

# Building Awareness of the Dangers of Stunting Generation Through Health Communication for Indonesian Worker at Pulau Penang Malaysia

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## Abstract.

*The implementation of Community Service is the result of collaboration between the Communication Studies Program at Mercu Buana University and Pertubuhan Masyarakat Indonesia (PERMAI) Pulau Pinang, Malaysia. The Theme of Community Service Activities is Building Awareness of the Dangers of Stunting Generation Through Health Communication. To achieve this goal, the lecture method is used, playing youtube videos of short duration, then questions and answers about Building Awareness of the Dangers of Stunting Generation Through Health Communication For TKW women worker in Pulau Pinang, Malaysia. This campaign activity is planned to be held in January, 27. 2024 in Pulau Pinang, Malaysia. This activity is expected to be attended by women worker who live in Malaysia. Target outputs of this community services activity is increased knowledge and skill, Mass Media Publication, journal article, HAKI and video Activity. Lastly, the satisfaction of the participants in the devotion activities can be said to be very good. This can be seen from the response which says that the material delivered is in accordance with what is needed by the participants, besides that he also follows the activity from beginning to end. In addition, in terms of participants, it was seen from their cooperative attitude and feedback that was relevant to what was delivered by the speaker.*

**Keywords:** Health Communication; Campaign; Stunting; Indonesian Worker and Pulau Penang.

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## I. INTRODUCTION

KEMENKO PMK -- Excellent and qualified Human Capital is a requirement to bring Indonesia forward in 2045. However, the preparation of superior human resources still faces a challenge called "stunting". Based on data from the 2021 Survei Status Gizi Balita Indonesia (Indonesian Toddler Nutrition Status Survey, SSGBI), the prevalence of stunting is currently still at 24.4% or 5.33 million children under five years old. However, the prevalence of stunting has decreased from previous years. However, Indonesian President Joko Widodo targets the stunting rate to drop to 14% in 2024 (1) The President declared that the government will ensure stunting prevention precautionary measure for women during pregnancy and after birth. Prior to birth, a program will be carried out to distribute blood-boosting iron tablets (TTD) for young women, an additional nutritional intake program for chronically malnourished pregnant women, equip the local health post (puskesmas) with ultrasound to sharpen the identification of pregnancy (1). One of the nutritious action movements is by distributing iron tablets to young women. According to Riskesdas 2018, anemia in adolescents is still very high, above 20%. In detail, anemia in children aged 5 to 14 years amounted to 26.8%, aged 15 to 24 years reached 32%. The adherence of young women taking iron tablets is currently in low number. Adolescent girls who received iron tablets in the last 12 months reached 76.2%, but only 1.4% of female adolescents consumed iron tablets as recommended. "This is an important thing to increase the consumption of blood-boosting tablets in young women while also improving the behavior of consuming balanced nutrition," he said. "This is what we aim into the national nutrition action movement so that it becomes a joint movement in consuming blood-boosting tablets for young women," added Director General Endang.

This movement aims to increase the literacy of school members about the importance of taking iron tablets at school, sports and physical activity. Representative of UNICEF Indonesia Airin Roshita, MSc, PhD said that these teenagers will be supported to change their behavior through the environment around them. "So friends must have a positive attitude regarding food intake, and snacks at school must also support a healthier direction," said Airin. According to her, the national movement for nutrition is very important, and policies at the government level must ensure that there is a supportive environment for these young people to have positive nutritional and health behaviors. One of them is taking iron tablets, eating healthy food, accompanied with physical activity (2). The quality of an adolescent is one of the factors that can determine

the incidence of stunting. The lack of providing correct information about stunting prevention from an early age, especially regarding preparation for the First 1000 Days of Life can also increase the risk of giving birth to children with growth disorders that lead to stunting. Because of that, it is necessary to provide understanding and increase stunting prevention behavior in young adults (3), (4). According to research by Bela Novita Amaris Susanto, et al, it is necessary to carry out health campaign with audio-visual media for stunting prevention behavior in teenagers (5). According to research by Yunita Permatasari et al, it is necessary to conduct a persuasion study on health campaigns conducted by the Ministry of Health that can affect health in young adult. (6), (7).

