

e-ISSN: 2454-9141, p-ISSN: 2455-0779

Volume 09, Issue 12, December 2023

DOI: <https://doi.org/10.55640/ijmsdh-09-12-11>

---

## UTILIZATION OF SOCIAL MEDIA TO HANDLE STUNTING IN BANDA ACEH CITY HEALTH CENTERS

NOVIDA IRMA SAHARA<sup>1</sup>, DEDY SYAHRIZAL<sup>2</sup>, M. YANI<sup>3</sup>, IRWAN SAPUTRA<sup>4</sup>, SAID USMAN<sup>5</sup>

MEDICAL FACULTY, MASTER'S PROGRAM IN PUBLIC HEALTH, SYIAH KUALA UNIVERSITY BANDA ACEH, ACEH, INDONESIA

### ABSTRACT

Social media exposure is an important source of knowledge to avoid malnutrition. Social media is also effective in increasing stunting prevention behavior in toddlers. The city of Banda Aceh is a smart city which has a mission to create an advanced urban ecosystem with quality public facilities and infrastructure integrated with a healthy, tolerant society and a strong sense of togetherness. Objective: This research aims to find out what types of social media are owned, most frequently used, how the planning, organizing, implementing and monitoring processes are and what obstacles are encountered by health workers in providing health promotions regarding handling stunting using social media belonging to a community health center in the city of Banda Aceh.

**Research Method:** In this research the type of research is qualitative with the approach used being descriptive. Data collection techniques in this research include observation, interviews and documentation. The results The types of social media most often used by community health centers for health promotion are Instagram, Facebook and WhatsApp because they are easy for the public to access. The form of realization of the puskesmas in carrying out planning is the existence of social media accounts which are used to carry out health promotions even though they are not yet used optimally. The form of organizing carried out by the community health center is to assign one admin person to be given more responsibility for managing social media. The form of Actuating (implementation) carried out by the admin is in the form of posts posted on social media account pages. This form of controlling (supervision) of social media is carried out directly by the puskesmas by the head of the puskesmas.

**Conclusion:** Banda Aceh City Health Center has made efforts to promote health using social media.

### KEYWORDS

Health Promotion, Social Media, Stunting, Management System.

### INTRODUCTION

Stunting is a condition where toddlers have less length or height compared to their age (Ministry of Health of the Republic of Indonesia, 2018c). Stunting has a very detrimental impact, both in the short and

long term. Children who are born stunted will have a risk of low cognitive abilities, suboptimal height, and a greater risk of suffering from degenerative diseases in adulthood. Apart from that, it also causes huge economic losses (BPS, 2019).

Globally, 1 in 3 children aged 0-5 years experience malnutrition which can cause stunting. Stunting affects around 162 million children aged 0-5 years (WHO, 2015). According to the State of food security and nutrition in the world (SOFI) report, it is estimated that 4.5 million children will experience stunting in 2022 (FAO, 2021).

Indonesia is ranked 10th out of 44 countries in the Hunger and Nutrition Commitment Index (UNICEF, 2017). When compared with the Southeast Asia Regional (SEAR) region, Indonesia is included in the third country with the highest prevalence of stunting. The average prevalence of stunted toddlers in Indonesia in 2015-2017 was 36.4% (Ministry of Health of the Republic of Indonesia, 2018c).

According to the 2021 Indonesian Nutrition Status Survey (SSGI) report, nationally the prevalence of stunting has decreased significantly from 27.7% in 2019, 26.9% in 2020 and 24.4% in 2021. Likewise, the prevalence of stunting in Aceh has experienced a decline from 34.18% in 2019 to 33.2% in 2021. Aceh occupies the 3rd highest position in stunting prevalence and this prevalence is still relatively high based on the cut of point for stunting determined by the World Health Organization (WHO) (BKPK, 2021; BPS, 2019).

The prevalence of stunted children in Aceh is far above the national average. Gayo Lues Regency is the area with the highest stunting prevalence, namely 42.9%, followed by Subulussalam City 41.8% and Bener Meriah Regency 40%. Meanwhile, Bireun Regency 24.3%, followed by Sabang City 23.8%, and Banda Aceh City 23.4% are the areas with the lowest prevalence (Aceh Health Office, 2022).

