

Konvergensi Komunikasi dan Inovasi Sebagai Modal Sosial Penanganan Stunting

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Abstrak

Permasalahan stunting masih menjadi isu krisis global dengan berbagai upaya yang dilakukan oleh sektor pemerintahan. kurangnya literasi masyarakat membuat kasus stunting pada tahun 2022 di Lombok Timur mencapai 35,6%. Berbagai Regulasi yang dilakukan mulai dari Perbup sampai Perdes terkait stunting perlu dikomunikasikan lebih intens dan interaktif. Penelitian ini fokus terhadap pola komunikasi dan inovasi yang dilakukan dalam analisis struktural fungsional, dengan menggunakan metode kualitatif fenomenologi melalui wawancara mendalam, observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa pola komunikasi yang dilakukan adalah paola rantai (chain) ataukomunikasi hierarki dan pola komunikasi Y melalui perantara staf atau pihak ketiga dengan model komunikasi Shannon & Weaver dalam proses penyampaian informasi. Inovasi program dilakukan seperti sawer telur oleh UPTD, membentuk PIKR dan Tribina (Bina Keluarga Balita, Lansia dan Remaja) oleh tim pendamping keluarga (TPK). Melalui analisis AGIL Talcott Parsons, keterlibatan semua pihak (integrated action) belum maksimal termasuk tokoh agama (Tuan Guru) dengan pengaruh yang cukup besar di masyarakat.

Kata Kunci: *Konvergensi Komunikasi, Pola Komunikasi, Inovasi, Stunting, Struktural Fungsional.*

Submitted: 24-09-2023

Accepted: 13-03-2024

Published: 16-03-2024

Convergence of Communication and Innovation as Social Capital for Handling Stunting

Abstrack

Despite several efforts made by the government sector, the issue of stunting remains a global crisis. In East Lombok, stunting cases will reach 35.6% in 2022 due to a lack of public literacy. It is necessary to communicate various stunting-related regulations, like the regent regulation (Perbup) and village regulation (Perdes), more aggressively and intensely. This study employs phenomenological qualitative approaches, including in-depth interviews, observation, and documentation, to examine communication innovations and trends in functional structural analysis. The findings demonstrated that the communication patterns used in the information delivery process were chain or hierarchical and Y communication patterns through intermediary personnel or third parties. Program innovations include the creation of PIKR and Tribina (Toddler Family Development, Elderly and Adolescents) by the family assistance team (TPK) and the egg sawer by UPTD. According to Talcott Parsons' AGIL analysis, the community's influential religious leaders (Tuan Guru), who have a significant amount of power, have not been fully involved in the process (integrated action).

Keywords: *Communication Convergence, Communication Patterns, Innovation, Stunting, Structural Functional.*

INTRODUCTION

The packaged snacks and other meals that are high in artificial sweeteners and unnutritional preservatives are a major contributor to the relatively unhealthy lifestyle that prevails in today's culture. Numerous children and adults have this condition, which has obvious effects that might impede growth, development, and health, such as undernutrition (stunting). Stunting is a problem that affects the entire world community (UNICEF, 2019). Many nations are making significant efforts to reduce the frequency of stunting using a variety of strategies. There is no exception to the efforts made by the West Nusa Tenggara Provincial Government through coordinated initiatives and oversight.

Since it affects societal welfare, the problem of stunting is one that should be seriously studied by every member of society, especially policymakers. The issue of stunting will have a significant influence on human health and growth, especially the brain, if not carefully addressed.

Indonesia, which is expected to experience a demographic bonus period in 2020–2035 and its peak in 2028–2030, would undoubtedly suffer from subpar cognitive levels and low productivity. Demographic bonus refers to the circumstance where the ratio of the total population of the productive population (aged 15 to 64 years) is larger than the number of the non-productive population (aged less than 15 years and 65 years and over) (Bender, 2022).

The national stunting prevention policy is carried out through a multi-sectoral approach that integrates all stakeholders from the central, regional, and village levels. The multi-sector strategy encompasses not

only the health sector but also those of food security, drinking water and sanitation, parenting and early childhood education, social protection, and nutrition. To ensure that the goal is reached by all stunting reduction measures, the acceleration of stunting reduction is also carried out in a converging manner. It encompasses 23 Ministries/Institutions (among which is the Ministry of Social Affairs) at the central level and incorporates actions such as thematic labeling of stunting in the budgeting and planning systems of Ministries and Institutions. At the provincial, district, and kedsxczota levels via eight integration actions and the incorporation of activities into planning and budget papers. The usage of village funding and homes with under-five children (1,000 HPK) are the focus of village-level initiatives (Tampubolon, 2021)

In Indonesia, the prevalence of stunting has fluctuated year over year. According to the Basic Health Research (Riskesmas) findings from 2018, Indonesia has a 30.8% incidence of stunting. According to the data, there were less cases of stunting in 2018 than there were in 2013 (37.2%) (4). One of the provinces having a high prevalence of stunting is South Kalimantan Province. As of January 31, 2022, Banjar Regency ranks third out of 13 districts/cities in South Kalimantan in terms of the prevalence of stunting, with 48.2% (Hidayat et al., 2022; Widniah et al., 2022 ; Balitbang, 2022).

