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## KAMPANYE PARTISIPATORY ANTI STUNTING DENGAN MENGGUNAKAN SOSIAL MEDIA TIKTOK DI JAWA TIMUR

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### ABSTRACT

Paper ini menjelaskan mengenai *Model Participatory Actions Research* ( Penelitian Tindakan ) sebagai salah satu metode penelitian dalam kegiatan pemberdayaan masyarakat dalam upaya penurunan angka stunting di Jawa Timur. Penelitian ini melibatkan Partisipasi masyarakat secara aktif berupa pembuatan video tiktok yang berisi ajakan kepada warga untuk melakukan berbagai Tindakan pencegahan stunting. Sampel yang digunakan berupa 360 video tiktok yang dibuat oleh warga desa dari 180 desa di 18 Kabupaten di Jawa Timur. Masing-masing sampel akan ditabulasi dari aspek demografis, konten video, dan sumber daya yang dibutuhkan untuk memproduksi video. Hasil tabulasi akan dianalisis dengan menggunakan *model Participatory Action Research* untuk menentukan tingkat partisipasi masyarakat apakah sudah sampai tingkat subyek, pelaku, atau pemimpin kampanye. Model partisipatory Action Research ini berkaitan dengan penelitian tindakan yang akan menghasilkan formula yang sesuai dengan bentuk partisipasi masyarakat dalam melakukan upaya penurunan angka stunting.

**Kata kunci:** Participatory Action Research, kampanye, anti stunting, warga desa

### ABSTRACT

*This paper explains about Participatory Actions Research model as one of the method study in activity empowerment community in efforts to reduce stunting rates in East Java. This study involves community participation to be active in the form of making a tiktok video containing an invitation to residents to take various stunting prevention actions . The sample used were 360 tiktok videos made by villagers from 180 villages in 18 districts in East Java. Each sample will be tabulated by the demographic aspect, video content, and resources needed to produce the video. The tabulation results will be analyzed using Participatory Action Research model to determine the level of community participation, whether it has reached the level of subjects, actors, or campaign leaders. This participatory Action Research model related to Action research is produced by the appropriate formula with form participation Public in to do effort drop stunting rate.*

**Keywords:** Participatory Action Research, campaign, anti stunting, villagers, SDGs, bs undernutrition

### PENDAHULUAN

*Stunting* adalah kondisi Ketika anak usia dibawah 5 tahun ( balita ) yang memiliki panjang atau tinggi kurang dari normal. Stunting tidak dapat diubah karena nutrisi yang tidak memadai dan infeksi yang berulang selama 1000 hari pertama kehidupan. Stunting pada masa kanak-kanak adalah salah satu hambatan paling signifikan bagi perkembangan manusia. Secara global sekitar 162 juta balita terkena *stunting*. *Stunting* akan menyebabkan penurunan kognitif dan perkembangan fisik yang lambat. Stunting pada anak memiliki konsekuensi secara langsung

dan berlangsung dalam jangka Panjang termasuk dengan peningkatan morbiditas, mortalitas dan berdampak pada perkembangan anak tentunya hal tersebut akan berdampak pula pada pembangunan ekonomi. (Laksono et al., 2022)

Prevalensi *stunting* di Indonesia berada pada angka 24,4 % angka tersebut tentunya mengalami penurunan dari tahun 2018 sebesar 30,8 % hal tersebut merupakan hasil kerja keras dari pemerintah Bersama tenaga Kesehatan dan promotor Kesehatan dalam mengupayakan penurunan angka stunting melalui program dan edukasi kepada masyarakat. ( SSGI, 2021 )

Upaya yang dapat dilakukan dalam penurunan angka stunting yaitu dengan melakukan Pemberdayaan Masyarakat, Pemberdayaan masyarakat dapat didefinisikan sebagai tindakan, komunitas didalam masyarakat mengorganisasikan diri dalam membuat perencanaan dan tindakan untuk memecahkan masalah sosial untuk memenuhi kebutuhan sosial sesuai dengan kemampuan dan sumberdaya yang dimilikinya (Mu'Izzuddin, 2017) Pemberdayaan Masyarakat menjadi program utama dalam melakukan pembangunan desa (Sulaiman Iman et al., 2019)

