

Preventing Stunting in Dryland Areas with Cultural Communication Strategies

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ARTICLE INFO	ABSTRACT
<p>Manuscript Received: 25 Oct, 2024 Revised: 26 Nov, 2024 Accepted: 26 Nov, 2024 Date of Publication: 9 Dec, 2024 Volume: 7 Issue: 12 DOI: 10.56338/mppki.v7i12.6464</p>	<p>Background: Malnutrition, especially child stunting in Indonesia, including Kupang Regency, NTT Province, is a serious problem. Stunting affects 149.2 million children under 5 years old worldwide. In Kupang District in 2023, the prevalence of stunting is 13.0%. Factors such as climatic conditions, food insufficiency, and culture contribute to this problem. Stunting stunts child growth, reduces intelligence, and affects the economy. Prevention efforts involve national strategies including behavior change communication campaigns, including the important role of posyandu cadres. Posyandu cadres have credibility with receptive audiences. Communication skills with status, power of persuasion, and the ability to sensitize on the virtues of individual health and nutrition with personal proximity (Anshel and Smith, 2013). Posyandu cadres can be effective agents promoting behavior change. The delivery of health messages is one of the factors that can influence behavior change. As a culturally embedded society, cultural communication is the most frequently used language and communication that is most easily absorbed as a source of community information.</p> <p>Methods: The type of research used is Sequential Exploratory Mixed Methods. A combination research method where two phases of research, namely the first phase using qualitative methods and the next phase using quantitative methods, are based on the results of phase one. The combination of data from both methods is connecting the results of the first phase of research (qualitative research results) and the next phase (quantitative research results). The study was conducted in Semau sub-district for six months involving 30 mothers in the intervention group and 30 mothers in the control group. intervention group and 30 mothers in the control group. The East Nusa Tenggara Provincial Government and the Kupang Regency Government have granted permission and recommendations for this study, which also proposes ethical considerations from the Research Ethics Commission of the Faculty of Public Health, Nusa Cendana University, with ethical approval recommendation letter number No. 2024143 – KEPK.</p> <p>Results: The results showed a difference in the pre-test and post-test results in the intervention group and control group. The intervention group with a cultural communication approach showed a greater change than the control group. The post test results showed that knowledge in the intervention group increased dramatically to (63.6%) while the control group also experienced changes in knowledge (21.2%). Changes in perception in the intervention group also increased (72.7%) while perception in the control group (75.8%). Attitude changes in the intervention group (81.8%) and attitude changes in the control group (78.8%). As well as changes in the practice of the intervention group (90.9%) and in the control group (57.6%).</p> <p>Conclusion: Health promotion with a cultural communication strategy in Semau Sub-district shows maximum changes in knowledge, perceptions, attitudes and practices because people are more accustomed to local communication styles so that they are easier to understand, trust and apply. Based on these results, future researchers can examine other variables such as the effect of family support with cultural communication on accelerating stunting reduction in dryland areas.</p>
KEYWORDS	
<p>Cultural Communication; Stunting Prevention; Drylands</p>	

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INTRODUCTION

Stunting is a complex and interconnected aspect of life (1–3). While stunting is caused by chronic malnutrition and recurrent disease, it cannot be addressed solely through health efforts. Stunting is also a problem of access to drinking water and sanitation, fulfillment of nutritional intake, parenting of toddlers, clean and healthy living, and much more (4,5). In 2020, 149.2 million children under the age of 5 were stunted, with a height-for-age Z-score (HAZ) below 2 (more than two standard deviations below the population median) (UNICEF, WHO, World Bank, 2021). According to World Health Organization data, the global incidence of stunting will reach 22.3% by 2022, with 148.1 million stunted under-fives, or more than one in every five children under the age of five, suffering from growth retardation. Between 2000 and 2022, the global prevalence of stunting fell from 33.0% to 22.3%, with the number of stunted children falling from 204.2 million to 148.1 million children under the age of five.