The mother is one of the main contributors to stunting. Mothers are crucial allies in the fight against nutrition issues, especially when it comes to family nutrition intake, from food preparation to ingredient selection to menu planning. Children born to mothers who are in good nutritional

condition will be well-fed. The family's ability to provide for the children's dietary demands both in terms of quantity and nutritional value has a significant impact on their nutritional status. Underweight and shortness are more common in families with relatively steady incomes than in families with unpredictable income. It is well recognized that an ideal nutrient intake fosters a toddler's physical, psychological, and motoric growth and development; in other words, an ideal nutrient intake now foreshadows an ideal future for growth and development (Sutio, 2017).

Posyandu officials' efforts to minimize stunting cases are insufficient; the bureaucracy, community, media, practitioners, and academics must all contribute ideas and strategies to this widespread issue in order to achieve transformative (*pentahelix*) breakthroughs in problem solving. Stunting needs to reduce its cases more quickly as a global social concern, especially from different parties. The communication that has to happen (the convergence of communication) is an intervention strategy and a team effort. The inference is that integrated communication can compel all facets of society to cooperate and carry out shared objectives.

Human needs and communication are inseparable. Communication can be an effort as well as a potential to overcome stunting. According to research by Sazali et al., (2022) the idea of enhancing local wisdom-based communication in combating stunting in Tanjung Tiram District is the first through an education-based communication culture. As an illustration, in an effort to raise maternal awareness about stunting, one strategy

is to give pregnant women with Chronic Energy Deficiency (KEK) extra food and to give them blood supplement tablets. 90 items altogether, including extra meals for expectant mothers and mosquito netting to protect them from malaria.

Increasing family understanding of the importance of focusing on their children's nutrition can help prevent stunting. Using the Interpersonal Communication method to communicate with families is one of the possible efforts. The ability to communicate effectively has the capacity to alter how the community views healthy living. Due to the social structures that it incorporates, which have a significant connection to cases of stunting, communication convergence analysis can view this issue as a whole and on a global scale.

Stunting has many causes, risks, and dangers. It is crucial to educate the community about these issues through literacy and socializing. We are aware that raising a decent family necessitates extensive health knowledge. Stunting prevention initiatives can take various forms, one of which is socialization. According to the Indonesian Ministry of Health (2018), improving family health and nutrition can be accomplished through educating women and modifying their behavior (Fitri, 2022).

One of the key elements that must be taken into account is poor communication while informing the community. Even when the government engages in a variety of activities and initiatives, including acceleration efforts, it is unlikely that they will be successful as long as the community continues to hold the misconception that stunting is a common ailment that will go

away on its own, despite the fact that this is untrue.

To build wholesome families and communities, we must focus on a variety of issues. Collective expectations are challenging to meet if new and accelerating actions are not in place to support them. The significance of program integration with stakeholders, improving digital-based scale reports, and of course innovative activities that want to be carried out collaboratively to address the issue of stunting are some things that become regular tasks. The essential factor in overcoming the issue of stunting is the role and function of social structure, which includes encouraging a self-awareness attitude. If growth and development is problematic, how can the nation prepare a quality generation in the future. Thus, the issue of stunting in the communication approach in this research is considered important to do.

LITERATURE REVIEW

Research on the convergence of communication and innovation as social capital in handling stunting through a functional structural review can be seen and reviewed from a variety of different variables. Among the relevant previous studies is the research of Syamsuadi, et al. (2023) which raised "The Role of Cross Sectors in the Convergence of Accelerating Stunting Reduction in Rokan Hulu Regency" has found that in an effort to reduce stunting, the Rokan Hulu Regency government identified the distribution of stunting, actualized programs, nutritional interventions and even reviewed the performance of the implementation of stunting reduction programs in a structured

and comprehensive manner. Syamsuadi, et al's research focused on the activities and obstacles faced by the government in overcoming stunting cases, while this study looked at the function of social structures in the convergence of stunting reduction communication.

Not much different, the next relevant research was conducted by Mastina and Mitra (2023) entitled "The Role of Cross-Sector Coordination in Convergence Action to Reduce Stunting" with the findings that there is a lack of optimal cross-sector and cross-program coordination mechanisms in stunting convergence. There are no regulations that strengthen villages in implementing convergence actions in each district both vertically and horizontally from the highest leadership to the village level through active communication and coordination between commitment-making officials and implementers in the field. The focus of the above research is on the standard rules in conducting bottom-up stunting convergence, while this research leads to the achievement of quality families through communication convergence involving many parties.

It is interesting to see previous research through innovation variables in overcoming stunting problems, such as research by Sastrawan, et.al. (2020) which discusses "Innovation Activities "Si mamah Riang" and Managerial Assistance: An Effort to Combat Stunting by Maximizing the Potential of Home Food". The findings show that 75% of the target activities understand the material and have basic skills in processing local menus and changing their children's diets. "Si Mamah Ramah" activity for family empowerment

in order to help accelerate the reduction of stunting, especially in Central Lombok. This activity has a positive and encouraging trend. The research above is oriented towards the “Si Mamah Ramah” program as an innovation to reduce stunting, while this study looks at the various innovations that have been carried out by the Sinar Mulia KB Village, Embung Kandong Village, Terara.