Pemberdayaan Masyarakat Desa adalah salah satu bentuk upaya mengembangkan kemandirian dan kesejahteraan masyarakat dengan meningkatkan pengetahuan, sikap, keterampilan, perilaku, kemampuan, kesadaran, serta memanfaatkan sumber daya melalui penetapan kebijakan, program, kegiatan dan pendampingan yang sesuai dengan esensi prioritas masalah masyarakat desa. (Mu'Izzuddin, 2017)

Pembangunan yang baik adalah pembangunan yang berbasis partisipasi, partisipasi menjadi elemen penting dalam penyelenggaraan pemerintah dan pembangunan pada era demokrasi ( Gaventa 2005;(Hudayana et al., 2019)) Paradigma pembangunan bersifat dari bawah ke atas, artinya Partisipasi aktif dari masyarakat menjadi sebuah landasan pada program pembangunan yang bersifat dari bawah ke atas. Dimana masyarakat dijadikan sebagai subjek pembangunan bukan lagi menjadi objek pembangunan. Masyarakat diikut sertakan dalam menentukan berbagai kegiatan pembangunan dan pengelolaan program. (Rahmat & Mirnawati, 2019) partisipasi yang berlandaskan pada partisipasi aktif dari lapisan masyarakat di desa yaitu dimulai dari perencanaan, pelaksanaan, sumber dana dan evaluasi ( Rinawati, 2006 :(Sulaiman Iman et al., 2019)) bidang kesehatan tentunya partisipasi masyarakat menjadi tujuan utama dalam pelaksanaan pemberdayaan masyarakat, dimana melalui partisipasi ini maka pengetahuan, keterampilan, sikap masyarakat, dan perilaku hidup bersih dan sehat masyarakat dapat meningkat sehingga akan memberikan dampak positif pada derajat kesehatan masyarakat Indonesia.

Berdasarkan hal tersebut, peneliti tertarik untuk melakukankajian mengenai pemberdayaan

masyarakat di 180 kelurahan/desa di 18 Kabupaten dalam upaya penurunan angka stunting di wilayah Jawa Timur.

## METODE PENELITIAN

Penelitian ini menggunakan metode kualitatif yaitu menggunakan *model Participatory Action Research* ( PAR ) yaitu penelitian yang melibatkan partisipasi masyarakat dalam melakukan tindakan untuk mengatasi masalah yang terjadi di wilayahnya.

*Participatory Actions Research* ( PAR ) secara umum langkah awal yang harus dilakukan yaitu membentuk tim PAR yang terdiri dari PIC dan mahasiswa, yang kemudian tim PAR turun ke lapangan melakukan inkulturasi antara tim peneliti dan masyarakat, dengan rentang waktu pendekatan minimal 1 bulan, dengan harapan tim berbaur bersama masyarakat, dan proses penerimaan dari masyarakat adalah satu hal yang penting dalam penelitian PAR karena *Participatory action research* membutuhkan partisipasi masyarakat dalam mengidentifikasi masalah sampai dengan memberikan solusi tindakan dalam menangani masalah yang ada di lingkungannya. Konsep Model PAR ini adalah melibatkan masyarakat tidak hanya sebagai objek, melainkan sebagai subjek bahkan sebagai pemimpin dalam aksi tindakan kampanye anti stunting.

Metode PAR pada penelitian ini digunakan dengan melibatkan masyarakat dalam melakukan tindakan dalam menurunkan angka stunting yang ada di setiap desa melalui tindakan berupa pembuatan video tiktok. Lokasi penelitian di 180 Kelurahan/Desa di 18 Kabupaten/kota di Jawa Timur yang melibatkan mahasiswa-mahasiswa dari 20 Perguruan Tinggi di Jawa Timur sebagai Fasilitator yang memberikan pelatihan kepada masyarakat setempat dan mendampingi masyarakat.

