

Communication Strategy in Public Service Advertisements About Stunting on Social Media

Febi Ramadhani Rusdin¹, Felisianus Novandri Rahmat² dan Wida Nofiasari³

Universitas Media Nusantara Citra, Jakarta

Article Info

Article history:

Received : 3 November 2023

Publish : 08 November 2023

Keywords:

Communication strategy;
public service advertising;
stunting; social media

Info Artikel

Article history:

Diterima : 3 November 2023

Publis : 08 November 2023

Abstract

Stunting is one of the serious public health issues that is prevalent in Indonesia. Stunting can have adverse effects on the physical and mental growth and development of children, as well as disrupt their future quality of life. Preventing stunting is a goal of Sustainable Development Stage-2, which aims to eliminate hunger and all forms of malnutrition. Social media can be an effective platform for creating public service advertisements. Therefore, a social media advertising campaign is necessary to raise awareness among the public about the dangers of stunting and its prevention, given the high usage of social media today. This research aims to identify effective communication strategies in a public service advertising campaign about stunting on the social media platform Instagram, targeting the right audience. The results of this research will provide a better understanding of effective communication strategies in a public service advertising campaign about stunting on social media for the appropriate target audience. Data analysis indicates that content with an educational narrative receives special attention from the audience, as seen in the number of likes and positive comment interactions from the followers of the Instagram account.

Abstrak

Stunting adalah salah satu masalah kesehatan masyarakat yang serius dan banyak terjadi di Indonesia. Stunting dapat mengakibatkan dampak buruk pada pertumbuhan dan perkembangan fisik dan mental anak, serta mengganggu kualitas hidup mereka di masa depan. Posisi pencegahan stunting merupakan tujuan dari pembangunan berkelanjutan tahap -2, yaitu menghilangkan kelaparan dari segala bentuk malnutrisi. Media sosial dapat menjadi salah satu wadah untuk membuat iklan layanan masyarakat yang cukup efektif. Maka, kampanye iklan tersebut di media sosial diperlukan untuk meningkatkan kesadaran masyarakat akan bahaya stunting dan tindakan pencegahannya, mengingat tingginya pengguna media sosial saat ini. Penelitian ini bertujuan untuk mengidentifikasi strategi komunikasi yang efektif dalam kampanye iklan layanan masyarakat tentang stunting di media social Instagram untuk target audience yang tepat. Hasil penelitian ini akan memberikan pemahaman yang lebih baik tentang strategi komunikasi yang efektif dalam kampanye iklan layanan masyarakat tentang stunting di media sosial untuk target audience yang tepat. Analisis data menunjukkan bahwa konten yang berisi narasi mengedukasi berbau Pendidikan lebih mendapatkan perhatian khusus dari audiens terlihat dari *likes* serta interaksi komentar positif dari audience pengikut akun Instagram tersebut.

This is an open access article under the [Lisensi Creative Commons Atribusi-BerbagiSerupa 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/)



Corresponding Author:

Febi Ramadhani Rusdin

Universitas Media Nusantara Citra

Email : febiramadhani21@gmail.com

1. INTRODUCTION

Health information is the most important thing for the public to know. In this regard, several strategies are needed so that the message or content of the advertisement is conveyed and on target (Indonesian health profile in 2020, nd). Problems that arise if there is a lack of health information in the community will lead to malnutrition and other health problems. One of the big tasks of the Indonesian state is the health problem of malnutrition, namely stunting. This is reflected in the speech of the President of the Republic of Indonesia Jokowi at the Opening of the National Working Meeting of the Bangsa Kencana Program and Stunting Reduction on Wednesday, January 25 2023, who said that there must be a reduction in the stunting rate in 2024, namely by 14% from the previous year. (Flood-Grady et al., 2020).

Stunting is a chronic lack of nutritional intake which causes failure in growth and development. Usually occurs in children who are going through stages in their growth (Ministry

of State Secretariat of the Republic of Indonesia, 2023). As a result, the child will look shorter than the average child his age. The impact of stunting will result in slow brain development (Atamou et al., 2023). If this continues, they will experience mental retardation, which will also impact the child's learning ability and the risk of developing other chronic diseases. So more education is needed for the public about the dangers and prevention of stunting (Noor et al., 2022) (Faradisy et al., 2022). One of the educational methods that has been implemented is to create public service advertisements about stunting to the public, in order to raise awareness of stunting.