One of the efforts to prevent stunting by the ministry of health is to carry out environmental campaigns through posting photos and videos on social media. Stunting is a high-risk health problem and can affect children's growth into adulthood. There are several preventive measures that can be taken to prevent stunting, including: (1) improving hygiene level. Recurrent infections in children are caused by the body's immune system not working optimally. When a child's immune system is not functioning properly, the risk of developing various types of health problems, including stunting, is higher. Because stunting is a disease that is prone to attack children, it's always a good idea to ensure that your child's immunity is maintained so you can avoid infection. (2) Sanitation and access to clean water are one of the focuses that you can do to prevent stunting in children. Keep yourself and your environment clean so that no bacteria, fungi, germs, and viruses can contaminate your body and that of your child. You are also advised to always pay attention to the cleanliness of your body and hands. Dirty hands will increase the probability for germs to infect food that enters the body, causing malnutrition. In the long term, this prolonged problem of malnutrition can lead to stunting. To prevent stunting through sanitation, you are advised to choose body hygiene products that are effective in protecting against harmful germs. Choose hygiene products such as hand washing soap and specially designed hand sanitizers with maximum cleaning benefits, such as Lifebuoy products. Lifebuoy hand washing soap is presented with a gentle formula and a variety of fragrances that are suitable for use by all family members. Meanwhile, Lifebuoy hand sanitizer can protect your family from germs quickly without using water. Because having children who are healthy and grow well into adulthood is every parent's dream, right? Come on, prevent the risk of stunting by understanding the meaning of stunting and always pay attention to nutrition, health and cleanliness of the baby's body (8), (9), (10).

Sosialisasi tentang percepatan penurunan stunting untuk Pekerja Migran Indonesia (PMI) di ladang-ladang sawit Sarawak Malaysia belum terlalu masif. Ketua Ikatan Penulis Keluarga Berencana (IPKB) Provinsi Kalimantan Barat Mirza mengatakan saat ini, sebagian besar para PMI tersebut belum mengetahui (awam) tentang stunting. “Belum lama ini kami (IPKB Kalbar) ikut serta dalam kegiatan pelayanan pemasangan alkon MKJP pada PMI yang bekerja di Ladang Ladong Simunjan Sarawak Malaysia. Dalam kegiatan itu, turut dilakukan sosialisasi tentang stunting oleh Kepala BKKBN RI,” (<https://kalbar.bpk.go.id/pekerja-migran-awam-soal-stunting/>) One of NGO in Malaysia, PERMAI stands for Indonesian Community Organization in Pulau Pinang, Malaysia. A Non-Political, Non-Governmental NGO which operates in the field of Social Education and Culture. Experts consist of Indonesian people who live in Malaysia, including: expatriates, business people, lecturers, teachers, students, students and workers who live in Malaysia. As foreigners, people with a humble and friendly attitude are willing to mingle with the initiative of fostering virtue and harmony between Indonesian society and local society through interaction, tolerance, adaptation and contribution without considering the origin of race, nation, belief and religion. PERMAI also seeks to collaborate with parties who are willing to synergize/transfer knowledge in the fields of eCommerce, Fintech, Digital Technology and other appropriate special skills to establish socio-cultural cooperative relations between the people of Indonesia and Malaysia. PERMAI tries to become an incubator to produce a community that has special skills and abilities so that they can get jobs in positions and salaries that are higher or at least equal to other nations (<https://permai.my.id/tentang-kami/>).

Based on the explanation above, it is necessary to increase the knowledge, understanding and life skills of the younger generation regarding stunting prevention in the context of health communication to the public, especially young adults. This aims to increase public awareness of the environment and health. This

activity is a community service activity by conducting a stunting prevention campaign for women worker in Pulau Pinang, Malaysia. The aim of this activity is to facilitate lecturers and students in carrying out higher education tridharma activities outside campus. This activity is to meet the Main Indicators, namely IKU 2 (Students carry out activities outside campus) and IKU 3 (lecturers carry out activities outside campus in the form of community service), IKU 5 (the results of lecturers' work can be used directly in the community). The focus of this community service activity meets the University's Additional Performance Indicators (IKU), namely strengthening Partner competencies in the field of health communication literacy, especially the dangers of stunting. The problem of partner are: How to increase women workers' knowledge about the phenomenon and the dangers of stunting? How to increase women worker awareness to participate in preventing stunting from oneself based on the effects of health and environmental communication? How to encourage students to live a healthy lifestyle so they can prevent stunting? This community service activity aims to facilitate students and lecturers to carry out activities outside campus. Apart from that, this activity can implement the results of lecturers' work that can be used by the community. This is in accordance with the main performance index for higher education and the implementation of independent independent campus learning (MBKM). The Community Service activities will be carried out in the form of socialization with selected topics.

