

ABSTRACT

The phenomenon of malnutrition is a threat to developing countries like Indonesia, which has the fourth most population in the world. One condition of malnutrition that needs attention now is stunting. Having sufficient awareness and understanding of the importance of fulfilling nutrition is important for Indonesia which is predicted to experience a demographic bonus in 2030 to improve the quality of human resources and prevent stunting. This study aims to determine the communication strategy of planning, implementation and evaluation of the Genbest program conducted by the Ministry of Communication and Information Technology in order to reduce the prevalence of stunting in Indonesia. This study uses qualitative methods with constructivist paradigms. The results of this study are the communication strategies carried out by the Ministry of Communication and Informatics has succeeded in increasing public awareness and understanding of stunting. In the planning stage, the Ministry of Communication and Informatics managed to choose the right media to use based on the results of regional surveys and by looking at health and non-health factors from stunting problems. During the implementation phase, the Ministry of Communication and Informatics succeeded in realizing the Genbest program to priority areas by developing programs carried out on social media, mass media and print media to increase public awareness. On the evaluation phase, the Ministry of Communication and Informatics prepares specific program objectives and can be measured through data collection methods that will be used in making further decisions.

Keyword: communication strategy, stunting, Genbest program, Ministry of Communication and Informatics