

ABSTRAK

Stunting merupakan permasalahan gizi kronis pada anak yang memerlukan peran aktif fasilitas kesehatan dalam upaya pencegahannya. Penelitian ini bertujuan untuk mengetahui strategi komunikasi Puskesmas Sungai Pua dalam meningkatkan kesadaran masyarakat dalam menanggulangi stunting. Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa Puskesmas Sungai Pua melaksanakan strategi komunikasi melalui penyuluhan, kegiatan posyandu, serta peran kader dalam menyampaikan informasi pencegahan stunting. Namun, masih terdapat kendala berupa rendahnya partisipasi dan kesadaran sebagian masyarakat, sehingga diperlukan penguatan komunikasi yang lebih efektif dan berkelanjutan.

Kata kunci: Strategi Komunikasi, Puskesmas Sungai Pua, Stunting

ABSTRACT

Stunting is a chronic health problem in children that requires active health facilities in prevention efforts. This study aims to determine the communication strategies of the Sungai Pua Community Health Center in raising public awareness in combating stunting. The study used a qualitative approach with descriptive methods through interviews, observation, and documentation. The results showed that the Sungai Pua Community Health Center implemented communication strategies through counseling, posyandu activities, and the role of cadres in conveying information on stunting prevention. Sungai Pua implements communication strategies through counseling, posyandu activities, and the role of cadres in conveying information on stunting prevention. However, there are still obstacles in the form of low participation and awareness among some members of the community. Therefore, more effective and sustainable communication is needed.

Keywords: *Communication Strategy, Community Health Center, Sungai Pua, Stunting*