

## Strategy and Role of Health Promotion in Stunting Prevention: Literature Review

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### ABSTRACT

**Background:** Currently, Indonesia is facing health problems suffered by children under five due to malnutrition or malnutrition which causes stunting. Based on data from the Indonesian Nutrition Status Survey (SSGI), it shows that the prevalence of stunting in Indonesia in 2023 will reach 21.5%. Health Promotion is considered a collaboration of educational and environmental support to create healthy living behavior for the entire community. The purpose of this literature review is to determine the Strategy and Role of Health Promotion in Stunting Prevention.

**Methods:** In writing this literature review article, literature searches were conducted systematically using various scientific databases such as PubMed, ScienceDirect, and Google Scholar. The keywords used were adjusted to the research topic, including stunting, health promotion, and prevention. Inclusion criteria included articles published within the last five years (2019-2024), written in English or Indonesian, and directly addressing the topic under review. At the beginning of the article search, the authors found 65 articles, then selected according to the criteria to 24 articles, then narrowed down to 5 articles.

**Results:** Based on the results of several articles analyzed, show that preventive and promotive efforts are the right efforts to prevent stunting from 1000 HPK (First Day of Life). The health promotion strategy itself is divided into 3 aspects, including advocacy, social support, and community empowerment.

**Conclusion:** Thus, it is hoped that preventive and promotive efforts will be intensified to reduce the prevalence of stunting in Indonesia. The government supports this by launching the Healthy Indonesia Program which consists of 3 pillars, the healthy paradigm, strengthening health services, and National Health Insurance (JKN).

### HISTORY ARTICLE

Received: July 15<sup>th</sup>, 2024

Accepted: June 8<sup>th</sup>, 2025

### KEYWORDS

health promotion, nutrition, zero stunting;

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**Cite this as:** Katmini, K., & Yunita, A. (2025). Strategy and Role of Health Promotion in Stunting Prevention: Literature Review. *Interest: Jurnal Ilmu Kesehatan*, 14(1), 19–26. <https://doi.org/10.37341/interest.v14i1.651>

## INTRODUCTION

Health promotion in Indonesia was previously known as Health Extension. The change in the term Health Education to Health Promotion was influenced by developments in the world due to the emergence of the International Conference on Prevention (prevention) in 1986 in Canada, known as the Ottawa Charter. According to Green 1984, "Health Promotion is any form of a combination of health education and

interventions related to economics, politics, and organizations designed to facilitate changes in behavior and an environment that is conducive to the environment.

Based on the WHO decision in 1994, there are three parts to the health promotion strategy, namely Advocacy. Advocacy is an effort to convince other people or people who can help or support something they want. In health promotion, advocacy is an effort to approach decision-makers or policymakers at various levels and departments. With this approach, it is hoped that policy or decision-makers will be able to support the health program that will be implemented. These forms of support can take the form of laws, regulations, decrees, formal instructions, and so on. The advocacy process can be done in two ways, namely formal and informal.

**Social Support (Social Support)** The social support strategy is an effort to seek social support through several figures who already exist in society, both formal and informal community figures. Social support aims to make community leaders become bridges that connect the health sector with health program recipients in the sense of society. Through these community figures, it is hoped that the community will be willing and able to accept the introduction or socialization of all health programs that will be provided.

**Empowerment (Community Empowerment)** Community Empowerment is a health promotion effort that focuses on the community directly. Community empowerment aims to create the community's ability to maintain and improve their health independently. Community empowerment is also a process of enabling people to gain greater control over decisions and actions that affect their health, mobilize vulnerable individuals and groups by strengthening their basic life skills, and increase their influence on underlying social and economic conditions.

Stunting is an outcome of nutritional status that occurs if a child has a body length or height less than a standard deviation (SD) compared to the population average (Helmyati, 2019). Stunting is not only short but provides information about linear growth disorders over a long period of years. In general, stunting has been used as a reference to measure people's nutritional status. If the prevalence of toddlers suffering from stunting in an area is high, then it can be ascertained that the area is experiencing general development problems, such as education, health, poverty, lack of clean water, and so on (Yuningsih, 2019).

The prevalence of stunting in Indonesia tends to fluctuate from year to year. Increased in the 2010-2013 period, then decreased in the 2014-2018 period. Furthermore, in 2021 the results of the Indonesian Nutrition Status Survey (SSGI) showed a decrease in prevalence from 3.3% to 24.4%, and in 2022 it fell to 21.6%. However, this figure is still not in accordance with WHO standards which target less than 20%.