In 2023, East Nusa Tenggara Province has the second highest prevalence of stunting out of 38 provinces in Indonesia at 14.8% after West Sulawesi Province at 23.9% (6). Data from the 2023 Health Profile shows that the highest prevalence of stunting in NTT is in Southwest Sumba Regency, which is 31.9%. Meanwhile, Kupang Regency is the 10th out of 22 districts in NTT which has a stunting prevalence rate of 13.0%. (7). Kupang Regency of NTT Province, especially in Semau District, is known as a dryland area (BPS, 2018). These climatic conditions greatly affect agriculture. Research conducted by PIKUL (Strengthening Local Institutions and Capacities) NTT and Matheus (2017) shows that erratic climate conditions and low rainfall in Kupang Regency have an impact on crop failure for farmers and family food insufficiency.

Noting the factors that influence the occurrence of stunting in children, the government has launched a national strategy in an effort to accelerate stunting prevention called the “five pillars of the national strategy to accelerate stunting prevention”. One of them is the national campaign and communication of behavior change (8). Behavior change communication in stunting prevention efforts aims to raise public awareness and change key behaviors (Tanoto Foundation, 2020). Research conducted by Nierkens et al (2005) using the I-Change Model shows that it is important to include prominent beliefs in certain ethnicities, such as subjective norms of leaders in conducting behavior change interventions. Research conducted in Uganda, by involving leaders who actively convey nutrition information, can increase community knowledge and awareness in malnutrition prevention efforts (9).

Posyandu cadres have credibility with receptive audiences. Communication skills with status, power of persuasion, and the ability to sensitize on the virtues of individual health and nutrition with personal proximity (Anshel and Smith, 2013). Posyandu cadres can be effective agents promoting behavior change. The delivery of health messages is one of the factors that can influence behavior change. Based on the problems that have been described, the researcher intends to examine more deeply how the form and influence of the cultural communication model in efforts to accelerate stunting prevention in the dryland area of Semau District, Kupang Regency, East Nusa Tenggara Province.

METHOD

The type of research used is Sequential Exploratory Mixed Methods (Qualitative and Quantitative Research). The qualitative method uses a phenomenological approach and the quantitative method uses an experimental design with a Pre and Post Test Control Group Design approach to see if there is an effect of cultural communication interventions on behavior change in efforts to prevent stunting in dryland areas. The research was conducted in Semau District, Kupang Regency, East Nusa Tenggara Province for five months starting from April–November 2024. The data used were primary data obtained through in-depth interviews, questionnaires, and observation of informants and secondary data, namely data related to the prevalence of stunting, obtained from the Kupang Regency Health Profile.

Data Analysis The first stage uses thematic analysis techniques with the stages of data analysis including: understanding data by making transcripts, coding, determining themes by making data matrices, interpreting data and drawing conclusions. The second stage is developing a cultural communication model and testing the model. The next stage used qualitative methods, namely by conducting in-depth interviews and observations. Model development is carried out by making modules and training posyandu cadres who will play a role in delivering health information related to the factors that cause stunting in children. Cadres are taught the truth of health information that is not in

line with local community beliefs such as the belief that pregnant women should not eat crabs because the child will salivate a lot while in fact crabs contain a lot of vitamin B and Folate, nutrients contained in crabs can prevent birth defects, reduce the risk of preklamsia and form red blood cells that are needed more by pregnant women. Then there is the belief that pregnant women are prohibited from eating eggs because it causes the pubic to become round after giving birth, while the fact is that eggs are a very good source of protein and choline for the health of pregnant women and fetal growth and development. As well as various other beliefs and health facts that are taught continued to the community. The population in this study were all mothers who had babies 0-23 months in Semau District, the sample size in this study was obtained by the Lameshow formula.