No one has particularly looked at the convergence of communication and innovation as social capital to lessen stunting, despite the fact that many other studies also address the issue of stunting. As a result, in order to show the gap, this study will gather a lot of information about the convergence of communication from the innovations made by the Sinar Mulia Family Planning Village in Embung Kandong Village, East Lombok, as well as the role and function of social structures in addressing the issue of stunting.

Strengthening the epirical basis of this research, it is necessary to affirm the concept and present a theoretical framework as the grand design of the research. The following keywords will be explained conceptually and the relevance of the theory to the research, such as pesantren, pesantren communication, pesantren tradition, and functional structural theory, which are explained below:

Convergence is frequently described as an interactive model that emphasizes change, interchange, comparison of behavioral patterns that characterize a society, and leads to communication across time with a focus on reciprocal interactions (Liliweri, 2001). Convergence can be constructive when communicators

behave in a manner that is comparable to that of their communicants, but it can also be harmful when it is done with the intention of humiliating, taunt, or humiliate (Richard & Turner, 2008) Convergence review, communication is attractive, predictable, and easy to understand. Message organization in positive convergence is done with conventional design logic. In conventional design logic, messages are organized according to norms and can explain in detail. Messages that are in accordance with the norms describe attractive messages, namely by respecting questions by answering with words that do not hurt and adjust to the interlocutor. Then, conventional design logic is also shown by messages that can explain in detail, which illustrates predictable messages with messages that have been answered repeatedly, and messages that are easy to understand with messages that provide explanations accompanied by detailed images and descriptions (Virdaus, 2021).

The definition of convergence communication means that various information can produce and determine relationships between two or more individuals, so communication behavior must be studied on the basis of the view of ‘who relates to whom’ (Suprpto, 2009). Communication convergence in this research sees more mutual interactions of social structures in making changes and contributing the best for mutual progress. Communication convergence looks more at the process and role of social structures in carrying out a reciprocal relationship to reduce stunting.

Innovation is an idea, practice or object that is considered new by a person or

group of people. This definition is as stated by Mohan J. Dutta who said innovation as “... is an idea, practice or object that is new to the adopter group” (Dutta, 2011). The success of an innovation will be determined by the success in diffusing it. Diffusion is the process of disseminating innovations in the targeted community. More specifically, Greenhalgh defines it as “...the process by which an innovation is communicated through certain channels over time among the members of social system” (Greenhalgh, 2005); (Rogers, 1983).

Goswami & Mathew (2005) argue that innovation is something that must be owned and built by the organization. Through the innovation process, value-added goods and services can be created so as to create various benefits.

Suryana (2003) also argues that innovation is the ability to use creativity to solve problems and improve and enrich life opportunities. Organizational innovation can be explained broadly and can change in many ways. Innovation provides a new way out that can add value to consumers. From this description, an understanding can be drawn that innovation is a way or process that reverses ideas and practices, these ideas and practices are considered new and can provide added value to users, so that organizations or companies have different values.

However, adopting an innovation and then diffusing it so that it is adopted by the targeted individuals or communities is not an easy process. Although the innovation is technical in nature, the success of its implementation will depend on the communication process carried out (Setianto, 2016).

The main goal of the innovation process is to provide and deliver better customer value. You can observe innovation through structuralist and process methods. Structural approaches treat innovation as an entity with fixed parameters such as management practices and technology, while process methods treat innovation as a complex process, involving different social groups within an organization (Fathurrohman, 2017).

Coleman (1988) sees social capital as everything that is directed or created to facilitate the actions of individuals in their social structure. Meanwhile, Putnam (2000) says that while physical capital refers to physical objects and human capital refers to individual property, social capital refers to relationships between individuals, social networks and the norms of reciprocity and trust that arise from them. Both Coleman and Putnam recognize that social capital can increase or decrease over time (Field, 2010). Like Coleman and Putnam, Fukuyama (2002) explains that every group has social capital potential - the extent to which it is utilized with respect to the radius of trust.

The term social capital actually refers to the capacity of individuals to acquire material or symbolic goods of value based on the virtues of social relationships and membership in social groups or the capacity of a plurality of people to enjoy the benefits of collective action based on the virtues of social participation, trust in institutions or commitment to set ways of doing things (Ritzer, 2005).

Haridison (2013) concluded that some experts' views on the conception of social capital are: (1) a set of actual and potential resources; (2) its entities consist of several

aspects of the social structure, and these entities facilitate the actions of individuals in the structure; (3) horizontal associations; (4) the ability of actors to guarantee benefits; (5) information; (6) norms; (7) values; (8) reciprocity; (9) cooperation; (10) networks.

