

Kampanye Pencegahan Stunting: Studi Cross Sectional Survey Terhadap Terpaan Kampanye, Perubahan Kognitif dan Perilaku = Stunting Prevention Campaign: A Cross Sectional Survey Study on Campaign Exposure, Cognitive and Behavioral Change

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Abstrak

Kampanye merupakan rangkaian tindakan komunikasi terencana yang dilakukan secara terus menerus dalam kurun waktu tertentu dan bertujuan menciptakan efek tertentu, di antaranya berupa peningkatan pemahaman dan perubahan perilaku khalayak. Tesis ini mendeskripsikan terpaan kampanye, aspek kognitif dan perilaku pencegahan stunting. Penelitian ini dilatarbelakangi oleh kampanye mengenai pencegahan stunting yang menjadi salah satu kampanye komunikasi kesehatan prioritas pemerintah di era pemerintahan Presiden Joko Widodo. Penelitian ini merupakan penelitian kuantitatif yang dilakukan dengan metode cross sectional survey menggunakan alat bantu kuesioner kepada para orang tua yang mempunyai anak berusia 0 – 59 bulan (<5 tahun), tinggal di wilayah Jabodetabek (Jakarta, Bogor, Depok, Tangerang, dan Bekasi), pernah terpapar kampanye pencegahan stunting di media mengenai pemberian gizi seimbang, ASI dan MPASI, serta penerapan perilaku hidup bersih dan sehat. Hasil penelitian dianalisis secara univariat. Temuan penelitian memperlihatkan bahwa responden memperoleh informasi mengenai pencegahan stunting dari 1 – 2 media dengan Instagram menjadi media di mana responden paling sering memperoleh pesan atau informasi mengenai pencegahan stunting. Terpaan kampanye juga berpotensi merangsang percakapan di antara anggota masyarakat mengenai pesan kampanye tersebut.

.....Campaign is a series of planned communication actions that are carried out continuously over a certain period of time and aim to create certain effects, including increasing understanding and changing audience behavior. This thesis describes the campaign exposure, cognitive and behavioral aspects of stunting prevention. This research was motivated by a campaign on stunting prevention which became one of the government's priority health communication campaigns in the era of President Joko Widodo's administration. This research is a quantitative study conducted with a cross sectional survey method using a questionnaire to parents who have children aged 0 – 59 months (<5 years), living in the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi). , has been exposed to stunting prevention campaigns in the media regarding the provision of balanced nutrition, breastfeeding and complementary foods, as well as the application of clean and healthy living behaviors. The results of the study were analyzed univariately. The research findings show that respondents obtain information about stunting prevention from 1-2 media with Instagram being the medium where respondents most often receive messages or information about stunting prevention. Campaign exposure also has the potential to stimulate conversation among community members about the campaign message.