To achieve national health development goals, various health efforts are carried out in a comprehensive, tiered and integrated manner. Community Health Centers are at the forefront in implementing basic health efforts. Puskesmas, which is the Technical Implementation Unit of the Regency/City Health Service, is a health service facility that carries out public health efforts and first-level individual health efforts, by prioritizing promotive and preventive efforts to achieve the highest level of public health in its working area (Ministry of Health of the Republic of Indonesia, 2014).

Every organization must have predetermined goals, these goals will be successful if the organization is able to carry out management functions well. Management is the core of administration which is aimed at achieving predetermined goals within the limits of previously formulated general policies. In its application, it must contain the main principles, namely being efficient in utilizing resources, effective in selecting alternative activities to achieve organizational goals, and rational in decision making (Lahada & Fedayyen, 2021).

Based on research conducted by data reports, the number of social media users in Indonesia reached 191.4 million in January 2022. This figure increased by 21 million or 12.6 percent from 2021 or the equivalent of 68.9 percent of the total population in Indonesia. As a comparison, the population in Indonesia has

now reached 277.7 million as of January 2022. The most frequently used social media is WhatsApp (88.7%). Use of other social media such as Instagram (84.8%), Facebook (81.3%), TikTok (63.1%) and Telegram (62.8%) (Sinaga, 2022b).

Social media is a potential force and is part of the marketing component and overall dissemination of information in various domains. According to the Indonesian Internet Service Users Association/APJII (2018), internet users in

Indonesia comes from a young age group, starting from 19-34 years old with around 49.52% of total users (Saputra, 2019).

Currently social media has become one of the dominant things capable of influencing changes in people's behavior, therefore the use of social media as an agent of media must be further optimized to make changes, one of which is the use of social media to handle stunting, of course everyone This requires participation from other parties, including the health team. Research on the extent to which ICT is used by the government, in this case the health sector, to change behavior, including behavior related to the use of social media to handle stunting, has never been carried out in the city of Banda Aceh. Therefore, this research was conducted to analyze the use of social media for handling stunting at the Banda Aceh City Health Center.

## METHOD

This study used qualitative research methods. Qualitative methodology is a research procedure that produces descriptive data in the form of people's written or spoken words. In this research, the type of research is qualitative with the approach used being descriptive, namely research that collects data in the form of words, images and not numbers. Through this approach, researchers can explain and describe in detail according to data and facts that occur in the field, and researchers can find out in depth about "Utilization of Social Media to Handle Stunting in Banda Aceh City Health Centers".

The location of this research was carried out and studied in terms of location, this research is included in the type of field research. The data collected is in the form of words, images and not numbers because this research data uses qualitative methods. In this research the author took locations at various health centers in the city. Banda Aceh. This research will be conducted in March, April and May 2023.

The informants in this research are informants in in-depth interviews determined by researchers to obtain complete and adequate information. The selection of informants in qualitative research is carried out based on the principles of appropriateness and adequacy. Informants were chosen deliberately according to research needs. In collecting information, if no more new information is found then the information collection is considered complete. The informants in this research were the head of the community health center and the admin of the community health center's social media account.

Ethical test results Data collection was carried out after the researcher obtained research ethical permission. On March 6 2023, the researcher obtained ethical permission from the Research Ethics

Committee of the Faculty of Medicine, Syiah Kuala University with number: 037/EA/FK/2023 (attachment 1). Next, the researcher contacted and met informants according to predetermined criteria, and explained the research objectives. If the informant agrees, the researcher provides informed consent which contains information related to the research such as explaining the research objectives, procedures, discomfort, risks, benefits and expectations in the research.

## RESULTS

The informants in this research are the heads of community health centers and admins who manage social media at each community health center in the city of Banda Aceh, consisting of 6 heads of community health centers and admin people, the total number of which is 12 informants in this study.

No	Frequency	Category	(%)	Status
1.	Gender			2 Admins
	Man	2	17	4 Heads of
	Woman	10	83	Community Health Centers and 2 Admins
2.	Age			
	30 - 40 Year	6	50	
	41 – 50 Year	6	50	
3.	Marital status			
	Marry	10	83	
	Not married yet	2	17	
4.	Level of education			
	S1	7	58	
	S2	5	42	
5.	Years of service			
	1 – 5 Year	9	75	
	6 – 10 Year	3	25	
	Total	12	100	

**Table 1** (Characteristics of Informants, Heads of Community Health Centers and Community Health Center social media admins in Banda Aceh City)

Based on Table 1 regarding the characteristics of the informants above, it was found that 83% of the informants were female, in the adult age range of 30-50 years, 83% were married, had a bachelor's/postgraduate level of education and had worked for 1-5 years as Head of Community Health Center and medical staff at each Community Health Center in Banda Aceh City.

