

Communication Strategy of The Office of Women's Empowerment Child Protection Population Control and Family Planning (DP3AP2KB) in Handling Cases Stunting in the Banda Aceh City Region, Aceh Province, Indonesia

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ABSTRACT

This research aims to analyze the communication strategies used by the Women's Empowerment, Child Protection, Population Control, and Family Planning Service (DP3AP2KB) in handling stunting cases in the Banda Aceh City area. The theories and concepts used in this research are communication strategies related to planning and implementation starting from strategic steps as put forward by Anwar Arifin. The research method used in this research is a qualitative research method with a descriptive approach. Researchers used Miles Huberman and Saldana's data analysis method which includes data condensation (data condensation), data presentation (data display), and then draw conclusions (conclusion). The results of this research show that DP3AP2KB implements a communication strategy through a collaborative communication approach, using various methods and communication channels, collaborative communication includes government communication, interpersonal communication, development communication, and family communication.

INTRODUCTION

Communication is a very basic thing in social life, where each individual in society itself shares information (information sharing) to achieve common goals. In simple terms, communication can occur if there are similarities between the sender of the message and the person who receives the message. Communication at certain stages, apart from sharing information, can also influence other people's attitudes and behavior and even knowledge. The influence of knowledge is in the form of information received, the influence of attitude can be a person's assessment of the facts faced, and the influence of behavior is a change in a person's actions.

Communication is a process. Communication process Can nature simple it can also be very complex and complicated. The complexity also really depends on how method We understand incident the communication. In more context broad, communication happen in various scope life, for one is in context interaction between government and society. here it is appearing draft communication government that can interpreted as conveying ideas, programs and concepts government to public in frame reach state goals (Hasan, 2005). Including in activity development, communication becomes very important For planned and implemented with the best. A development program No will succeed in a way effective and efficient as well as appropriate target if agent development or in matter This communicator development No capable communicate the program to public. The existence of a communication strategy is something a must thing noticed moreover formerly in the development process something nation , communication development seen as form development action communication systematic , planned and directed , deep effort convey information ideas, ideas or innovation through information disseminated and received so that give rise to participation public in do desired change , of course change to more direction Good or more proceed circumstances previously . Therefore, that role communication in development must linked with direction change the. Development program addressed for prosperous, healthy as well as enlighten public.

Stunting is one of them problem threatening health presence generation quality that is Source Power Quality, healthy, intelligent and productive human resources (HR), of course will be very influential success development something nation. Condition the must quick overcome Because will hinder the development agenda source Power man quality is a pillar for achievement Indonesia's vision 2045, so important perhaps overcome various problem related with setup source Power man quality for reach Indonesia's vision 2045 as well chase lagging behind and having parallel position as well as Power strong competition in the middle public international. According to Almatsier (2001). Adequacy nutrition and food is one of factor most importantly in develop quality source Power human, as indicator success development something nation, in matter This nutrition own influence to intelligence and productivity Work source Power man. (Rahayu. A et.al, 2018). For overcome stunting problem, government need carry out effective communication strategies for be delivered to layer public with clear and easy message understood. The right communication strategy can help increase awareness public about importance nutrition and pattern eat healthy for prevent stunting.

Stunting in children can influence level intelligence and health status moment adults (Indonesian Ministry of Health, 2018). Children who suffer from stunting can suffer damage physique as well as cognitive and causal its growth hampered (UNICEF et.al, 2020). UNICEF framework explained about factor reason happen malnutrition. Two reason direct stunting is factor disease and intake substance nutrition. Second factor This relate with factor pattern foster, access to food, access to service health and sanitation environment. However, cause base from all This is exists at the individual and home levels ladder such, like level education, income House ladder. Many cross-sectional studies have found close relationship between level education Mother with nutritional status children (Bloem MW, de Pee S, Hop LT, Khan NC, Laillou A, Minarto, et.al, 2013). Condition that continues continuously taking place will lower quality as well as future productivity Indonesian society (Harikatang, et.al, 2020).

Implementation activity handling and prevention of stunting is necessary something system good communication to be established effective communication and ownership capable meaning direct achievement objective development with involve multisector in handle stunting cases. That matter needs very done because of the development process involve various element public. Communication development No just socialize development and delivery messages development only, but more important from That is grow, move and maintain participations public in the development process.

