

LOCAL GOVERNMENT STRATEGIES IN INCREASING COMMUNITY AWARENESS TOWARD "WEST BANDUNG ZERO NEW STUNTING" IN WEST BANDUNG REGENCY

Tiara Hazmi¹, Zaenal Abidin², Noer Apptika Fujilestari³, Widuri Wulandari⁴

¹*Faculty of Social Sciences and Political Sciences, Jenderal Achmad Yani*

²*Faculty of Social Sciences and Political Sciences, Jenderal Achmad Yani*

³*Faculty of Social Sciences and Political Sciences, Jenderal Achmad Yani*

⁴*Faculty of Social Sciences and Political Sciences, Jenderal Achmad Yani*

*Email:

tiarahazmi01@gmail.com

Abstract. Indonesia's stunting rate ranks 154th out of 27 countries, with data on stunting prevalence placing Indonesia fifth among Asian countries affected by stunting. Stunting can have negative consequences for children if no further action is taken, leading to significant short-term impacts such as increased morbidity and mortality related to infections, as well as delayed growth and weight gain in children, pneumonia, and diarrhea. Long-term effects of stunting include reduced cognitive abilities, academic achievement, and women's reproductive systems in adulthood. Therefore, the government must take action and develop new strategies for governance, paying close attention to and prioritizing the nutritional intake of the community, especially if the community experiences disruptions in lifestyle or nutritional deficiencies. The prevalence of stunting in West Bandung Regency changes every year. The annual stunting rate in West Bandung Regency from 2013 to 2023 was very high, and from 2022 to 2023, there was a decrease in the stunting rate of 2.2%. Meanwhile, during the weighing of children under five in August 2023, the stunting prevalence rate in West Bandung Regency was 5.16% (down to 2.99% from the BPB in August 2022). However, based on the simultaneous intervention weighing in June 2024, the prevalence rate in West Bandung rose again to 7.35%.

Keywords: Strategy, Government, Society, Zero New Stunting.

Introduction

Regarding the improvement of community welfare, a major issue that is still widely discussed in both developing and developed countries is the health factor affecting communities. High health factors, such as stunting, are experienced in any region. This condition is currently receiving significant attention from the government. As a result of this condition, other factors arise, such as malnutrition in children's dietary intake. If a child experiences malnutrition and stunting, it will undoubtedly have a very fatal long-term impact on the child's growth rate, both physically and mentally. Not only that, but stunting can also hinder children's activities, such as easily disrupted concentration, difficulty in learning and achieving at school, and children in this condition can be more susceptible to various diseases, leading to long-term health problems. (Khairani, 2020).

Stunting is a growth and development disorder in children characterized by height or length below the established standards, often caused by nutritional deficiencies and recurrent infections, as defined by the Minister of Health. According to the World Health Organization (WHO), millions of children worldwide

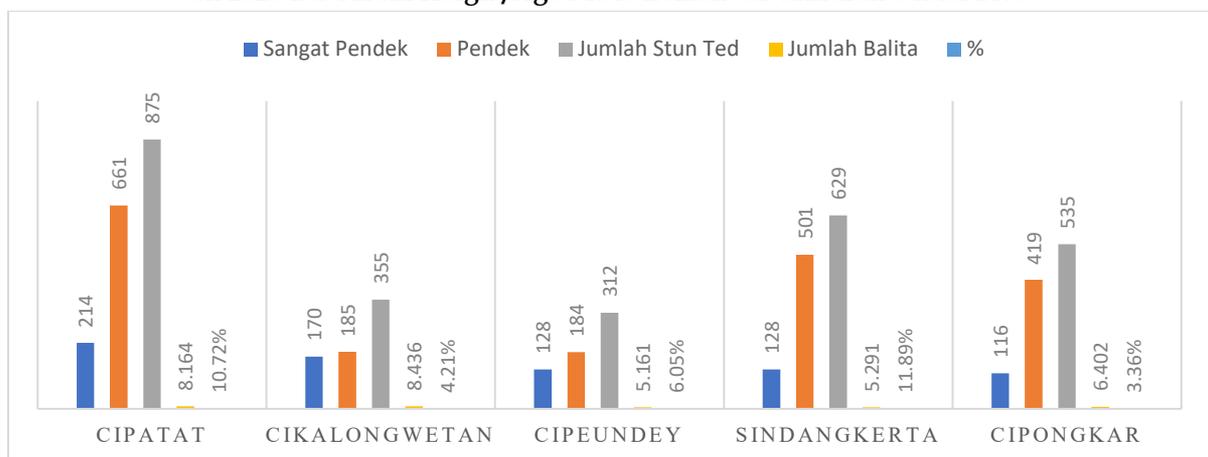
under the age of five experience stunted growth. Presidential Decree Number 72 of 2021, which relates to reducing growth stunting, shows that the Indonesian government is very concerned about growth stunting. Although the government and other organizations are trying to address the slow growth, there are certainly difficult challenges, with high levels of malnutrition in some regions due to economic problems, limited access to food, and limited access to education. (BKKBN, 2023).