Basically, social capital has three important elements: value norms, networks and trust. The first element is social norms. In general, norms are concrete values. Created to be a guide for each individual to behave in accordance with the rules that apply in society (Fathy, 2019)

The Indonesian Ministry of Health defines stunting as a type of growth and development failure that results in linear growth abnormalities in toddlers due to the accumulation of long-lasting dietary deficiencies that begin during pregnancy and continue through 24 months of age. Early-life malnutrition will impede a child's physical growth and development, increase morbidity, impede their mental development, and potentially result in death. Stunted toddlers run the risk of losing intellectual capacity, being less productive, and maybe contracting degenerative disorders in the future (Sahroji, Hidayat, & Nababan, 2022).

Stunting is a condition of growth failure in children (body and brain growth) due to malnutrition for a long time which results in children being shorter than normal children their age and having delays in thinking. This prolonged malnutrition occurs from the fetus in the womb until the beginning of the child's life (First 1000 Days of Birth). The main causes are low access to nutritious food, low intake of vitamins and minerals, and poor diversity of food and animal protein sources (Sazali, Mailin, & Harahap, 2022).

Risk factors for stunting include economic factors and poverty (Kustanto, 2021) poor environmental factors (Vilcins, Sly, & Jagals, 2018), availability of clean water (Yenita, Thamrin, Amin, & Agrina), maternal conditions during pregnancy such as anemia and chronic energy deficiency (Khairunnisa, Mitra, Purba, Alamsyah, & Abidin, 2022) and recurrent infectious diseases experienced by toddlers (Purnamasari, Sartika, & Sudarti, 2022). De Onis, et.al. (2019) that toddlers are declared stunted if their height is shorter for their age or less than -2 standard deviations against the median child growth according to the World Health Organization (WHO). Stunting is caused by multidimensional factors, such as not meeting nutritional needs and being exposed to repeated infectious diseases for a long time (chronic) (Mitra, 2015).

The fundamental idea introduced by Talcott Parsons is functional structural theory. This idea tends to see a community or society as a system that is unified in its functions and forms a balance. This theory stems from assumptions that give society a position equivalent to biological organisms. This theory was influenced by the views of Herbert Spencer and August Comte who argued that there is an interdependence of the various organs of our body with one another.

Talcott Parsons further developed his thinking as that society should be seen as a system of interdependent parts. So the relationship of influence between parts is reciprocal. Even if social integration can never be achieved perfectly, social systems basically always tend towards dynamic equilibrium. Although there

are tensions, dysfunctions and abuses, the social system is still on the way to integration. Social system change occurs gradually through adaptation and does not occur in a revolutionary manner. The most important factor that has the integration of a social system is the agreement within the members of the society (Henderson, 2014).

Parsons also developed the concept of functional imperatives to make the system survive. These imperatives are usually referred to as AGIL, namely Adaptation, Goal attainment, Integration and Latency. Adaptation is the ability of society to interact with the environment. Goal attainment imperative is the ability to determine and set future goals and make decisions in accordance with these goals. Integration is the harmony of all members of the social system after reaching mutual agreement on community values or norms. Latency is the maintenance of the model, in this case certain social values such as culture and language (Turama, 2018).

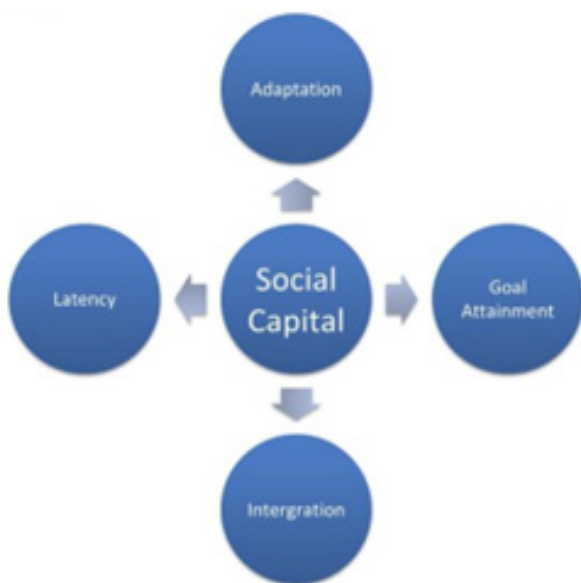


Figure 1: Theoretical Framework

Parsons' theory has an important position in this research, namely as a theoretical framework in analyzing and adjusting field data according to the assumptions of this theory. The analysis provided through Parsons' way of thinking follows the problems in this research, namely seeing the convergence of communication carried out in a functional structural manner. This theory can also analyze innovations carried out collectively in accelerating the reduction of stunting cases in Embong Kandong. This ends in analyzing communication and invasion as social capital that must be considered by all elements of society through AGIL analysis in Talcott Parsons' functional structural theory. More clearly, here's how the theory works.

RESEARCH METHOD

This research, which is located in the Sinar Mulia KB Village, Embung Kandong Village, Terara District, East Lombok Regency, uses a qualitative research approach. While the paradigm is interpretive constructiv because this research intends to view reality as a social construct. The choice of paradigm is also based on the assumption that the researcher's knowledge and understanding of the reality being studied is a product of the researcher's interpretation with the subject and system under study.