Social media (Ikhsan Akbar et al., 2022) is an effective platform for delivering public service advertising campaigns because it can reach a wider target audience and has the potential to go viral (Matos et al., 2023). There has been an increase in the use of social media in Indonesia from the previous year. The increase reached 12.23%, from 277.7 million people in January 2022 (Khatimah, nd). Based on this data, it can be said that advertising on social media will have a big impact if seen in terms of the number of social media users. However, there are still many obstacles in reaching the right target audience, such as messages that are not on target, lack of understanding of the target audience, and lack of appropriate communication strategies. Therefore, this research aims to explore communication strategies (Rasheed et al., 2021) appropriate actions in public service advertising campaigns about stunting on social media, so that they can reach the target audience appropriately and effectively (Ananda Pratiwi & Hidayat, nd).

This research will use a qualitative case study approach to study the communication strategies used in public service advertising campaigns about stunting on social media. Data will be collected through online surveys, in-depth interviews, and content analysis. It is hoped that the results of this research can contribute to increasing understanding of effective communication strategies in public service advertising campaigns on social media to reach the right target audience.

Research related to communication strategies in public service advertising campaigns on social media still mostly focuses on the impact of the advertisements. This causes research that focuses on public service advertisements related to communication strategies so that the right target audience is still limited. As written by Saleem Alhabash, Yao Dong, Charlotte Moureaud, Iago S. Muraro and John B. Hertig (2022) with the article title "Effects of Fear and Humor Appeals in Public Service Announcements (psas) on Intentions to Purchase Medications via Social Media" in the journal provides an understanding regarding the target audience's preferences in using social media, so further research needs to be carried out to understand the characteristics of the target audience in using social media so that the campaigns carried out are right on target.

Furthermore, in a journal article entitled "Increasing digital literacy culture regarding stunting in millennial based on community development in Abeli district" written by Muhammad Ikhsan Akbar, Rahmawati, Firmansyah, Siti Hadranti Ananda (2022), states that the digital literacy described is more towards the community as users and seekers of information related to stunting. So further research is needed regarding communication strategies related to PSAs to maximize advertising campaigns, content, and accuracy of the user audience. Then according to the journal "Social-Cultural Factors that Affected Stunting Case in Children: Literature Review Social-Cultural Factors that Affected Stunting Case in Children: Literature Review" written by Jessica Apulina Ginting, Ella Nurlaella Hadi (2023) talks about how social factors cultural. So other strategies and factors are also needed to reduce stunting cases related to digitalization/the digital era through social media. In the journal entitled "Covid 19 public service advertisements on social media and community behavior in West Java" by Selly Ananda Pratiwi, Dasrun Hidayat (2020), provides an understanding related to the focus on the impact of the behavior of using public service advertisements, but has not discussed the communication strategies used. used for public service advertisements to get the right target audience so that it has an impact on people's behavior. Therefore, it is hoped that this research can contribute to the development of knowledge

about effective communication strategies in public service advertising campaigns on social media in order to reach the right target audience.

2. RESEARCH METHOD

This research will use a qualitative and quantitative element approach to explore a more comprehensive understanding of public service advertising campaigns about stunting on social media. The method that will be used in this research is a case study. Qualitative approach, which includes case selection (Researchers will select several public service advertising campaigns about stunting that have been carried out on social media by health organizations or the government as research cases), content analysis (researchers will analyze the content of these advertisements to understand the message -messages conveyed, types of visuals used, and communication strategies implemented in the campaign), in-depth interviews (Researchers will conduct in-depth interviews with relevant respondents, such as representatives of health or government organizations involved in the campaign, to gain deeper insight into the objectives , process, and effectiveness of the campaign). The introduction must contain (in order).

3. RESEARCH RESULTS AND DISCUSSION

This research focuses on analyzing communication strategies in public service advertising campaigns about stunting on social media. The following is a summary of the results of this research. This research identifies various communication strategies used in public service advertising campaigns about stunting on social media. These strategies include the use of educational narratives, verified scientific facts, and direct interaction with the audience. The data that has been found shows that there are 5 pillar categories in achieving the stunting reduction acceleration program.

The communication strategy discussed is in the second pillar position, namely behavior change communication. Behavior Change Communication (KPP) is a communication strategy designed with the aim of positively influencing individuals to adopt healthy living behavior(Fitriani, 2021). With the communication strategy in the KPP category, it was found that the involvement of an education-based narrative from these posts was found to have quite significant awareness with the number of likes and various positive comments. For content that contains educational discourse to encourage discussion and collaborative learning, such as webinars, a lack of awareness can be seen from the likes on the post. Education-based content is digital content that plays a role in assembling information, interpreting the meaning of information obtained from programs or messages delivered, so that users can access learning



Figure 11 Education Based Content



Figure 12 Educational Discourse Based Content

material without being bound by space and time constraints.(Mistari et al., 2023).Through analysis of audience engagement and response levels, communication strategies that combine scientific facts with educational content narratives are proven to be the most effective in attracting attention and motivating audiences to participate.