Aceh government is incorporated in the Acceleration Team Stunting Reduction (TPPS) does preparation regulations area related handling cases of stunting, incl regulations and communication strategies in handle acceleration decline level stunting rate district / city. The Aceh government appointed a Population Agency Family Aceh National Planning (BKKBN) as chairman coordinator unit task acceleration reducing stunting in the Aceh Province region carry out intervention integrated for prevention and handling of stunting begins from planning, implementation, monitoring, evaluation and reporting. BKKBN continues strengthen synergy with holder interest from various multisectoral and cross sector, starts with linking institutional stunting management from the government level districts / cities, villages and non- governmental institutions. Meanwhile, the leading sector in handle acceleration decline stunting rate increased district / city is the Women's Empowerment Service, Child Protection and Control Residents and Families Planning (DP3AP2KB).

Based on focus problems that have outlined from various problems that occur related stunting cases then researcher interested For do study regarding the communication strategy of the Women's Empowerment Service, Child Protection, Control Residents and Families Planning (DP3AP2KB) and factors inhibitor as well as factors supporter in handle stunting cases in the Banda Aceh City area, Aceh Province, Indonesia. Researcher Select the research area in the sub-district Meuraxa in the Village Surien Because area the Still show that the prevalence of stunting is still classified bad compared to 15 gampongs / villages in the sub-district area Meuraxa, aside that's also a researcher choose subdistrict Meuraxa is one of them is prevalence of stunting in the sub-district area Meuraxa Still classified bad compared to 8 sub-districts others are in the Banda Aceh City area.

LITERATURE REVIEW

Communication Strategy

Communication strategy is the best combination from all element communication start from communicator, message, channel (media), recipient up to the influence (effect) that is designed for reach objective optimal communication. Strategy selection is stepping crucial need handling in a way Be careful in planning communication (Cangara, 2014:64). Selection of strategies in communication is the most important component in handle cases of stunting, if in planning communication it's wrong or wrong so results obtained will be fatal. The loss will be caused especially from facet time, materials, and energy. Therefore, it's a communication strategy in planning communication is secrets that planners must hide.

Various approach can do depending on conditions and situations as base from a strategy and function as A framework Work For planning communication Next, communication strategy is effective planning in convey message so that easy understood by the communicant and can accept what has been delivered so that Can change attitude or behavior somebody in communicate (Effendy, 2011).

Communication strategy tightly relationships and relationships between desired goal achieved with the consequences (problems) that must be taken into account, then plans How reach consequences by expected results or in other words, the desired goal achieved. One of the communication strategy objectives No just disseminate information and deliver messages only, but more important from That is grow, move and maintain the participation public in handling stunting cases. In grow synergy several party the required a communication strategy.

Communication strategy always connected with How to move source Power communication for achieving desired goal achieved. Source Power communication covers elements of communication include: the communicator (source who is talking), communication (purpose or target communication), the message will be delivered, the media used, the desired goals achieved (inform, motivate, educate, disseminate information, support making decision), evaluate effect or the impact of the message. So, communication strategy explains stages concrete in Suite activity technical - based communication implementation of the element's communication for achievement objective communication (Rustan, 2017: 127).

Communication Interpersonal

Communication interpersonal (interpersonal communication) is communication between people stare advance, which is possible the participants catch other people 's reactions directly, both verbally and nonverbally. Form special from communication interpersonal is communication dyadic (dyadic communication) which involves only two people, like husband wife, two colleagues, two friend close, teacher-student and so on. (Mulyana, 2015: 81). Communication dyadic is communicating parties is at in distance close, communicating parties send and receive message in a way simultaneous and spontaneous, both verbal and nonverbal. Proximity connection communicating parties will reflect in the types message or their nonverbal responses, such as

touch, gaze eyes that are pressive and distant very close physically. Even though everyone inside communication interpersonal free change topic conversation, in fact communication interpersonal Can just dominated by a party.

Communication interpersonal is communication between communicator and a communicant where communication This considered the most effective in matter effort for change attitudes, opinions and behavior somebody Because its nature dialogic, in the form of conversation, flow back nature directly (effendy, 2005). Communicator know response communication moment by moment communication taking place. When communication done, communicator know in a way Certain is the communication positive or negative, successful or or not. If possible, can give opportunity for communication for asked as widely as possible.

