



## Public Relations Campaign Strategy of East Mangarai District Health Office in an Effort to Overcome the Problem of Stunting

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### ABSTRACT

East Manggarai Regency is of particular concern because of the high rate of stunting, so it is in red status with an incidence rate of 42.9% compared to other districts in East Nusa Tenggara Province. The public relations campaign strategy (PR Campaign) aims to increase awareness and knowledge of the target audience to gain attention and foster a positive view of the stunting issue in East Manggarai Regency. This research aims to determine the strategy and approach in implementing the Public Relations Campaign program by the East Manggarai District Health Service in an effort to overcome the problem of stunting, using descriptive qualitative research. In this research, the researcher chose to use the theory of public relations campaign strategy according to Harwood Childs.

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## **INTRODUCTION**

Ministry of Health ( Kemenkes ) explains that stunting is condition fail growth in children ( Growth) body and brain ) due to lack nutrition in long time. So that child more short from normal child of his age and has delay in thinking. Deficiency nutrition in that long time ago happen since fetus in content until beginning life child ( First 1000 Days) Birth ) (Putri, 2023). Stunting cases are problem serious in Indonesia which is moment This Party Government strive for the best strategy in press stunting rate. In addition developmental disorders children, stunting cases can also influence factor stability Indonesian economy. Every Every year, stunting cases in Indonesia always increase exceeds WHO standards with prevalence of stunting data is mandatory not enough of 20%, while in Indonesia itself, the prevalence of stunting data is at 21%. Based on data from UNICEF and WHO, Indonesia ranks order the 27th highest out of 154 countries that have stunting data. This is making Indonesia ranked 5th among countries (Alam, 2023)in Asia. In situation this, Regency East Manggarai is one of the attention special Because height alarming stunting figures Where Regency East Manggarai is in red status with level incident reached 42.9% compared to with regency others located in East Nusa Tenggara Province. The following is stunting case data table in the Regency East Manggarai.

As effort in handle stunting problem in the Regency East Manggarai, District Health Office East Manggarai has do various programs including carrying out socialization, counseling and conducting service health. For reach objective in frame handle This Stunting problem, the District Health Office East Manggarai also did coordination with device area other namely PUPR, Social Service, P2KBP3A Service, Dukcapil Service, Agriculture Service, Animal Husbandry Service, Resilience Service Food and Fisheries, PMD Service, KOMINFO Service, and BAPPELITBANGDA with carry out activity in accordance respective indicators . Although various programs have been carried out by the East Manggarai Health Service with cooperate with various agency Government others, stunting conditions in the Regency East Manggarai is counted Still tall or Still far above standard , therefore That required effort better handling of stunting serious to achieve maximum change. One of them is with do purposeful public relations activity For help government in influence and improve view public to stunting issue .

Based on the data obtained from the District Health Office East Manggarai since 2019 to In 2023, stunting cases will decrease fluctuations (up and down ). In 2019 the figure stunting cases totaled 2,830 toddlers, in 2020 there was decline namely 2,012 toddlers . However, in 2021 , stunting cases increased reached 3,052 toddlers. In 2022 to 2023, stunting cases experienced The decline will be 2,408 under five in 2022 and 2,195 under five in 2023 . From this data show that stunting cases in the Regency East Manggarai still there is and high although decreased. The height stunting cases in the Regency East Manggarai is caused by several factor main low intake proper nutrition Because factor economy and knowledge, facilities limited and inadequate health adequate. Phenomenon This need effective efforts from various party, both from public until attention from party Government remember that stunting causes enough impact Serious to growth

and development children Good moment This and in the future come. One of agency The government that has role in handle height stunting rate in the Regency East Manggarai is the East Manggarai Health Service. This is because the East Manggarai Health Service has task For carry out various programs and services health public including Stunting problem.