No	Name Puskesmas	Types of Social Media
1	Puskesmas Kuta Alam	<ul style="list-style-type: none"> <li>• Instagram (active)</li> <li>• Whatsapp Health worker's personal property (active)</li> <li>• Facebook (active)</li> <li>• Email</li> </ul>
2	Puskesmas Meuraxa	<ul style="list-style-type: none"> <li>• Instagram (active)</li> <li>• Whatsapp Health worker's personal property (active)</li> <li>• Facebook (active)</li> <li>• Tiktok Health worker's personal property (active)</li> </ul>
3	Puskesmas Jeulingke	<ul style="list-style-type: none"> <li>• Instagram (active)</li> <li>• Whatsapp Health worker's personal property (active)</li> <li>• Facebook (last active 2010)</li> </ul>
4	Puskesmas Baiturrahman	<ul style="list-style-type: none"> <li>• Instagram (last active 2021)</li> <li>• Whatsapp Health worker's personal property (Aktif)</li> <li>• Facebook (last Active 2017)</li> <li>• Youtube Health worker's personal property (Aktif)</li> </ul>
5	Puskesmas Batoh	<ul style="list-style-type: none"> <li>• Instagram (active)</li> <li>• Whatsapp Health worker's personal property (active)</li> <li>• Facebook (last Active 2021)</li> </ul>
6	Puskesmas Kopelma Darussalam	<ul style="list-style-type: none"> <li>• Instagram (active)</li> <li>• Whatsapp Health worker's personal property (Aktif)</li> <li>• Facebook (last Active 2021)</li> </ul>

**Table 2** (Types of Social Media Use in Banda Aceh City Health Centers)

Social media Instagram, WhatsApp and Facebook are types of social media used by community health center social media admins to provide health promotions. These three types of social media are easy to access and used by admins to post various things such as photos, short videos, posters and writing. Thus, the use of these three platforms is believed by the Community Health Center to be able to support its mission in the health promotion agenda, including handling stunting.

## DISCUSSION

Social media is a medium that can be used as a tool to disseminate information about health quickly and can be

accessed by many people. The information conveyed is varied, such as in the form of videos, photos, posters and audio which can be seen and heard directly by the public. Social media has several advantages, namely as the fastest medium for disseminating information, various posted features such as photos, videos and audio, then social media also provides reciprocal communication between health workers and the community (Chen & Wang, 2021)

- **Types of Social Media**

The results of this research show that social media has currently been used by six community health centers that have been studied in the city of Banda Aceh as a health promotion tool, but it has not been specifically aimed at accelerating stunting reduction. However, only one Kuta Alam community health center has created quite a lot of content about stunting.

With the availability of currently developing technology, the Community Health Center in Banda Aceh City has several social media accounts that are used as health promotion tools, namely Instagram, WhatsApp and Facebook which are often used as media for delivering health promotions to the community. Research conducted by (Mulyadi et al., 2022) states that, from 2018 to 2021, the Ministry of Communication and Information carried out various campaign programs and increased community knowledge and skills aimed at preventing stunting, the first step was to strengthen owned media assets as the center information via social Instagram, WhatsApp, Twitter, Facebook, YouTube, websites and mobile applications.

- **Planning**

The planning carried out by the community health center to date has not been carried out optimally due to limited human resources, the special budget provided by the government for the procurement of cellphones which are in the name of the community health center. However, every health worker at the puskesmas has access to the puskesmas' WiFi. Kuta Alam Community Health Center is the only community health center that has a well-structured plan.

According to research conducted by (Mulyadi et al., 2022), it is said that in terms of health promotion, careful planning will provide much better results in line with the achievements obtained. The aim of the stunting campaign is to increase public awareness and understanding regarding stunting. For this reason, the Ministry of Communications and Information disseminates information that is useful, educational and persuasive through mass media communication, outdoor media, online media, social media and face-to-face media with a greater focus on young women and mothers of productive age. However, in six community health centers in the city of Banda Aceh, it was found that they had not planned optimally.

- **Organizing**

From the results of research conducted by (Fahmi et al., 2023b) in the village of South Sibalaya, it is said that the activities that have been carried out have succeeded in increasing community awareness about the importance of maintaining children's nutrition to prevent stunting in the village. The functions of planning, organizing, implementing and supervising are used to ensure that the activities carried out are carried out in accordance with what has been determined by involving the community and local government institutions. The purpose of organizing is to determine the work that must be done, grouping tasks and distributing work to each employee, determining various departments and determining relationships. The purpose of this

organization is to establish roles and a structure where employees can know what their tasks and goals are.

