

THE RECEPTION OF HEALTH INFORMATION TO REDUCTION STUNTING

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Abstract. The main causes of stunting can be caused by a lack of nutrition and nutritional intake as a child's needs, off-base child rearing designs due to need of information and instruction for pregnant ladies and breastfeeding moms, lacking sanitation within the living environment such as need of clean water offices and inaccessibility of can offices and constrained get to. well-being offices required for pregnant ladies, breastfeeding mothers and toddlers. Malnutrition is a global issue. It is therefore important to have a health communication strategy when providing health information to the community. Using receptivity theory to communicate health information can be a long-term strategy to reduce the prevalence of stunting. There are several receptive analysis strategies that can be implemented to reduce the prevalence of stunting, including individual acceptability in processing information, provision of appropriate information in terms of language, acceptability in understanding media preferences, development of environmental perception factors, dissemination of credible information in influencing the community, and evaluation of information in stunting information dissemination strategies.

Keywords: Health Information and Communication, Reception Theory, Reduction Stunting

Abstrak. Penyebab utama stunting dapat disebabkan oleh kurangnya nutrisi dan asupan gizi yang sesuai kebutuhan anak, pola pengasuhan yang tidak tepat akibat kurangnya informasi dan pendidikan bagi ibu hamil dan menyusui, kurangnya sanitasi dalam lingkungan tempat tinggal seperti kurangnya fasilitas air bersih dan aksesibilitas fasilitas toilet serta terbatasnya akses ke fasilitas kesehatan yang diperlukan untuk ibu hamil, ibu menyusui, dan balita. Malnutrisi adalah masalah global. Oleh karena itu, penting untuk memiliki strategi komunikasi kesehatan saat memberikan informasi kesehatan kepada masyarakat. Menggunakan teori resepsi untuk mengkomunikasikan informasi kesehatan dapat menjadi strategi jangka panjang untuk mengurangi prevalensi stunting. Ada beberapa strategi analisis resepsi yang dapat diterapkan untuk mengurangi prevalensi stunting, termasuk penerimaan individu dalam memproses informasi, penyediaan informasi yang sesuai dalam hal bahasa, penerimaan dalam memahami preferensi media, pengembangan faktor persepsi lingkungan, penyebaran informasi yang kredibel dalam mempengaruhi masyarakat, dan evaluasi informasi dalam strategi penyebaran informasi stunting.

Kata Kunci: Informasi dan Komunikasi Kesehatan, Teori Penerimaan, Pengurangan Stunting

INTRODUCTION

Indonesia is listed as the country with the fifth highest status of malnutrition. Now Indonesia is trying to conduct various nutrition intervention strengthening programmes in each region, especially to prevent stunting. This is because of Indonesia has exceeded the threshold set by the World Health Organisation (WHO) standards. The number of malnourished children under in Indonesia is still at 30.7 per cent, but somehow there has been a decrease in the prevalence of stunting to seven per cent, the failure of child growth and development due to malnutrition is chronic in Indonesia, so stunting has become a major national issue and the latest international health issue. In fact, Indonesia is the fifth largest country with the highest prevalence of stunting in the world today (Makarim, 2021).

Nutrition is essential to ensure strong energy for body metabolism, growth, and physical activity (Mardiati, 2018). The main causes of stunting can be caused by a lack of nutrition and nutritional intake as a child's needs, wrong parenting due to lack of knowledge and education for pregnant women and breastfeeding mothers, inadequate environmental sanitation such as lack of clean water facilities and unavailability of toilet facilities and limited access to health facilities needed for pregnant women, breastfeeding mothers and toddlers (Sutedjo, 2023). The factor assessed in nutritional status is physical activity, which can be said to be body movements that come from skeletal muscles and involve energy in the body (Chairunnisa, 2023). The effects of stunting on children are both short-term and long-term. In the short term, it usually affects physical development, especially the child's height, which is below normal for a child of the same age. This can also affect cognitive development, disrupting brain development and leading to decreased insight in children.

As for the long term, stunting can cause children to become susceptible to diseases including obesity, diabetes, heart disease, narrowed blood vessels, cancer, stroke, and disability in old age. In addition, the long-term impact for children who suffer from stunting is related to the quality of a country's future generation of human resources. Based on the issuance of Presidential Regulation of the Republic of Indonesia Number 72/TH 2021, regarding the mission to accelerate the reduction of stunting in Indonesia, a model that innovates social change is needed as a solution to the handling of high stunting rates. The problem of health in Indonesia still requires collaboration from various parties, especially in solving the vast challenges of health problems, which of course cannot only rely on solutions from the government alone. However, the community also needs to do digital literacy on health information conveyed by the media. Therefore, this research wants to explore the side of how people receive health information about stunting to apply this health information into a lifestyle to prevent and deal with stunting.