## HASIL DAN PEMBAHASAN

### Proses Penelitian

Peneliti melakukan penelitian dengan menggunakan metode *Participatory Action Research* ( PAR ) dengan melibatkan mahasiswa sebagai fasilitator dan Masyarakat sebagai partisipasi aktif sebagai bentuk upaya dalam

penurunan angka stunting. Adapun proses tahapan penelitian yaitu : 1. Menentukan konsep dan teknis kegiatan 2. Membagi mahasiswa ke 180 desa di 18 kabupaten di Jawa timur 3. Melakukan pelatihan dan pembekalan kepada mahasiswa peserta MBKM Desa Emas terkait materi Kampanye Anti stunting secara partisipatoris 4. Mahasiswa melakukan pengenalan, pendekatan dan observasi kepada masyarakat di wilayah setempat 5. Mahasiswa melakukan pelatihan dan pendampingan kepada peserta ( masyarakat setempat ) terkait kampanye anti stunting secara partisipatoris.

Studi pendahuluan sangat penting dilakukan dalam proses penelitian participatory action research untuk mengkaji pemberdayaan masyarakat desa yaitu dengan adanya penerimaan, dukungan dan keterlibatan masyarakat desa setempat (Sulaiman Iman et al., 2019) Mahasiswa sebagai fasilitator tidak hanya sebatas memberikan pelatihan tetapi perlu menjalin kedekatan dan terus memelihara hubungan yang baik dengan masyarakat yang mana mereka adalah subjek penelitian ini. Kedekatan dan adanya penerimaan dari masyarakat tentunya akan berdampak positif pada proses penelitian. Dimana harapannya masyarakat turut berpartisipasi aktif dalam melakukan perencanaan, pelaksanaan sampai dengan monitoring dan evaluasi. partisipasi masyarakat pada kegiatan ini dalam bentuk pembuatan video tiktok mengenai topik stunting yang bisa berupa edukasi penanganan dan pencegahan stunting.

McIntyre (2008 ) dalam (Sulaiman Iman et al., 2019) menegaskan bahwa Participatory Action Research merupakan model penelitian yang ideal bagi peneliti yang berkomitmen untuk mengembangkan program penelitian Bersama masyarakat sebagai pelaku , subjek penelitian dan bahkan aktor kampanye. ( Adi Iman , 2019)

## HASIL DAN PEMBAHASAN

Pelaksanaan metode Participatory Action Research ( PAR ) melibatkan masyarakat setempat dalam pelaksanaan penelitian , ada tiga kegiatan dasar yaitu melalui partisipasi aktif yaitu

masyarakat yang secara aktif melakukan inisiatif dan dibimbing oleh cara mereka berfikir dengan menggunakan sarana dan prasarana yang ada, kaji tindak mencakup dihasilkannya pengetahuan baru dalam rangka pemecahan masalah atau perbaikan terhadap pemecahan masalah, ( Elden dan Chisholm, 1993 dalam (Muhammad Iqbal et al., 2007) dan perubahan sosial di dalam masyarakat. Kegiatan PAR tidak memisahkan antara peneliti dan masyarakat yang diamati melainkan melebur ke dalamnya dan bekerja sama dalam melaksanakan PAR.

Fenomena pada saat ini yaitu Aplikasi TIKTOK yang sedang muncul dan diunduh oleh jutaan orang dari belahan dunia manapun merupakan aplikasi yang memiliki beberapa fungsi diantaranya fitur video yang bisa diakses oleh siapa saja dan dengan mudah disebar luaskan sehingga dapat membuat pengunggah viral , selain itu aplikasi tiktok juga bisa dijadikan pasar bagi pelaku usaha dalam melakukan penjualan dan hal tersebut memberikan dampak positif terhadap presentase penjualan, bseiring berjalannya waktu fungsi dari aplikasi tiktok juga dimanfaatkan bagi tenaga Kesehatan, promotor Kesehatan dan sejawat dalam memberikan edukasi pencegahan dan penanganan suatu masalah Kesehatan.

