

ABSTRAK

Antin Delia Putri, 2026. Strategi Komunikasi Program Penanganan Stunting di Lingkungan Pemerintahan Desa Sumberagung Kabupaten Banyuwangi. Skripsi . Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Dosen Pembimbing: Dr. Juariyah, M.Si.

Kata kunci: strategi komunikasi, penanganan stunting, pemerintah desa, teori S-O-R, perubahan perilaku

Stunting merupakan permasalahan gizi kronis yang masih menjadi prioritas penanganan pemerintah, termasuk di tingkat desa. Desa Sumberagung, Kecamatan Pesanggaran, Kabupaten Banyuwangi, mencatat penurunan angka stunting dari 8,64% pada tahun 2021 menjadi 2,44% pada tahun 2024, namun berbagai hambatan komunikasi masih ditemukan dalam pelaksanaan programnya. Penelitian ini bertujuan untuk mengetahui strategi komunikasi yang diterapkan oleh Pemerintah Desa Sumberagung dalam program penanganan stunting, serta menganalisis bagaimana masyarakat memahami dan merespons informasi yang disampaikan. Penelitian menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara semi-terstruktur dan dokumentasi. Informan dipilih melalui teknik *purposive sampling*, meliputi petugas kesehatan desa, kader posyandu, kepala dusun, bidan desa, dan ibu balita. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan mengacu pada model Miles & Huberman. Penelitian ini menggunakan Teori *Stimulus-Organism-Response* (S-O-R) sebagai landasan analisis. Hasil penelitian menunjukkan bahwa strategi komunikasi dilaksanakan secara terpadu melalui program SOTH, edukasi calon pengantin, penyuluhan posyandu, dan distribusi PMT, dengan melibatkan berbagai komunikator dan media yang variatif. Respons masyarakat bervariasi; sebagian menunjukkan perubahan perilaku positif, namun sebagian lainnya belum konsisten menerapkan informasi yang diterima akibat rendahnya kesadaran, kesibukan bekerja, dan kesalahan pola asuh di era digital. Disimpulkan bahwa strategi komunikasi yang diterapkan cukup berhasil secara bertahap, meskipun memerlukan penguatan pada aspek keberlanjutan program dan peningkatan partisipasi masyarakat.

ABSTRACT

Antin Delia Putri, 2026, Communication Strategy of the Stunting Prevention Program in the Village Government of Sumberagung, Banyuwangi Regency. Thesis. Communication Studies Program, Faculty of Social Sciences and Political Sciences. Universitas Muhammadiyah Jember. Advisor: Dr. Juariyah, M.Si.

Keywords: *communication strategy, stunting prevention, village government, S-O-R theory, behavior change*

Stunting remains a chronic nutritional problem that continues to be a government priority, including at the village level. Sumberagung Village, Pesanggaran District, Banyuwangi Regency, recorded a decline in stunting rates from 8.64% in 2021 to 2.44% in 2024, yet various communication barriers were still identified in program implementation. This study aims to examine the communication strategy applied by the Sumberagung Village Government in its stunting prevention program, and to analyze how the community understands and responds to the information delivered. This research employed a descriptive qualitative method with data collection techniques consisting of semi-structured interviews, observation, and documentation. Informants were selected through purposive sampling, including village health officers, posyandu cadres, hamlet heads, village midwives, and mothers of toddlers. Data analysis followed the Miles & Huberman model through stages of data reduction, data presentation, and conclusion drawing. The Stimulus-Organism-Response (S-O-R) Theory was used as the analytical framework. The findings indicate that the communication strategy was implemented in an integrated manner through programs such as SOTH (School for Outstanding Parents), pre-marital education, posyandu counseling, and supplementary food distribution, involving diverse communicators and varied media. Community responses were mixed; some demonstrated positive behavioral changes, while others failed to consistently apply the information received due to low awareness, busy work schedules, and improper parenting practices in the digital era. It is concluded that the communication strategy applied has been gradually effective, though it requires strengthening in terms of program sustainability and increased community participation.