Ethical Approval

The East Nusa Tenggara Provincial Government and the Kupang Regency Government have granted permission and recommendations for this study, which also proposes ethical considerations from the Research Ethics Commission of the Faculty of Public Health, Nusa Cendana University, with a letter of recommendation for ethical approval number 123/KEPK/2024.

RESULTS

Characteristics Of Respondents

Intervention Group

Table 1. Characteristics of Intervention Respondents

Characteristic	n	%
Age (year)		
17-25	4	12,1
26-35	28	84,8
36-45	1	3,0
education level		
Elementary	7	21,2
Junior High	6	18,2
High School	15	45,5
College	5	15,2
work		
housewife	26	78,8
civil servants	1	3,0
Entrepreneur	1	3,0
Others	5	15,2

Table 1 shows that respondents in the intervention group were more in the age group of 26-35 years, namely (84.8%). Respondents had the highest level of education at the high school level, namely (45.5%). Majority of the respondents worked as housewives (78.8%).

Control Group

Table 2. Characteristics of Control Group Respondents

Characteristic	n	%
Age (year)		
17-25	13	39,4
26-35	13	39,4
36-45	7	21,2
education level		
No school	2	6,1

Elementary	6	18,2
Junior High	7	21,2
High School	11	33,3
Diploma	2	6,1
College	5	15,2
Work		
housewife	31	93,9
Others	2	6,1

Table 2 shows that the number of control group respondents was more in the age group of 17-25 years and 26-35 years, namely (39.4%). Respondents had the highest level of education at the high school level, namely (33.3%). The majority of respondents in this study worked as housewives (93.9%).

Variable Analysis
Knowledge

Table 3. Intervention Group Knowledge

	Pre Test		Post Test	
	n	%	n	%
less	15	45,5	5	15,2
enough	16	48,5	7	21,2
good	2	6,1	21	63,6

Table 3 showed that there was a significant change in knowledge about preventing stunting in mothers after getting an explanation with the approach of cultural communication.

Table 4. Control Group Knowledge

	PreTest		PostTest	
	n	%	n	%
less	15	45,5	9	27,3
enough	11	33,3	19	57,6
good	7	21,2	5	15,2

Table 4 There was a change in knowledge after receiving the explanation, but it was not as big as the change in the intervention group.

Knowledge is the result of knowing that occurs after the process of sensing certain objects. Sensing occurs through the human five senses, namely: the senses of sight, hearing, smell, taste and touch. Knowledge or cognitive is an important point that gives birth to one's actions (Notoatmodjo, 2012). Correct knowledge about how to prevent stunting will make mothers have a positive attitude regarding stunting prevention efforts.(10). Mothers' knowledge related to stunting prevention is the point that determines how mothers will do something to prevent stunting in their children. Awareness is born from correct knowledge about something. If the mother's knowledge is good, there will be awareness to start doing good things too.

Based on the results of the study, it was found that there was an increase in maternal knowledge after receiving information with cultural communication by cadres, namely an increase in good knowledge from (6.1%) to (63.6%). It can be said that there is a significant increase in knowledge. While it can be known based on this study that the control group of mothers experienced an increase in knowledge where before getting health information from cadres had a good knowledge value (21.2%) and after getting information, the mother's good knowledge became (15.2%). So, it can be seen that the intervention group experienced an increase in knowledge while the control group experienced a decrease.

Perception

Table 5. Intervention Group Perception

	Pre Test		Post Test	
	n	%	n	%
less	21	63,6	9	27,3
good	12	36,4	24	72,7

Table 5 showed a significant change in perception regarding the prevention of stunting in mothers after receiving an explanation with a cultural communication approach.

Table 6. Control Group Perception

	Pre Test		Post Test	
	n	%	n	%
less	4	12,1	4	12,1
enough	19	57,6	4	12,1
good	10	30,3	25	75,8

Table 6 The intervention group showed a change in perception after receiving the explanation, but it was smaller than the intervention group.