Pada tahap pelaksanaan, kegiatan pertama yang dilakukan adalah memberikan pelatihan kepada mahasiswa yang terbentuk sebanyak 300 orang dengan tujuan agar mahasiswa mampu melakukan PAR dengan baik dan mendampingi masyarakat sampai dengan aksi tindakan terlaksana. Setelah mahasiswa mendapatkan pelatihan maka mahasiswa yang terbentuk sebagai tim PAR turun ke lapangan berbaur dengan masyarakat dan mendorong masyarakat untuk berpartisipasi secara aktif dalam menyelesaikan masalah stunting di wilayahnya. Tim PAR diberikan waktu 1 bulan untuk bisa berbaur sekaligus mendampingi dalam proses pembuatan video tiktok.

Pada tanggal 8 November 2022, sudah terkumpul video tiktok yang dibuat oleh masyarakat sebanyak 234 video dari 18 kabupaten di Jawa timur yang mengirimkan.





**Gambar 2.** Diagram presentase video tiktok yang masuk pertanggal 8 November 2022

Berdasarkan gambar 2 menunjukkan bahwa pertanggal 8 November 2022 presentase video tiktok yang masuk sebesar 78 % dari 360 video yang diharapkan masuk. Ini menjadi indikator keberhasilan dari metode PAR dalam melakukan pemberdayaan masyarakat. Hal ini sejalan dengan konsep dari metode *Participatory Action research*, dimana PAR berbicara mengenai berhasil atau tidak berhasil.

Dapat dikatakan berhasil apabila rencana aksi dan masyarakat berhasil berdaya. Kesesuaian konten video tiktok dengan masalah yang diangkat menjadi salah satu indikator keberhasilan dari metode PAR ini didalam memobilisasi masyarakat sampai dengan munculnya perubahan sosial di wilayahnya, berikut beberapa hasil karya video tiktok yang telah dibuat oleh masyarakat yang didampingi oleh tim PAR.



**Gambar 3.** Video kampanye anti stunting di desa Toyomarto.



**Gambar 4.** Video kampanye anti stunting di desa gondang legi wetan.



**Gambar 5.** Kampanye anti stunting di Pangeranan

**Gambar 3.** Video kampanye anti stunting di desa Toyomarto.

**Gambar 5.** Kampanye anti stunting di Pangeranan



**Gambar 6.** Video kampanye anti stunting di desa Rambipuji

Gambar 3-6 menunjukkan video kampanye anti stunting yang dibuat oleh masyarakat Bersama tim PAR sebagai tindakan dalam menangani masalah stunting yang terjadi di wilayah tersebut. Dari berbagai video kampanye yang telah dibuat menunjukkan berbagai konsep yang dilakukan pada video tersebut Dampak dari kegiatan kaji tindak ini adalah terwujudnya kemandirian masyarakat dalam memecahkan masalah yang ada di sekitarnya.

## KESIMPULAN

Tujuan dari pemberdayaan masyarakat adalah memampukan dan memandirikan masyarakat dari kemiskinan, keterbelakangan dan ketidakberdayaan. Begitupun dengan pemberdayaan masyarakat desa merupakan upaya meningkatkan taraf hidup dan kesejahteraan masyarakat melalui kebijakan, kegiatan yang sesuai dengan esensi masalah dan prioritas kebutuhan masyarakat. Model Participatory Action Research ini digunakan secara efektif dalam kajian maupun aksi memobilisasi masyarakat untuk melakukan kampanye Kesehatan dalam hal ini luaran yang terwujud adalah adanya kesadaran dari masyarakat untuk melakukan pencegahan stunting.

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