

RINGKASAN

Permasalahan *stunting* merupakan isu krusial yang dapat menghambat tercapainya cita-cita Indonesia Emas 2045. *Stunting* adalah kondisi gagal tumbuh pada anak akibat kekurangan gizi kronis sejak masa kehamilan hingga dua tahun pertama kehidupan. Dalam konteks nasional, angka *stunting* masih cukup tinggi. Kabupaten Cilacap menjadi salah satu wilayah prioritas dalam program percepatan penurunan *stunting*.

Penelitian ini bertujuan untuk menggambarkan upaya pemberdayaan masyarakat dalam menurunkan angka *stunting* serta mengidentifikasi faktor pendukung dan penghambat dalam pelaksanaannya. Penelitian dilakukan di Kelurahan Tritih Kulon, Kecamatan Cilacap Utara, satu-satunya wilayah perkotaan yang ditetapkan sebagai lokus prioritas di Kabupaten Cilacap. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi, dengan informan utama terdiri dari kader Posyandu dan tenaga kesehatan, serta informan pendukung meliputi ibu balita, petugas gizi, dan tokoh masyarakat.

Hasil penelitian menunjukkan bahwa upaya pemberdayaan masyarakat dilakukan melalui berbagai strategi, antara lain edukasi gizi melalui Kelas Balita, sosialisasi *stunting* dalam forum RT/RW, pemberian makanan tambahan (PMT), pendampingan keluarga berisiko, serta kolaborasi lintas sektor. Kader Posyandu dan bidan desa memainkan peran penting dalam mengedukasi dan mendampingi masyarakat, khususnya ibu balita. Program ini berhasil menurunkan angka *stunting* di Kelurahan Tritih Kulon dari 109 kasus pada Januari 2023 menjadi 53 kasus pada September 2024. Faktor pendukung pemberdayaan masyarakat meliputi keterlibatan aktif kader dan tenaga kesehatan, dukungan pemerintah melalui program intervensi dan dana desa, serta kesadaran masyarakat yang mulai meningkat. Sementara itu, faktor penghambat meliputi rendahnya tingkat pendidikan masyarakat, keterbatasan waktu bagi ibu bekerja, dan kurangnya konsistensi kehadiran mereka dalam kegiatan Posyandu.

Penelitian ini menegaskan pentingnya keberlanjutan program, peningkatan kapasitas kader, serta penguatan edukasi gizi berbasis keluarga sebagai kunci keberhasilan dalam penanganan *stunting* secara kolektif. Penelitian ini memberikan kontribusi terhadap pengembangan pendekatan partisipatif dalam pencegahan *stunting* berbasis komunitas urban. Temuan ini diharapkan dapat menjadi rujukan bagi program intervensi kesehatan masyarakat di wilayah perkotaan dengan karakteristik sosial-ekonomi serupa.

SUMMARY

The issue of stunting is a critical problem that can impede the achievement of Indonesia's Golden Generation 2045 vision. Stunting is a condition of impaired growth in children due to chronic malnutrition from pregnancy to the first two years of life. Nationally, stunting rates remain considerably high. Cilacap Regency is one of the priority areas in the stunting reduction acceleration program.

This research aims to describe community empowerment efforts in reducing stunting rates and to identify the supporting and inhibiting factors in their implementation. The study was conducted in Tritih Kulon Village, North Cilacap Subdistrict, the only urban area designated as a priority locus in Cilacap Regency. The research employed a qualitative method with a descriptive approach. Data collection techniques included in-depth interviews, observation, and documentation, with key informants consisting of Posyandu cadres and health workers, and supporting informants including mothers of toddlers, nutrition officers, and community leaders.

The research findings indicate that community empowerment efforts are carried out through various strategies, including nutrition education through Toddler Classes, stunting socialization in RT/RW forums, supplementary feeding (PMT), assistance for at-risk families, and cross-sector collaboration. Posyandu cadres and village midwives play a crucial role in educating and assisting the community, especially mothers of toddlers. This program successfully reduced stunting rates in Tritih Kulon Village from 109 cases in January 2023 to 53 cases in September 2024. Supporting factors for community empowerment include the active involvement of cadres and health workers, government support through intervention programs and village funds, and increasing community awareness. Meanwhile, inhibiting factors include the low level of community education, limited time for working mothers, and lack of consistent attendance at Posyandu activities.

This research underscores the importance of program sustainability, capacity building for cadres, and strengthening family-based nutrition education as key to the collective success in addressing stunting. This study contributes to the development of participatory approaches in community-based stunting prevention in urban settings. The findings are expected to serve as a reference for public health intervention programs in urban areas with similar socio-economic characteristics.