



## DIGITAL COMMUNICATION AND PERSUASION OF HEALTH PROMOTIONS ON INSTAGRAM: PREVENTIVE ACTION FROM STUNTING

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### Abstract

Stunting is actually the main matter that Indonesia will face in the future. Indonesia had suffered great crisis in the Suharto era, hence so many people breed children without thinking how to feed them nor giving them proper education. This doesn't count the conflict of wealth shared between families led into more homeless family. Today, due to numerous ignored cases, Indonesia finally joins hand to prevent Stunting from dominating Indonesia. However, as we get informative and professional media for that, we also experience the digital disruption created by political buzzer. This makes the reality be clearer that government decision is connected to their election.

**Keywords:** *Stunting; Content Analysis; Indonesian Mom; Social Media; Twitter; Instagram*

### 1. INTRODUCTION

The Nutrition Standard refers to a set of guidelines and recommendations designed to promote healthy eating habits and provide individuals with the necessary nutrients for optimal health and well-being (Widiayunita, 2019; Xia et al., 2006). These standards are established by various health organizations and governments worldwide, with the aim of improving public health and reducing the risk of chronic diseases associated with poor nutrition. The Nutrition Standard typically includes guidelines for macronutrients (carbohydrates, proteins, and fats) and micronutrients (vitamins and minerals) intake. The specific recommendations may vary across different countries and organizations, but they generally emphasize the importance of a balanced diet that includes a variety of foods from different food groups (Hartati et al., 2017; Susilo, de Leon, et al., 2021). One key aspect of the Nutrition Standard is the promotion of nutrient-dense foods. Nutrient-dense foods are those that provide a high amount of essential nutrients relative to their calorie content. These foods include fruits, vegetables, whole grains, lean proteins, and low-fat dairy products. By consuming nutrient-dense foods, individuals can meet their nutritional needs while controlling calorie intake and maintaining a healthy weight. The Nutrition Standard also encourages the limitation of foods that are high in added sugars, saturated fats, and sodium. Excessive consumption of these ingredients has been linked to an increased risk of obesity, heart disease, and other chronic conditions. Therefore, the Nutrition Standard advises individuals to limit their intake of sugary beverages, processed snacks, fried foods, and foods high in salt.

In addition to food choices, the Nutrition Standard also promotes appropriate portion sizes and moderation in eating habits. Portion control is essential to avoid overeating, as excessive calorie intake can lead to weight gain and associated health problems. It encourages individuals to be mindful of their hunger and fullness cues and to listen to their body's needs. The Nutrition Standard is not only focused on individual dietary choices but also addresses the importance of a supportive food environment. It emphasizes the need for accessible and affordable healthy food options in communities, schools, workplaces, and other public settings. This includes initiatives such as promoting farmers' markets, improving school lunch programs, and implementing nutrition labelling on packaged foods.

Moreover, the Nutrition Standard recognizes the significance of dietary patterns rather than focusing solely on individual nutrients. It acknowledges that the interactions between various foods and nutrients in the overall diet can have a greater impact on health outcomes than isolated nutrient intake. For example, a Mediterranean-style diet, which is rich in fruits, vegetables, whole grains, and healthy fats, has been associated with a reduced risk of cardiovascular disease and improved overall health. The Nutrition Standard also considers the unique nutritional needs of different population groups. It provides guidelines tailored to specific age groups, such as infants, children, adolescents, adults, and older adults. It also addresses the dietary requirements of individuals with specific health conditions, such as diabetes, hypertension, or food allergies.

To ensure the effectiveness of the Nutrition Standard, ongoing research, monitoring, and evaluation are crucial. Health organizations regularly review scientific evidence and update the guidelines as needed to reflect the latest research findings. They also monitor population-level dietary patterns and health outcomes to assess the impact of the Nutrition Standard and make necessary adjustments. In conclusion, the Nutrition Standard is a set of guidelines and recommendations aimed at promoting healthy eating habits and reducing the risk of chronic diseases. It emphasizes the importance of consuming a balanced diet that includes nutrient-dense foods while limiting the intake of added sugars, saturated fats, and sodium. By following the Nutrition Standard, individuals can make informed food choices that support their overall health and well-being.

