

Creating a Superior Generation: Joint Action Against Stunting in Dumai City

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Abstract. The program "Realizing a Superior Generation: Collective Action to Combat Stunting in Dumai City" is a collaborative initiative aimed at addressing the problem of stunting in Dumai City, particularly in Laksamana Subdistrict. Stunting, which refers to impaired child growth, has serious long-term impacts on children's quality of life and development. This program adopts an educational approach through counseling, training, and simulations to increase public awareness and knowledge about stunting. By actively involving local government, non-profit organizations, volunteers, and the community, the program seeks to create an environment that supports positive change. Through dynamic social interactions during program activities, participants are expected to engage actively in the learning process and develop a shared commitment to combating stunting. By equipping the participants with practical knowledge and fostering a sense of shared commitment, the program lays the groundwork for long-term improvements in child health and well-being. In conclusion, this program represents not only a step toward effective stunting prevention but also a collective determination to build a superior generation and a brighter future for the children of Dumai City.

1. INTRODUCTION

National development is essentially a process of change planned and implemented sustainably by the government and all elements of society with the goal of improving the nation's quality of life. Development is not solely oriented toward economic growth, but also encompasses social, cultural, and political aspects, as well as human resource empowerment as the primary foundation for sustainable development (Ginanjar, 2017). National development demands the active involvement of all citizens, both men and women, as subjects of development who contribute to improving the welfare of society equally (Saifudin, 2007).

Within this dynamic of development, human resource development is a strategic factor determining long-term success. Human resource development is understood as a systematic effort to increase individual capacity, skills, and independence by creating a climate that encourages initiative and active community participation (Ginanjar, 2007). Superior human resource quality will strengthen national competitiveness and support the achievement of

equitable and prosperous development goals.

One form of human resource development relevant to current development challenges is strengthening entrepreneurship, particularly among youth. Youth entrepreneurship plays a crucial role in creating jobs, encouraging innovation, and increasing national economic growth (Surya, 2011). As a productive age group, youth have great potential as agents of social change, drivers of the economy, and creators of solutions to various development problems, including unemployment and poverty.

To support the development of youth entrepreneurship, business incubators serve as a strategic instrument that provides mentoring, training, and facilitation for aspiring entrepreneurs. Business incubators play a role in guiding the initial stages of business development and strengthening synergies between academia, the business world, and the government (Wendy & Sheila, 2021). Through this role, business incubators are expected to improve the sustainability of small and medium enterprises and accelerate entrepreneurial-based economic growth.

However, youth entrepreneurship development still faces various obstacles, such as a lack of understanding of sustainable business concepts, limited access to capital, and a lack of ongoing business mentoring. These conditions weaken the resilience of youth businesses in the face of market dynamics and competition. Therefore, an approach to entrepreneurship development that is not solely focused on economic profit but also considers social and environmental aspects is needed.

The concept of sustainable young businesses is relevant in addressing these challenges. Sustainable young businesses emphasize the integration of economic sustainability, social responsibility, and environmental stewardship in business operations. This approach is considered capable of creating long-term added value for businesses and society at large, while simultaneously supporting sustainable development.

At the local level, particularly among youth groups in neighborhood association (RT) 013, Lubuk Gaung Village, Sungai Sembilan District, youth entrepreneurship potential has not yet fully developed. Limited knowledge of entrepreneurial principles and sustainable business, limited access to business mentors, and the suboptimal role of business incubators are factors hindering youth business development. This situation highlights the need for educational and participatory mentoring and coaching activities.

Based on these conditions, this Community Service (PKM) activity is being implemented as a manifestation of the university's role in devoting knowledge and expertise to the community. Through business incubator-based entrepreneurial mentoring, this PKM is

expected to increase the capacity of young people to pioneer and develop sustainable young businesses, while simultaneously encouraging community economic independence and supporting sustainable development at the local level.

2. METHOD

This Community Service (PKM) activity was implemented using a community organizing approach, placing Posyandu cadres and the community of the Laksamana Village Family Planning Village, Dumai City District, as active participants in the entire series of activities. The PKM was held on Monday, March 13, 2023, from 10:00 a.m. WIB until finished, at the Laksamana Village Family Planning Center. The selection of subjects and location for the service was based on the high strategic role of Posyandu cadres and families in monitoring toddler growth and development and preventing stunting at the community level.

