

ABSTRACT

REYHAN JANUAR MULYAWAN, 20.04.014. *Digital-Based Stunting Community Education in Rancakalong Village, Sumedang. Supervisors Didiet Widiowati and Ujang Muhyidin*

Community education is a process of behavioral change through the dissemination of information by stakeholders and active community participation via digital media. Rancakalong Village is one of the ten villages in the Rancakalong Subdistrict. Based on data from August 2023, Rancakalong Village has the highest percentage of stunted children in the subdistrict, at 10.84%, with 27 stunted toddlers. In efforts to address stunting, a digital-based stunting education program was developed in Rancakalong Village. However, the program has not been running optimally. This research aims to optimize the implementation of the program and provide a direct overview of the process of developing a digital-based stunting education strategy in Rancakalong Village, conducted by researchers as facilitators and program advisors. The study includes: 1) An overview of the initial condition of the digital-based stunting education program; 2) Analysis and design of the digital-based stunting education program; 3) Implementation and results of the program design; 4) Evaluation of the digital-based stunting education program outcomes. The method used in this research is Participatory Action Research (PAR) with a qualitative approach. Data collection techniques include: 1) Interviews; 2) Observations; and 3) Focus Group Discussions (FGDs). Data validity in this research is ensured through: 1) Prolonged engagement; 2) Enhanced persistence; and 3) Triangulation of both sources and data collection techniques. The results of this research produce a continuation strategy aimed at optimizing the digital-based stunting education program in Rancakalong Village, achieving research outputs related to changes in every aspect of the education program studied, including: 1) Changes in community behavior regarding stunting; 2) Dissemination of information through digital media; 3) Stakeholder participation in program implementation. Program recommendations based on research results include the Movement for Monitoring and Evaluating the Digital-Based Stunting Education Program and the Formation and Strengthening of the Digital-Based Stunting Education Volunteer Team.

Keywords: *Community Education, Stunting, Digital-Based*

ABSTRAK

**REYHAN JANUAR MULYAWAN, 20.04.014. Penyuluhan *Stunting* Berbasis Digital di Desa Rancakalong Sumedang.
Dosen Pembimbing Didiet Widiowati dan Ujang Muhyidin.**

Penyuluhan adalah proses perubahan perilaku masyarakat melalui penyebarluasan informasi oleh *stakeholder* dan partisipasi aktif dari masyarakat melalui media digital. Desa Rancakalong merupakan salah satu dari sepuluh desa di Kecamatan Rancakalong. Berdasarkan data Bulan Agustus 2023, Desa Rancakalong masih memiliki persentase anak *stunting* yang paling besar se kecamatan, yaitu 10.84% dengan jumlah balita *stunting* sebanyak 27 anak. Dalam upaya penanganan *stunting*, selanjutnya dikembangkan program penyuluhan *stunting* berbasis digital di Desa Rancakalong, namun program tersebut tidak berjalan secara optimal. Penelitian ini bertujuan untuk mengoptimalkan pelaksanaan program tersebut dan memperoleh gambaran langsung tentang bagaimana proses pelaksanaan Pengembangan Strategi Program Penyuluhan *Stunting* Berbasis Digital di Desa Rancakalong yang dilakukan oleh peneliti sebagai fasilitator dan pendamping program meliputi: 1) Gambaran kondisi awal program penyuluhan *stunting* berbasis digital; 2) Analisa dan desain program penyuluhan *stunting* berbasis digital; 3) Pelaksanaan dan hasil dari desain program penyuluhan *stunting* berbasis digital; 4) Evaluasi hasil program penyuluhan *stunting* berbasis digital. Metode yang digunakan dalam penelitian ini adalah Penelitian Tindakan Partisipatif atau *Participatory Action Research* dengan pendekatan kualitatif. Teknik pengumpulan data dalam penelitian ini adalah: 1) Wawancara; 2) Observasi; dan (3) Diskusi Kelompok Terfokus (*Focus Group Discussion*). Pemeriksaan keabsahan data dalam penelitian ini menggunakan: 1) Perpanjangan Pengamatan; 2) Meningkatkan Ketekunan dan; 3) Triangulasi baik Sumber dan Teknik Pengumpulan Data. Hasil dari penelitian ini menghasilkan strategi program lanjutan yang bertujuan untuk mengoptimalkan program Penyuluhan *Stunting* Berbasis Digital di Desa Rancakalong, dan tercapainya *output* peneliti terkait perubahan pada setiap aspek penyuluhan yang diteliti meliputi: 1) Perubahan Perilaku Masyarakat Mengenai *Stunting*; 2) Penyebarluasan Informasi melalui Media Digital; 3) Partisipasi dari *Stakeholder* terkait pelaksanaan program. Rekomendasi program berdasarkan hasil penelitian meliputi Gerakan Monitor dan Evaluasi Program Penyuluhan *Stunting* Berbasis Digital dan Pembentukan dan Penguatan Tim Relawan Penyuluhan *Stunting* Berbasis Digital.

Kata Kunci: Penyuluhan, *Stunting*, Berbasis Digital