For this reason, the government is trying to reduce the stunting rate to 17% in 2023 and 14% in 2024 (Rokom, 2023). Toddlers who experience stunting will have a less-than-ideal level of intelligence, be more susceptible to illness, and may be less productive in later life. Stunting in general will ultimately hamper economic growth, increase poverty, and worsen inequality.

## **MATERIALS AND METHODS**

In writing this literature review article, literature searches were conducted systematically using various scientific databases such as PubMed, ScienceDirect, and Google Scholar. The keywords used were adjusted to the research topic, including

stunting, health promotion, and prevention. Inclusion criteria included articles published within the last five years (2019-2024), written in English or Indonesian, and directly addressing the topic under review. Articles that were not available in full text, were duplicative, or not relevant to the focus of the review were excluded from the analysis.

Literature that met the criteria was then qualitatively analyzed to identify key findings, research gaps, and emerging trends and patterns from previous studies. At the beginning of the article search, the authors found 65 articles, then selected according to the criteria to 24 articles, then narrowed down to 5 articles.

RESULTS

From several articles that have been searched using keywords, the following results were obtained.

Table1. Summary of Article Findings

Writer's Name	Research Title	Research Methods And Results
(Cahyati et al., 2023)	Stunting Prevention Efforts Towards Zero Stunting Through Counseling and Distribution of Stunting Books	The method used is qualitative with a descriptive approach. Data collection techniques used are literature studies, assessments, interviews, and observations. Based on the implementation of the program, it was found that the implications tended to be positive and that all indicators of success were well achieved.
(Alamsyah & Widyastutik, 2022)	The Effect of Health Promotion Using the Peer Education Method on Knowledge and Attitude of Pregnant Women in Stunting Prevention in Batunadua Health Center Working Area Padang Sidempuan City 2023	Method: This type of research is pre-experimental design with one group pretest-posttest design. All pregnant women in the first trimester and second trimester in the Batunadua health center working area, totaling 67 people. The sampling technique in this research uses a total sampling technique, namely a sample determination technique with the entire number of samples equal to the entire population using the Kolmogorov-Smirnova data normality test and the analysis test using the Wilcoxon test. Results: The results of the research showed that from the Wilcoxon test results it was found that the knowledge of pregnant women before and after the intervention had increased in average value from 8.24 to 13.55

Writer's Name	Research Title	Research Methods And Results
		with a significant value of $p=0.000 < 0.005$ and the attitude of pregnant women before and after the intervention had increased. The average value is from 29.09 to 37.13 with a significant value of $p = 0.000 < 0.005$
(Panji et al., 2022)	The Influence of Leting Media (Stunting Booklet) on Adolescents' Knowledge and Attitudes About Stunting	<p>Method: This type of research is Pre Experimental with research one group pretest-posttest design. The sample in this study were students of SMKN 5 Bengkulu City, totaling 32 people using purposive sampling technique. Data analysis in this study used the Wilcoxon signed rank test..</p> <p>Result: The results of the study obtained the average knowledge before 11.06 and after 13.88 while the average attitude before and after was 43.72 55.75. The results of the Wilcoxon signed rank test obtained p value = <math>0.000 &lt; 0.005</math> which shows that there is an influence of LETING media on knowledge and attitudes about stunting in adolescents at SMKN 5 Bengkulu City.</p>
(Murti, 2022)	The Influence of Health Promotion Efforts, Public Health Behavior, and Stunting Prevention on the Occurrence of Stunting Cases in the Locus Stunting Subdistrict, Bandung City	<p>Methods: This type of research is observational with survey methods and cross sectional approach. The research instrument used a questionnaire on 300 mothers of children under five who had stunted toddlers in the stunting locus sub-district, Bandung City. Primary and secondary data were processed and analyzed quantitatively using univariate, bivariate and multivariate methods, using regression analysis, the significance of which was determined by the p value <math>&lt; 0.05</math>.</p> <p>Results: There is a significant</p>

Writer's Name	Research Title	Research Methods And Results
		relationship between health promotion (p-value = 0.267), health behavior (p-value = 0.272) and stunting prevention efforts (p-value = 0.352) on stunting incidents.
Tatang.M, Suminar.JR (2021)	Factors for the Success of the "Gempur Stunting" Health Promotion Program in Handling Stunting at the Rancakalong Sumedang Community Health Center	This research was conducted to determine the success factors of the "Gempur Stunting" health promotion. The results showed that reducing the highest stunting prevalence rate in Sumedang was due to the following supporting factors: (1) variations in community-based activities; (2) Good collaboration and coordination between related sectors, and (3) Reliability of the stunting-fighting health promotion program.

