

ABSTRACT

Indonesia as a developing country is facing a major challenge in terms of health problems, namely stunting. There are 514 regencies/cities that have been designated as national stunting intervention locus in 2022. One of the areas included as a locus is Lima Puluh Kota regency with stunting prevalence 28.2%. As a result of the percentage exceeding WHO standards, the government of Lima Puluh Kota regency collaborate with the stunting locus Nagari Sungai Naniang took the initiative to create an innovative social campaign program namely Gerakan Seribu Untuk Stunting (GERBUTING). This study aims to analyze the government's communication strategy in an effort to accelerate zero stunting in Lima Puluh Kota regency through identification of strategic planning, strategy implementation and strategy evaluation. The research method used is descriptive qualitative with a case study approach. The results of this study indicate that the government of Lima Puluh Kota regency has succeeded in reducing the number of children indicated to be stunted by providing education and understanding through the GERBUTING follow-up program. At the planning stage, the government chose a participatory approach to the community by holding socialization forums. Furthermore, in the implementation stage, the government succeeded in realizing the GERBUTING program and the GERBUTING follow-up program in collaboration with various agencies to become resource persons in efforts to handle and prevent stunting, namely the EMO DEMO education class, parenting class, and PMT. Finally, at the evaluation stage, the government conducts program evaluations and management evaluations to measure the success of program implementation as a benchmark for further decisions.

Keyword : *Communication Strategy, Government, Social Campaign, Stunting.*