Communication interpersonal is meeting from least two people with a purpose for give messages and information in a way direct. Joseph DeVito (1989) interprets communication interpersonal as a sending and receiving process messages between two people or group small people with some effect or bait come back instantly. Meanwhile (Johanessen, 1986) says communication interpersonal are people who meet in a way stare advance in situation informal social activities are carried out interaction focused through exchange mutual verbal and nonverbal cues reply. Can concluded that desire communicate in a way personal caused by something encouragement fulfillment desired needs expressed and delivered to someone (Devito, 2002).

Communication development

Communication development is activities carried out for the target community so that it can understand, accept and participate in carry out the ideas conveyed (Zulkarimein, 2011). Communication development own two understanding, okay in a way wide nor in a way narrow. Understanding communication development in a way wide is covers role and function communication as something activity exchange message , idea, idea reciprocally between all parties involved in business development, esp public with government from the planning process, implementation, to evaluation to development , meanwhile understanding communication development in a way narrow that is all effort or method as well as technique delivery ideas and skills originating development from the initiating party development and aimed at to public wide . Activity the aimed at the target community can understand, accept, and participate in carry out ideas that have been be delivered.

Communication development is something form need for develop approach new for the communication process between public as effort for get various information regarding the development process carried out. Effort This aim for more emphasize necessity increase involvement all party interests involved in the communication process for share focus when see problems that arise. In other words, approach This needed something communication between all party, and extent this, and no can decided by one party just. Communication development must put forward attitude aspirational, consultative and reationship. Development does not will walk optimally without There is connection synergistic between actor and object development. Plus still in the

development process forward tend will the more reduce role government, along the more big role public.

Stunting

Stunting is disturbance growth and development experienced child consequence nutrition bad, infirmary repetition, and stimulation psychosocial which is not adequate. Children defined as stunting if height against age they more from two standard deviation below the Standard median Child Growth (WHO, 2015).

Stunting refers to children who are too short for his age. Children affected by stunting can suffer damage physical and cognitive seriously, that's not it can repaired more accompanying stunted growth. Impact bad as a result of stunting can be taking place lifetime alive and even impact on generations next.

Stunting at the start life especially at 1000 days First since conception until age two-year disturbance growth have consequence functional harm to children. A number of impacts is low ability cognitive and educational, low adult wages, loss productivity, and if accompanied with increase excessive weight gain in childhood, increase risk disease chronic related nutrition in adulthood.

Linear growth in children age early is marker strong healthy growth remember relationship with risk pain and death, disease No contagious later day, as well capacity learning and productivity. This is also related tightly with development children in several domains incl capacity cognitive, language and sensory-motor.

Reducing stunting is important done as early as Possible For avoid impact period detrimental length like obstruction grow flower child. Stunting is consequence bad from nutrition bad in pregnancy and child age early. Children may suffer from stunting No will Once reach maximum height and brain they Possible No will Once develop to potency cognitive full. Children This start life they in very poor condition benefits and consequences continues until adults, they face difficulty study at school, earn more low moment mature, and face obstacle in participate in community.

METHODOLOGY

The type of research used in this research is qualitative research with a descriptive approach. Descriptive research is a research method that attempts to describe the object or subject being researched objectively, and aims to systematically describe the facts and characteristics of the object and the frequency being studied accurately. Descriptive research findings are deep, broad and detailed. Extensive because descriptive research was carried out not only on the problem but also other variables related to the DP3AP2KB communication strategy in handling stunting cases in the Banda Aceh City area, Aceh Province.

collection in research This done with interviews and observations about case stunting in the Banda Aceh City area, Aceh Province. Data analysis was carried out with the Miles and Huberman interactive model.

RESEARCH RESULT

Communication strategy for the Women's Empowerment Service, Child Protection, Control Residents and Families Planned in Handle Stunting Cases in the Banda Aceh City Area

first strategy to use in handle cases of stunting in the Banda Aceh City area are determine problems that exist in society and factors risk What that's the only thing that causes it various problem health in society in a way overall and needs public. Good from level knowledge individual / family / group community, access service health, condition economy, welfare society, as well conditions and accessibility facilities and infrastructure base support health (sanitation). Determination of priority areas stunting prevention is carried out based on indicators used consists from amount poor population, prevalence stunting and number of toddlers stunted toddlers. Amount poor people are amounting population living below the poverty line at the level subdistrict. One of the strategies carried out by DP3AP2KB in handle stunting cases with increase source Power community in the field health matter This is one of the Banda Aceh City government programs increase quality life and health public free from stunting. Form of program of activities carried out are workshops, mentoring family risk of stunting, and Kitchen Healthy Over Stunting