The activity planning process was conducted in a participatory manner through initial coordination with the sub-district, KB Village managers, and integrated health post (Posyandu) cadres to identify problems, needs, and priorities for community service activities. Involvement of target partners from the planning stage aimed to build a sense of ownership, increase active participation, and ensure that the materials and methods used were appropriate to the social conditions and actual needs of the community.

The implementation method uses an educational and persuasive approach through outreach activities (outreach), participatory discussions, and simple simulations. The communication techniques employed include informative communication, to convey knowledge regarding stunting, its causes, impacts, and prevention efforts, and persuasive communication, to raise awareness and encourage changes in community attitudes and behaviors to support sustainable stunting prevention.

The stages of the PKM activity include preparation, implementation, evaluation, and follow-up. The preparation stage includes coordination with partners and preparation of activity materials. The implementation stage includes introductions, presentations by resource persons, dissemination of information related to stunting conditions and cases in the local area, interactive discussions and questions and answers, and simulations of the role of families and communities in stunting prevention. Evaluation is carried out through reflection with participants to assess understanding and responses to the material presented. Follow-up is directed at strengthening the role of cadres and the community through a mentoring plan and ongoing collaboration between STIA Lancang Kuning Dumai and Laksamana Village in an effort to reduce the risk of stunting at the community level.

3. RESULTS

This Community Service (PKM) activity was implemented using a community organizing approach, which positioned the target community—particularly the integrated health post (Posyandu) cadres and families in the Quality Family Village (KB) in Laksamana Village, Dumai City District—as active subjects in all stages of the activity. This approach was chosen because it was considered effective in encouraging participation, independence, and the sustainability of community-based programs (Ife & Tesoriero, 2016).

The Community Service Program (PKM) was held on Monday, March 13, 2023, at the Laksamana Village Family Planning Center, involving integrated health post (Posyandu) cadres, community leaders, and representatives of families with toddlers. The location and target groups were selected based on the strategic role of Posyandu cadres and families in monitoring child growth and development and preventing stunting at the community level, as recommended by the Indonesian Ministry of Health (Kemenkes RI, 2020).

The activity planning phase is conducted in a participatory manner through initial coordination with the sub-district, KB Village managers, and integrated health post (Posyandu) cadres. This process aims to identify issues, needs, and activity priorities relevant to the social conditions of the local community. Partner involvement from the outset is expected to foster a sense of ownership and increase the effectiveness of community service implementation (Mardikanto & Soebiato, 2019).

The implementation method uses an educational and persuasive approach, realized through socialization or outreach activities, participatory discussions, and simple simulations. Outreach was chosen as the primary method because it serves as a means of disseminating information, knowledge, and new values that are expected to encourage changes in community attitudes and behavior (Mardikanto & Pepi, 2019). Participatory discussions are conducted to provide a space for participants to share their experiences and problems, so that the learning process takes place in a two-way direction.

The communication techniques used included informative communication, to convey knowledge about stunting, its causes, long-term impacts, and prevention strategies, and persuasive communication, to raise awareness and encourage changes in family behavior regarding nutrition and child care. An interactive approach was chosen because it has proven more effective than one-way methods in increasing participant understanding and engagement (Panuju, 2018).

Operationally, the stages of PKM activities include preparation, implementation, evaluation, and follow-up. The preparation stage includes coordination with partners and preparation of activity materials. The implementation stage includes introductions, presentations by resource persons, discussions and questions and answers, and simulations of the roles of families and communities in stunting prevention. Evaluation is carried out through reflection with participants to assess the level of understanding and response to the material presented. Follow-up activities are directed at strengthening the role of Posyandu cadres and plans for ongoing mentoring through collaboration between STIA Lancang Kuning Dumai and Laksamana Village to support community-based stunting prevention efforts.

4. DISCUSSION

The results of Community Service (PKM) activities indicate that stunting is a multidimensional public health issue and cannot be separated from the context of the family, social environment, and socioeconomic conditions of the community. This finding aligns with the World Health Organization's view that stunting is a manifestation of chronic malnutrition influenced by individual, household, community, and broader social system factors (World Health Organization, 2020). In this context, the PKM approach involving families and local communities, particularly Posyandu cadres and the Laksamana Village community, is a relevant and contextual strategy for early stunting prevention.

