

## Integrated Strategy For A Healthy Golden Generation In Rejosari Village, Ngampel District, Kendal District

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**Abstract.** *Stunting is a significant public health problem, which impacts the growth and development of children, and can hinder their future. This research aims to assess the effectiveness of the stunting prevention program implemented in Rejosari Village, Ngampel District, Kendal Regency. This program includes a variety of actions, including education about nutrition, distribution of additional food, and raising awareness about the importance of balanced nutrition and hygiene. The research method used is descriptive qualitative, with data collection techniques through observation, interviews and documentation. The research results show that this program is effective in reducing stunting rates in the village, increasing community understanding about nutrition, improving children's nutritional status, and the importance of personal hygiene. It is hoped that these results can be used as a reference for other regions in efforts to prevent stunting and to improve overall public health.*

**Keywords:** *Stunting, Healthy, Integrated*

**Abstrak.** Stunting merupakan masalah kesehatan masyarakat yang signifikan, yang berdampak pada pertumbuhan dan perkembangan anak, dan dapat menghambat masa depan mereka. Penelitian ini bertujuan untuk menilai efektivitas program pencegahan stunting yang dilaksanakan di Desa Rejosari, Kecamatan Ngampel, Kabupaten Kendal. Program ini mencakup berbagai kegiatan, antara lain penyuluhan tentang gizi, pemberian makanan tambahan, dan peningkatan kesadaran akan pentingnya gizi seimbang dan kebersihan. Metode penelitian yang digunakan adalah deskriptif kualitatif, dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa program ini efektif dalam menurunkan angka stunting di desa tersebut, meningkatkan pemahaman masyarakat tentang gizi, meningkatkan status gizi anak, dan pentingnya kebersihan diri. Diharapkan hasil penelitian ini dapat menjadi acuan bagi daerah lain dalam upaya pencegahan stunting dan peningkatan kesehatan masyarakat secara keseluruhan.

**Kata kunci:** Stunting, Sehat, Terintegrasi

### 1. BACKGROUND

Public health problems are very diverse and various of the most effective ways to understand public health conditions is to conduct a survey directly from home to house. Some people have realized the importance of maintaining health, but some do not understand this. Considering that health is vital for every individual, everyone should adopt a healthy lifestyle. Personal health, child health, and family health are an important basis in supporting daily activities and achieving harmony in the various a healthy lifestyle is actually easier and cheaper than the cost that must be incurred for treatment when the disease has appeared. However, in reality many cases of diseases that have just been realized after the conditions are getting worse, which will certainly cause losses for sufferers.

To prepare quality human resources, the state must prioritize improving the quality of the younger generation. Physical, mental and social health is the main aspect that supports

the quality of these generations. Healthy children from an early age will grow into a strong generation of disease and important factor in maintaining the physical health of the younger generation is the application of a clean and healthy. Various support this lifestyle, health education is childhood, the brain experienced very rapid development, reaching 80% of its total growth. Therefore, providing health education from an early age is very important because children have good memory skills and great potential to develop healthy living habits in the future (Retno, 2019).

Various studies have shown that stunting is a chronic nutritional problem related to poverty, low levels of education, as well as poor sanitation and environmental services. The prevalence of stunting that is influenced by various factors is still high, so that it requires prevention and control efforts through a multidisciplinary approach. Prevention and control of stunting is not enough just to increase nutritional intervention, but must also pay attention to other factors such as lifestyle, cleanliness, and environmental conditions. Poor cleanliness and environmental sanitation is an indicator of clean and healthy life behavior (PHBS).

Based on this explanation, researchers are interested in conducting studies on the socialization of Clean and Healthy Living Behavior (PHBS) to reduce stunting numbers in Rejosari Village, Ngampel, Kendal Regency. This study aims to provide understanding and knowledge to the community related to stunting, as well as increasing the application of clean and healthy living behavior (PHBS) in the housing environment to reduce the prevalence of stunting.

## **2. RESEARCH METHODS**

This study uses a qualitative descriptive research method that focuses on explaining implementing the "stunting program" carried out by KKN members as the main target, namely the Rejosari Village community, Ngampel District, Kendal Regency.

Descriptive qualitative research in this case was made an increase that illustrates the phenomenon that occurs in the Rejosari Village community, especially pregnant women Rejosari Village, Ngampel District, Kendal Regency to obtain data on stunting programs conducted by KKN members.

