

ABSTRACT

This study aims to analyze the approach strategies implemented by the Office of Population Control and Family Planning of Bandung City in the Family Mentoring Program for Stunting-Risk Families. This research employed a descriptive qualitative method through in-depth interviews, observation, and verified documentation. The findings reveal that the stakeholder approach was chosen to optimize resource utilization, efficiently divide roles, and broaden the program's target coverage in a comprehensive and sustainable manner. Development communication strategies were implemented through regular training, focus group discussions, joint module preparation, and the use of open communication channels to align the understanding of all parties involved. Structured collaboration between the DPPKB, health cadres, midwives, and community leaders proved effective, as evidenced by the decrease in stunting-risk families from 266,345 in 2022 to 144,077 in 2023. These results demonstrate that program success depends not only on intervention materials but also on well-designed communication strategies, active involvement, close partnerships, mutual trust, shared commitment, and consistent contributions from all parties.

Keywords: *Stunting, Stakeholder Approach, Communication Strategy, Participation.*