Perception is a person's view or assumption that is formed based on stimulus from the surrounding environment. Information related to the prevention of stunting if received by the mother correctly can stimulate the mother and form a correct perception as well. The results showed a change in the intervention group after receiving information with cultural communication by posyandu cadres, namely a change in good perception from (36.4%) to a good perception of (72.7%). While in the control group there was an increase in the perception of mothers after receiving information from posyandu cadres regarding stunting reduction which was seen from pre-test good perception (30.3%) to good perception (75.8%). Thus illustrating that the provision of posyandu cadre information with cultural communication has a positive impact on maternal perceptions. This is in line with research(11) that the maternal-neonatal education model based on family culture is able to improve the perception and behavior of mothers and families (as the main support system) regarding the fulfillment of maternal nutrition during pregnancy. Perception as a picture that encourages mothers to prevent stunting in their children with various efforts that can be made. Similar research also states that there is a relationship between maternal perceptions and maternal behavior in preventing stunting(12). The socio-cultural approach is known to be able to touch the root of the problem because it is carried out by adjusting the culture of the local community. As was done in handling the Covid_19 case, in an effort to educate the public to vaccinate, information is given in great detail so that it is better understood using a cultural communication approach(13).

Attitude

Table 7. Attitude of Intervention Group

	Pre Test		Post Test	
	n	%	n	%
less	9	27,3	4	12,1
enough	21	63,6	2	6,1
good	3	9,1	27	81,8

Table 7 showed a significant change in attitudes regarding the prevention of stunting in mothers after receiving an explanation with a cultural communication approach.

Table 8. Attitude of Control Group

	Pre Test		Post Test	
	n	%	N	%
enough	21	63,6	7	21,2
good	12	36,4	26	78,8

Table 8 showed an attitude after receiving the explanation, but it was smaller than the intervention group.

Attitude is a response that is directed towards an object, situation, information or a particular individual. After receiving information with cultural communication by posyandu cadres, the attitude of mothers in the intervention group has changed from the previous good attitude (9.1%) increased to (81.8%). The same thing was also done in the control group and obtained changes before and after getting health information from posyandu cadres, namely good attitudes (36.4%) to (78.8%).

There was an increase in both groups, namely in the intervention group and the control group, but it can be seen that a greater increase occurred in the intervention group who received health information from posyandu cadres using a cultural communication approach. Good changes in the mother's attitude indicate that the mother received the information provided well. Approaching mothers who live in areas that uphold culture will be easier when doing so by entering into the culture itself. So it is said that there is a change in the mother's attitude regarding the prevention of stunting in children. This is also in line with research conducted by(11) the positive attitude of the mother which is shown because of the family cultural-based maternal-neonatal education from the family in supporting nutrition in pregnant women. The same thing is also done by the social-cultural approach in the implementation of Covid-19 vaccination by utilizing the role of various community leaders and religious leaders so that there is a change in attitude from the community(13).

Practice

Table 9. Intervention Group Practice

	PreTest		PostTest	
	n	%	n	%
less	26	78,8	3	9,1
good	7	21,2	30	90,9

Table 9 showed a significant change in practice regarding the prevention of stunting in mothers after receiving an explanation with a cultural communication approach.

Table 10. Control Group Practice

	Pre Test		Post Test	
	n	%	n	%
less	3	9,1	1	3,0
enough	14	42,4	13	39,4
good	16	48,5	19	57,6

Table 10 The intervention group showed an attitude of practice after receiving the explanation, but it was smaller than the intervention group.

Practice is a concrete manifestation of knowledge, perceptions and attitudes of mothers towards preventing stunting in their children. The intervention group experienced an increase from (21.2%) to (90.9%) after receiving cultural health information. Meanwhile, the results illustrated that there was an increase in good practices also in the control group from (48.5%) to (57.6%) after receiving health information from cadres. The two groups studied both experienced an increase in maternal practices, but the largest increase was in the intervention group which was given health information with a cultural approach.