The head of the community health center as the highest policy maker at the community health center gives more responsibility to the health workers at the community health center who are deemed capable of carrying out this double workload. Kuta Alam Community Health Center formed a special structure to run social media and gave a special decree to its admin.

- **Actuating**

From the results of research conducted by (Fahmi et al., 2023) in the village of South Sibalaya, it is said that the activities that have been carried out have succeeded in increasing community awareness about the importance of maintaining children's nutrition to prevent stunting in the village. The functions of planning, organizing, implementing and supervising are used to ensure that the activities carried out are carried out in accordance with what has been determined by involving the community and local government institutions. The purpose of organizing is to determine the work that must be done, grouping tasks and distributing work to each employee, determining various departments and determining relationships. The purpose of this organization is to establish roles and a structure where employees can know what their tasks and goals are.

The head of the community health center as the highest policy maker at the community health center



gives more responsibility to the health workers at the community health center who are deemed capable of carrying out this double workload. Kuta Alam Community Health Center formed a special structure to run social media and gave a special decree to its admin.

- **Controlling**

Supervision is a process to measure the extent of success of the program that has been implemented (Fahmi et al., 2023a). Information released via social media in the form of posts still needs to be reviewed to see the quality of the information to be conveyed (Devy Febrianti et al., 2023).

Supervision really needs to be carried out so that all the agendas that are targeted by Puskesmas specifically for handling stunting can be realized so as to help Puskesmas in providing a healthy and nutritionally protected society from the dangers of stunting which can have a long-term impact on the next generation of Indonesians.

The form of supervision carried out at the six community health centers that were examined in the application of social media for the purpose of handling stunting was evaluation carried out by the Head of the Community Health Center by looking at every post made by the admin which had to be in accordance with the aim of providing useful health information to the community, the level of response. provided by the community, to the impact of changing the quality of life of people who are aware of the health values in it.

- **Contrains**

The form of obstacle experienced by the Puskesmas as conveyed by the informant was the lack of public interest in accessing information about health promotion, especially regarding the handling of stunting carried out by the Puskesmas. Until now, the public's view of stunting is still very ordinary.

The results of research conducted by (Leonita & Jalinus, 2018), reveal that social media has a positive contribution to health promotion efforts, but there are several weaknesses, including: lack of outreach to passive audiences, false and inaccurate information, lack of interaction with audiences, limited ability health

professionals utilize social media so that it does not guarantee the sustainability of the program. Health professionals need to design social media-based health promotion models by integrating social media with health promotion strategies and health communication strategies.

A similar thing was also conveyed in research (Devy Febrianti et al., 2023), in the Enrekang city health center, health promotion efforts using social media faced obstacles from both health workers and the community. Insufficient interaction between health workers and the community means that people's interest in visiting community health centers' social media pages has also decreased. The type of context



issued is also a measure of people's interest in visiting.

- **Stunting**

One of the goals of health promotion in this case is to ensure that cases of stunting do not become commonplace and are easy to handle. With this kind of health promotion, it will certainly increase public knowledge about stunting and its prevention so that similar cases do not occur in various regions, especially Aceh.

The results of research conducted by Leonita and Jalinus (2018), reveal that social media has a positive contribution to health promotion efforts carried out by health workers to increase parents' knowledge about stunting, however there are limited abilities of health professionals in utilizing social media so that it does not guarantee the sustainability of the program. Health professionals need to design social media-based health promotion models by combining social media with health promotion strategies and health communication strategies.

## **CONCLUSION**

The conclusion of this research is, the types of social media most often used by community health centers for health promotion are Instagram, Facebook and WhatsApp because they are the most familiar and easily accessible to the public. There is also the use of personal WhatsApp belonging to health workers to increase health promotion using social media. The form of realization of the Community Health Center in terms of planning is the existence of a social media account, which can be interpreted as meaning that the Community Health Center is planning for promotion using social media, although not yet optimally. The form of organization carried out by the Community Health Center in Banda Aceh City is by determining and appointing health workers to be given admin responsibilities in addition to their main duties.