Educational content plays a role in experiencing changes in people's behavior related to unhealthy eating habits and health practices(Sulandjari et al., 2023). Data shows that social media is a very effective platform for conveying stunting prevention messages. The ability to share content, direct interaction, and wide reach allows messages to reach target groups efficiently. In general, people in Indonesia usually spend almost 3 hours every day connecting and browsing social media on their mobile phones. With so many social media users in Indonesia, this opens up opportunities to maximize the role of social media as a communication tool (16).

Through analysis of audience engagement and response levels, communication strategies that combine scientific facts with educational content narratives are proven to be the most effective in attracting attention and motivating audiences to participate. Educational content plays a role in experiencing changes in people's behavior related to unhealthy eating habits and health practices (15). On social media platforms Data shows that social media is a very effective platform for

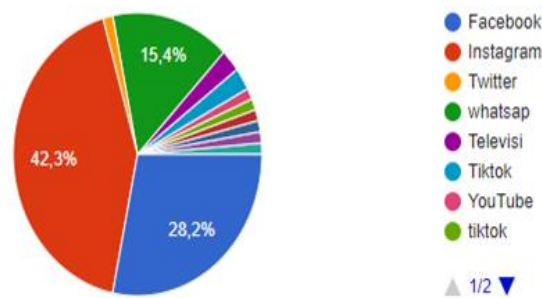


Figure 13 Use of Social Media

conveying stunting prevention messages. The ability to share content, direct interaction, and wide reach allows messages to reach target groups efficiently. In general, people in Indonesia usually spend almost 3 hours every day connecting and browsing social media on their mobile phones. With so many social media users in Indonesia, this opens up opportunities to maximize the role of social media as a communication tool (16).

4. CONCLUSION

Based on the research results, it can be concluded that the communication strategy in public service advertisements on social media that has been carried out by BKKBN as the coordinator

of the implementation of accelerating stunting reduction has been quite appropriate in campaigning for public service advertisements related to stunting on their Instagram social media. This is done to achieve stunting reduction rates in Indonesia. However, there are still many things that need to be paid attention to and improved in the future, so that the communication strategy implemented will be effective and reach the right target audience.

The results of this research show that the communication strategy used in the public service advertising campaign about stunting on social media has several key elements that are successful. First, the use of narrative with educational purposes has been proven to be effective in conveying important messages to the audience. This narrative not only informs, but also links the information to the story which can stimulate attention and understanding. Second, verified scientific facts are a strong basis for building public trust in campaign messages. It also shows that the information presented is reliable and supported by real evidence.

Furthermore, direct interaction with the audience on social media provides an invaluable dimension to this campaign. This allows immediate response to questions, comments and feedback from the audience. This engagement not only strengthens the relationship between the campaign and the audience but also provides an opportunity to convey the message in a more personal and relevant way.

There are several important suggestions that can be drawn from the results of research regarding communication strategies in public service advertising campaigns about stunting on social media. First, the use of educational narratives has been proven to be effective in conveying important messages. Campaigns should continue to develop narratives that link information to stories that stimulate audience attention and understanding. Verified scientific facts must also remain the basis of campaigns to build public trust in the messages conveyed.

Furthermore, direct interaction with the audience on social media provides a valuable dimension to this campaign. Actively respond to questions, comments, and feedback from your audience. This not only strengthens the relationship with the audience, but also allows for more personalized and relevant messaging. Additionally, behavior change communication strategies (KPP) have been proven effective in changing individual behavior regarding stunting, and should be strengthened in campaigns.

It's also important to stick with education-based content that combines scientific facts with education. This helps grab attention and motivates the audience to take positive action. Social media should remain the primary communication channel due to its high level of engagement and wide reach. Lastly, regular evaluation and collaboration with various related parties such as the government, health organizations and NGOs are the keys to strengthening this stunting prevention campaign. By implementing these suggestions, the campaign can have a significant impact on improving the quality of life for children in Indonesia.

