

## **STRATEGI KOMUNIKASI BKKBN PROVINSI NUSA TENGGARA TIMUR DALAM AGENDA PERCEPATAN PENURUNAN STUNTING**

**INTISARI**  
**DEASILDA PUTRI AMALO**  
**19/452130/PMU/10177**

Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN) Indonesia melalui Peraturan Presiden Nomor 72 Tahun 2021 tentang Percepatan Penurunan Stunting ditunjuk sebagai lembaga penanggung jawab agenda percepatan penurunan stunting nasional. Tujuan utamanya adalah menurunkan prevalensi stunting nasional ke angka 14% pada tahun 2024. Nusa Tenggara Timur (NTT) adalah provinsi dengan angka stunting tertinggi se-Indonesia. Oleh sebab itu, penelitian ini memilih NTT sebagai obyek penelitian dan BKKBN Provinsi NTT selaku instansi turunan BKKBN Pusat sebagai subyeknya. Penelitian bertujuan untuk mengkaji strategi komunikasi BKKBN Provinsi NTT dengan lima *stakeholder* yang diidentifikasi dengan Pentahelix Strategy dalam agenda percepatan penurunan stunting di NTT. Strategi komunikasi BKKBN Provinsi NTT berperan dalam rancang bangun penyebaran informasi mengenai stunting kepada para *stakeholder*. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif, dan data diambil dengan teknik wawancara mendalam serta studi Pustaka yang diuji dengan teknik triangulasi. Hasil penelitian dideskripsikan dengan strategi komunikasi model KAP (*Knowledge, Attitude, & Practice*). Temuan penelitian menunjukkan strategi komunikasi BKKBN Provinsi NTT merupakan penyebaran pesan mengenai edukasi dasar stunting, pembagian peran dalam kerjasama kolaborasi, rancangan dan ide program, teknis pelaksanaan tugas di lapangan, dan urgensi pemberitaan mengenai stunting. Pesan disampaikan dalam berbagai saluran seperti rapat koordinasi dan advokasi, audiensi, visitasi, forum diskusi, pelatihan/workshop, hingga saluran komunikasi digital. Pesan diharapkan membawa perubahan sikap dan perilaku, yang berhasil terjadi pada beberapa *stakeholder*. Adapun faktor pendukung dan penghambat bervariasi antar *stakeholder*. Secara garis besar, identifikasi *stakeholder* memudahkan pengamatan dan analisis strategi komunikasi dalam penelitian ini. Hasil analisis strategi komunikasi BKKBN Provinsi NTT dengan para *stakeholder* didapati memiliki dinamika dan *output* yang berbeda-beda, namun secara umum pesan dapat tersampaikan dan diterima dengan baik.

***Kata kunci:*** stunting, strategi komunikasi, pentahelix, BKKBN Provinsi NTT



## **COMMUNICATION STRATEGY OF BKKBN IN THE EAST NUSA TENGGARA PROVINCE IN THE AGENDA TO ACCELERATE STUNTING REDUCTION**

### **ABSTRACT**

**DEASILDA PUTRI AMALO**

**19/452130/PMU/10177**

The National Population and Family Planning Board (BKKBN) through Presidential Regulation Number 72 years of 2021 concerning the Acceleration of Stunting Reduction have been appointed as the Board responsible for the national stunting reduction acceleration agenda. The main goal is to reduce the national stunting prevalence to 14% by 2024. East Nusa Tenggara (NTT) is the province with the highest stunting rate in Indonesia. Therefore, this research chose NTT as the research object, and the NTT Province BKKBN as a derivative board of the National BKKBN as the subject. This research aims to examine the communication strategy of the NTT Province BKKBN with five stakeholders identified by the Pentahelix Strategy in the accelerating of stunting reduction agenda in NTT. The NTT Province BKKBN communication strategy plays a role in designing and disseminating information about stunting to stakeholders. The method used in this research is qualitative with descriptive approach. The research results are described using the KAP model communication strategy (Knowledge, Attitude, & Practice). Research findings show that the NTT Province BKKBN's communication strategy is to spread messages regarding basic stunting education, division of roles in collaborative cooperation, program designs and ideas, technical task implementation, and the urgency to create a good news report regarding the issue. Messages are conveyed in various channels such as coordination and advocacy meetings, hearings, visitations, discussion forums, training/workshops, and digital message channel. The message was expected to bring changes in attitudes and behavior, which was successful in several stakeholders. The supporting and inhibiting factors vary between stakeholders. In general, stakeholder identification makes it easier to observe and analyze communication strategies in this research. The results of the analysis of the NTT Province BKKBN communication strategy with stakeholders were found to have different dynamics and outputs, but in general the message was conveyed and received well.

**Keywords:** stunting, communication strategy, pentahelix, the NTT Province BKKBN.