## **2. LITERATURE REVIEW**

### **2.1 The History of Stunting**

Stunting, in the context of human physical activity, refers to the performance of extraordinary and daring feats, often involving acrobatics, athleticism, and risk-taking. The history of stunting can be traced back to ancient civilizations where individuals showcased their physical prowess and skills to entertain and captivate audiences (Novianti & Nurjaman, 2022). Over time, stunting has evolved into a distinct art form, with various disciplines and subcultures emerging around the world. The roots of stunting can be found in ancient Greece, where athletes participated in the Olympic Games to demonstrate their physical abilities. These competitions included events such as chariot racing, discus throwing, and various forms of wrestling, showcasing the Greek admiration for athletic prowess. These early displays of athleticism laid the foundation for what would later become the art of stunting.

During the Middle Ages, stunting took on a different form as it became intertwined with the performances of traveling troubadours and jesters. These entertainers would often engage in daring acts of acrobatics and balancing, captivating audiences with their physical feats. Stunting also found a place in medieval tournaments, where knights displayed their equestrian skills through jousting and other daring stunts. In the 18th and 19th centuries, the circus emerged as a prominent platform for stunting. Pioneers like Philip Astley and Charles Hughes developed the modern circus, combining equestrian acts, acrobatics, and clowning (Wati et al., 2022). Circus performers became skilled in various stunts such as tightrope walking, trapeze acts, and human pyramids. The circus provided a stage for stunting to flourish, captivating audiences with daring performances that pushed the boundaries of human capability.

Stunting continued to evolve in the 20th century, as new disciplines and subcultures emerged. In the early 1900s, the advent of cinema allowed stunting to reach a wider audience.



Stuntmen and women began performing death-defying acts in movies, from high falls to car chases, adding excitement and spectacle to the silver screen. These daring feats further fuelled public fascination with stunting. In the mid-20th century, extreme sports gained popularity, introducing a new era of stunting. Activities such as skateboarding, BMX biking, and motocross became synonymous with stunting, as individuals pushed the limits of what was possible on wheels. This wave of adrenaline-fueled sports attracted young enthusiasts, who sought to master new tricks and maneuvers, creating a vibrant subculture around stunting (Taufiqoh et al., 2018).

With the rise of the internet and social media in the late 20th and early 21st centuries, stunting took on a new dimension. Platforms like YouTube and Instagram provided a global stage for individuals to showcase their stunting skills and gain recognition (Sari et al., 2021). Parkour, a discipline focused on efficient movement through urban environments, gained popularity through viral videos, inspiring a new generation of tracers to explore their physical limits. Today, stunting encompasses a wide range of activities, from the classic circus acts to extreme sports and urban freestyle movements. It has become a recognized art form, with professional performers, competitions, and even dedicated training facilities. Stunting continues to captivate audiences worldwide, offering a thrilling blend of athleticism, creativity, and risk-taking. In conclusion, the history of stunting spans centuries and is deeply intertwined with human fascination for physical prowess and spectacle. From the ancient Greek Olympics to the modern-day extreme sports and urban freestyle movements, stunting has evolved and diversified, captivating audiences with its daring and extraordinary feats (Yohana et al., 2022). Whether in a circus tent, on the silver screen, or through online platforms, stunting continues to push the boundaries of human capability, inspiring awe and admiration in those who witness it.

## 2.2 Preventing Stunting For Sustainability

Stunting, a condition caused by chronic malnutrition during the early years of life, has far-reaching consequences beyond individual health. It affects not only the well-being and development of individuals but also has a significant impact on the sustainability of the environment. Addressing and preventing stunting is crucial for creating a sustainable future that ensures the health and vitality of both human populations and the natural world (Saleh et al., 2021; Wu et al., 2014). Stunting occurs when children do not receive adequate nutrition, particularly during the first 1,000 days of their lives, from conception to their second birthday. The consequences of stunting are severe and long-lasting, impacting both physical and cognitive development. Stunted children often suffer from diminished physical growth, weakened immune systems, and cognitive impairments that can hinder their ability to learn and thrive throughout their lives. Below of is criteria of country with stunting crisis (Lartey, 2015; Mulidah et al., 2022):

### 1. Prevalence of Stunting:

One of the primary criteria for a country with a stunting crisis is a high prevalence of stunting among children under five years of age. The World Health Organization defines stunting as a height-for-age measurement more than two standard deviations below the median, indicating chronic malnutrition and impaired growth. A country with a stunting crisis typically exhibits a prevalence rate well above the global average, indicating a widespread and persistent problem (Pandani, 2021).