The increase in practices that occur in mothers' lives shows the impact of providing information with cultural communication by cadres related to stunting prevention. Cultural communication can affect changes in knowledge and behavior in meeting the nutritional needs of mothers during pregnancy(11). In addition, practices are formed due to intention factors caused by perceptions that consider advantages and disadvantages and the influence of the

surrounding environment(14). *Theory of Reasoned Action* (TRA) in 1975 stated that a behavior will occur because of intention. The intention of the behavior is caused by motivation and social influence(15). Intention is born because of the closeness of the mother to the child, which encourages the mother to want to do the best for her child, so that with good information, the intention arises in the mother which then encourages a practice(14).

DISCUSSION

Interpretation of Key Findings

The changes that occur in various communication patterns will also shape human existence by shaping how to think and behave in the community itself (16,17). As a community group that lives still attached to culture, a cultural information provision approach is also needed so that the information provided is easier for local people to accept(18). This is in line with research(19) which states that social-cultural education has an influence on increasing community knowledge related to tuberculosis in South Tapanuli District. While previous similar research conducted(20) explained that there was a significant increase in awareness in mothers and prospective mothers related to stunting prevention after taking a communication approach through the Participatory Learning Approach (PLA) method using cultural communication so that it was easier to understand. There are other studies conducted by maximizing various types of communication approaches by cadres so as to get the results of increasing community knowledge and awareness and the openness of the community(21).

Comparison with Previous Studies

Providing information with cultural communication has a positive impact on maternal perceptions. This is in line with research (11). The maternal-neonatal education model based on family culture is able to improve the perception and behavior of mothers and families (as the main support system) regarding the fulfillment of maternal nutrition during pregnancy. Perception as a picture that encourages mothers to prevent stunting in their children with various efforts that can be made. Similar research also states that there is a relationship between maternal perceptions and maternal behavior in preventing stunting(12). The socio-cultural approach is known to be able to touch the root of the problem because it is carried out by adjusting the culture of the local community. As was done in handling the Covid_19 case, in an effort to educate the public to vaccinate, information is given in great detail so that it is better understood using a cultural communication approach(13). *Theory of Reasoned Action* (TRA) in 1975 stated that a behavior will occur because of intention. The intention of the behavior is caused by motivation and social influence(15). so that the provision of information with a cultural approach needs to be applied more to the community in order to achieve a change in perception in the community as a way to reduce stunting rates, especially in dryland areas.

Limitations and Cautions

Despite making a meaningful contribution, our study has some limitations that need to be acknowledged, namely that it is limited to one community culture, limited to examining only a few variables namely knowledge, perceptions, attitudes, and practices. These limitations may have affected the generalizability of our findings and should be considered in the interpretation of the results. Future research should address these limitations to further refine our understanding of stunting prevention efforts in dryland areas with cultural communication strategies.

Recommendations for Future Research

Can conduct training programs related to health issues for community leaders, cadres and local health workers and create programs with cultural themes that support health, especially in stunting prevention.

Can examine other variables related to efforts to accelerate the reduction of stunting rates in dryland areas such as the influence of family support through a cultural communication approach as a reference for future research.

CONCLUSION

Based on the results of the research conducted, it can be concluded that the cultural communication approach strategy in stunting prevention efforts in the dryland area of Semau District has good results with an increase in

knowledge, perceptions, attitudes and practices in mothers. This approach is effective because people are more accustomed to cultural communication so that it is easier to accept and understand and easier to do.

AUTHOR'S CONTRIBUTION STATEMENT

In this study, the lead author and two team members worked together to conduct the study. The lead author helped prepare the manuscript, analyze the data, and design the study. While the second person helped with further data analysis and editing of the final paper, the first member was involved in data collection and literature review.

CONFLICTS OF INTEREST

The author affirms that neither the writing of the paper nor the conduct of this research involved any conflicts of interest.

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