The form of implementation carried out by the Puskesmas' social media admin is in the form of posts posted on social media account pages. The form of supervision carried out by the Community Health Center in Banda Aceh City in the application of social media is evaluated directly by the head of the Community Health Center. Apart from that, it will also be discussed at the meeting regarding the progress of the Community Health Center's social media and it has also been monitored by the Ombudsman. The obstacles experienced by the Community Health Center regarding health promotion using social media are the lack of public interest in accessing information about health promotion on the Community Health Center's social media accounts, the lack of budget, human resources and time from the admin.

## **REFERENCES**

1. Aditama, R. A. (2020). Pengantar Manajemen Teori dan Aplikasi. AE Publishing, 2020.  
[https://books.google.co.id/books?id=9zfvDwAAQBAJ&hl=id&source=gbs\\_navlinks\\_s](https://books.google.co.id/books?id=9zfvDwAAQBAJ&hl=id&source=gbs_navlinks_s)
2. Agustini, A. (2019). Promosi Kesehatan—Aat Agustini—Google Buku.  
<https://books.google.co.id/books?id=W3yMDwAAQBAJ&printsec=frontcover&hl=id>
3. Akram, R., Sultana, M., Ali, N., Sheikh, N., & Sarker, A. R. (2018). Prevalence and determinants of stunting among preschool children and its urban–rural disparities in Bangladesh. *Food and nutrition bulletin*, 39(4), 521–535.
4. Allegrante, J. P., & Auld, M. E. (2019). Advancing the Promise of Digital Technology and Social Media to Promote Population Health. *Health Education & Behavior*, 46(2\_suppl), 5S-8S.  
<https://doi.org/10.1177/1090198119875929>
5. Anggraeni, R. (2019). Mutu Pelayanan Kefarmasian Di Puskesmas.  
[https://www.google.co.id/books/edition/Mutu\\_Pelayanan\\_Kefarmasian\\_Di\\_Puskesmas/nG\\_IDwAAQBAJ?hl=id&gbpv=1&dq=Anggraini,+Ratih.+\(2019\).+Mutu+Pelayanan+Kefarmasian+di+Puskesmas.+Yogyakarta:+CV+Budi+Utama&pg=PR4&printsec=frontcover](https://www.google.co.id/books/edition/Mutu_Pelayanan_Kefarmasian_Di_Puskesmas/nG_IDwAAQBAJ?hl=id&gbpv=1&dq=Anggraini,+Ratih.+(2019).+Mutu+Pelayanan+Kefarmasian+di+Puskesmas.+Yogyakarta:+CV+Budi+Utama&pg=PR4&printsec=frontcover)
6. Anita, B., Febriawati, H., & Yandrizal. (2019). Puskesmas dan Jaminan Kesehatan Nasional.  
[https://www.google.co.id/books/edition/Puskesmas\\_Dan\\_Jaminan\\_Kesehatan\\_Nasional/nOidDwAAQBAJ?hl=id&gbpv=1&dq=puskesmas+adalah&printsec=frontcover](https://www.google.co.id/books/edition/Puskesmas_Dan_Jaminan_Kesehatan_Nasional/nOidDwAAQBAJ?hl=id&gbpv=1&dq=puskesmas+adalah&printsec=frontcover)
7. BKPK, H. (2021). Buku Saku Hasil Studi Status Gizi Indonesia (SSGI) Tahun 2021—Badan Kebijakan Pembangunan Kesehatan. <http://www.badankebijakan.kemkes.go.id/buku-saku-hasil-studi-status-gizi-indonesia-ssgi-tahun-2021/>
8. Bohari, N. H., & Gaffar, H. R. (2021). Pentingnya Gizi Pada Ibu Hamil Di Masa Pandemi Covid 19. *JMM (Jurnal Masyarakat Mandiri)*, 5(4), 1886–1893.
9. BPS. (2019). Laporan Pelaksanaan Integrasi Susenas Maret 2019 dan SSGBI Tahun 2019. Badan Pusat Statistik. <https://www.bps.go.id/indicator/30/1614/1/prevalensi-balita-sangat-pendek-dan-pendek-pada-kabupaten-kota-ssgbi.html>
10. Budiono B. (1998). Pengantar pendidikan (penyuluhan) kesehatan masyarakat. Badan Penerbit Universitas Diponegoro : Semarang.
11. Bull, S. S., Levine, D. K., Black, S. R., Schmiede, S. J., & Santelli, J. (2012a). Social Media–Delivered Sexual Health Intervention. *American Journal of Preventive Medicine*, 43(5), 467–474.  
<https://doi.org/10.1016/j.amepre.2012.07.022>
12. Bull, S. S., Levine, D. K., Black, S. R., Schmiede, S. J., & Santelli, J. (2012b). Social media-delivered sexual health intervention: A cluster randomized controlled trial. *American Journal of Preventive Medicine*, 43(5), 467–474. <https://doi.org/10.1016/j.amepre.2012.07.022>
13. Cahyono, A. S. (2016). View of PENGARUH MEDIA SOSIAL TERHADAP PERUBAHAN SOSIAL MASYARAKAT DI INDONESIA.  
<https://journal.unita.ac.id/index.php/publiciana/article/view/79/73>
14. Chen, J., & Wang, Y. (2021a). Social Media Use for Health Purposes: Systematic Review. *Journal*