Qualitative research is an investigative process to understand social problems based on creating a complete holistic picture formed with words, reporting informants' views in detail, and arranged in a natural setting (Silalahi, 2009). Therefore, in this study researchers reconstructed the reality to be studied into new knowledge.

Especially those focused on the function of social structure as a collective effort to overcome the problem of stunting.

The type of research used is naturalistic phenomenology that will provide factual data according to the actual situation. Thus, indepth-interviews will be widely used against primary sources in this research. In addition, researchers will also use direct participation observation as a way to understand the phenomenon under study. Thus, this type has the aim of describing symptoms, the state of certain groups, individual characteristics, and to determine the frequency of a certain relationship between a symptom and other symptoms in society.

This research requires descriptive qualitative data with primary and secondary data sources. The descriptive nature is related to the purpose of this research, which is to describe precisely the characteristics of individuals, a situation, symptoms or certain groups, or to determine the frequency of a certain relationship between a symptom and other symptoms in society (Moleong, 2010). Given that the problem of stunting cannot be solved by individuals alone, but requires stakeholders in activities that are collegial in nature in a functional structural review.

The data collection method was conducted through semi-structured interviews, namely interviews that are loosely related but sometimes use interview drafts, so that the expected results are in accordance with the plan. The informants in this interview method are the Head of DP3AKB, Head of UPTD P3AKB Kec. Terara, Embung Kandong Village Head, Selaparang Television Journalist, Tuan Guru, Family Assistance Team (TPK).

This research was also conducted through the observation method by observing events, occurrences, poses, and the like accompanied by a list that needs to be observed (Basuki, 2006). The aspects that were observed were the communication process and the interconnection of relationships that took place between parties and innovative activities carried out in the community. As well as documentation data obtained from related documents, from village data and the Sinar Mulia KB village including books and research journals to complement and strengthen the primary data of the study.

The analysis technique used is a qualitative technique, which is an effort made by working with data, organizing data, sorting into manageable units, synthesizing, looking for and finding patterns, finding what is important and what is learned and deciding what can be told to others. The data analysis process is carried out at the same time as the data collection stage.

In this case the analysis has been done first. In qualitative research, data analysis is carried out inductively, namely an analysis based on the data obtained, then certain relationship patterns are developed or become hypotheses, to build theories.

For the checking the validity of data, four indicators were developed, namely: credibility, transferability, dependability, and certainty. Data credibility testing with data validity testing in qualitative research is carried out by means of extended observation, increased persistence in research, triangulation, discussions with peers, negative case analysis, and referential adequacy (Sugiyono, 2010).

RESULT AND DISCUSSION

Stunting is a serious problem because it causes children to be vulnerable to disease and experience delays in physical and cognitive growth which certainly affects the productivity and intelligence of children in the future. Stunting will affect reproductive development, dental growth or dental caries (Islami & Khourouh, 2021). The involvement of all elements from the cultural community to the structural level is expected to take a role in resolving the prevalence of stunting as a common task as part of this structuration.

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The main factors that make this case still persist are differences in perception and lack of literacy to the community. The actualization of communication in overcoming the problem of stunting is in fact not as easy as it is understood and always experiences high noises.

Communication Patterns (Pentahelix)

Awareness of creating good relationships is a common need as social beings, including communication needs. Relationship polarization can be caused

by the quality of relationships that occur between communication members, including in terms of accelerating the handling of stunting cases in Embung Kandong Village, East Lombok.

One of the communication patterns of the five patterns described by Devito (2011) is the chain pattern and the Y pattern. First, the chain communication pattern is carried out in the form of giving instructions and coordinating to build togetherness or relationships (*Building Rapport*). This communication pattern is a process of interaction carried out by a member of communication in delivering messages to other members, other members convey to other members again and so on.

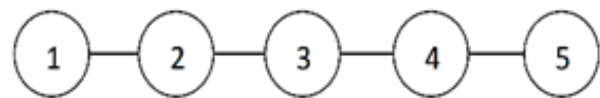


Figure 2: Chain Communication Pattern

This pattern is a cycle of communication that involves the other party, then the other party communicates with the other party and so on. The involvement of many parties is a type of interpersonal communication that comes from the source of information to the communicant who is personal.

The study's chain design, also known as a hierarchical communication pattern, strictly follows the command-and-control concept of direct line communication. This demonstrates that leaders have a very high level of trust in their followers when it comes to information distribution, yet each member can only receive and give information to a maximum of two persons, namely those above and below. usually true if a job is long-term. The findings of field research indicate that this pattern is

implemented from the government to the community.

"We always socialize in all OPDs (regional apparatus organizations), but now the problem is at the lower level (village level), such as village regulations on child marriage." (Ahmat, 2023).

The series of communication carried out will lead to one point and then that point will continue the information to the next point. As the results of the interview above show that the communication of the Office of Women's Empowerment, Child Protection and Family Planning (DP3AKB) is addressed to the regional apparatus organization (OPD) then the regional apparatus continues the communication in a chain downward.

