In conversation, different recognized patterns of human behavior exist in communication [7]. A pattern is a word for form, permanent structure, system, and method of operation [8]. A communication pattern is the interaction between two or more people in sending and receiving a message in an acceptable way so that the message can be understood [9]. Communication is the type of communication used in an organization where members exchange messages. Messages are sent through channels known as information flow patterns or communication networks [10]. A communication pattern is a method of communication in which the communicator sends and receives messages. A communication pattern is a form or pattern of interaction between two or more people in the process of sending and receiving messages in an easy-to-understand way [11]. Communication is the way a person or organization communicates. Communication patterns describe how groups or individuals communicate to spread messages or influence communication [12].

Stunting

Stunting is the average height of a child based on their age and gender. One of the anthropometric measurements used to determine the nutritional condition of a child is the size of the body. When a child suffers from chronic malnutrition for a long time, stunting occurs. Using growth charts based on international standards, child nutritional status is monitored [13]. The condition of the baby's body at birth affects their growth [14]. Nutritionists use the word stunting to describe a child who develops too little for his age [15]. Stunting and chronic malnutrition are another example of growth failure. Unlike acute malnutrition, chronic nutritional deficiency has been around for a long time [16]. Stunting is a nutritional condition that occurs when a child's height or height is less than -2,0 standard deviation below the population average. Stunting status is determined by comparing a person's height with age [1]. Nutrition is very important for growth, and household is the size and duration of the body components [17]. Many variables can affect stunts, including a short history of diarrhea. The child's nutritional status can also be affected by other variables, such as the type of food consumed and the amount of macronutrients. Diarrhea is a metabolic disorder whose consequences are immediately noticeable, while diarrhoea is a type of chronic malnutrition that affects the condition over time. Several factors contribute to the malnutrition of babies, but because depending on the mother and family, family and environmental situations will affect their status. Inadequate nutrition leads to a decrease in nutritional status, which is often associated with disease. Therefore, diseases that affect the nutritional health of babies are caused by environmental variables, family situations, and behavior [18]. Stunting begins before conception, that is, when a teenager becomes a mother with malnutrition and anemia. The underlying causes of stunting can inhibit the

growth and development of the mind. Low birth weight, inadequate milk, inappropriate supplementation, recurrent diarrhea, and respiratory infections are the causes of stunting [19].

Village Government Communication Patterns in Preventing Stunting

The village government has an important role in preventing stunting in the community. One of the efforts that the village government can make is to use effective and targeted communication patterns to increase public awareness and participation in stunting prevention efforts. The village government can socialize and inform the community about the importance of good nutrition to prevent stunting. Socialization and dissemination can be done through meetings with mothers or teenage groups. In addition, the village government can also use social media or brochures and posters as information delivery media. The village government can provide training to the public on how to choose and cook healthy and nutritious foods for children. Training can be carried out by health officials or nutritionists who cooperate with the village government. The village government can work with related stakeholders, such as puskesmas or other social institutions, to optimize stunting prevention programs. Collaboration with relevant stakeholders can strengthen stunting prevention efforts and increase public participation in the program. The village government can monitor and evaluate the programs that have been implemented in preventing stunts. Monitoring and evaluation is carried out to find out the effectiveness of the program and find areas that need to be improved to improve results. The village government can involve the community in stunting prevention programs. By involving the community, their participation in stunting prevention efforts can increase. The village government can also encourage communities to adopt healthy lifestyle behaviors that are useful in preventing stunting. Through effective and sustainable communication patterns, village governments can raise public awareness of the importance of good nutrition for children and families in preventing stunting. The village government can also strengthen stunting prevention efforts by involving the community and working with relevant stakeholders.

The Government of the Village in Preventing Stunting in the Village of Batu Gingging, Bangun Purba, District of Deli Serdang

The village of Batu Gingging, Bangun Purba district of Deli Serdang, is one of the areas that needs special attention in the prevention of stunting. Therefore, the village government needs to take an active role in preventing stunting in the region. The village government can form a posyandu to monitor the growth of children in the village. Posyandu can be a place to give advice about good nutrition and provide health checks on children. With the presence of posyandu, it is expected to raise public awareness about the importance of monitoring child growth and preventing stunting. By taking an active role in preventing stunting, the village government can improve public health in the village of Batu Gingging,

Bangun Purba, district of Deli Serdang. Through the efforts mentioned above. In preventing stunting, then the communication pattern of the government of the village of Batu Gingging, Bangun Purba, district of Deli Serdang, includes the provision of resources such as funds, healthcare, and facilities to facilitate the implementation of stunting prevention programs. The village government can also provide logistical support such as nutritious foods, vitamins, and supplements for children in need. Coordinate stunting prevention programs by involving all relevant parties such as health workers, mother groups, and other social institutions. In this case, the Village Government acts as the coordinator and facilitator of the implementation of the program. With the role of the village government that is active and involved in the prevention of stunting in the village of Batu Gingging, it is expected to increase public awareness about the importance of fine children's health and preventing stunting. This will have a positive impact on the health and well-being of the villagers.

IV. CONCLUSION

Based on the above exposure, it can be concluded that the village government plays an important role in avoiding stunting in the village of Batu Gingging, Bangun Purba, district of Deli Serdang. The Communication Strategy of the Village Government is essential for increasing public awareness and involvement in stunting prevention. In the communication pattern, the Village Government is involved in a variety of tasks, including socialization, training, coordination, provision of resources, encouraging community engagement, and monitoring and evaluation. It aims to educate and help the community in fine children's health and avoiding stunting. The importance of the village government in avoiding stunts cannot be overlooked, as they are at the forefront and have direct access to the community. Therefore, the village government can be an agent of change that has an effect on both the health and well-being of the villagers through effective communication. The efforts of the village government to prevent stunting in the village of Batu Gingging, Bangun Purba, district of Deli Serdang, are expected to serve as a model for other villages to increase public awareness and participation in fine children's health and stunting prevention.

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