

ABSTRAK

Ahmiarni, Strategi Komunikasi Puskesmas Pasilambena Dalam Program Percepatan Penurunan Stunting Di Kabupaten Kepulauan Selayar
(Dibimbing Oleh Dr. Syukri, S.Sos., M.Si dan Hamrun, S.IP., M.Si)

Penelitian ini membahas strategi komunikasi yang diterapkan oleh Puskesmas Pasilambena dalam program percepatan penurunan stunting di Kabupaten Kepulauan Selayar. Stunting merupakan masalah kesehatan masyarakat yang memerlukan pendekatan komunikasi yang terstruktur dan kontekstual, terutama di wilayah kepulauan yang menghadapi keterbatasan geografis dan rendahnya literasi kesehatan. Pendekatan yang digunakan dalam penelitian ini adalah metode kualitatif dengan tipe deskriptif. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, dan dokumentasi, dengan informan kunci terdiri dari Kepala Puskesmas, staf promosi kesehatan, dan perawat gizi.

Hasil penelitian menunjukkan bahwa strategi komunikasi Puskesmas mencakup empat tahapan, yaitu mengenal khalayak, menentukan tujuan komunikasi, menyusun pesan, serta menetapkan metode dan media. Beragam saluran digunakan, seperti penyuluhan tatap muka, media cetak, video edukatif, hingga media digital seperti grup WhatsApp. Pesan disesuaikan dengan konteks sosial dan budaya lokal agar lebih efektif diterima masyarakat. Kendala utama dalam pelaksanaan komunikasi mencakup akses wilayah terpencil, minimnya tenaga kesehatan, dan masih kuatnya tradisi atau kepercayaan lokal yang bertentangan dengan pesan kesehatan. Meskipun demikian, strategi ini mampu meningkatkan kesadaran masyarakat mengenai pentingnya pencegahan stunting dan mendorong perubahan perilaku positif seperti peningkatan kunjungan ke posyandu dan perhatian terhadap gizi balita.

Kata kunci: strategi komunikasi, stunting, Puskesmas, kesehatan masyarakat, Pasilambena

ABSTRAK

Ahmiarni, Communication Strategy of Pasilambena Public Health Center in the Stunting Reduction Acceleration Program in Selayar Islands Regency (Supervised by Dr. Syukri, S.Sos., M.Si and Hamrun, S.IP., M.Si)

This study explores the communication strategies implemented by Pasilambena Public Health Center (Puskesmas) in the stunting reduction acceleration program in Selayar Regency. Stunting remains a significant public health issue requiring strategic and culturally contextualized communication, especially in remote island regions with limited access to information and low health literacy. This research employs a qualitative method with a descriptive approach. Data were collected through in-depth interviews, participatory observation, and documentation involving key informants such as the Head of the Health Center, health promotion staff, and nutrition officers.

The results of the study show that the communication strategy of the Public Health Center consists of four stages: identifying the target audience, setting communication objectives, formulating messages, and determining appropriate methods and media. Various communication channels were utilized, including face-to-face counseling, printed materials, educational videos, and digital media such as WhatsApp groups. Messages were tailored to the local social and cultural context to ensure more effective acceptance by the community. The main challenges in implementing the communication strategy included limited access to remote areas, a shortage of health personnel, and strong local traditions or beliefs that conflicted with health messages. Despite these obstacles, the strategy succeeded in increasing community awareness about the importance of stunting prevention and encouraging positive behavioral changes, such as increased visits to Posyandu (integrated health posts) and greater attention to child nutrition.

Keywords: communication strategy, stunting, public health center, community health, Pasilambena