Included in DP3AKB's communication destination points is the sub-district, called the UPTD P3AKB Regional Technical Implementation Unit. This unit forwards communication to the Family Planning Field Officer (PLKB), the village and the Family Assistance Team (TPK). At the end point, this team then communicates with communities affected by stunting.

"We communicate regularly with the Family Assistance Team (TPK) and even have reports. If there is a problem, we urge you to immediately communicate or report what is an obstacle in the field". Communication is still ongoing, whatever form it takes, it is still coordinated with district officials." (Sunarno, 2023).

This communication pattern tends to be vertical, which is a communication process designed to achieve certain goals with a systematic method from top to bottom (*up-down*) or bottom up (*bottom-*

up) as carried out by the communication structure in handling stunting cases above. So the chain communication pattern is also called vertical communication.

Vertical communication is an interpersonal communication practice that emphasizes several aspects of instruction and coordination. Top-down vertical communication can be seen from the practice of delivering instructions, providing information, evaluating, rewarding and reprimanding. Meanwhile, bottom-up communication aims to report achievements, suggestions and requests for help (Kurniawan, 2021).

The chain communication pattern has strengths, there are also weaknesses such as the lack of transparency of communication, information is conveyed more slowly because it follows a systematic hierarchy or regulation, and this pattern is more monotonous in the implementation of instructions and coordination.

Second, the Y communication pattern strengthens delegates in continuing communication. Delegation trusted by the source of information can take the form of delegation of authority or trust to some of the other group members.

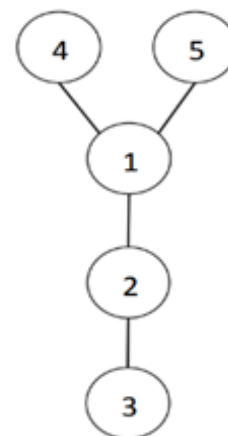


Figure 3: Y Communication Pattern

This communication pattern is carried out when there are government activities in the field such as the Healthy Kitchen to Overcome Stunting (Dashat) through delegation of members of the DP3AKB staff or team to supervise and ensure the smooth running of activities. Although the information comes from the head of DP3AKB, the process of disseminating it to other members is not always through him, but can be from a third party. In understanding this Y pattern, the communication component is inseparable from the team elements in the field such as TPK, Genre Ambassadors, TPPS and the involvement of religious leaders.

“We have prepared 3,063 people as Family Assistance Teams (TPK) spread across 92 KB villages and are professionals, who handle pregnant women there are midwives, handle post-natal and family planning cadres and handle underage marriage there are PKK leaders. Second, there are two genre ambassadors in the village, totaling 508 people. Every village we have a Stunting Handling Acceleration Team (TPPS). Involving Tuan Guru for stunting verses”. (Ahmat, 2023)

This includes involving other sectors such as Islamic boarding schools, mosques and related agencies that have access to cultural communities. This is to bring information needs closer to the target of communication.

In addition to direct communication in the chain and Y patterns above, indirect communication is also part of the process of delivering information related to stunting, namely the Shannon-Weaver communication model which emphasizes

the use of communication technology as a medium for delivering information through transmission models such as signals and noise.

Shannon’s original communication model limits the interest to signalling systems that include transmitter, receiver, channel, and noise. The transmitter prepares the signal for efficient transmission. The channel is the media through which the signal travels from the transmitter to the receiver. The receiver reprocesses the signal and converts the signal to its original form (Abel & Trevors, 2005) ; (Al-Fedaghi , 2012).

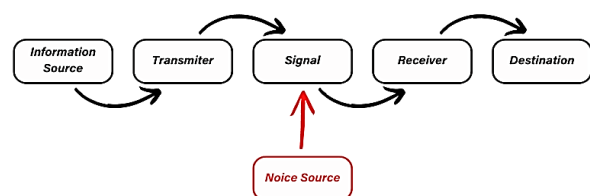


Figure 4: Shannon & Weaver Model (Reddy, 2017)

Shannon & Weaver’s communication model can be applied in interpersonal communication, public communication and mass communication. They did not discuss feedback in their theory. Thus, this theoretical model is very simple. Disturbances (noise) that occur can cause errors in interpreting the message conveyed (miscommunication).

“The stunting data comes from the posyandu and there are about 15 children at risk, but not all of them get help because of funding. The sub-district only gave eggs to 3 children, we don’t know where the data came from and who the children are. We were given cards (quota) that could not be used because the network was not good” (Susanti, 2023).

The noise contained in the substance of the interview above is twofold, namely noise that occurs between communicators to communicants due to unclear communication and has an impact on miscommunication, and noise that occurs in signal interference that does not support the area.

On the other hand, this research looks at the above model macro, namely the use of media with all the obstacles (noise) that interfere with the transmission of messages to the destination. This communication model is done in one way, utilizing the media needs to be the point in this case, either electronic such as telephone or television or digital. Meanwhile, the noise is emphasized by the head of DP3AKB in the interview results.