Stunting can have negative consequences for children if no further action is taken, leading to significant short-term impacts such as increased morbidity and mortality rates related to infections like pneumonia and diarrhea, as well as delayed growth and weight gain in children. (de Onis et al., in Angelia F. Tendean et al., 2022: 2). The long-term impact of stunting can lead to decreased cognitive ability, academic achievement, and women's reproductive systems in adulthood, increasing the risk of chronic diseases in adulthood and economic productivity, increased likelihood of fat accumulation, especially in the midsection, decreased fat oxidation, decreased energy expenditure, insulin resistance, and an increased risk of diabetes, hypertension, dyslipidemia, and hypertension. (Alam et al., in Angelia F. Tendean 2022: 2).

According to the Bupati Regulation (Perbup) Number: 53 of 2019 concerning Integrated Stunting Prevention and Acceleration, stunting is caused by many factors with multiple dimensions and high prevalence that can hinder efforts to improve public health and develop high-quality human resources. Reducing stunting requires integrated agreements and intervention steps to ensure quality in the first 1,000 days of life. The Integrated Stunting Reduction and Prevention Acceleration Strategy is implemented using a thematic, integrative, holistic, and spatial approach.

Based on the index of stunted children at risk according to the 2023 Data on Weighing Toddlers in each sub-district, in the sub-districts of West Bandung Regency, the poor conditions experienced by children are still widely felt by the community, where children's development is not progressing optimally according to what children's growth and development should be. This condition can be seen from the 2023 data from the West Bandung Regency Health Service, where the index of very short height experienced by toddlers is in first place, namely in Cipatat District, which reaches a percentage index of 10.72%. Second place is in Sindangkerta District with a percentage index of 11.89%, and last place is in Cipongkar District with a percentage of 3.36%. This is what triggers the increase in stunting. Here is the graph data showing the condition of toddlers based on the 2023 weighing data.

Graph 1.1. Stunting Risk Index for Children Under Five by Sub-district in West Bandung Regency Based on 2023 Data from Height/Age Measurement of Children Under Five



Source: Processed Data from the Researcher, West Bandung District Health Office, BPB, 2023

As can be seen from the graph above, it can be explained that the prevalence rate of stunting in West Bandung Regency, observed annually, changes each year. The stunting rate per year from 2013 to 2023 in West Bandung Regency is very high, and from 2022 to 2023, there was a decrease in the stunting rate of 2.2%. Compared to the prevalence rate nationwide and in West Java Province, the stunting prevalence rate is still low. However, based on the data above, the stunting rate per regency/city is still considered quite high, although it decreases each year. This is also supported by the results of the Indonesian Nutritional Status Survey (SSGI).

Methods

This research will use a descriptive qualitative approach to generate descriptive data thru interviews and observations that support this study. According to (Hardani et al., 2020), qualitative research, a proponent of phenomenology, emphasizes its scientific research methods by describing and understanding the observed social phenomena. This research was conducted in West Bandung Regency. The study used an observational method to observe and examine the state and situation of how the local government's strategies and community participation in addressing stunting in West Bandung Regency. The researcher also used interviews to gather in-depth information and data related to stunting management, and documentation was used as supporting data for collecting information on local government strategies and community participation in stunting management and prevention in West Bandung Regency.