### 2. Malnutrition:

Malnutrition, particularly inadequate access to proper nutrition, is a leading cause of stunting. In countries with a stunting crisis, there is a high prevalence of undernourishment,

resulting from insufficient dietary diversity and quality. Lack of essential nutrients such as protein, vitamins, and minerals contribute to stunted growth and development, negatively impacting children's physical and cognitive abilities (Syihab & Kumalasari, 2020).

3. Poverty and Inequality:

Poverty and income inequality are significant determinants of a stunting crisis. Countries with a high proportion of the population living below the poverty line often lack resources and infrastructure to address malnutrition effectively. Limited access to quality healthcare, sanitation facilities, safe drinking water, and education further exacerbates the problem. Stunting disproportionately affects children from marginalized communities, perpetuating cycles of poverty and inequality.

4. Maternal and Child Health:

Another crucial criterion is the state of maternal and child health within the country. Adequate prenatal care, proper nutrition during pregnancy, and skilled birth attendance play a vital role in reducing the risk of stunting. Access to healthcare services, immunizations, and early childhood interventions are crucial for ensuring healthy growth and development. Countries with a stunting crisis often exhibit significant gaps in healthcare delivery systems and face challenges in reaching vulnerable populations (Margatot & Huriah, 2021).

5. Sanitation and Hygiene:

Poor sanitation and inadequate hygiene practices contribute to the prevalence of stunting. Lack of access to clean water and sanitation facilities increases the risk of diarrheal diseases and infections, which can impair nutrient absorption and compromise children's overall health. Countries with a stunting crisis often grapple with insufficient sanitation infrastructure, limited hygiene education, and poor waste management.

6. Education and Awareness:

The level of education and awareness within a country significantly impacts its ability to address the stunting crisis effectively. Low literacy rates and limited access to health-related information hinder parents' understanding of proper nutrition and childcare practices. Educational programs and awareness campaigns targeted at parents, caregivers, and communities play a crucial role in preventing stunting and promoting optimal child growth and development.

7. Government Commitment and Policies:

The commitment of the government to prioritize nutrition and child health is paramount in combating a stunting crisis. Countries with successful interventions often have comprehensive policies and programs aimed at reducing stunting. These may include initiatives such as social safety nets, nutritional supplementation, school feeding programs, and improvements in agricultural practices. Adequate funding, coordination among ministries, and partnerships with international organizations are vital for implementing and sustaining effective interventions.

From an environmental perspective, preventing stunting is of utmost importance for several reasons. First and foremost, stunting perpetuates a cycle of poverty and inequality. Malnourished children who grow up stunted are more likely to face educational challenges, limited employment opportunities, and reduced productivity in adulthood. This perpetuates a cycle of poverty that not only affects individuals and communities but also puts a strain on natural resources and exacerbates environmental degradation. Stunting also has long-term implications for food security and agricultural sustainability. Malnourished children who become stunted are more likely to have reduced productivity in adulthood, limiting their ability to contribute to agricultural activities. This



can result in decreased food production, reduced crop yields, and increased dependence on external sources of food, which may lead to deforestation, habitat destruction, and unsustainable agricultural practices to meet the growing demands (Meriza Martineta et al., 2021).

Furthermore, stunting has adverse effects on the overall health and resilience of communities, making them more vulnerable to environmental challenges such as climate change and natural disasters. Stunted individuals often have weakened immune systems and are more susceptible to diseases and infections, making them less able to cope with the impacts of environmental disasters. This can result in increased health risks and further strain on healthcare systems and the environment. By investing in efforts to prevent stunting, we can break the vicious cycle of malnutrition and create a more sustainable future. Ensuring proper nutrition during the critical first 1,000 days of a child's life is crucial (Hafid et al., 2021). This includes promoting exclusive breastfeeding, improving access to nutritious foods, and providing adequate healthcare and sanitation services. Additionally, empowering women and girls through education and gender equality initiatives plays a vital role in preventing stunting. Educated women are more likely to have healthier pregnancies, make informed choices about nutrition, and provide better care for their children.

