



Interpersonal Communication Strategy (ICS) in Overcoming Stunting : A Review

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Abstract

Stunting is a condition in children under five called failure to thrive due to chronic malnutrition that occurs during the golden period of growth, namely the First 1,000 Days of Life (HPK). This literature review was made with the aim of knowing the Efforts of Interpersonal Communication Strategies (KAP) in Overcoming Stunting that can prevent and overcome the prevalence of Stunting in Indonesia. This literature was obtained from PubMed, Proquest, Google Scholar sources and then

adapted to the relevant topic of Interpersonal Communication Strategies (KAP) in Overcoming Stunting and described in a narrative manner. From several articles reviewed, it is shown that the Interpersonal Communication (IPC) Strategy shows that it is significantly associated with increasing mother's knowledge about Stunting. Unlike media messages, Interpersonal Communication (IPC) strategies significantly influence mothers' knowledge of stunting. One of them is about the fulfillment of nutrition in the golden period of growth, namely the First 1000 Days of Life (HPK) for the prevention of Stunting.

Keywords: Interpersonal Communication, Stunting

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Introduction

Stunting is a condition in children under five called failure to thrive due to chronic malnutrition that occurs during the golden period of growth, namely the First 1,000 Days of Life (HPK). Children with stunting can also experience growth and development disorders in their brains. So that children with stunting conditions have a risk of experiencing chronic diseases in adulthood. (Azizah & Wardhani, 2020)

Stunting is also one of the targets of the Sustainable Development Goals (SDGs), namely no more hunger and malnutrition in children by 2030. Based on data from UNICEF, in 2018 data were obtained for 149 million (21.9%) children under five in the world stunting, in Asia (55%) in Africa (39%).(UNICEF & WHO, 2019)

Various efforts have been made by the government to reduce the prevalence of stunting in Indonesia in 2025 to 40%. And one of the programs launched by the government is to form the Toddler Family Development Cadre (BKB). BKB cadres are cadres in the community who are tasked with educating the public about stunting and how to prevent it. (Azizah & Wardhani, 2020)

The incidence of stunting in Indonesia has increased and decreased every year. From the results of the Basic Health Research (Riskesdas) in 2018, the incidence of stunting in Indonesia was 30.8%. This data shows that in 2018 stunting cases decreased compared to 2013 (37.2%)(Kemenkes RI, 2018)

Not only in Indonesia, stunting is also a global problem, one of which is in Tanzania. Stunting in children is a major problem in Tanzania, affecting 2.7 million children under five aged 0-59 months. (Ryan Moffat, 2022)

One of the efforts to prevent stunting can be done by means of effective communication with the community or mothers who have stunting toddlers. Communication is a process in conveying information. Communication can also be done orally which can be understood by the sender and recipient of the message. Communication can also be done by using body movements, showing certain attitudes, which is called nonverbal communication. Nonverbal communication is carried out if verbally the recipient of the message has not been able to understand what information is given by the sender of the message. (Firdausiyah, 2017)

Interpersonal communication is communication that is done face-to-face, which is carried out verbally and non-verbally. A communication will be successful if the participants in the communication are cooperative and the message conveyed can be received and understood by the recipient of the message. Interpersonal communication carried out face-to-face will establish closeness between the communicant and the recipient of the message.(Firdausiyah, 2017)

To achieve effective communication, a strategy in communication is needed that can be a guide or guide in the direction of the expected behavior change. Communication strategies can be carried out by Cadres and Puskesmas officers. Communication must be delivered properly so that the communication process can run well and smoothly. And the recipient of the message can receive and understand the message given by the Cadre or Health Center officer. (Yunus, Utami, & Aliah, 2021)

To overcome the problem of stunting in Indonesia, a communication strategy is carried out by the government, namely through the Behavior Change Communication (KPP), an



effort to accelerate stunting prevention. The Ministry of Communication and Information provides various information media about stunting. This is done in an effort to promote the issue of stunting and its prevention. (Bender, 2022)