Result and Discussion

Local government strategy is a field of action aimed at achieving regional development goals, targets, and objectives. This strategy also includes policies that implement programs aligned with the local head's vision and mission. Therefore, this strategy is crucial for accelerating the reduction of stunting and is expected to prevent new cases of this issue. This is also in accordance with Presidential Regulation Number 42 of 2013 concerning the National Movement to Accelerate Improvement of Nutrition, which is a joint effort by the government and the community thru mobilizing the participation and concern of stakeholders in a planned and coordinated manner to accelerate the improvement of community nutrition in the first 1000 days of life. The first 1000 days of life are those that begin from the formation of the fetus in the womb until the child is two years old.

Based on the explanation above, the researcher can analyze the findings using Geoff Mulgan's theory (2009) by analyzing the results using the 5 dimensions of strategy, which can be outlined as follows:

a. Goal-based strategy

The goal in forming Bandung Barat Zero New stunting is to target a 14% reduction in stunting and to eliminate new cases of stunting in West Bandung Regency. The government is working hard to achieve the implementation of this target. This goal is achieved by directly surveying to identify individuals identified as being at risk of stunting. This aligns with the dimensions outlined by Geoff Mulgan (2009), that this goal serves as the first step in doing something with further direction. This can be seen in the following table:

Table 1.1 Determination of Stunting Focus Villages in West Bandung Regency in 2025

No	Village	Community Health Center	Subdistrict	Number of At-Risk Families	Number of Stunted and Severely Stunted children	Prevalence %	Priority
1.	Gunungmasigit	Sumurbandung	Cipatat	1.164	132	17,77	1

2.	Cihideung	Parongpong	Parongpong	1.128	81	8,37	2
3.	Tanjungwangi	Pataruman	Cihampelas	959	83	10,29	2
4.	Rajamandala Kulon	Rajamandala	Cipatat	930	91	9,40	2
5.	Tanimulya	Cimareme	Ngamprah	942	87	6,74	2
6.	Cipada	Cikalongwetan	Cikalongwetan	772	42	8,32	3
7.	Weninggalih	Cicangkanggirang	Sindangkerta	727	87	16,11	4
8.	Mandalasari	Rajamandala	Cipatat	639	93	15,20	4
9.	Saguling	Saguling	Saguling	582	109	17,11	4
10.	Mekarwangi	Cicangkanggirang	Sindangkerta	606	82	11,23	4
11.	Cibenda	Cipongkor	Cipongkor	581	73	16,33	4
12.	Sirnagalih	Cipongkor	Cipongkor	551	89	15,56	4
13.	Ciptaharja	Rajamandala	Cipatat	741	94	10,11	6
14.	Cihampelas	Cihampelas	Cihampelas	741	78	6,12	6
15.	Kertawang	Cisarua	Cisarua	672	75	10,01	6
16.	Cihanjuang	Parongpong	Parongpong	658	124	10,96	6
17.	Pataruman	Pataruman	Cihampelas	635	85	6,18	6
18.	Citatah	Cipatat	Cipatat	727	95	7,05	6
19.	Gununghalu	Gununghalu	Gununghalu	1.436	53	4,93	7
20.	Cempakamekar	Tagogapu	Padalarang	990	53	5,62	7

Source: Researcher's Processing of BPB Data August 2024, Family Data Collection (PK), Master Service Coverage Data, processed by Bappelitbangda 2025)

As explained in the table above, in 2025 there will be 20 sub-districts that will be the focus of stunting prevention efforts in West Bandung Regency in 2025 and will be the main locations for regional agencies to carry out activities, monitor, and evaluate stunting prevention and control programs. Therefore, the 14% target in 2024 is not in line with expectations because the designation of stunting focus villages still exists or is still ongoing in 2025. The priority numbers in the stunting data table above indicate the urgency of addressing the stunting problem in each village.

Based on the explanation above, the goal of Bandung Barat Zero New Stunting in Bandung Barat Regency has not been optimal and has not reached the national strategy of a 14% reduction, or the complete absence of new stunting cases. Therefore, the local government must make further efforts to reduce the prevalence of stunting.

b. Environment-based Strategy Environment

In this strategy refers to a comprehensive plan or approach designed to achieve specific goals and objectives. This involves a structured series of steps to achieve the desired outcome. Strategy also refers to environmental factors that are considered when formulating a plan and actions. This shows that the strategy was not created in isolation, but was also shaped and influenced by the surrounding environmental conditions.