LITERATURE REVIEW

This research uses reception theory on its audience. Reception theory in the context of health information dissemination on stunting refers to the way individuals receive, understand and respond to the information. It focuses on how messages about stunting are received and understood by the public, and how their perceptions of the information influence their health-related actions and decisions. The over is since infection problems in health issues don't exclusively come from the carelessness of people, families, neighborhoods and communities. Most disease problems suffered by by individuals and illnesses that ended up issues within the community by and large stem from

ignorance and misconception of different wellbeing data gotten. So this is where the role of health communication is important to study as a driver of handling a disease. Health Communication is a systematic effort to positively influence the health behaviour of its people (Harahap & Putra, 2019).

Reception Theory in public health communication is a theory that focuses on the process by which health messages can be received, interpreted and understood by audiences. The application of the theory in this study is to examine the messages in health programmes that have been implemented as a driver of stunting reduction in the community, so that it can be understood to what extent the cultural and social context influences the community's understanding of the high prevalence of stunting.

Reception analysis, as defined by McQuail (1997) in Hadi (2020) in Septiana (2024), is concerned with how the audience interprets and comprehends media meanings. In light of the audience's overall experience and cultural output, the audience interprets media content based on their sociocultural background. The people can interpret their feelings based on their own unique experiences after media meaning is accepted. According to Trianto research (2022), reception analysis focuses on the audience's interpretation of media content and the process of deep meaning-making and understanding within the mass communication process (decoding). The audience actively participates in the interpretation of media materials. The tenets of Stuart Hall's encoding-decoding model, which serves as the foundation for reception analysis, demonstrate this.

Health communication strategies rely on mass media to bring about changes in knowledge, attitudes and behaviour in certain communities. The explanation of health information channelled by the media does not

guarantee that the community will change. This is because each health issue has specific characteristics that need to be understood by the target audience before the target audience takes decisions and actions. So Reception theory can be a challenge for health communication in encouraging the reduction of stunting prevalence by looking at the dominant, negotiated, and oppositional communities.

Based on previous research conducted in 2018 by Beal, T., Tumilowicz, A., Sutrisna, A., Izwardy, D., & Neufeld, L.M, entitled A review of child stunting determinants in Indonesia. Maternal and Child Nutrition Review Article. This research on the determinants of child stunting in Indonesia found that lessening child stunting is the primary of six objectives within the Worldwide Nutrition Targets for 2025 and a key indicator within the moment Feasible Advancement Objective The prevalence of child stunting in Indonesia has remained high over the past decade, and at the national level is around 37%. This study uses a conceptual framework referring to the World Health Organisation (WHO) on child stunting in Indonesia. This was a audit of the accessible writing by distinguishing what might be gathered approximately the determinants of child stunting in Indonesia despite information gaps. The research findings as steady prove appear that non-exclusive breastfeeding for the primary six months, low family financial status, preterm birth, birth length, and maternal stature and instruction are all important determinants of child stunting in Indonesia. Children from homes with unchanged and untreated sanitation and drinking water quality are too at tall hazard. Hence, numerous thinks about have hence found that stunting is affected by how education; society and culture; farming and nourishment frameworks; and water, sanitation, and the environment contribute to child stunting. This comprehensive synthesis

of the accessible prove on the determinants of child stunting in Indonesia, outlines who is most defenseless to stunting, which mediations work best, and what new research is required to fill knowledge gaps (Surbakti, 2023).

Furthermore, research by Latiff, et al (2020) entitled Covid-19 handling in the Pentahelix Perspective (Case Study in Pekalongan City). This study found that that the advancement of the widespread in Pekalongan from the starting of March 2020 to date may be a add up to of 69 affirmed positive cases, with points of interest: 8 individuals were treated, 12 individuals were self-isolated, 35 people recovered, 7 individuals died. To be able to diminish the predominance of cases that proceed to show a noteworthy increment, a synergistic control scenario is required to upgrade the part of pentahelix (government, community, academia, private sector, health service providers). This investigate strategy employments an exploratory subjective inquire about plan. The investigate subjects were pentahelix components (government, community, the scholarly world, private division, wellbeing benefit suppliers). The comes about of the investigate on optimising pentahelix, all components of pentahelix (government, scholastics, community, media and private segment) have all taken a role indeed in spite of the fact that there are a few execution imperatives within the field, especially within the profile and level of community compliance, especially in public facilities such as traditional markets, pilgrimages. sapro, devout exercises and others.