KAP is one approach that can be used to change behavior. The Behavior Change Communication Strategy (KPP) in the Efforts to Accelerate and Prevent Stunting uses the KAP approach with the hope that it will create changes in people's behavior towards a better direction and can reduce the incidence of stunting in Indonesia. (Kemenkes RI, 2019)

The role of cadres in stunting prevention efforts is very necessary, this is because cadres are also people who are usually closer and can communicate well with mothers who have stunting toddlers, when compared to health workers. However, cadres have limitations in knowledge and delivery of messages or programs owned by the government. Therefore, training is needed for Cadres so that they can improve the Cadre's ability to convey health messages to the community. (Hamzah, Syam, & Sartika, 2021)

KAP places cadres as media with all their abilities in speaking, telling stories, persuasively, using media such as videos, posters, banners and others. This is so that the recipient of the message does not feel bored hearing it (Kemenkes RI, 2019)

Methods

Problem Statement

The first step taken in the preparation of this literature review is to look at the problems that are currently becoming a national issue, namely the problem of stunting. Since 2012 the Government of Indonesia has launched the management of stunting prevention and control efforts. In its management, the Government of Indonesia divides two focuses of intervention in stunting prevention efforts, namely Specific Nutrition Interventions, and Sensitive Nutrition Interventions. Specific Nutrition Interventions are aimed at the golden period of child growth, namely the first 1000 days of life. And Sensitive Nutrition Intervention, aimed at the general public. The problem of stunting in Indonesia is still a concern until now. (Putri & Nuzuliana, 2020)

Stunting in children does not only occur in families from middle to lower economic circles, but also occurs in families from upper middle class economies, which is 29% under five and 20% come from families with middle and upper economies. (Kementarian Kesehatan RI, 2018)

Process of Screening Article

The process of determining articles in this literature review is carried out using three databases, namely through PubMed, Proquest, Google Scholar and searches from other sources that are appropriate to the topic, such as from WHO, and the Ministry of Health. The search for this article uses the keywords "interpersonal communication" and "stunting". To combine keywords, some databases use Boolean operators (AND, OR and NOT) which are compiled online on PubMed, ProQuest, Google Scholar.

Articles obtained from PubMed, ProQuest, Google Scholar sources are then adapted to the relevant topic of Interpersonal Communication Strategies (KAP) in Combating Stunting and are described in a narrative .