Preventing stunting is not only a moral imperative but also a strategic investment in the environment and the sustainable development of societies. By ensuring that every child reaches their full potential, we can cultivate a generation of healthy and productive individuals who can contribute to a more sustainable and resilient future. Stunting prevention efforts align with the United Nations' Sustainable Development Goals, particularly those related to zero hunger, good health and well-being, quality education, gender equality, and sustainable communities. Preventing stunting is essential for environmental sustainability (Susilo, de Leon, et al., 2021; Susilo et al., 2022). By addressing malnutrition and ensuring proper nutrition and care for children during their early years, we can break the cycle of poverty, reduce inequalities, improve food security, enhance community resilience, and protect the environment. It requires a multi-sectoral approach that involves governments, civil society organizations, the private sector, and individuals working together to create a world where every child has the opportunity to grow and thrive. Investing in stunting prevention is an investment in the well-being of individuals, communities, and the planet as a whole.

### 3. IMPLEMENTATION METHOD

Content analysis is a research method used to systematically analyse and interpret the content of various forms of communication, such as written texts, audio recordings, videos, social media posts, and more. It involves the systematic coding and categorization of data to uncover patterns, themes, and insights within the content. The process of content analysis begins with clearly defining the research objectives and developing a coding scheme or set of categories that will be used to analyse the data. This coding scheme should be based on the research questions and the specific content being analysed. For example, if the research aims to understand public sentiment towards a particular brand on social media, the coding scheme may include categories such as positive, negative, and neutral sentiment (Luthansa & Susilo, 2022).

Once the coding scheme is established, researchers systematically apply it to the data. This can be done manually or with the help of software tools designed for content analysis. In manual coding, researchers read or listen to the content and assign relevant codes to segments based on the predetermined categories. In automated coding, software algorithms are trained to recognize

patterns and assign codes based on predefined rules. After coding the data, researchers analyse the coded content to identify patterns, trends, and relationships. Statistical techniques can be applied to quantitatively analyse the data, such as calculating frequencies and percentages of different code categories. Qualitative analysis techniques, such as thematic analysis, can also be used to uncover deeper meanings, themes, and narratives within the content.

Content analysis has a wide range of applications across various disciplines. In the field of media studies, researchers use content analysis to examine representations of gender, race, and social issues in the media. In marketing research, content analysis is employed to understand consumer opinions, attitudes, and behaviours expressed in online reviews or social media conversations. Political scientists use content analysis to study political speeches, media coverage of elections, and public opinion. One of the key strengths of content analysis is its ability to analyse large volumes of data in a systematic and objective manner (Gunawan & Susilo, 2021). It allows researchers to uncover patterns and trends that may not be immediately apparent through qualitative analysis alone. By providing a structured framework for analysis, content analysis enhances the reliability and replicability of research findings.

However, content analysis also has some limitations. The coding scheme used in content analysis may introduce biases if it is not developed carefully or if the coders' interpretations differ. Reliability and validity can be threats, particularly in cases of subjective coding. Additionally, content analysis often requires significant time and resources, especially when analysing large datasets (Susilo, Putranto, et al., 2021). Despite these limitations, content analysis remains a valuable research method for gaining insights into the content of various forms of communication. It allows researchers to explore a wide range of research questions and can be combined with other research methods to provide a comprehensive understanding of a particular phenomenon. Content analysis is a systematic and objective research method used to analyse and interpret the content of various forms of communication. It provides a structured framework for analysing data, uncovering patterns, and generating insights. While it has its limitations, content analysis is widely employed in research across disciplines and continues to be a valuable tool for understanding the messages and meanings embedded within various forms of content.

### **3.1 Analysis Technique**



The Author will take the data from Instagram search using the keyword of #stuntingindonesia to get the amount of data about Stunting as well as reading the flow of interaction. Then Author also takes the data from Tirto ID's Stunting campaign using Twitter keywords of "@tirtoid stunting. The data will be placed inside table of respective medium then the Author will write down the analysis using content analysis method.