Stunting conditions in the Regency East Manggarai is counted Still tall or Still far above standard, therefore That required effort better handling of stunting serious to achieve maximum change. One of them is with do purposeful public relations activities For help government in influence and improve view public to stunting issue. Through public relations the Health Service can build understanding public about risks and ways prevention of stunting with carry out various activity like campaigns and various educational programs. Activities This can effective If notice draft like messages and selection of appropriate media. Therefore that, the right message and media can become key main in handle stunting issue. This is demand public relations must own skills in field communication like influence opinion public, ability For socialize, have ability speaking, listening, seeing, writing as well as analyze phenomena that occur .

Public relations campaign in the narrow sense aiming increase awareness and knowledge audience target. Therefore that, regarding matter This public relations campaign plays a role as activities that encourage the East Manggarai Health Service program in increase awareness public about stunting as problem Serious through stages to design easy message understood, selecting appropriate media to be able to reach a wide target audience so that capable give understanding and education about importance good nutrition and the impact of stunting on growth children. This is what makes researcher want to dig How is the Public Relations Campaign Strategy of the District Health Office? East Manggarai in an Effort to Overcome Stunting problem, with objective For knowing the Public Relations Campaign Strategy of the District Health Office East Manggarai in an Effort to Overcome Stunting Problem.

## LITERATURE REVIEW

### Definition of Public Relations

According to Horward Bonham, Vice Chairman, American National Red Cross stated: "Public relations is the art of bringing about better public understanding which breeds greater public confidence for any individual or organization" (Saputra & Nasrulah, 2011). According to Frank Jefkins Public relations is type communication planned, with a reciprocal process, to in and to outside, between organization with audience with Meaning For reach goals specific based on each other understanding (Jefkins, 2003). Therefore that, public relations is a art or efforts made by a institution, organization, company with a planned process and sustainable For create understanding positive among public in order to achieve mutual relationship profitable between companies and the public.

### **Public Relations Objectives**

There is a number of objective the main points of public relations in institution, organization, company among them is as following :

1. For change image common in the eyes audience in connection with existence activities new things done by the company.
2. For introduce company to public wide, and open markets export new.
3. For repair connection between company That with its audience , in connection with has the occurrence a events that result in criticism, doubt, or misunderstanding among people audience to intention Good company.
4. For educate users or consumers so that they more effective and understandable in utilise products company .
5. For to spread information about activities and participation of leaders company organization in life social daily (Jefkins, 2003).

### **Public Relations Campaign**

Public relations campaign in the narrow sense aiming increase awareness and knowledge fantasy target For seize attention as well as grow perception or positive opinion to a activity from a institution or organization to create a trust and good image from public through delivery message in a way intensive with the communication process and term time certain ongoing (Ruslan, 2017).

### **Public Relations Campaign Strategy**

According to Harwood Childs, there are some strategies in public relations activities for to design a message in form information or news, namely as following :

- a. Strategy Of Publicity  
Do campaign For distribution message through the publication process a news through cooperation with various mass media. In addition that, with use tactics engineer something news will can interesting attention audience so that will create favorable publicity.
- b. Strategy Of Persuasion  
Campaigning For persuade or to raise audience through technique suggestion or persuasi For change opinion public with lift aspect emotional from something stories, articles, or Featured based on humanitarian interests.
- c. Strategy Of Argumentation  
This strategy usually used For anticipate news negative reduced profitable Then formed news the counterargument that put forward rational argumentation for opinion public still in a profitable position. In matter This, the ability of public relations as a reliable communicator required For to put forward a clear and rational facts in change opinion public through news or published statements .

d. Strategy of Image

Formation strategy news positive in publication For guard image institution or organization including its products. For example No only display aspect promotion, but How create publication non-commercial with display concern to environmentally and socially beneficial image for institution or organization in a way overall (Ruslan, 2017).

e. Stunting

Stunting is condition fail growing in children toddler consequence lack nutrition chronic especially in the First 1,000 Days (HPK) (Sardjoko, 2018). Stunting is A condition Where a person 's height it turns out more short compared to the height of other people in general (of the same age) (Kementrian Desa, Pembangunan Daerah Tertinggal, dan Transmigrasi, 2017). There are five factors reason child toddler experiencing stunting, namely , factors nutrition bad things experienced by the mother pregnant and child toddlers, Lack of knowledge Mother about health and nutrition before and during pregnancy, as well after Mother giving birth , Still limited service health including ANC-Ante Natal Care services (Services) health For Mother during pregnancy) Post Natal Care and learning quality early, still lacking access to food nutritious . This is because of price food nutritious in Indonesia still relatively expensive and lacking access to clean water and sanitation.