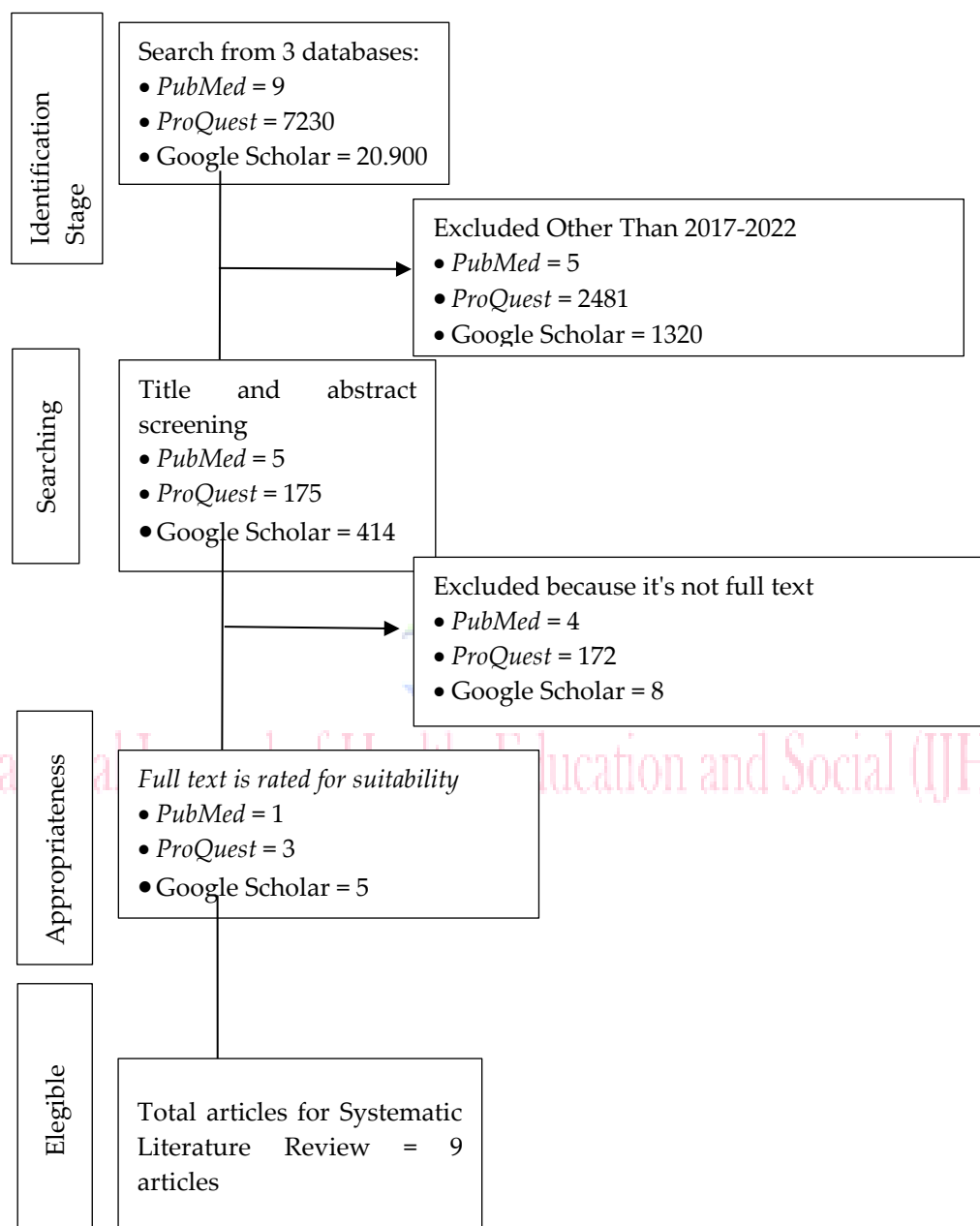


Figure 1. Article Determination



No	Author/Country	Title	Findings
1.	(Ryan Moffat, 2022) Tanzania	A National Communications Campaign to decrease childhood stunting in Tanzania: an analysis of the factors associated with exposure	The results of the study, significant factors that affect the results of communication campaigns vary between mass media and interpersonal communication/KAP. Due to the high frequency of exposure to the campaign as a whole, both the media and KAP have become very important components in large-scale communication campaigns related to health, especially in the prevention of stunting.
2.	(Sajid Bashir Soofi, 2021) Afghanistan	Effectiveness of specialized nutritious foods and social and behavior change communication interventions to prevent stunting among children in Badakhshan, Afghanistan: Protocol for a quasi-experimental study	The study used the same strategy, namely the communication strategy for social and behavioral changes in the golden period of children, namely the first 1000 days of a child's life in an effort to prevent stunting. And among children in two rural districts of Badakhshan, Afghanistan. The results of this study indicate that communication has a significant impact on the incidence of stunting in children under two years in the intervention group compared to the control group
3.	(Ryan Moffat, 2021) Indonesia	Effect of a National Nutrition Communications Campaign on Stunting Awareness and Promotion of Exclusive Breastfeeding Behavior among Rural Indonesian Mothers	KAP interventions, such as face-to-face communication, group and class discussions, as well as setting up support groups are successful strategies to foster mother's intention to give exclusive breastfeeding to her baby. So that KAP is one of the strategies to influence knowledge, beliefs, and behaviors that support exclusive