In order for problem solving to be in accordance with the analysis of the situation and problems of the partners above, it can be implemented and achieve the objectives, then this activity uses socialisation method. This method is chosen to convey concepts that are important to be understood and mastered by trainees. The lecture method intended is intended to trigger participatory activities. Lectures in this case are more interactive, which involves participants through the presence of feedback or comparisons with participants' opinions and experiences. The work procedure in the community service program is divided into three stages: (1) Pre Program: Situation analysis of social phenomena, problems, and solutions outlined in community service proposals and mapping the target audience. (2) Program Implementation: Resource person, Community service team that has competence in the field of digital communication. (3) Finalize the Program, Preparation of public service reports and accountability for budget activities. The stages for implementing the solutions proposed by the PkM proposing team, begin with discussion activities with partners to formulate solutions that are considered appropriate for implementation within the PkM program period. The results of the discussion were then expressed in concrete steps for implementing the program as follows: Preliminary Stage: This stage carries out surveys for observations and interviews to find out the internal and external conditions in the learning process. Identifying problems in the health of community: Competency Strengthening Training Implementation Stage. At this stage, knowledge transfer activities are carried out through training (workshops). Transfer knowledge using lecture, simulation and question and answer methods.

Carrying out practice according to the training topic. Evaluation and Mentoring Stage. At this stage, evaluation and mentoring is carried out so that partners have increased their abilities according to their achievement indicators to 90% since receiving training. Stage of making reports and outputs in the form of making videos of activities, articles for publication in the mass media, scientific journal articles in the Community Service Journal, Sinta 4 and additional outputs in the form of IPR. Based on the results of discussions and coordination with partners, it was agreed that partners would actively participate in taking part in all Community Service programs in workshops and training activities and partners would contribute in providing classroom space (halls) for program implementation, sound systems, and necessary data/documents. to support the success of the PkM program. Partners are strongly committed to carrying out the PkM program well so that the planned targets can be realized. Evaluation is carried out at the final stage of the activity, through collecting data based on observations on socialisation activities. At the presentation stage, evaluation is done by concluding the participants' understanding. The socialization results are measured by the accuracy of participants in accordance with good and right ethics. The participants will be given an evaluation in the form of a special test at the end of the session in the form of materials that have been given at the beginning and after of the session. The continuity of the program after the PkM program implementation schedule ends is realized through regular monitoring of partners to monitor developments

and identify follow-up programs that can be proposed to further improve partner performance. In this way, the activity program can be sustainable and in accordance with partner needs.

## II. RESULT AND DISCUSSION

This Community service activity was carried out at Sekretariat Majelis Wilayah Cabang Istimewa (MWCI) Nahdhatul Ulama (NU) Pulau Pinang, Lintang Sungai Ara, Malaysia. This Activity about Building Awareness of the Dangers of Stunting generation Through Health Communication. This activity aims to make a women workers and family increase awareness about how dangerous impact of stunting and health. This Socialization is expected to inspire and bring change to the community, especially women workers at Pulau Pinang malaysia so that they have awareness and knowledge about the phenomenon and the dangers of stunting, to participate in preventing stunting from oneself based on the effects of environmental communication, to live a healthy lifestyle so they can prevent stunting.

The program of community service activities was carried out on:

- Day / Date: Monday, January, 28. 2024
- At: 10.00-15.00 Malaysia Time
- Venue: Sekretariat MWCI NU
- Participants: 50 Indonesian Worker (TKI) (Attendance List Attached)
- Link Video: <https://www.youtube.com/watch?v=hHIT8bEF2ow>

This community service activity is carried out in class by starting to watch Poster about stunting prevention campaign issued by the Ministry of Health on Youtube. Then, they were given material with Powerpoint presentation. Program begin with introduction accompanied with welcoming remark by head or representative of Majelis Wilayah Cabang Istimewa (MWCI) Nahdhatul Ulama (NU) Pulau Pinang, Mr. and opening speech by Vice Rector of Resources Universitas Mercu Buana, Mr. Rizki Briandana, Ph. D. Provided material begin by conducting pretest to students. Pre-test done by interviewing 5 audience by answering several questions related to (1) How to prevent stunting in children at an early age? (2) How can children grow and develop healthy? (3) What should parents do? (4) Mention 3 characteristics of a child affected by stunting? (5) what does WASH stands for? This becomes a picture of the situation of the target audience about what topics need to be addressed, what goals are to be achieved, what benefits are expected and in what ways should activities be carried out. Post-test conducted by distributing questionnaires that were distributed to all participants to measure the results of these activities. In the questionnaire, there are three aspects assessed by the participants in the questionnaire regarding the material submitted, the resource persons/presenters who deliver, and the training methods used. The questionnaire is an indicator of success whether the objectives of this activity are achieved according to expectations or not and what aspects must be evaluated and become learning. Participant Satisfaction Survey Partner Satisfaction with Services and Implementation of the PKM Process. The following is a recap of Partner Satisfaction with Services and Implementation of the PKM Process with the following assessments:

Expectation Measurement Value (Importance):

- 1 = Not Important
- 2 = Moderately Important
- 3 = Important
- 4 = Very Important

Performance Measurement Value (Satisfaction):

- 1 = Dissatisfied
- 2 = Quite Satisfied
- 3 = Satisfied
- 4 = Very Satisfied

Based on the results of a questionnaire conducted using the Likert scale model, that is a scale commonly used to measure perceptions, attitudes or opinions of a person or group regarding an event or social phenomenon. The results obtained from the questionnaire are as follows:

**Table 1.** PPM implementation evaluation results

NO	Description	Important				Satisfied			
		Strongly Important	Quite Important	Important	Not Important	Strongly Satisfied	Satisfied	Quite Satisfied	Not Satisfied
1	The material for service activities is in accordance with existing problems in society.	64,7	8,8	20,6	0	47,1	35,3	14,7	2,9
2	The community service method used is appropriate to the theme and objectives of the community service program.	55,9	11,8	26,5	5,9	64,7	32,4	0	2,9
3	Facilities and infrastructure supporting service activities, such as places or buildings for service activities, tools and materials, other supporting facilities, are adequate.	47,1	38,2	8,8	5,9	52,9	38,2	5,9	2,9
4	The team implementing the service program looks united in carrying out activities	67,6	11,8	17,6	2,9	61,8	17,6	14,7	5,9
5	The team implementing the service program is competent with the material provided	61,8	11,8	23,5	2,9	52,9	29,4	11,8	5,9
6	The implementing team is very interesting in packaging the service program	76,5	8,8	14,7	0	64,7	20,6	11,8	2,9
7	The community is enthusiastic about participating in service activities	47,1	8,8	38,2	5,9	44,1	41,2	11,8	2,9
8	The community really feels the benefits of the service program provided	67,6	5,9	23,5	2,9	58,8	29,4	5,9	5,9
9	The community is very interested and enthusiastic about service activities	55,9	8,8	32,4	2,9	55,9	35,3	2,9	5,9
10	The community as a whole is satisfied with the community service program carried out	70,6	8,8	20,6	0	58,8	29,4	5,9	5,9
11	The service program is in line with what the community expects	55,9	5,9	38,2	0	50	38,2	5,9	5,9
12	The term of the service program is in accordance with what the community expects	64,7	14,7	17,6	2,9	55,9	17,6	23,5	2,9

The material for service activities is in accordance with existing problems in society strongly Important, but the audience decrease strongly satisfied just 47,1%. The implementing team is very interesting in packaging the service program strongly important 76,5% but decrease about 64,7%. Facilities and infrastructure supporting service activities, such as places or buildings for service activities, tools and materials, other supporting facilities, are adequate about 47,1% and 52,9% strongly satisfied. The community is enthusiastic about participating in service activities about 47,1% strongly important dan 44,1% strongly satisfied. The service program is in line with what the community expects about 55,9% strongly Important



and decrease 38% strongly Important. The term of the service program is in accordance with what the community expects about 64,7% strongly Important but decrease about 55,9% strongly important. Benchmarks for the success of P2M activities at Pulau Penang, Malaysia can be seen from the behavior of the audience, such as: The participants were satisfied with the event. This can be seen from the results on the questionnaire that has been distributed. The participants know, understand, and aware in maintaining a clean and healthy environment during the Covid-19 pandemic. The participants know about how to prevent Stunting with nutrition, hygiene, sanitation and health. The results of community service activities can be broadly discussed in several aspects: the target participants, the objectives of community service activities, training materials and participant satisfaction. In terms of target participants, the number of targeted participants is 34 participants, who are expected to be agents of change who can tell other friends about the material they get. This target was achieved and actually exceeded the target number. From the participants' enthusiasm when attending the event, it was seen that the participant looked cheerful and happy and even took part in giving the material and were enthusiastic about answering every quiz question and games given. What's more they were enthusiastic watching the video played by the speaker. In terms of material, the material presented is indeed very relevant to the needs of participants. Each question raised can also be answered in detail and thoroughly by the speaker. Thus, all questions raised can be answered in accordance with the needs of the participants.

### III. CONCLUSION

Overall P2M activities on For Youth held at MWCI NU Pulau Penang, Malaysia went smoothly. This event took place as written in the event rundown. The participants who participated in this activity were very enthusiastic, this can be seen from the critical questions raised by the participants to the presenters. Lastly, the satisfaction of the participants in the devotion activities can be said to be very good. This can be seen from the response which says that the material delivered is in accordance with what is needed by the participants, besides that he also follows the activity from beginning to end. In addition, in terms of participants, it was seen from their cooperative attitude and feedback that was relevant to what was delivered by the speaker.

### IV. ACKNOWLEDGMENTS

Thanks are expressed to the Ministry of Education and Culture and LPPM Mercu Buana University (UMB) Jakarta for financial support for Community Service Program activities. Thanks are also expressed to PERMAI Penang Island Malaysia as a partner who has contributed to the implementation of this activity, as well as thanks to MWCI Nahdhatul Ulama Penang Island, who has played an active role in supporting the implementation of this activity.

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