## METHODOLOGY

Study This use method study descriptive qualitative that is the approach used in frame understand, visualize and describe phenomenon study in a way deep with focuses on the process of data collection and analysis based on patterns descriptive, narrative and non-descriptive structured. So the use of method qualitative aiming For understand programs, behavior, perception, motivation and the Public Relations Campaign strategy of the District Health Office East Manggarai in an Effort to Overcome Stunting Problem. For collect data or collecting researcher data to observe location place study namely the District Health Service East Manggarai. Interview conducted researcher is semi structured interview Where researcher will moreover formerly compile guide interview in accordance with the theory used, then developed at the time interview ongoing . Next method documentation obtained through an interview and observation process which includes regulations, archives, policies as well as related procedures with the process of overcoming stunting problem with Public Relations Campaign Strategy of the District Health Office East Manggarai.

## RESEARCH RESULT AND DISCUSSION

The Ministry of Health (Kemenkes) continues committed in prevention of stunting in Indonesia. Efforts made Ministry of Health is one of them with provide SPM (Standard minimum service) which includes 12 types service health. One of them is campaign "Mother and Baby Safety. Campaign This implemented since 2019 to in 2023 , with term time from January-December. In the East Manggarai region itself The "Mother and Baby Safety" campaign implemented by the District Health Office East Manggarai has objective main that is to form understanding public about the dangers of stunting for growth and development child as well as reduce risk the occurrence of stunting caused from pattern life society that does not regular. The location that becomes target campaign is all over center service health society, namely throughout health center, health post until school from junior high school-high school level . While that, there are programs from Health Office Alone such as PMT (Program) Giving Food Additional), activities Action Nutritious Then operation weigh every the month, but specifically stunting every February and August. In an effort to overcome Stunting Problems through public relations campaign strategy approach according to Harwood Childs which includes 4 indicators which according to researcher in accordance with context problem research, namely:

### Strategy of Publicity

For support achievement objective The Health Service's "Mother and Baby Safety" campaign involves a publication strategy For convey information or message to all over public moreover special stunting family. Based on results findings in the field publication campaign This loaded through the media as following :

#### a. Publication Through Print Media

The Health Service has publication media main namely banners, banners, posters which contain to list Lots information around the existing facts related with know What what is stunting, characteristics, factors reason as well as step necessary handling taken. Activities publication through print media own superiority that is in a way maximum can reach a wider target audience wide until to all over remote area area in the district East Manggarai. for can to reach the target audience, the Health Service chose For place it all over center service public like health centers, health posts and homes market cadres, Bank, are also placed in some section in the Health Service Office and facility general like light red.

#### b. Publication via online media

### YouTube channel @manggaraitimurTV.

Utilization youtube by the Health Service was carried out For spread information about the process before carry out activity planning, implementation until evaluation conducted by the responsible party answer in to overcome stunting problem to all over users, which of course No can reached by traditional media.

### **Website**

On the website, load various matter like article related development stunting handling, training as well as related articles with discussion regarding stunting. In addition that, on this website also displays information around profile from the Health Department.

### **Facebook**

Based on results observations that have been done , researcher find that, the Health Service has Facebook social media account. Facebook social media account facebook This followed by 3.1 thousand follower active. Due to less regular uploading various content on the page Facebook , the Health Service does not utilise the opportunity given facebook as a media that facilitates user For to weave communication and interaction between public until organization other .

