

**PENGARUH PESAN KAMPANYE NASIONAL PENCEGAHAN
STUNTING TERHADAP PERILAKU SEHAT *FOLLOWERS*
INSTAGRAM @CEGAHSTUNTING**

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ABSTRAK

Masalah gizi kurang terbesar di Indonesia adalah stunting yang disebabkan oleh malnutrisi. Sebanyak 36,4% anak balita terkena stunting yang mengakibatkan Indonesia menempati urutan ketiga dengan permasalahan stunting tertinggi di Asia. Stunting dapat menimbulkan dampak negatif jangka panjang dan berpengaruh terhadap perekonomian negara. Penelitian ini bertujuan untuk mengukur besarnya pengaruh pesan pada kampanye nasional pencegahan stunting terhadap perilaku sehat *followers* instagram @cegahstunting yang menguji teori interaksi simbolik berdasarkan indikator materi pendukung, visualisasi pesan, nilai pesan, pendekatan emosional, kreativitas dan humor, serta pendekatan kelompok rujukan serta perilaku sehat yang diukur berdasarkan indikator perilaku pemeliharaan kesehatan, penggunaan sistem atau fasilitas kesehatan dan perilaku sehat dalam lingkungan. Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif. Survei terhadap 100 orang *followers* dengan tehnik *simple random sampling*. Hasil uji korelasi menggunakan *spearman* memperoleh nilai sebesar 0,631 menunjukkan bahwa terdapat hubungan antara pesan kampanye nasional pencegahan *stunting* terhadap perilaku sehat *followers* instagram @cegahstunting.

Kata Kunci : Kampanye Pencegahan stunting, Perilaku Sehat, Teori Interaksi Simbolik.

***THE EFFECT OF THE NATIONAL CAMPAIGN MESSAGE OF PREVENT
STUNTING ON HEALTHY BEHAVIOR OF INSTAGRAM FOLLOWERS***

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ABSTRACT

The biggest problem of malnutrition in Indonesia is stunting caused by malnutrition. A total of 36.4% of children under five were stunted, which resulted in Indonesia ranked third with the highest stunting problems in Asia. Stunting can have a long-term negative impact and affect the country's economy. This study aims to measure the magnitude of the influence of the message on national campaigns to prevent stunting on healthy behaviors of prevented followers @cegahstunting Instagram that test symbolic interaction theory based on supporting material indicators, message visualization, message value, emotional approach, creativity and humor, and referral group approaches and healthy behaviors measured by indicators of health care behavior, use of systems or health facilities and healthy behavior in the environment. The approach used in this study is quantitative. Survey of 100 followers with simple random sampling techniques. The results of the spearman correlation test obtained a value of 0,631 indicating that there is a relationship between the message of a national campaign to prevent stunting on healthy behavior followers of @cegahstunting instagram.

Keywords: *Stunting Prevention Campaign, Healthy Protection, Symbolic Interaction theory.*