## DISCUSSION

In order to realize Advanced Indonesia 2045, every problem faced by this nation must be overcome together. One of the problems currently being faced is stunting. Stunting is an outcome of nutritional status that occurs when a child has a body length or height less than a standard deviation (SD) compared to the population average.

Stunting is not only short but provides information about linear growth disorders over a long period of years. In general, stunting has been used as a reference to measure people's nutritional status. If the prevalence of toddlers suffering from stunting in an area is high, then it can be ascertained that the area is experiencing general development problems, such as education, health, poverty, lack of clean water, and so on (Helmyati et al., 2019).

The prevalence of stunting in Indonesia tends to fluctuate from year to year. Increased in the 2010-2013 period, then decreased in the 2014-2018 period. Furthermore, in 2021 the results of the Indonesian Nutrition Status Survey (SSGI) showed a decrease in prevalence from 3.3% to 24.4%, and in 2022 it fell to 21.6%. However, this figure is still not by WHO standards which targets less than 20%. For this reason, the government is trying to reduce the stunting rate to 17% in 2023 and 14% in 2024 (Rokom, 2023).

Toddlers who experience stunting will have a less-than-ideal level of intelligence, be more susceptible to illness, and may be less productive in later life. Stunting in general will ultimately hamper economic growth, increase poverty, and worsen inequality (Djauhari, 2017). Based on Minister of Health Regulation 74 of 2015 concerning Efforts to Improve and Control Disease, health promotion must be carried out in the form of developing health-oriented public policies, creating a conducive environment, strengthening community movements, developing individual abilities, and restructuring the direction of health services.

Carried out with community empowerment, advocacy, and partnership strategies supported by appropriate methods and media, valid and accurate data, and optimal resources including professional human resources (Negeri & Tuntungan, 2022). One effort that can be made to prevent stunting is through preventive and promotive efforts through health promotion. Health promotion is health education that is planned and dynamic in nature.

This health promotion process aims to change behavior through increasing a person's skills, knowledge, abilities, and attitudes related to changing lifestyles towards a healthier direction, changes which are expected to be applied on an individual to community scale, as well as implementing health programs. There is a change in a person from not knowing to knowing and from not being able to do to be able so this change is a characteristic of someone who is carrying out a learning process (Widiyanto et al., 2019). Media is a means of conveying messages to targets so that they are easily understood by the target/target party.

Health promotion media are all means or efforts to display messages or information that the communicator wants to convey, whether through print, electronic, or outdoor media, so that targets can increase their knowledge which ultimately is expected to change their behavior in a positive direction towards their health. The health promotion media model is a manifestation of the need for health education in society. The health promotion media models obtained according to community needs according to local wisdom are posters and demonstrations of how to make food according to the age of toddlers and local food ingredients (Purnamaningrum et al., 2022).

Posters are a visual combination of strong design, with colors and messages with the intention of capturing the attention of passersby, but long enough to imprint meaningful ideas in memory. In writing the literature review article entitled “Strategy and Role of Health Promotion in Stunting Prevention: Literature Review”, literature searches were conducted systematically through scientific databases such as PubMed, ScienceDirect, and Google Scholar using relevant keywords such as ‘health promotion’, ‘stunting prevention’, ‘public health strategy’, and ‘nutrition education’. The articles reviewed were selected based on the inclusion criteria of being published within 2019-2024, written in English or Indonesian, available in full text, and directly addressing health promotion strategies in stunting prevention.

Articles that were duplicates, not relevant to the focus of the review, or not available in full text were excluded from the analysis. The selected literature was analyzed qualitatively to identify strategic approaches, cross-sectoral roles, and the effectiveness of health promotion interventions in reducing stunting. Limitations of this review include limited access to some paid articles potential publication bias, and no meta- or quantitative analysis.

Therefore, it is recommended that future studies conduct a more in-depth quantitative analysis of the effectiveness of health promotion programs, as well as explore local contextual and participatory approaches to stunting prevention.

## CONCLUSION

Stunting occurs when a child's physical growth is hampered due to a lack of adequate nutritional intake and a lack of important substances for growth. For this reason, integrated solutions are needed. The implementation of health promotion strategies in handling stunting needs to be optimized in terms of advocacy, social support, and community empowerment. With the promulgation of the Government



policy related to handling stunting (Presidential Regulation (Perpres) Number 72 of 2021 concerning the Acceleration of Reducing Stunting), it is hoped that it can be used as a guideline and strategy to accelerate the reduction of stunting in Indonesia.

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