“I have made a Memorandum of Understanding (MoU) with the East Lombok Regency Journalist Forum which has almost 42 media, every activity is always published, in collaboration with Selaparang Television every quarter I always talk about stunting.” (Ahmat, 2023).

The government does not dismiss the power of the media in conveying information related to the issue of stunting. However, the government should innovate information so that the messages conveyed are more effective. Not only news or talk shows, but information that is influential such as documentaries or public service announcements. Detailed by the media in the form of interviews.

“If the stunting agenda is sudden, they immediately call and sometimes

send a letter. They have a program in collaboration with the media. The existence of packaging innovations sometimes OPD is not ready, such as making public service advertisements whose budget does not match the budget from the government.” (Firdaus, 2023).

Through this indirect communication, there needs to be a relevant budget mechanism, although not most people currently enjoy television broadcasts, the majority have switched to digital broadcasts even for cultural communities classified as rural society. However, for some people who still enjoy television broadcasts, it is a recommendation to innovate socialization through public advertisements and persuasive broadcasts.

Innovation as Social Capital to Overcome Stunting

Efforts to overcome stunting through certain skills are the ability to design projections that have a significant impact on the communities affected by stunting cases in the form of innovation.

Various innovations have been carried out as an approach in overcoming stunting by UPTD and the Family Assistance Team (TPK). The skills of this assistance team are social capital in overcoming stunting problems.

“Regarding the formation of activity groups, it is complete, there is a Youth Information and Communication Center (PIKR). There is Tribina that Toddler Family Development (BKB), Elderly Family Development (BKL), Youth Family Development (BKR). We form each hamlet, for example in Kandong Hamlet we form BKR, in Gerantung Hamlet we form

PIKR, and form BKL in Tinggi Hamlet” (Susanti, 2023).

In the Tribina above, the actualization and mapping of locations for coaching activities are carried out according to strategic positions according to the people who need the benefits of the activities. Coaching is not done directly to the people affected, but rather fostering one family to create a positive climate, supporting the program to overcome stunting. Different at the companion level, at the sub-district level (UPTD) has its own program, namely Sate Kambing, which is an egg sawer for families at risk of stunting.

“Distribution eggs are given to those in the data, if the healthy kitchen (Dashat) has funds from DP3AKB to fulfill healthy food. Providing education related to nutritional completeness for pregnant women, two-year-old babies (baduta)” (Sunarno, 2023).

Communication needs make us choose an approach to effectiveness, as well as information in various ways. Thus, all forms of efforts to reduce stunting cases in Embung Kandong Village can be achieved.

“The sub-district has a Sate Kambing program (distribution eggs) once a month, given to those affected. The eggs are given to the mother of the head of the region (head of hamlet) and must be given to the person concerned, and succeeded in increasing the weight of his height.” (Susanti, 2023).

Innovation is not only in the form of programs or activities such as genre ambassadors by DP3AKB who aggressively provide socialization to the community, but

can design villages to become smart villages (Pratama, 2023) as well as preparations from various materials that are full of fiber and nutrition including vegetable protein and animal protein including protein-rich salted egg crackers (Hutahaen, Sari, & Ningrum, 2023). Such processed packaging skills and programs are urgently needed. The various approaches taken by these innovators contribute to social change related to stunting.

No matter how great the innovations carried out by the Family Assistance Team, UPTD and so on, if there is no collective awareness attitude, it will be difficult to overcome the problem of stunting. This awareness is not only owned by the hierarchical structure, the affected community must also instill it.

“In the healthy kitchen activity (Dashat) there are people who are affected who feel embarrassed to attend, he is the son of a teacher and is caused by the community’s assumption that stunting is a disgrace.” (Susanti, 2023).

We should also need to innovate communication, information design and need the right formulation so that affected communities such as pregnant women with Chronic Energy Deficiency (KEK), two-year-old babies (baduta), five-year-old babies (toddlers) and prospective brides, to get assistance and information evenly.

Parsons’ AGIL analysis

Stunting cases in Embong Kandong Village are primarily a result of the community’s poor comprehension of the risks associated with it, a lack of socialization that includes the participation

of community leaders (village and hamlet leaders) and religious leaders through lectures that address stunting, and the requirement for intensive literacy. These individuals also lack understanding of stunting, according to observations and interviews, and they have never particularly discussed the risks of stunting in social forums (lectures).

The conceptual framework of this research, namely functional structural theory and figures from this school like Talcott Parsons, must be used to conduct in-depth analysis in order to maintain and preserve all programs, innovations, and communications that have been carried out by all parties.

Parsons claims that all acts must be goal-oriented and that when pursuing our own objectives, we must also take into account the aspirations of others. His grand theory begins with an explanation of individual behavior. According to Parsons' AGIL pattern (Adaptation, Goal Attainment, Integration, Latency), all social systems must operate in accordance with their respective functions for the social system to fulfill its intended function (Tazkiyah, 2022).

First, the analysis of adaptation in this case study is more about the adjustment of the system to the environment and society. For example, a culture must have an adaptive mechanism to the biological and geographical environment.