Theoretically, stunting can be explained through the life course approach framework, which emphasizes that impaired child growth is the accumulation of various risks that occur from pregnancy through early life, especially during the first 1,000 days of life (HPK). The results of the PKM showed that most participants did not fully understand that stunting is not only caused by insufficient food intake, but also by factors such as repeated infections, poor environmental sanitation, and suboptimal parenting patterns. This finding strengthens the argument of Black et al., who stated that stunting is the result of a complex interaction between biological, behavioral, and social environmental factors (Black et al., 2013).

Discussion of the PKM results also showed that family factors play a central role in stunting prevention. Feeding patterns that do not meet children's nutritional needs, inadequate growth monitoring, and poor parental understanding of the importance of balanced nutrition from pregnancy have been shown to be risk factors for stunting. These findings are consistent with UNICEF's view that families are the primary environment, acting as both a protective factor and a risk factor for stunting in children (UNICEF, 2019). Therefore, strengthening family capacity through nutrition and health education is a key component of community-based

prevention strategies.

From a prevention perspective, the approach implemented in this Community Empowerment Program (PKM) aligns with the concept of primary prevention, which is an effort undertaken before chronic nutritional problems occur through increased knowledge, behavioral changes, and the creation of an environment that supports child growth and development. The results of the PKM indicate that increased knowledge among Posyandu (Integrated Service Post) cadres and the community regarding stunting, its causes, and its long-term impacts has fostered a collective awareness to be more proactive in monitoring child growth and implementing clean and healthy lifestyles. This finding aligns with the approach proposed by Ruel and Alderman, who emphasize the importance of community-based, nutrition-sensitive interventions in reducing stunting prevalence (Ruel & Alderman, 2013).

The role of integrated health service post (Posyandu) cadres in the context of Community Empowerment (PKM) can be analyzed through the theory of community empowerment, which positions communities as subjects of development, not merely objects of intervention. Posyandu cadres possess social legitimacy and structural closeness to families at the local level, thus playing a strategic role in transforming knowledge, attitudes, and behaviors related to child nutrition and health. This aligns with Indonesian government policy emphasizing the role of local communities and institutions in accelerating stunting reduction through a convergence approach (Ministry of Health, 2021). Thus, this PKM not only results in increased individual knowledge but also encourages the formation of local social mechanisms as agents of stunting prevention.

Further discussion demonstrated that the educational and communicative approach implemented in the Community Service Program (PKM) strengthened the family's role as the primary environment for child nutrition and care. This corroborates Bronfenbrenner's ecological theory of human development, which states that the family and immediate community are microsystems that significantly determine the quality of child growth and development (Bronfenbrenner, 1994). Therefore, the success of this PKM program is measured not only by the output of the activities but also by changes in community awareness and commitment to supporting sustainable stunting prevention.

Overall, the discussion confirms that community-based community development programs (PKM) involving integrated health post (Posyandu) cadres and the community as key actors in stunting prevention have strong theoretical and practical relevance. Family- and community-based approaches have proven effective in driving social transformation toward environments that are more concerned with child nutrition and health. These findings reinforce

the literature emphasizing the importance of synergy between families, communities, and social institutions in reducing stunting prevalence and improving human resource quality (UNICEF, 2020).

5. CONCLUSION

The Community Service (PKM) activity carried out with integrated health post (Posyandu) cadres and the community in Laksamana Village, Dumai City District, demonstrated that the socialization, counseling, and educational-participatory coaching approach was able to increase participants' understanding, awareness, and social concern regarding the problem of stunting. From a theoretical perspective, this activity emphasized the importance of the role of families—especially parents as primary care agents—in building social institutions that support child growth and development through the provision of balanced nutrition, appropriate parenting patterns, clean and healthy living behaviors, and optimal utilization of health services. The enthusiasm and active involvement of participants during the mentoring process were early indicators of increased collective awareness and potential behavioral changes towards the creation of families that care about children's nutrition and health as a foundation for improving the quality of human resources at the community level.

Based on the results of these activities, it is recommended that Posyandu cadres and the Laksamana Village community continue to increase their active role and presence in nutrition education activities, monitoring child growth and development, and providing ongoing family support. Furthermore, it is necessary to strengthen the synergy between Posyandu cadres, the village government, health workers, and universities as strategic partners in stunting prevention efforts. Strengthening community capacity is expected to encourage the formation of a family and community environment that is responsive to nutritional issues, while simultaneously fostering a generation of healthy, intelligent, productive, and competitive children as capital for future social and economic development.

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