## 4. RESULTS AND DISCUSSION

### 4.1 Instagram Result:

CONTENT	USERNAME	CAPTION
	@terkini.ai	<p>Kekurangan gizi dan stunting merupakan ancaman serius bagi kesehatan 21 juta warga Indonesia.</p> <p>Penyediaan pangan yang cukup dan akses yang memadai harus menjadi prioritas dalam menangani masalah ini.</p> <p>Indonesia perlu meningkatkan ketahanan pangan untuk masyarakatnya.</p> <p>Kita harus bekerja sama untuk mengatasi krisis gizi dan stunting ini.</p> <p>#GiziSehat #StuntingIndonesia #KesehatanMasyarakat #KetahananPangan #Indonesia #PerhatianSerius #PerubahanPositif #MasyarakatSehat</p>
	@muslimahreformisfound	<p>Apakah ada hubungan stunting dan patriarki?</p> <p>Data dari Kementerian Kesehatan mengumumkan hasil survei Status Gizi Indonesia (SSGI) prevalensi stunting di Indonesia turun dari 24,4 % di tahun 2021 menjadi 21,6 % di 2022. Ini merupakan kabar baik bagi Indonesia. Namun upaya untuk edukasi terus dilakukan di masyarakat maupun lembaga pendidikan untuk bersama-sama mencegah dan menurunkan angka stunting.</p> <p>@thauam_amie membawa isu menarik saat perlombaan menulis artikel pada peringatan hari Perempuan Internasional yang diadakan oleh Yayasan Mulia Raya. Dia menguraikan kaitan stunting dan patriarki.</p> <p>Artikel lengkapnya tersedia di muslimahreformis.co ya!</p> <p><a href="https://muslimahreformis.co/stunting-dan-patriarki-apa-hubungannya/">https://muslimahreformis.co/stunting-dan-patriarki-apa-hubungannya/</a></p> <p>#stuntingpadaanak #stuntingindonesia #stunting #pengasuhananak #yayasanmuliaraya #muslimahreformis</p>

	<p>@giselsahrin</p>	<p>Ganjar Pranowo Terima Penghargaan Atas Kerja Keras Turunkan Stunting</p> <p>Ganjar Pranowo diberikan penghargaan Satyalencana Wira Karya karena dianggap berjasa dalam menurunkan angka gizi buruk (stunting) di wilayah yang dipimpinnya. Penghargaan diberikan berdasarkan Keputusan Presiden Republik Indonesia Nomor 44 Tahun 2023 tentang Penganugerahan Tanda Kehormatan Satyalencana Wira Karya.</p> <p>- Follow : @kitabisajaga @kitabisajaga @kitabisajaga -</p> <p>#IndonesiaMaju #indonesia #ganjarpranowo #ganjar #ganjar_pranowo #hacker #bjorka #bjorkanisme #opposite6890 #bbmnaik #IndonesiaKeren #instagram #photography #likeforlikes #lfl #fff👁️ #viralindonesia #2024menangtotal #stunting #stuntingpadaanak #stuntingindonesia #satyalencana #satyalencanawirakarya #giziburuk #giziburukindonesia #ganjarbekerja #ganjarbersamarakyat #ganjarbersamaindonesia #penghargaan #penghargaanindonesia</p>
	<p>@sitip829</p>	<p>Ganjar Pranowo Terima Penghargaan Atas Kerja Keras Turunkan Stunting</p> <p>Ganjar Pranowo diberikan penghargaan Satyalencana Wira Karya karena dianggap berjasa dalam menurunkan angka gizi buruk (stunting) di wilayah yang dipimpinnya. Penghargaan diberikan berdasarkan Keputusan Presiden Republik Indonesia Nomor 44 Tahun 2023 tentang Penganugerahan Tanda Kehormatan Satyalencana Wira Karya.</p> <p>- Follow : @kitabisajaga @kitabisajaga @kitabisajaga -</p> <p>#IndonesiaMaju #indonesia #ganjarpranowo #ganjar #ganjar_pranowo #hacker #bjorka #bjorkanisme #opposite6890 #bbmnaik #IndonesiaKeren #instagram #photography #likeforlikes #lfl #fff👁️ #viralindonesia #2024menangtotal #stunting #stuntingpadaanak #stuntingindonesia #satyalencana #satyalencanawirakarya #giziburuk #giziburukindonesia #ganjarbekerja #ganjarbersamarakyat #ganjarbersamaindonesia #penghargaan</p>