Based on the interview results obtained by the researcher and the Regional Planning, Research, and Development Agency (Bappelitbangda), stunting is currently a top priority. This is, of course, done in collaboration with stakeholders to reduce stunting. This includes: (1) including programs in regional planning documents; (2) adequate budgeting for interventions from various sectors; and (3) monitoring the

implementation of interventions. Examples of these interventions include: specific interventions by the Health Department for pregnant women and children under five, and family assistance for families at risk of stunting by the Family Planning Department.

Then, external support in carrying out its duties has been provided optimally, which was achieved thru the synergistic role of various sectors in carrying out tasks to reduce the prevalence of stunting, by doing... Activities of the Public Health Center to implement the 'Zero New Stunting' program. The KUA also provides guidance to prospective brides and grooms to prevent stunting. Villages and cadres are also actively involved, demonstrating a strong commitment to this program. However, the heterogeneity of society makes its implementation uneven, often causing this activity to not meet expectations.

The results obtained by the researcher also include a method for measuring in the field to produce data that is consistent with. This measurement is done in two ways: specific measurement and sensitive measurement.

Here are the specific and sensitive measurements for stunting:

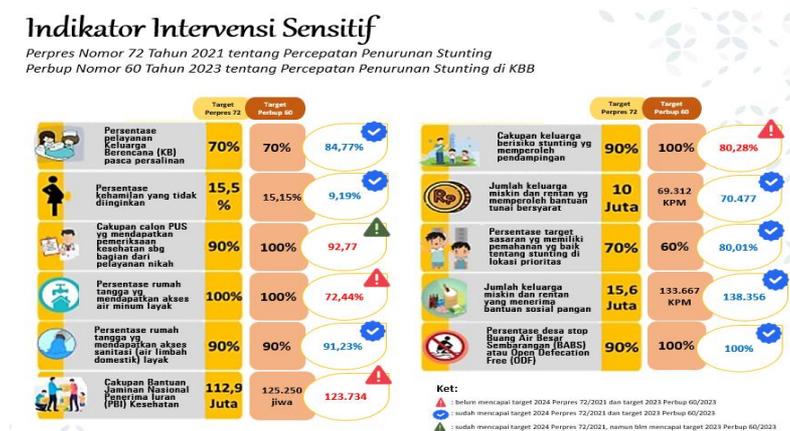
Table 1.2 Specific Measurements



Source: Researcher's Processing from the Regional Development Planning Agency, 2025

From the overall image, the achievement of the stunting reduction target in West Bandung Regency is still varied. Some indicators have met or exceeded their targets, while others are still far from the set goals. There needs to be an evaluation of more effective strategies to improve target achievement on indicators that are still low. This data is important for planning and resource allocation in efforts to accelerate the reduction of stunting in West Bandung Regency. From the image above, it can be seen that the specific intervention indicators focus on nutritional aspects and are under the auspices of the Community Health Center and the Health Department.

Table 1.3 Sensitive Measurements



Source: Processed by the Researcher from the Regional Development Planning Agency, 2025

It can be seen that the achievement of sensitive intervention targets for stunting reduction in West Bandung Regency shows varied results. Some indicators have met or exceeded their targets, while others still need improvement. Further evaluation is needed to identify and formulate more effective strategies for achieving the set targets. Meanwhile, sensitive interventions serve as third-party support, such as from the Family Planning Office, focusing on factors that support reducing stunting.

Based on that explanation, the internal and external environments are already functioning quite optimally thru the interaction between stakeholders with support in the form of direct mentoring and guidance for the community. Although at the level of community participation, it is still not possible to cooperate well.

c. Strategy Based on Directives Directives

In implementing local government strategies to increase public awareness toward Bandung Barat Zero New Stunting. Government strategy in the directive aspect is complex and requires a deep understanding; this aspect is very important in ensuring organizational performance reaches the set goals.

Based on the results obtained by the researcher, the direction provided by the Local Government in reducing the prevalence of stunting thru training and guidance for accelerating the reduction of stunting usually comes from the central government, thru invitations from relevant ministries and the Provincial Government. This priority program also receives guidance from the province to the regions. At the district level, training and guidance are conducted down to the village level, thru Posyandu Cadres, Human Development Cadres, TP PKK, and TPK. The local government regularly holds annual guidance sessions, down to the village head level, especially for program planning and budgeting for stunting prevention in villages. However, it often happens that Posyandu cadres are not responsible for the tasks assigned to them in educating the community.

