

## **ADOPTI CARA CEGAH STUNTING PADA INOVASI POSTER PINTAR OLEH IBU ANAK BAWAH DUA TAHUN DI KABUPATEN BOGOR**

### **INTISARI**

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Tujuan penelitian: (1) Menganalisis tingkat adopsi cara cegah stunting pada poster pintar oleh ibu baduta di Kabupaten Bogor dan (2) Menganalisis faktor-faktor yang mempengaruhi tingkat adopsi cara cegah stunting pada poster pintar oleh ibu baduta di Kabupaten Bogor. Faktor yang diteliti meliputi sikap terhadap pemanfaatan poster pintar, norma subjektif tentang pemanfaatan poster pintar, pemahaman terhadap stunting, persepsi terhadap karakteristik poster pintar, peran Tim Pendamping Keluarga (TPK), niat adopsi cara cegah stunting pada poster pintar, dan adopsi cara cegah stunting pada poster pintar. Penelitian dilaksanakan di sembilan kecamatan Kabupaten Bogor (wilayah barat, tengah, dan timur), meliputi Jasinga, Nanggung, Dramaga, Ciampea, Cisarua, Cibinong, Tajurhalang, Gunung Putri, dan Cariu. Data dikumpulkan menggunakan kuesioner yang diisi oleh ibu baduta dan dianalisis dengan *Partial Least Squares-Structural Equation Modelling* (PLS-SEM) untuk menguji 12 hipotesis. Total sampel ibu baduta adalah 120 responden dengan teknik *convenience sampling*. Hasil penelitian menunjukkan bahwa lebih dari 50% ibu baduta secara rutin mengadopsi cara cegah stunting berupa Cuci Tangan Pakai Sabun (CTPS) dan pemantauan tumbuh kembang anak di posyandu dengan tingkat adopsi tinggi. Hasil penelitian selanjutnya menunjukkan bahwa adopsi cara cegah stunting berupa CTPS dan kunjungan posyandu dipengaruhi oleh kombinasi faktor-faktor tertentu. Peran TPK berpengaruh langsung dan signifikan terhadap adopsi cara cegah stunting, sementara persepsi terhadap karakteristik poster pintar berpengaruh secara tidak langsung melalui pembentukan niat adopsi cara cegah stunting. Namun, pemahaman stunting tidak berpengaruh signifikan karena pengetahuan yang tidak mendalam dan rendahnya persepsi risiko. Peran TPK setelah penempelan poster pintar menjadi faktor paling kuat dalam mendorong adopsi cara cegah stunting, sementara pengaruh persepsi positif terhadap karakteristik poster pintar terhadap adopsi masih belum optimal. Secara keseluruhan, kombinasi peran TPK dan poster pintar menyumbang pengaruh sebesar 56,95%, menegaskan pentingnya sinergi antara poster pintar dan pendampingan interpersonal oleh TPK dalam mendorong adopsi cara cegah stunting.

**Kata kunci:** Cara Cegah Stunting, Poster Pintar, Adopsi Perilaku, Tim Pendamping Keluarga (TPK)

## **ADOPTION OF STUNTING PREVENTION METHODS ON SMART POSTER INNOVATION BY MOTHERS OF CHILDREN UNDER TWO IN BOGOR REGENCY**

### **ABSTRACT**

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Research objectives: (1) To analyze the level of adoption of stunting prevention methods on smart posters by mothers of children under two (CU2) in Bogor Regency, and (2) To analyze the factors influencing the adoption level of stunting prevention methods on smart posters by mothers of CU2 in Bogor Regency. The factors investigated include attitudes toward the use of smart posters, subjective norms regarding smart poster use, understanding of stunting, perceptions of smart poster characteristics, the role of Family Assistance Teams (TPK), intention to adopt stunting prevention methods on smart posters, and the actual adoption of stunting prevention methods on smart posters. The study was conducted in nine sub-districts of Bogor Regency (west, central, and east regions), namely Jasinga, Nanggung, Dramaga, Ciampea, Cisarua, Cibinong, Tajurhalang, Gunung Putri, and Cariu. Data were collected using a self-administered questionnaire and analyzed with Partial Least Squares-Structural Equation Modelling (PLS-SEM) to test 12 hypotheses. The total sample consisted of 120 CU2 mothers, selected using a convenience sampling technique. The results showed that more than 50% of CU2 mothers regularly adopted stunting prevention methods such as handwashing with soap (HWWS) and child growth monitoring at posyandu, with a high level of adoption. Further findings revealed that the adoption of stunting prevention methods, namely HWWS and posyandu visits, was influenced by a combination of specific factors. The role of TPK had a direct and significant effect on the adoption of stunting prevention methods, while perceptions of smart poster characteristics indirectly influenced adoption through the formation of behavioral intention. However, understanding of stunting did not have a significant effect due to limited knowledge and low risk perception. The role of TPK after the installation of smart posters emerged as the strongest factor in promoting the adoption of stunting prevention methods, whereas the influence of positive perceptions of smart poster characteristics on adoption remained suboptimal. Overall, the combined influence of TPK and smart posters on the adoption of stunting prevention methods reached 56.95%, highlighting the importance of synergy between smart posters and interpersonal facilitation by TPK in promoting the adoption of stunting prevention methods.

**Keywords:** Stunting Prevention Methods, Smart Poster, Behavior Adoption, Family Assistance Team (TPK)