Communication government own role important in implementation handling and preventing stunting so that it can be done resolved in a way whole from level subdistrict up to the level village, then in matter it uses DP3AP2KB communication government. In stages delivery message matter main thing that is necessary carried out by the facilitator or TPK is awaken attention, change perception, knowledge and behavior group target, through something thoughts, ideas, or symbol. The contents of the message will be delivered related tightly with objective activity desired communication achieved. Drafting message in activity socialization and education focused to information that the group wants and needs target, that is around build awareness and education to group related goals with information and education in prevent and overcome problem nutrition in mothers and children.

Factors Inhibitors and Factors Supporting the Communication Strategy for the Women's Empowerment Service, Child Protection, Control Residents and Families Planning (DP3AP2KB) in Handle Stunting Cases in the Banda Aceh City Area, Aceh Province, Indonesia.

Obstacle communication that occurs depending on the activities carried out and obstacles the based-on group the target. In normal workshop activities happen obstacle nature technical, and DASHAT activities are the place Not yet adequate, while on activities accompaniment family risk of stunting obstacles that occur to individuals because exists inconvenience family the for done visit to the house. Efforts made in overcome obstacles that occur moment do companion family the risk of stunting is bridged by the cadres' villages and devices village, meanwhile obstacles to other activities already submit report to Banda Aceh City Government. Communication strategy success influenced by several supportive things smoothly planning

communication carried out by DP3AP2KB. Factor supporter the divided two, there is origin internal and derived from external.

Handling and preventing stunting in Banda Aceh City are responsibility together in finish problem health in communities and families. Priority main is stunting that delivers impact bad for generation successor nation and obstacles to development cognitive and motor. Institutional handling stunting from level government central, provincial, district / city, sub-district, village, and institution self-subsistent relevant society must strengthen for reduce stunting. Multi- stakeholder collaboration interests and cross sectoral like this is very necessary. Although various programs have done However still just happen a number of minimizing obstacles results achievement. One of challenges faced government, DP3AP2KB, and other institutions involved in handling and preventing stunting are lack of concern and awareness self-public in guard pattern life healthy and clean including pattern foster parents in giving food nutrition balanced. By natural, ability family for pay his needs will support provision enough food. When a family own enough money, they can fulfil need they like food healthy, so possibility happen problem nutrition become reduce. On the other hand, if circumstances economy family not enough OK, p This will affect nutritional status family in a way whole. In situations where the family No capable provide healthy food for consumed daily. Factor economy family be one obstacle government in do prevention of stunting due to government only can prevent stunting.

Source Power humans are very important for success something policy. Policy can be implemented optimally with source Power adequate human being with the best. Besides that, if source Power humans who don't adequate Still there at the moment implementation policy, p this will to become challenge separately. Obstacle to activity psychological man including obstacle psychological. Prejudice, stereotypes, motivations, and interests, everything contained within obstacle psychological This. When interested somebody because they concentrate only on one thing the stimulating, they For Act with appropriate way with interest they, put great interest towards him.

Obstacle sociocultural, barriers This refers to the environment social and cultural communication. Obstacle sociocultural can classified to in a number of categories, like diversity ethnicity, variety norm social, skills language, factors semantics, chance education that is not equivalent, and obstacles mechanical. By general, variable sociocultural can influence prevalence of stunting in children. Nonverbal interactions are all form the stimulus produced man in context communication that has potency For convey meaning to sender and receiver, with exception verbal stimulation, good sender nor recipient.

DISCUSSION

Based on the research results, it can be seen that DP3AP2KB has a role in helping mayors to implement programs to accelerate stunting reduction. To achieve positive results in the process of handling stunting cases, a communication strategy is needed in the implementation of handling and

preventing stunting which will be implemented in community groups. The successful achievement of reducing stunting rates cannot be separated from cross-sector cooperation and synergy. Government communication has an important role in solving health problems in society, especially the problem of stunting. Before handling stunting cases, DP3AP2KB first coordinates with the parties involved. It can be seen that the results of research show that there is a stunting consultation in determining the locus of stunting. With the stunting consultation, the implementation of handling stunting cases can be carried out comprehensively from the sub-district level to the village level. The City Government, specifically DP3AP2KB here, carries out good communication to support the smooth running of the stunting handling and prevention program. In the city government environment, there is always regular and good communication with superiors and other agencies as well as gampong/village government.