of Medical Internet Research, 23(5), e17917. <https://doi.org/10.2196/17917>

15. Dakhi, Y. (2016). IMPLEMENTASI POAC TERHADAP KEGIATAN ORGANISASI DALAM MENCAPAI TUJUAN TERTENTU.
16. Darajat, A., answito, T., Amir, M. D., & Dkk. (2022). View of Social Behavior Changes Communication Intervention for Stunting Prevention: A Systematic Review. <https://oamjms.eu/index.php/mjms/article/view/7875/7013>
17. Devy Febrianti, Sulaiman, Z., Mardhatillah, Sunandar Said, Khaeriyah Adri, & Pratiwi Ramlan. (2023). Implementasi Penggunaan Sosial Media dalam Program Promosi Kesehatan di Puskesmas Kota Enrekang: Implementation of the Use of Social Media in the Health Promotion Program at the City Health Center of Enrekang. Media Publikasi Promosi Kesehatan Indonesia (MPPKI), 6(4), 621–626. <https://doi.org/10.56338/mppki.v6i4.3030>
18. Dinkes Aceh. (2022). Dinas Kesehatan Aceh | Info Kesehatan: Stunting, Ancaman Utama Kualitas Manusia. <https://dinkes.acehprov.go.id/news/read/2022/06/21/1163/info-kesehatan-stunting-ancaman-utama-kualitas-manusia.html>
19. Diwyarthi, N. D. M. S., Pratama, I. W. A., Lubis, R., & Dkk. (2022). BUKU AJAR PENGANTAR MANAJEMEN. Penerbit Adab.
20. Efendi, F., & Makhfudli. (2009). Keperawatan Kesehatan Komunitas: Teori dan Praktik dalam Keperawatan. Salemba Medika. <https://books.google.co.id/books?id=LKpz4vwQyT8C&printsec=frontcover&hl=id#v=onepage&q=false>
21. Fahmi, Jaya, A. H., & Adda, H. W. (2023a). Penerapan Fungsi POAC Pada Upaya Penurunan Angka Stunting Desa Sibalaya Selatan. Vol.1, No.2. <https://ejurnal.stie-trianandra.ac.id/index.php/makreju/article/view/1345>
22. Fahmi, Jaya, A. H., & Adda, H. W. (2023b). Penerapan Fungsi POAC Pada Upaya Penurunan Angka Stunting Desa Sibalaya Selatan. Vol.1, No.2. <https://ejurnal.stie-trianandra.ac.id/index.php/makreju/article/view/1345/1115>
23. FAO. (2021). The State of Food Security and Nutrition in the World 2021 | FAO | Food and Agriculture Organization of the United Nations. <https://www.fao.org/publications/sofi/2021/en/>
24. Freeman, B., Kelly, B., Baur, L., Chapman, K., Chapman, S., Gill, T., & King, L. (2014). Digital Junk: Food and Beverage Marketing on Facebook. American Journal of Public Health, 104(12), e56–e64. <https://doi.org/10.2105/AJPH.2014.302167>
25. Gerung, J. (2021). Media Sosial dalam Digital Marketing Kesehatan. Guepedia. Jakarta. [https://books.google.co.id/books?id=JNZMEAAQBAJ&printsec=frontcover&hl=id&source=gbg\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](https://books.google.co.id/books?id=JNZMEAAQBAJ&printsec=frontcover&hl=id&source=gbg_ge_summary_r&cad=0#v=onepage&q&f=false)
26. Ginting, R., Yulistiyono, A., Rauf, A., & Dkk. (2021). Etika Komunikasi dalam Media Sosial: Saring Sebelum Sharing.