As for the information provided by stakeholders to the community that was not implemented well, even tho the implementation was in line with the conditions experienced by the community, some people were not fully compliant with the directions, citing various reasons such as economic constraints that led to a lack of nutrition in children's diets. Therefore, based on the explanation above, the researcher concludes that the implementation of Bandung Barat Zero New Stunting has not been successful when considering the lack of adherence to the given directions.

d. Action-Based Strategy The actions

Taken in a plan during the process are comprehensive and integrated, involving multiple sectors and stakeholders. A strategy focused on preventing stunting before it occurs, especially during the First 1000 Days of Life (HPK), which involves interventions for pregnant women and children under five.

Actions were taken starting with pregnancy monitoring, ensuring folic acid intake and iron supplementation, providing body nutrition, and implementing sanitation and hygiene measures for clean water access. Therefore, actions in planning for stunting must be comprehensive, integrated, and sustainable. But from the results obtained by the researcher, it is found that There is still apathy among the public, which is caused by their reluctance to accept if their child is diagnosed with stunting or at risk of stunting. Therefore, multi-faceted action is needed, requiring a sensitive and empathetic approach. The main priority is ensuring the child's health and development.

e. Learning-Based Strategy Addressing

Stunting involves identifying learning needs, which requires a target audience for training on implementing stunting prevention. The audience was very receptive to educational materials regarding the definition of stunting, its characteristics, long-term impacts, and methods of prevention and management.

Learning methods can be thru campaigns and education by directly approaching Posyandu or thru personal home visits. This learning method can also be done thru social media by utilizing platforms like Instagram and YouTube to widely disseminate information with engaging and easy-to-understand content. This learning process can also serve as an additional evaluation regarding the implementation process that does not align with the initial goals or desired expectations. This allows for evaluation and improvement related to existing obstacles, thus making a significant contribution to efforts to reduce stunting in the community. Based on the results of interviews with Bappelitbangda officials, it was revealed that there is an evaluation or improvement regarding the budget allocated. Every year, there is always a measurement between targets achieved and those not achieved, one of which is budget limitations. Therefore, there is a need to increase budget allocation in the following year, by maximizing services that were previously not optimal and allowing the Bandung Barat Zero New Stunting program to resume.

The West Bandung Regency Local Government, in the field, shows that the implementation of an element to reduce or prevent stunting in West Bandung Regency still requires evaluation and improvement by the Local Government or stakeholders because the process is still frequently hampered, especially in terms of budget. As a result, the problem has not been resolved and often recurs in subsequent years.

Conclusion

Based on the research conducted, the conclusion that can be drawn is that the strategies implemented by the Regional Government in the Bandung Barat Zero New Stunting program have not been optimal in achieving the desired targets, as evidenced by the target achievement in 2024 being 14%. It is hoped that there will be no more stunting cases in the Bandung Barat Regency area, but this has not been running well, as evidenced by the continued designation of stunting focus villages in Bandung Barat Regency in 2025. This can also be seen based on the theory used, which is the strategy according to Geoff Mulgan (2009) with 5 (five) dimensions: goals, environment, direction, action, and learning. This dimension can be broken down as follows:

1. The goal dimension, with indicators of the program's purpose and the intended outcomes, has been running optimally, as evidenced by the program formation process involving policy planning and analysis;
2. The environment dimension, with indicators of community participation, external and internal, and measuring these indicators, shows that collaboration between stakeholders is functioning quite well but is not yet optimal in terms of community participation;
3. The direction dimension, with indicators of training/coaching, achievement mechanisms, and information, is not yet functioning optimally. This is evident from residents' non-compliance with the directions given by the government for healthy living and the lack of responsibility among Posyandu cadres, who stopped midway thru the program's implementation;
4. The action dimension, with indicators of action and problem identification, is not yet functioning optimally, as evidenced by the continued apathy among the community;
5. The learning dimension, with indicators of evaluation, is not yet functioning optimally, as evidenced by the frequent obstacles encountered during the evaluation process.

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