In the following, researchers will analyze the stages of the communication strategy that has been carried out by DP3AP2KB:

1. Know the audience

Cangara (2013) stated that to achieve something successful in activity communication so must be capable of understanding the target of the communication. Based on the results study known communication target from DP3AP2KB in general is the group public village, meanwhile group target priority is a family risk of stunting. As stated by the informant, the target workshop activities are cadres' villages, and families at risk of stunting, especially from lacking family capable (recipient help direct cash). Cadres consisting of villages from cadre Paysandú, KB cadres, TP PKK cadres, UPPKS cadres.

In groups target composed priorities families at risk of stunting beginning from Mother pregnant, mother post giving birth, the mother who has it clown/toddler ages 0-23 months and 24-59 months, couples age fertile, and paint family data at risk of stunting taken based on from results recording and reporting from measurement and weighing data toddler or KMS curve at posyandu. Group priority This is done through activity accompaniment individual/family. Whereas DASHAT activities which are its targets in general is public villages, and also includes groups priorities, esp from lacking family capable (recipient help direct cash). From the results study so researcher can know implementation handling and prevention of stunting carried out by DP3AP2KB before do communication, information and education need know Who just be group target, aim communication This can determined based on desired goal achieved. Group target determined with Good so that can method is also determined most effective communication for each group target, with compile in a way systematic group the society that is becoming target from activities to be implemented it

Crafting the message

Cangara (2013) states that a message is something symbol that are perceived and accepted by the public in a series meaning. This matter in

line with the results research that says that the message will be delivered to the group society and groups priority moreover formerly prepared by DP3AP2KB systematic and structured start from fill message, and method delivery message with use easy language For understandable and clear under criteria group public or group priority , so the message conveyed can interesting attention society , and which is very concerned is No contradictory religious norms and customs customs local so that the message conveyed reach desired goal together .

In general the messages conveyed in workshop activities are messages health as effort enhancement knowledge and capacity of cadres village as well as improve knowledge and awareness individual / family risk of content stunting the message conveyed with introduce about the stunting problem started of 1000 HPK and explain about pattern life healthy and clean as well as How pattern nurture good parents in growing up flower child in giving Eat nutrition balanced on toddlers , and provides education for individuals / cadres in fulfillment nutrition balanced in children , meanwhile step concrete what you want be delivered is effort increase quality health community level gampong / village , as well development sector empowerment public in frame realize family small quality .

3. Define method

Arifin (2010) stated that effectiveness communication carried out No only depending on the content the message just but also influenced by the method delivery applied to the audience target or communication. This matter in line with results research that explains that method long communication This carried out by DP3AP2KB in carry out various activity in handling and prevention of stunting are adjusted with characteristics group target so that fill message and intended purpose achieved by DP3AP2KB as communicator can walk in accordance with what was expected together.

Based on results study so can is known method activities carried out in each activity. In the workshop activities, the method used is innovation brainstorming, lectures, discussions. On activities accompaniment method used is with do counseling, discussing, sharing with individual and joint member family risky (approach family). Meanwhile, in the DASHAT activity, the method used is is method education, supervision, and training, methods This used for increase resilience and security food.

4. Selection and use of media

Based on results study is known that channel communication is tool or method used for reach group intended target with a message. This matter in line with research conducted Fachrisa, et.al. (2020) which reveals that media use will be customized with character from audience, capabilities audience in accept message as well as type activities carried out. Fachrisa also stated that audience general using the media of posters, billboards, radio and television whereas audience special using leaflets, stickers, pocket games meaningful, neither group whatsapp For

coordinate with the village KB POS related to the program, program development and public.

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis that researchers have carried out in the field, researchers can conclude that DP3AP2KB has implemented a collaborative communication approach, meaning innovation is used with various methods and communication channels to achieve certain goals. In the context of the DP3AP2KB communication strategy for handling stunting cases in the Banda Aceh city area, collaborative communication includes government communication, interpersonal communication, development communication and family communication.

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