

RINGKASAN

Penelitian ini mengkaji strategi penanggulangan stunting di Kelurahan Teluk, Kecamatan Purwokerto Selatan, Kabupaten Banyumas, yang dilaksanakan melalui kolaborasi lintas sektor antara pemerintah kelurahan, PLKB, tenaga kesehatan, kader, dan masyarakat. Tingginya prevalensi stunting di Kabupaten Banyumas pada Februari 2023 yang mencapai 11,35% menjadikan Kelurahan Teluk sebagai salah satu wilayah prioritas penanganan stunting. Oleh karena itu, penelitian ini bertujuan untuk menganalisis strategi penanggulangan stunting di tingkat kelurahan dengan menggunakan pendekatan analisis SWOT. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Informan dipilih secara purposive sampling yang melibatkan empat informan kunci, yaitu PLT Kelurahan Teluk, Koordinator PLKB, Ahli Gizi Puskesmas Purwokerto Selatan, dan orang tua balita stunting. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi, kemudian dianalisis melalui tahapan pengorganisasian, pengklasifikasian, interpretasi, dan penyajian data. Hasil penelitian menunjukkan bahwa strategi penanggulangan stunting di Kelurahan Teluk didukung oleh ketersediaan sumber daya manusia, kolaborasi lintas sektor, serta pelaksanaan program PMT, edukasi gizi, dan layanan klinik gizi. Namun, implementasinya masih menghadapi kendala berupa keterbatasan jangkauan layanan, rendahnya pemahaman gizi orang tua, dan sistem monitoring yang belum terintegrasi. Peluang penguatan strategi terletak pada optimalisasi edukasi gizi berbasis media, penguatan koordinasi lintas sektor, perluasan akses layanan, dan pemanfaatan pangan lokal bergizi, sementara ancaman utama berasal dari keterbatasan ekonomi masyarakat, fluktuasi partisipasi, persepsi biaya layanan kesehatan, dan perubahan pola konsumsi, sehingga diperlukan strategi penanggulangan stunting yang terintegrasi dan berkelanjutan.

Kata Kunci : Strategi Penanggulangan Stunting, Analisis SWOT, Kelurahan Teluk, Kolaborasi Lintas Sektor

ABSTRACT

This study examines stunting prevention strategies in Teluk Sub-district, South Purwokerto District, Banyumas Regency, implemented through cross-sectoral collaboration among sub-district government, Family Planning Field Officers (PLKB), health workers, cadres, and the community. The high prevalence of stunting in Banyumas Regency in February 2023, which reached 11.35%, has made Teluk Sub-district one of the priority areas for stunting intervention. Therefore, this study aims to analyze stunting prevention strategies at the sub-district level using a SWOT analysis approach. This research employs a qualitative method with a descriptive approach. Informants were selected through purposive sampling involving four key informants: the Acting Head of Teluk Sub-district, PLKB Coordinator, Nutritionist of South Purwokerto Community Health Center, and parents of stunted toddlers. Data were collected through in-depth interviews, observation, and documentation, then analyzed through stages of organization, classification, interpretation, and data presentation. The research findings indicate that stunting prevention strategies in Teluk Sub-district are supported by the availability of human resources, cross-sectoral collaboration, and the implementation of supplementary feeding programs, nutrition education, and nutrition clinic services. However, implementation still faces obstacles in the form of limited service coverage, low parental nutrition knowledge, and an unintegrated monitoring system. Opportunities for strengthening the strategy lie in optimizing media-based nutrition education, strengthening cross-sectoral coordination, expanding service access, and utilizing nutritious local food, while the main threats stem from the community's economic limitations, fluctuating participation, perception of healthcare service costs, and changing consumption patterns, thus requiring integrated and sustainable stunting prevention strategies.

Keywords: Stunting Prevention Strategy, SWOT Analysis, Teluk Sub-district, Cross-Sectoral Collaboration