Furthermore, in the research of Mercedes de Onis and Francesco Branca (2016) with the title Childhood Stunting: A global perspective, review article lisenced by WHO, this article reveals that childhood stunting is an accurate overall indicator of social inequality. Stunting is the foremost

common shape of child malnutrition with an assessed 161 million children around the world (Onis, 2016). Stunting often goes unnoticed by society, where short stature is so common that it is considered normal. Difficulties in visually identifying stunting in children and the lack of routine linear assessments of growth in primary health care explain why it takes so long to recognise stunting. Childhood stunting is the best marker of children's well-being and an exact reflection of social inequalities. Growth impedance frequently starts in utero and proceeds for at slightest the to begin with 2 a long time of life post-birth. Direct development disappointment serves as a marker for a assortment of neurotic abnormalities associated with expanded dreariness and mortality, misfortune of physical development potential, diminished neurodevelopmental and cognitive function, and expanded hazard of inveterate infection in adulthood (Lestari, 2022). Severe and irreversible physical and neurocognitive impairment and even development impediment pose a major risk to human advancement. In this way, the challenge is to prevent straight growth failure while maintaining overweight and corpulence in children.

Susilo & Harliantara's (2023) research entitled Digital Communication And Persuasion Of Health Promotions On Instagram: Preventive Action From Stunting, revealed the results of research that has been carried out that stunting is actually a major problem that Indonesia can face in the future. Indonesia has experienced a major crisis, so many people are raising their children without thinking about how to feed and provide proper education to these children. Typically not to say the conflict of wealth conveyance between families that driven to more destitute families. Now, due to numerous ignored cases, Indonesia is at long last joining together to anticipate hindering

that has overwhelmed Indonesia. Be that as it may, along with the availability of informative and proficient media, we are also encountering computerized disturbance caused by political buzzers. Preventing stunting is not only a moral imperative but also a strategic investment in the environment and sustainable development of society. By ensuring that every child reaches their full potential, we can grow a generation of healthy and productive individuals who can contribute to a more sustainable and resilient future. Stunting prevention efforts are in line with the UN Sustainable Development Goals, particularly those related to the absence of hunger, good health and well-being, quality education, and sustainable development.

METHOD

This study uses a type of descriptive qualitative research method. Through analysis of library materials, we extracted scientifically defensible scientific articles and documents. The main goal of qualitative research is to understand phenomena and social phenomena by focusing on the whole picture, rather than dividing the phenomenon being studied into interrelated variables.

RESULTS & DISCUSSION

Implication Reception Theory in Health Information Believe. One of the audience studies in mass communication is reception analysis, which looks at how the audience interprets and receives messages as well as how the messages they receive through the media function in daily life. A subfield of cultural studies called audience reception analysis was created to comprehend how a text is interpreted (Salerino, (2012) in Isabertha,et.al., 2017). Therefore, the active participation of the audience in creating and understanding the message they receive—

whether it be in the form of text, audio, or audio-visual content given through media—is what is investigated in audience reception research.

The use of reception theory for the prevention of increased stunting rates is indispensable. This is because of the assumptions of reception theory Stuart Hall developed reception theory, known as Audience Theory, in 1973. His paper 'Encoding and Decoding Television Discourse' centers on the encoding and interpreting of content given to the group of onlookers, in any case of the frame of media such as magazines/newspapers, television/radio, games. Today theorists who conduct media examination through gathering hypothesis regularly infer results from the group of onlookers encounters made by watching cinema, diversions or books (Unknown, 2019).

The implication of reception theory in health information belief about stunting, comprise:

1. There is openness to the message of the health information conveyed. That people will receive information about stunting with varying degrees of openness. Some people may be sceptical of new information about stunting because they already have established beliefs, while others may be more open in accepting and considering the information.
2. Message interpretation. Individuals have different backgrounds, values and experiences that can influence how they interpret information about stunting. Some people may be more inclined to interpret stunting information positively while others may feel threatened and doubt its veracity.
3. The next stage is the acceptance and rejection of the health information delivered, especially about stunting. Looking at different individual interpretations, people may accept

information about stunting and take steps to prevent it or change their lifestyle or try to change their lifestyle, but others may take steps to reject and ignore it.

CONCLUSION

So the reception theory of audiences in the reception of health information in audiences needs to be studied as a driver of efforts to reduce the prevalence of stunting. Reception theory shows that, although the media does not have a certain meaning, for the audience who gets information or experiences it has a meaning which will then understand the information conveyed, although the meaning of the message can change according to their social context.

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