	<p>@kitabisajaga</p>	<p>#penghargaanindonesia</p> <p>Ganjar Pranowo Terima Penghargaan Atas Kerja Keras Turunkan Stunting</p> <p>Ganjar Pranowo diberikan penghargaan Satyalencana Wira Karya karena dianggap berjasa dalam menurunkan angka gizi buruk (stunting) di wilayah yang dipimpinnya. Penghargaan diberikan berdasarkan Keputusan Presiden Republik Indonesia Nomor 44 Tahun 2023 tentang Penganugerahan Tanda Kehormatan Satyalencana Wira Karya.</p> <p>- Follow : @kitabisajaga @kitabisajaga @kitabisajaga -</p> <p>#IndonesiaMaju #indonesia #ganjarpranowo #ganjar #ganjar_pranowo #hacker #bjorka #bjorkanisme #opposite6890 #bbmnaik #IndonesiaKeren #instagram #photography #likeforlikes #lfl #fff #viralindonesia #2024menangtotal #stunting #stuntingpadaanak #stuntingindonesia #satyalencana #satyalencanawirakarya #giziburuk #giziburukindonesia #ganjarbekerja #ganjarbersamarakyat #ganjarbersamaindonesia #penghargaan #penghargaanindonesia</p>
	<p>@nirma_kasih</p>	<p>Ganjar Pranowo Terima Penghargaan Atas Kerja Keras Turunkan Stunting</p> <p>Ganjar Pranowo diberikan penghargaan Satyalencana Wira Karya karena dianggap berjasa dalam menurunkan angka gizi buruk (stunting) di wilayah yang dipimpinnya. Penghargaan diberikan berdasarkan Keputusan Presiden Republik Indonesia Nomor 44 Tahun 2023 tentang Penganugerahan Tanda Kehormatan Satyalencana Wira Karya.</p> <p>- Follow : @kitabisajaga @kitabisajaga @kitabisajaga -</p> <p>#IndonesiaMaju #indonesia #ganjarpranowo #ganjar #ganjar_pranowo #hacker #bjorka #bjorkanisme #opposite6890 #bbmnaik #IndonesiaKeren #instagram #photography #likeforlikes #lfl #fff #viralindonesia #2024menangtotal #stunting #stuntingpadaanak</p>

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		<p>#stuntingindonesia                  #satyalencana                  #satyalencanawirakarya                  #giziburuk #giziburukindonesia                  #ganjarbekerja                  #ganjarbersamarakarya                  #ganjarbersamaindonesia                  #penghargaan                  #penghargaanindonesia</p>
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Replying to @Tirtoid

Ma'ruf Amin mengatakan kalau pemerintahan Jokowi-JK telah berhasil menurunkan angka penderita **stunting** sampai 7%. Hmm, coba kita cek datanya  
 #DebatCawapres2019 #CatatanNajwaXTirtoid

**KATA FAKTA**

**Ma'ruf Amin**  
 "Kesehatan Ibu dan Anak, terutama untuk mencegah terjadinya stunting yang oleh pemerintah Jokowi-JK telah diturunkan sampai 7% dan kami berjanji akan menurunkan dalam waktu 5 tahun mendatang sampai 10%."

**Penurunan Jumlah Balita Prevalensi Stunting\***

2013	: 37,2%
2018	: 30,8%

\*J tinggi badan seseorang jauh lebih pendek dibandingkan tinggi badan orang seusiaanya akibat gizi buruk

17/03/2019 Sumber: Riskedas 2018

**DARURAT STUNTING**

Stunting: Masalah gizi kronis yang ditimbulkan oleh kurangnya gizi kronis dan infeksi berulang yang diturunkan dari generasi ke generasi. Hal ini akan menghambat pertumbuhan dan perkembangan anak.

Prevalensi stunting pada anak saat ini masih tinggi.

**1 dari 4 balita di Indonesia (24,4%) mengalami stunting**

Stunting adalah gangguan pertumbuhan & perkembangan anak akibat kekurangan gizi kronis & infeksi berulang, yang ditandai dengan panggang atau tinggi badan berada di bawah standar.

**1.000 Hari Pertama Kehidupan (HPK)** merupakan salah satu kunci utama dalam mencegah stunting pada anak.

WHO menerapkan ambang batas stunting di angka 20%.

Pemerintah menetapkan penurunan angka stunting pada 2024 sebesar 14%.

PR pemerintah masih berlanjut dengan adanya target yang harus dicapai dan kenaikan angka stunting pada anak di bawah dua tahun tahun. Tak lupa orang tua terus menjaga dan mengawasi berat badan anak.