The traditions of communication, egg *sawer* and literacy should be adapted to the ability of the cultural community (rural society) to understand communication delivered in a hierarchical manner. This adjustment can strengthen long-established

relationships and traditions. The indicator of the communication tradition carried out is the friendship that is still strongly held by the rural society. This will affect social awareness if done wisely.

The egg *sawer* tradition as a government effort to fulfill the community's protein intake must be targeted and fair. If 15 people are affected, then the egg *sawer* given is in accordance with this number, not 3 people or some. The literacy tradition is also carried out to fulfill the community's information intake by adjusting to the level of understanding and language that is easy to understand.

Culture is the basis for the patterns and patterns of action of a person in his life. Culture is considered a legacy of symbolic behavior that is learned in shaping humans. Adaptive culture is a system of socially transmitted patterns of behavior that serve to connect human communities with their ecological environment. This community way of life includes technology and modes of economic organization, settlement patterns, modes of social grouping and political organization (Teguh et al., 2023).

Second, the analysis of Goal Attainment looks at the purpose of social empowerment by involving many sectors. The goals to be achieved must go through a sufficient discussion stage because the stunting problem is a global problem that is not only faced by Indonesians.

Achievements must be reported and evaluated as performance indicators. The reporting system using ELSIMIL by the family assistance team (TPK) consisting of village midwives, PKK leaders, and cadres is part of a system that can show the results of goal attainment.

In terms of goal attainment, the purpose of the Elsimil application is to conduct early detection of the health of prospective brides to mitigate the risk of giving birth to stunted babies through filling out questionnaires related to several variables. The questionnaire is filled in after the bride-to-be has undergone an examination at a health facility. The results of the questionnaire will be a guide for accompanying officers to provide assistance to prospective brides and grooms. In addition to education, multivitamins or supplements are also given according to the needs of the bride and groom. The result is an Elsimil certificate as a valid administrative file for marriage registration at the KUA or Office of Religious Affairs (Sumantri, Rahmat, & Dermawan, 2023).

Third, integration analysis which has multifunctions of the communication components in the hierarchy. this function is very instrumental in managing the relationship of the other three functions in the AGIL scheme. Weak public knowledge regarding the dangers of stunting due to community assumptions, lack of literacy and socialization requires integrated action from all parties to create patterns and actualize programs to overcome stunting.

The roles of DP3AKB, regional apparatus organizations, UPTD, village governments to the family assistance team closest to the community must work together in an integrated work pattern. Because, if there is a dysfunctional role in the hierarchy, it will be difficult to achieve the agreed goals.

Through the Ministry of Home Affairs, by the end of 2020 monitor the implementation of the convergence of

integrated stunting reduction interventions. In priority districts, the implementation of stunting prevention integration was evaluated and assessed using eight convergence actions: (1) situation analysis; (2) activity plan; (3) stunting consultation; (4) Regent and Mayor regulations on village roles; (5) KPM coaching; (6) data management system; (7) stunting measurement and publication; (8) annual performance review. To prevent integrated stunting in the regions, the regions can make certain program breakthroughs, get support from the central government, and even make management breakthroughs to better manage inter-sectoral programs (Sabarisman & Sulubere, 2023).

Fourth, more analysis of pattern maintenance. The function of a system to complement, maintain and improve at the individual level as well as cultural patterns.

Various programs to overcome stunting in Embung Kandong Village are still being carried out. Healthy kitchens can motivate people to consume and make healthy meals from vegetables, meat and seafood, both during events and at home.

The existence of healthy kitchen (*Dashat*) activities has many benefits, in addition to increasing nutrition, it can become a forum for community gathering. This is in accordance with Parsons' opinion that when society changes, it will generally grow with a better ability to overcome the problems of its life (Tazkiyah, 2022).

AGIL analysis of the handling of stunting cases in Embung Kandong Village that to achieve success in reducing stunting rates, it is necessary to adjust to the level of understanding of the cultural community on indicators that have been determined

by integrated action. If this continues to be addressed through constructive evaluation, then the common hope can be realized, namely creating quality human resources in Embong Kandong, East Lombok.

Convergence efforts are incomplete if they do not involve the role of intellectual groups, traditional leaders and communities. The knowledge and insights of intellectual groups will help the stunting education and literacy process for the community. Meanwhile, traditional leaders are able to organize the collective awareness of the community to avoid the risk of stunting. Even community groups are the targets affected by stunting and are the most important part in maintaining the pattern of overcoming stunting (Lamawuran, Tokan, & Ratumakin, 2023).

CONCLUSION

The issue of stunting is a global issue and a crisis condition that must be addressed by all parties, including through effective communication. The chain communication pattern as a hierarchical communication and the Y pattern as a form of communication approach to overcome the stunting problem, but it must be considered properly related to noise in the Shannon & Weaver communication model which must be minimized for effective communication. The formation of Tribina, PIKR and sawer eggs became a breakthrough of the family assistance team and UPTD as innovation and social capital. The involvement of all parties (integrated action) in the process of communication, socialization and literacy is needed. Thus, the planned achievements to reduce the

stunting rate or zero for stunting cases can be realized.

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