			breastfeeding in one of the efforts to prevent stunting.
4.	(Cecily Starkweather, 2020) Indonesia	An interpersonal nutrition campaign and maternal knowledge and childhood feeding practices: A case study from mothers in rural Indonesia	This study shows that there is an increase in mother's knowledge about the practice of Infant and Child Feeding (IPM) through Interpersonal Communication (IPC) or KAP which is intervened as a way to improve behavioral practices and overcome stunting in rural Indonesia.
5.	(Maulida & Suriani, 2020) Indonesia	The Effect of Communication and Mobilization of Posyandu Cadres on Stunting Prevention Efforts.	Research shows that there is an effect of Cadre Communication on Stunting prevention efforts. It is shown that Cadres who communicate well have a change in stunting efforts, while Cadres who are lacking in communication have no changes in behavior in stunting prevention efforts. Thus it can be concluded that there is an effect of Cadre communication on efforts to prevent stunting.
6.	(Hamzah et al., 2021) Indonesia	Development of Cadre Communication Techniques in Providing Counseling for Stunting Toddlers	The results of this study indicate that the communication training provided to cadres shows a change in the ability of Posyandu cadres in communication techniques and an increase in the ability of cadres to provide counseling to the public about stunting.
7.	Prita Suci Nurcandrani, (2020). Indonesia	Communication Strategy for Breastfeeding Mothers in Stunting Prevention in Banyumas	The communication strategy carried out by Puskesmas II North Purwokerto includes counseling, explanation, and use of media. Integrated Antenatal Care (ACT)



socialization is carried out before mothers give birth. This is so that during the postpartum period, physically and psychologically the mother can provide exclusive breastfeeding more comfortably and optimally.

8.	(Curtis Hanson, 2020) Indonesia	A national communication campaign in Indonesia is associated with improved WASH-related knowledge and behaviors in Indonesian mothers	This study shows that communication campaigns using mass media combined with KAP show an increase in knowledge and behavior of Water, Sanitation, and Hygiene (WASH) among mothers. Campaigns using media can be used when looking at appropriate defecation knowledge and behavior, but the IPC intervention is more effective in increasing maternal knowledge and behavior about WASH in stunting prevention efforts.
9.	(Eliza Broadbent, 2022) Tanzania	Promoting Caregiver Early Childhood Development Behaviors through Social and Behavioral Change Communication Program in Tanzania	This study shows that the KAP intervention has a positive impact as seen from the increased behavior of mothers and fathers in early childhood development. This KAP intervention is useful for reducing stunting among underprivileged families.

Results and Discussion

The National Communications Campaign conducted in Tanzania to tackle Stunting was carried out using the regional division method which lasted for a period of 4.5 years (December 2015-May 2020) which aims to provide information to 3 million mothers, child caregivers and policy makers. in Tanzania carried out through Television, Radio, and Interpersonal Communication (KAP) Programs for mothers in Tanzania. From the results of the study,



significant factors that affect the results of communication campaigns vary between the mass media and KAP related to health, especially in the prevention of stunting. (Ryan Moffat, 2022)

Research from Afghanistan also uses the same strategy, namely the communication strategy for social and behavioral change through KAP which aims to prevent stunting which begins in the golden period of children, namely the first 1000 days of children's lives in rural Badakhshan, Afghanistan. The sample of this study focused on pregnant and lactating women and mothers who have children under five aged 6-23 months, and this strategy was implemented for 12 months. The method used in this study is a qualitative and quantitative method with a quasi-experimental pre-post study with a control group. The results of this study indicate that the group that was given a communication strategy intervention had a significant impact on the incidence of stunting in children compared to the group that did not receive a communication strategy intervention. (Sajid Bashir Soofi, 2021)

