

RINGKASAN

Penelitian ini berfokus pada permasalahan komunikasi kebijakan publik yang belum mampu meningkatkan efektivitas implementasi kebijakan penurunan stunting di Kabupaten Banyumas. Meskipun berbagai program telah dijalankan, tantangan komunikasi antar pemangku kepentingan masih menjadi hambatan dalam mencapai target penurunan stunting secara optimal. Tujuan penelitian ini adalah untuk menganalisis mengapa komunikasi kebijakan publik belum mampu meningkatkan efektivitas implementasi kebijakan penurunan stunting di Kabupaten Banyumas.

Penelitian menggunakan pendekatan kualitatif dengan melakukan wawancara mendalam terhadap sembilan informan kunci dari berbagai sektor. Informan tersebut terdiri dari tiga pejabat sektor kesehatan (Nutrisiis Muda sekaligus Sekretaris Tim Penurunan Prevalensi Stunting dan Wasting RSUD Banyumas, Kepala Puskesmas Purwokerto Utara II, dan Kepala Bidang Kesehatan Masyarakat Dinas Kesehatan), dua pejabat dari sektor perencanaan pembangunan (Perencana Ahli Muda dan Kepala Perencana Bappedalitbang), tiga pejabat dari sektor kependudukan dan keluarga berencana (Kepala Dinas DPPKBP3A, Kasubag Umum dan Kepegawaian DPPKBP3A, dan Fungsional Penata Kependudukan dan KB DPPKBP3A), serta satu pejabat dari pemerintahan tingkat kecamatan (Kepala Seksi Permas Kecamatan Patikraja).

Berdasarkan analisis menggunakan teori komunikasi Harold Lasswell, komunikasi kebijakan penurunan stunting di Kabupaten Banyumas bersifat multi-dimensi. Elemen "Who" mencerminkan kolaborasi lintas sektor antara berbagai instansi seperti RS, Puskesmas, Bappedalitbang, kecamatan, DPPKBP3A, dan Dinas Kesehatan. Pada elemen "Says What", pesan yang disampaikan mencakup edukasi dan intervensi gizi komprehensif. "In Which Channel" menunjukkan pemanfaatan berbagai media, baik digital (YouTube, Instagram, TikTok) maupun tatap muka (penyuluhan, forum komunitas). Program menyasar kelompok prioritas seperti ibu hamil, balita, remaja, dan tenaga kesehatan ("To Whom"), terutama di wilayah berisiko tinggi. Dampaknya ("With What Effect") terlihat dari penurunan stunting dari 15,8% menjadi 14,8%, meskipun belum optimal karena kendala komitmen OPD dan pergantian petugas.

Program penanggulangan stunting di Kabupaten Banyumas masih menghadapi tantangan, seperti kurangnya komitmen OPD dan seringnya pergantian petugas. Hal ini dapat diatasi melalui penguatan akuntabilitas, sistem penilaian kinerja, pembentukan tim inti jangka panjang, serta dokumentasi yang baik. Program yang terlalu fokus pada intervensi spesifik perlu dikembangkan menjadi pendekatan komprehensif dengan anggaran yang seimbang antara upaya kuratif dan preventif. Selain itu, aspek non-medis seperti sanitasi dan air bersih perlu mendapat perhatian lebih melalui peta risiko terintegrasi dan program berbasis masyarakat. Pendekatan holistik dan berkelanjutan ini diharapkan mampu mengatasi hambatan komunikasi kebijakan dan mendukung pencapaian target penurunan stunting secara lebih efektif.

Kata Kunci: Komunikasi, Kebijakan, Stunting, Efektivitas

SUMMARY

This research focuses on the issue of public policy communication that has not been able to improve the effectiveness of stunting reduction policy implementation in Banyumas Regency. Despite various programs being implemented, communication challenges among stakeholders remain obstacles in achieving optimal stunting reduction targets. The purpose of this research is to analyze why public policy communication has not been able to improve the effectiveness of stunting reduction policy implementation in Banyumas Regency.

The research uses a qualitative approach by conducting in-depth interviews with nine key informants from various sectors. These informants consist of three officials from the health sector (Young Nutritionist and Secretary of the Stunting and Wasting Prevalence Reduction Team at Banyumas Regional Hospital, Head of North Purwokerto II Community Health Center, and Head of Public Health Division of the Health Department), two officials from the development planning sector (Young Expert Planner and Head Planner of Bappedalitbang), three officials from the population and family planning sector (Head of DPPKBP3A, Head of General Affairs and Personnel of DPPKBP3A, and Population and Family Planning Functional Officer of DPPKBP3A), as well as one official from the sub-district government level (Head of Community Affairs Section of Patikraja Sub-district).

Based on analysis using Harold Lasswell's communication theory, stunting reduction policy communication in Banyumas Regency is multi-dimensional. The "Who" element reflects cross-sectoral collaboration among various institutions such as hospitals, community health centers, Bappedalitbang, sub-districts, DPPKBP3A, and the Health Department. For the "Says What" element, the messages delivered include education and comprehensive nutritional interventions. "In Which Channel" shows the utilization of various media, both digital (YouTube, Instagram, TikTok) and face-to-face (counseling, community forums). The program targets priority groups such as pregnant women, children under five, adolescents, and health workers ("To Whom"), especially in high-risk areas. The impact ("With What Effect") is evident from the reduction in stunting from 15.8% to 14.8%, although not yet optimal due to constraints in OPD commitment and staff turnover.

The stunting prevention program in Banyumas Regency still faces challenges, such as lack of OPD commitment and frequent staff turnover. This can be addressed through strengthening accountability, performance assessment systems, establishing long-term core teams, and good documentation. Programs that focus too much on specific interventions need to be developed into a comprehensive approach with a balanced budget between curative and preventive efforts. In addition, non-medical aspects such as sanitation and clean water need more attention through integrated risk maps and community-based programs. This holistic and sustainable approach is expected to overcome policy communication barriers and support the achievement of stunting reduction targets more effectively.

Keywords: Communication, Policy, Stunting, Effectiveness