5. BIBLIOGRAPHY

- Ananda Pratiwi, S., & Hidayat, D. (n.d.). *IKLAN LAYANAN MASYARAKAT COVID-19 DI MEDIA SOSIAL DAN PERILAKU MASYARAKAT DI JAWA BARAT*.
- Atamou, L., Rahmadiyah, D. C., Hassan, H., & Setiawan, A. (2023). Analysis of the Determinants of Stunting among Children Aged below Five Years in Stunting Locus Villages in Indonesia. *Healthcare*, 11(6), 810. <https://doi.org/10.3390/healthcare11060810>
- Faradisy, R., 1*, M., & Aini, L. N. (2022). *EFEKTIFITAS STRATEGI KOMUNIKASI PROGRAM KB TERHADAP KEPUASAN IKLAN LAYANAN MASYARAKAT*. <http://ejournal.poltekkes-pontianak.ac.id/index.php/JVK>
- Fitriani, Y. (2021). Ciptaan disebarluaskan di bawah Lisensi Creative Commons Atribusi 4.0 Internasional. *PEMANFAATAN MEDIA SOSIAL SEBAGAI MEDIA PENYAJIAN KONTEN EDUKASI ATAU PEMBELAJARAN DIGITAL*. *Journal of Information System, Applied, Management, Accounting and Research*, 5(4), 1006–1013. <https://doi.org/10.52362/jisamar.v5i4.609>

- Flood-Grady, E., Hough, D., Damiani, R. E., Gebru, N. M., Fedele, D. A., Leeman, R. F., & Krieger, J. L. (2020). Communication strategies for designing Facebook advertising campaigns to recruit rural participants to develop healthcare delivery interventions. *Journal of Clinical and Translational Science*, 4(5), 398–407. <https://doi.org/10.1017/cts.2020.5>
- Ikhsan Akbar, M., Hadrayanti Ananda, S., S-, P., Masyarakat, K., Ilmu-Ilmu Kesehatan, F., Mandala Waluya, U., & Karya Kesehatan, Stik. (2022). *MENINGKatKaN BUDaYa LitErasI DIGItaL MENGENaI stUNtING PaDa MILENIaLs BERBasIs COMMUNITY DEVELOPMENT DI KEcaMataN aBELI INCREASING DIGITAL LITERACY CULTURE REGARDING STUNTING IN MILLENNIALS BASED ON COMMUNITY DEVELOPMENT IN ABELI DISTRICT*. Universitas Halu Oleo Press.
- KEMENTERIAN SEKRETARIAT NEGARA REPUBLIK INDONESIA. (2023, April 5). *Sambutan Presiden pada Pembukaan Rakernas Program Banggakencana dan Penurunan Stunting*. https://www.setneg.go.id/baca/index/sambutan_presiden_pada_pembukaan_rakernas_program_banggakencana_dan_penurunan_stunting
- Khatimah, K. (n.d.). *Open access under Creative Commons Attribution-Non Commercial-Share A like 4.0 International Licence (CC-BY-SA) Record and Library Journal Prevent Stunting Campaign: Dissemination of Health Information through Instagram*. <https://e-journal.unair.ac.id/index.php/RLJ>
- Matos, J. de P., Rodrigues, M. B., Duarte, C. K., & Horta, P. M. (2023). A Scoping Review of Observational Studies on Food and Beverage Advertising on Social Media: A Public Health Perspective. In *International Journal of Environmental Research and Public Health* (Vol. 20, Issue 4). MDPI. <https://doi.org/10.3390/ijerph20043615>
- Mistari, N., Rahim, R., Tinggi, S., Manajemen, I., & Kota, S. (2023). Pemanfaatan Media Sosial sebagai Media Penyajian Konten Edukasi Stunting untuk Ibu Hamil. *Remik: Riset Dan E-Jurnal Manajemen Informatika Komputer*, 7(3). <https://doi.org/10.33395/remik.v7i3.12521>
- Noor, M. S., Andrestian, M. D., Dina, R. A., Ferdina, A. R., Dewi, Z., Hariati, N. W., Rachman, P. H., Setiawan, M. I., Yuana, W. T., & Khomsan, A. (2022). Analysis of Socioeconomic, Utilization of Maternal Health Services, and Toddler's Characteristics as Stunting Risk Factors. *Nutrients*, 14(20). <https://doi.org/10.3390/nu14204373>
- PROFIL KESEHATAN INDONESIA TAHUN 2020*. (n.d.).
- Rasheed, M. A., Hookmani, A. A., Waleed, S., Fatima, H. S., Siddiqui, S., Khurram, M., & Hasan, B. S. (2021). Implementation and Evaluation of a Social Media-Based Communication Strategy to Enhance Employee Engagement: Experiences From a Children's Hospital, Pakistan. *Frontiers in Public Health*, 9. <https://doi.org/10.3389/fpubh.2021.584179>
- Sulandjari, R., Wulan, H. S., Amboningtyas, D., & Hasiholan, L. B. (2023). EFEKTIFITAS KOMUNIKASI MEDIA SOSIAL DALAM MEMAHAMI PERAN ELSIMIL UNTUK MENEKAN ANGKA STUNTING DI INDONESIA. In *Jurnal Egaliter* (Vol. 7, Issue 12).