### **Strategy of Persuasion**

In increase awareness and influence understanding public about stunting issue, There is a number of step persuasion that runs appropriately with principle theories used by researchers in study this , as following :

a. Persuasion steps through print media and online media

Based on results findings research and observation, in build understanding deep public start from parents stunted toddlers , teenagers candidates Mother about danger term long and dangerous term short stunting in children as well as solution or proper and necessary handling taken by the Health Service using print media and online media. Through this media, the Health Service is able to to weave connection communication and intimacy with public although No through interaction in a way direct.

b. Persuasion steps through activity education

In the research process, researchers find that in campaign regarding stunting, the Health Service has do a number of activity in frame to overcome stunting problems such as do counseling, socialization and distribution drugs.

c. Persuasion steps through activity counseling

It is known that activity counseling This is effort mandatory to be done if party stunting family less understand the process of handling stunting toddlers. Counseling This implemented if There is case Where party stunting family less understand to necessary steps taken when baby/toddler affected by stunting.

d. Giving food addition

Furthermore step persuasive carried out by the District Health Office East Manggarai is hold a giving program food addition for 90 days. Activities This own objective that is For sufficient need substance nutrition in infants/toddlers to create gozo status and conditions good nutrition in accordance with age babies and toddlers the.

### **Strategy of Argumentation**

Argumentation strategies in campaign is elements that have function For maintain relevant opinion based on existing data when the emergence of a sense of distrust public to the program being run .

- a. Form criticism or issue negative from public
- b. existence of rejection hard and giving argument critical to party power health This generally seldom very happen However There is a number of case found. Incident This happen Of course based on reasons that are lacking supported by several facts conveyed by stunting families to power health. Although in a confusing situation, it is important For Health Office determine and position self with right so as not to happen fatal misunderstanding.
- c. Steps to face criticism and issues negative from public  
The Health Service is carrying out approach with public in explain some accurate data reason the occurrence of stunting and its relationship with existing symptoms in body baby or toddler like development or growth physique among others weight and height. With presenting this data , the minds of parents toddler will open so that can support the Health Service in to overcome stunting problem.
- d. Actions in guard position institution  
For anticipate as well as still guard position Health Service Institution from issue negative , the steps implemented by the East Manggarai Health Service are increase attitude open and transparent to public until other organizations through activity related publicity with presentation increase and decrease in child data or toddler affected by stunting, then policies that will run until stages planning stunting control . steps next is the Health Service trying more increase understanding and education public related to stunting.

### **Strategy of Image**

Positive image from a institution bring big impact to trust society on quality service society . With increasing trust to the Health Service to provide opportunity to the Health Department for more easy influence view . Based on information obtained through interview it is said that :

- a. Type action in guard image positive to implementation campaign
  - Understand task Principles and Functions
  - Stage Training
  - Build connection with organization Government other

- b. Importance maintain image of the Health Service  
The Health Department revealed that if the Health Service has image bad in the middle public matter This will influential to the descent level trust society that causes public reluctant For have interest For listen and accept information related to health status from the Health Department. Moreover, the performance all over institution government always under surveillance society . If the quality bad service , then with fast public know so that appear various comments and news negative that can become obstacle big for installation government, especially the Health Department.
- c. Know implementation method This as expected  
Related with its effectiveness implementation of the strategy, through interview second source person convey that so far they implementing it, the Health Service feels the changes in other words is in accordance with what they expect although there is a number of shortcomings of course need repair.

## CONCLUSIONS AND RECOMMENDATIONS

Research result show that in to overcome Stunting problem in the Regency East Manggarai, the Health Service has implementing the campaign program "Mother and Baby Safety". Campaign This implemented since 2019 to in 2023, with term time from January-December. The locations that are target campaign is all over center service health society, namely throughout health center, health post until school from junior high school-high school level. Based on study theory, in implementation campaign

## ADVANCED RESEARCH

This Health Service has operate principles in accordance with theory According to Harwood Childs, these include: Strategy of publicity, Strategy of persuasion steps, Strategy of argumentation, and Strategy of image.

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