[https://books.google.co.id/books?id=DUIyEAAAQBAJ&printsec=frontcover&hl=id&source=gs\\_bse\\_summary\\_r&cad=0#v=onepage&q&f=false](https://books.google.co.id/books?id=DUIyEAAAQBAJ&printsec=frontcover&hl=id&source=gs_bse_summary_r&cad=0#v=onepage&q&f=false)

27. Giustini, D. M., Ali, S. M., Fraser, M., & Boulos, M. N. K. (2018). Effective uses of social media in public health and medicine: A systematic review of systematic reviews. *Online Journal of Public Health Informatics*, 10(2). <https://doi.org/10.5210/ojphi.v10i2.8270>
28. Gough, A., Hunter, R. F., Ajao, O., Jurek, A., McKeown, G., Hong, J., Barrett, E., Ferguson, M., McElwee, G., McCarthy, M., & Kee, F. (2017). Tweet for Behavior Change: Using Social Media for the Dissemination of Public Health Messages. *JMIR Public Health and Surveillance*, 3(1), e14. <https://doi.org/10.2196/publichealth.6313>
29. Hanifah, K. P., Sumartias, S., & Dewi, R. (2022). Pemanfaatan Media Sosial Disparbud dalam Promosi Destinasi Wisata Kabupaten Majalengka. *Jurnal Komunikasi Nusantara*, 4(1), 33–44.
30. Hulu, V. T., Pane, H. W., Tasnim, T., & Dkk. (2020). Promosi Kesehatan Masyarakat. Yayasan Kita Menulis, 2020.
31. Huo, S., Wang, K., Liu, Z., Yang, Y., Hee, J. Y., He, Q., Takesue, R., & Tang, K. (2022). Influence of Maternal Exposure to Mass Media on Growth Stunting Among Children Under Five: Mediation Analysis Through the Water, Sanitation, and Hygiene Program. *JMIR Public Health and Surveillance*, 8(4), e33394.
32. Iwashima, Y., Katsuya, T., Ouchi, N., & Dkk. (2004, Juni 1). Hypoadiponectinemia Is an Independent Risk Factor for Hypertension. <https://www.ahajournals.org/doi/epub/10.1161/01.HYP.0000129281.03801.4b>
33. Kamba, I., Razak, A., Saefuddin, S., & Palutturi, S. (2019). Video Effect for the Prevention of Knowledge Increasing Stunting in State High School 1 Children in Topoyo Central Mamuju. *Indian Journal of Public Health Research & Development*, 10(10), 1422. <https://doi.org/10.5958/0976-5506.2019.03036.5>
34. Karim Syahputra, A., Kurniawan, E., & Nofriadi, N. (2019). PEMANFAATAN MEDIA SOSIAL SEBAGAI MEDIA INFORMASI UPT. PUSKESMAS PORSEA. *Jurdimas (Jurnal Pengabdian Kepada Masyarakat) Royal*, 2(2), 115–120. <https://doi.org/10.33330/jurdimas.v2i2.370>
35. Kemendes. (2017). Buku saku desa dalam penanganan stunting. *Buku Saku Desa Dalam Penanganan Stunting*, 42.
36. Kemenkes, R. I. (2018). Situasi Balita Pendek (stunting) di Indonesia. *Buletin Jendela Data dan Informasi Kesehatan*, 1.
37. Kemenkes RI. (2014). PERATURAN MENTERI KESEHATAN REPUBLIK INDONESIA NOMOR 75 TAHUN 2014.
38. Kemenkes RI. (2016). Buku saku pemantauan status gizi dan indikator kinerja gizi tahun 2015. Jakarta: Dirjen Kesehatan Masyarakat Direktorat Gizi Masyarakat.
39. Kemenkes RI. (2018a). Informasi Kementerian Kesehatan RI. Situasi Balita Pendek (Stunting) di Indonesia. *Buletin Jendela Data dan Informasi Kesehatan*.
40. Kementerian PPN/Bappenas. (2018). Pedoman Pelaksanaan Intervensi Penurunan Stunting Terintegrasi Di Kabupaten/ Kota. Kementerian Perencanaan dan Pembangunan Nasional/

Badan Perencanaan dan Pembangunan Nasional.