3:00 PM - Jan 31, 2023 - 8,719 Views

2 Retweets 20 Likes



## 5. DISCUSSION

Based on the data gathered above, we collected from two different perspective. The first perspective is the perspective of random search with fixed keyword. We know that #stuntingindonesia is a strong keyword and easy to access for people on the internet. We only found two posts that used graphic persuasion and illustration as a campaign to educate people about Stunting. The pattern of the campaign is actually the decent campaign for any media that holds the vision of nation. However, we only got two posts in total, the rest four are only political buzzer who posted about Ganjar Pranowo achievement regarding Stunting. For a general keyword that is potentially a lead for people to access education about Stunting, Meanwhile at the other data from Twitter, Author used specific keyword related to certain media called Tirto ID using “@tirtoid stunting” and the result is that the Author gets 3 posts in total about Stunting. Tirto ID promotion and campaign uses different approach and produced in more of a social landscape. With their graphic design ability, Tirto explained about the danger of Stunting but the design they used are more colorful and communicative, It’s because Tirto isn’t only using linear explanation but also inserting funny satire and jokes. These two data are polar opposite yet managed to gain attention from it.

### 1. Human Capital Development:

Stunting has a detrimental effect on human capital development, impairing cognitive abilities and physical growth. Children who experience stunting are more likely to have lower educational attainment and reduced productivity as adults. As a result, the Indonesian workforce may lack the necessary skills and knowledge to compete in a globalized economy, hampering economic growth and development (Akram et al., 2018).

### 2. Increased Healthcare Expenditure:

Stunting leads to various health complications, including weakened immune systems and increased susceptibility to diseases. Consequently, the burden on Indonesia's healthcare system is expected to rise, necessitating increased expenditure on healthcare services. The diversion of resources towards addressing stunting-related health issues may strain the healthcare budget, reducing the availability of funds for other critical areas such as infrastructure development and social welfare programs.

### 3. Reduced Agricultural Productivity:

Agriculture is a vital sector in the Indonesian economy. Stunting affects rural communities where agriculture is the primary livelihood. Malnourished children may grow up to become farmers with limited knowledge of modern farming techniques, resulting in reduced agricultural productivity. This could lead to lower crop yields, food insecurity, and increased dependency on imports, further straining the economy and exacerbating poverty and inequality.

### 4. Economic Inequality:

Stunting disproportionately affects marginalized communities and perpetuates economic inequality. Children from lower-income households are more susceptible to malnutrition, trapping them in a cycle of poverty and limiting their economic prospects. The persistence of stunting in certain regions exacerbates regional disparities, hindering overall economic development and social cohesion (Donkor et al., 2022).

### 5. Decreased Foreign Direct Investment:

Foreign direct investment (FDI) plays a crucial role in driving economic growth. However, stunting rates in Indonesia may raise concerns among potential investors. The presence of a large,

stunted population signifies a future workforce with reduced productivity and limited human capital. Investors may perceive this as a risk factor, leading to decreased FDI inflows. A decline in foreign investment could impede technological advancements, hinder job creation, and restrict access to international markets, hampering Indonesia's ability to compete on a global scale.

6. Long-Term Economic Costs:

The long-term economic costs of stunting are substantial. Studies have shown that the economic impact of stunting includes lower productivity, increased healthcare expenditure, and diminished educational outcomes. These costs can have a significant burden on the Indonesian economy, impeding its ability to achieve sustainable economic growth, reduce poverty, and improve the overall standard of living for its citizens.

The future risks associated with stunting in the Indonesian economy are multifaceted and pose significant challenges to the country's development. Addressing stunting requires a comprehensive approach, including investments in nutrition, healthcare, education, and social protection programs, to ensure a healthier and more productive future generation. Failure to mitigate these risks may hinder Indonesia's ability to achieve its economic potential and jeopardize the well-being of its population (Budhathoki et al., 2020).

## 6. CONCLUSION

The conclusion for this research is that the Twitter data doesn't bring personal politic to it even though they use complex math speaking. Ironically this also means that stunting is already disrupted by political campaign. We see from the first data we get a discovery that not only fuel and electricity that falls into government agenda plan, but it is also stunting program. So many political figures talking about that, yet it feels off when mentioning majority. Near the election, they must support their upcoming president and take the full-blown digital information and reaction. The political agenda is always slipping at highschooler and educate them based on their own ideology. This time where the election is near, suddenly being care about stunting are surprising. It remains a pressing concern with long-term implications. While we get what hidden beneath the urgent matter, this topic also examines the potential risks associated with stunting and their impact on economic development in Indonesia.

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