Data collection techniques carried out are observation, interviews, and documentation. Observations can be made to obtain data on activities that have been carried out by residents around Myang related to stunting prevention. Interviews can be conducted to obtain data on the factors that influence stunting children and factors that have been done for stunting prevention in Rejosari Village. Documentation can be done to obtain data on

stunting programs that have been carried out well analysis of descriptions can be done to obtain a general picture of the stunting program that has been implemented and implemented properly.

The subjects in this study were chosen with certain considerations of Purposive Sampling which were meant to get the subject of research that really understood the right information, so that enough information would be obtained and precisely with the consideration that the subject chosen in this study was mothers who were pregnant.

### **3. RESULT AND DISCUSSION**

Rejosari Village, which is located in Ngampel District, Kendal Regency, is known to have abundant natural resources, but on the other hand it also faces social and economic challenges. The majority of the population works as farmers, and this village also faces significant health problems, including stunting. Stunting, caused by chronic nutritional deficiencies in children, has an impact on their physical growth and cognitive development, which can affect the future of children in the village. In the context of public health, stunting adds to the burden on the country's health and economic system. Increasing the number of stunting cases requires more resource allocation for health interventions and nutrition addition, the long-term impact of stunting can contribute to the high poverty rate and social inequality, which requires a long-term strategy to overcome the root of the cause of this problem.

To help overcome this problem, the KKN team compiled a rainy seminar to increase public knowledge and awareness about stunting. The planning process of this activity includes data collection regarding the prevalence of stunting, determining seminar material, and coordination with expert addition, the Community Service Team cooperates with related parties, such as the Health Office and the local Puskesmas, to get support in the implementation of the program.

One of the main challenges faced by this village is the low public awareness of the importance of cleanliness, especially hand cleanliness and food. Hand hygiene is very important because the hands are often exposed to bacteria and viruses that can cause various response, the MIT 75 KKN team UIN Walisongo Semarang together with the village midwife and Posyandu cadres held education about the importance of washing hands with soap to maintain health.

Clean and Healthy Behavior (PHBS) includes all actions taken with awareness, allowing family members to care for their own health and play an active role in health

activities in the community. PHBS aims to provide learning experiences to individuals, families, groups, and communities by opening the path of communication, providing information, and conducting education to increase knowledge, attitudes, and behavior, through an advocacy approach (Nunun, 2019). The application of PHBS that is not optimal can cause various negative impacts, one of which is a growth disorder in children or stunting. Stunting is a chronic nutritional problem caused by a lack of nutritional intake in a long period of a result of stunting, children will have a shorter height compared to children his addition, stunting can also affect the cognitive ability and immune system of children (Sari, 2018).

In addition to hand hygiene, another important aspect is to maintain food cleanliness. The KKN team provides education about the importance of ensuring the cleanliness of cutlery and hands when preparing food, to prevent bacteria and viruses from entering the body, which can interfere with nutritional absorption and cause stunting in toddlers.

**Educational Program** The main target is pregnant women, with an emphasis on the importance of maintaining nutritional intake during pregnancy. Lack of nutrition in pregnant women can adversely affect fetal growth, which can increase the risk of stunting. The education includes information about nutritious foods that are important during pregnancy and how to maintain environmental cleanliness and food (Tania, 2019).

Education about clean and healthy living behavior (PHBS) is carried out regularly, with an emphasis on the importance of keeping the environment clean and hygienic food. After this educational activity is running, an increase in public awareness is seen through increasing the PHBS knowledge and implementation and addition, the Rejosari Village Government is also active in efforts to prevent stunting, by providing three important items that support the growth of toddlers nutrition, namely SGM OCTI Grow milk, Zinc, and vitamin supplements.

#### **4. RESULT**

The results of the seminar activities regarding stunting in Rejosari Village indicate that although this village has abundant natural resources, health problems such as stunting are still a big challenge. Stunting, which is caused by chronic malnutrition, has a serious impact on the physical and cognitive development of children, while adding a burden to the health system and the village economy. To handle this issue, the KKN team has carried out seminars and educational programs on Clean and Healthy Living Behavior (PHBS), which

includes aspects of hand hygiene, food hygiene, and nutritional intake during pregnancy. This program involves various related parties to strengthen the prevention of stunting thoroughly.

## 5. SUGGESTION

The next step should be focused on strengthening the sustainability of the education program by conducting continuous training for posyandu cadres and involving a number of local stakeholders in stunting prevention efforts. By implementing this strategy consistently, it is hoped that Rejosari Village will be able to reduce the level of stunting and overall improve the welfare and quality of life of its community.

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