41. Khansa, S. N., & Sodik, M. A. (2022). Media Sosial Sebagai Media Promosi Kesehatan [Preprint]. Open Science Framework. <https://doi.org/10.31219/osf.io/6dax5>
42. Khasanah, U., Esyuananik, Laili, A. N., & Saadah, N. (2021). Kiat Mencegah Stunting pada Balita. Media Sains Indonesia.
43. Kim, S. S., Nguyen, P. H., Yohannes, Y., Abebe, Y., Tharaney, M., Drummond, E., Frongillo, E. A., Ruel, M. T., & Menon, P. (2019). Behavior change interventions delivered through interpersonal communication, agricultural activities, community mobilization, and mass media increase complementary feeding practices and reduce child stunting in Ethiopia. *The Journal of nutrition*, 149(8), 1470–1481.
44. Kriswibowo, A., & Utomo, S. A. P. (2020). *Ekonomi Politik Indonesia Di Tengah Pandemi Covid-19*. Penerbit Cakradewa Ilmu.
45. Kwon, M., & Park, E. (2020). Perceptions and Sentiments About Electronic Cigarettes on Social Media Platforms: Systematic Review. *JMIR Public Health and Surveillance*, 6(1), e13673. <https://doi.org/10.2196/13673>
46. Lahada, G., & Fedayyen, M. Y. (2021). Pelaksanaan Fungsi Manajemen dalam Pelayanan Kesehatan Masyarakat di Masa Covid-19 pada Puskesmas Tagolu Kecamatan Lage Kabupaten Poso. <file:///C:/Users/nagan%20raya/Downloads/382-740-1-SM.pdf>
47. Leonita, E., & Jalinus, N. (2018). Peran Media Sosial Dalam Upaya Promosi Kesehatan: Tinjauan Literatur. *INVOTEK: Jurnal Inovasi Vokasional dan Teknologi*, 18(2), 25–34. <https://doi.org/10.24036/invotek.v18i2.261>
48. Li, X., & Liu, Q. (2020). Social Media Use, eHealth Literacy, Disease Knowledge, and Preventive Behaviors in the COVID-19 Pandemic: Cross-Sectional Study on Chinese Netizens. *Journal of Medical Internet Research*, 22(10), e19684. <https://doi.org/10.2196/19684>
49. Liem, S., Marta, R. F., & Panggabean, H. (2019). Sanitation behavior and risk of stunting: Understanding the discourse of a public service announcement. *Jurnal The Messenger*, 11(2), 168–181.
50. Terry, G. R. (2021). *Dasar-dasar Manajemen Edisi Revisi*. [https://www.google.co.id/books/edition/Dasar\\_dasar\\_Manajemen\\_Edisi\\_Revisi/-6UmEAAQBAJ?hl=id&gbpv=1&dq=Dasar-dasar+Manajemen-sukarna&printsec=frontcover](https://www.google.co.id/books/edition/Dasar_dasar_Manajemen_Edisi_Revisi/-6UmEAAQBAJ?hl=id&gbpv=1&dq=Dasar-dasar+Manajemen-sukarna&printsec=frontcover)
51. UNICEF. (2017). Laporan Baseline SDG tentang Anak-Anak di Indonesia. <https://www.unicef.org/indonesia/media/1471/file/SDG%20Baseline%20report%20Indonesian.pdf>
52. Vassallo, A. J., Kelly, B., Zhang, L., Wang, Z., Young, S., & Freeman, B. (2018). Junk Food Marketing on Instagram: Content Analysis. *JMIR Public Health and Surveillance*, 4(2), e54. <https://doi.org/10.2196/publichealth.9594>
53. Wahyuni, S., Arisani, G., Riani, R., & Hanipah, H. (2022). Peran Media Sosial Sebagai Upaya Promosi Kesehatan. *Jurnal Forum Kesehatan : Media Publikasi Kesehatan Ilmiah*, 11(2), 86–96. <https://doi.org/10.52263/jfk.v11i2.233>

54. Walikota Banda Aceh. (2020, April 6). PERWALI Kota Banda Aceh No. 18 Tahun 2020 tentang Smart City
55. WHO. (2015, November 19). Stunting in a nutshell. <https://www.who.int/news/item/19-11-2015-stunting-in-a-nutshell>
56. Yuliana, W., ST, S., Keb, M., & Hakim, B. N. (2019). Darurat stunting dengan melibatkan keluarga. Yayasan Ahmar Cendekia Indonesia.
57. Zebua, W. D. A., & Utari, S. A. (2019). VIRTUAL ETHNOGRAPHY STUDY ON THE USE OF SOCIAL MEDIA FOR EDUCATION ON PREVENTION OF STUNTING IN CHILDREN.