The results of research conducted in Indonesia also showed that the group exposed to the National Nutrition Communication Campaign experienced an increase in knowledge about exclusive breastfeeding with a value ($p=0.043$), and awareness of the importance of nutrition during the first 1000 days of life ($p<0.001$), and had heard about stunting ($p<0.001$). The KAP intervention also experienced an increase in knowledge about exclusive breastfeeding ($p<0.001$), awareness of the importance of nutrition during the first 1000 days of life ($p<0.001$), knowledge about the benefits of exclusive breastfeeding in stunting prevention ($p<0.001$), and had heard about about stunting ($p<0.001$). The KAP implementation intervention showed a significant change from intention to behavior in exclusive breastfeeding in stunting prevention efforts ($p < 0.050$). KAP interventions, such as face-to-face communication, group and class discussions, and setting up support groups are successful strategies to grow or increase mothers' intention to give exclusive breastfeeding to their children. According to the Theory of Planned Behavior (TPB) Intentions and behavior are products of normative beliefs related to the expected outcomes of a behavior, subjective and social norms that support behavior, and perceived behavioral control or self-efficacy for the behavior. So that KAP is one of the strategies to influence knowledge, beliefs, and behaviors that support exclusive breastfeeding in one of the efforts to prevent stunting. (Ryan Moffat, 2021)

The cross-sectional research was conducted in rural Indonesia as a result of the 2014–2018 national nutrition communication campaign in collaboration with WHO, Center for Nutrition and Health Studies, University of Indonesia, and the Ministry of Health in Indonesia. And further intervention was carried out on 1,734 mothers in Indonesia. By looking at the minimum eating frequency, the diversity of diets that are in accordance with the recommendations for a healthy diet in children according to WHO. And the results showed that mothers who were exposed to the national nutrition communication campaign experienced an increase in knowledge and behavior in Infant and Child Feeding (IPM). These results were analyzed using adjusted linear and logistic regression tests, taking into account the age, education, and income of parents. And the results of this study indicate that a total of 525 mothers who intervened with Interpersonal Communication (KAP) were (30.3%). This shows that mothers who were administered by KAP



experienced an increase in knowledge about feeding practices ($p < 0.001$), and increased knowledge of mothers about feeding practices and behavioral practices in conducting PMBA ($p = 0.019$), the mother's ability to provide food diversity to children ($p = 0.019$). $p = 0.013$), and a balanced diet according to WHO ($p < 0.001$). This research is very important because it can provide support for large-scale interventions and can increase the knowledge of mothers in rural areas. (Cecily Starkweather, 2020)

In research conducted by Maulida 2020, it shows that the communication carried out by Cadres aims to change people's behavior, especially for pregnant women, breastfeeding mothers and mothers of toddlers in terms of providing balanced nutrition according to needs during pregnancy which is the golden period of children, namely 1000 days. First Life (HPK) where the period of growth and development of the fetus until the child is 2 years old, whose nutritional needs must be met. And in this period of 1000 HPK children's brain development occurs very rapidly. And the results of the study showed that there was an effect of communication by cadres on stunting prevention efforts, namely from 25 cadres who communicated well, it showed a change in the behavior of mothers in stunting prevention efforts, which was 92%, and 13 cadres who did not communicate well showed no change in behavior. Mothers in stunting prevention efforts are 61.5%. From the results of statistical tests obtained p value = 0.001, thus it can be concluded that there is an effect of cadre communication on efforts to prevent stunting. (Maulida & Suriani, 2020)

And seen from the results of Cadre Mobilization, it shows that there is an effect of cadre mobilization on stunting prevention efforts, namely from 24 cadres who mobilize well to mothers, it shows a change in mother's behavior in stunting prevention efforts, which is 95.8%, while 14 cadres are not good. in mobilizing mothers, it shows that there is no change in mother's behavior in preventing stunting, which is 64.3%. And from the statistical test results obtained p value = 0.000 thus it can be concluded that Cadre Mobilization is very influential on stunting prevention efforts. From the results of the analysis also obtained an OR value = 41.23, which means that cadres who mobilize 41 times are better at changing behavior towards stunting prevention. (Maulida & Suriani, 2020)

Based on the research literature review conducted by Wardiah Hamzah 2020, information was obtained that Cadre training activities have been carried out in formal and informal communication techniques on 21-22 December 2021 in Borisallo Village. With the training provided to Cadres, it shows an increase in the ability of Posyandu cadres in communication techniques and Cadres' abilities in providing counseling for stunting toddlers. The training provided to Cadres is carried out using the Learning Management System (LMS) method. (Hamzah et al., 2021)

This research was conducted in Banyumas Regency, Central Java, because Banyumas Regency is one of the hundred regions with the highest stunting rate in Indonesia. The prevalence of stunting in Banyumas is 24% of the total sample of 300 children under five, this is not in accordance with WHO standards, which is a maximum of 20%. Stunting cases in the North Purwokerto District in 2019 reached 261 cases, this figure is higher than the 17 cases in



South Purwokerto District. This research, which was conducted in Banyumas Regency, aims to analyze the effect of the communication strategy carried out by the Kasih Jeruk Purut Program on breastfeeding mothers as an effort to prevent stunting. This study uses qualitative methods, and data collection is done by means of observation, in-depth interviews, and documentation review. The results showed that stunting cases were caused by a lack of support from the family, and a lack of integrity collaboration between sectors. As well as the limited understanding of breastfeeding mothers about the concept of breastfeeding management. And the results of the study showed that the communication strategy carried out by Puskesmas II Purwokerto Utara included counseling, explanations, and the use of media. Integrated Antenatal Care Socialization (ACT) carried out before the mother gave birth was very effective. And the results show that mothers during the puerperium are physically and psychologically able to provide exclusive breastfeeding more comfortably and optimally. (Nurcandrani & Andhriany, 2020)

Water, Sanitation, and Hygiene (WASH) behavior is very influential in stunting cases. Mother's knowledge and behavior about WASH and child care is very important in the process of development and growth in children. So the purpose of this research is to find out whether there is an effect of a national communication campaign using media and interpersonal communication on mothers' knowledge and behavior about WASH. Mothers who have children under two years old in rural areas in Indonesia. The results also showed that mothers who were given media and KAP intervention experienced an increase in knowledge about correct defecation practices ($p < 0.001$), increased knowledge about correct hand washing practices ($p < 0.001$). This study shows the value that communication campaigns using mass media combined with KAP can increase knowledge and behavior of Water, Sanitation, and Hygiene (WASH). Media campaigns may be helpful when discussing knowledge and behavior for appropriate defecation, but KAP interventions are more effective in increasing maternal knowledge and behavior about WASH in stunting prevention efforts. (Curtis Hanson, 2020)

Stunting is still a problem in Tanzania. The program in overcoming stunting in Tanzania is through social communication interventions and behavior change in efforts to prevent and control stunting in children in the region by targeting early childhood developmental behavior. The purpose of this study was to see the extent to which social communication influences changes in early childhood behavior. The media used, such as radio and TV spots, only cover a much larger population, while for a relatively small number of samples, KAP intervention can be carried out. The results of the study indicate that in communication strategies social and behavioral changes, including mass media and KAP intervention, have a positive impact by increasing the behavior of mothers and fathers in early childhood. The KAP intervention carried out has an effect on reducing stunting cases in underprivileged families. (Eliza Broadbent, 2022)

In an effort to prevent stunting, the government has done many things, such as Behavior Change Communication in which there is the implementation of Inter-Personal Communication (KAP) to the target group. The focus of the implementation is by Health Workers and Cadres who previously held Orientation/training in their interpersonal communication skills, as well as



providing education to Cadres related to Stunting. So that Cadres can implement KAP to target groups, and provide counseling about Stunting. (Kementerian Kesehatan RI, 2018)

Conclusion

Various communication strategies that have been carried out are highly recommended in an effort to tackle stunting. One of them is the strategy of Interpersonal Communication (KAP) or Interpersonal Communication (IPC) which is significantly related to the mother's knowledge about Stunting and the importance of nutrition in the golden period of the child, namely the First 1000 Days of Life (HPK), exclusive breastfeeding for 6 months and nutritional fulfillment in children. The golden period for children is the First 1000 Days of Life (HPK) and a diverse diet for children aged 6-24 months. Unlike media messages, the strategy of Interpersonal Communication (KAP) or Interpersonal Communication (IPC) significantly affects mothers' knowledge of Stunting.

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