

ABSTRACT

This study aims to analyze the health communication strategies implemented by Posyandu cadres in reducing stunting rates in Besuk Agung Village, with a focus on supporting and inhibiting factors in communication effectiveness. This study is qualitative with a descriptive approach. Data collection techniques include in-depth interviews, observation, and documentation of key informants (Posyandu cadres) and supporting informants (mothers of toddlers and experts). The results show that the communication strategy was carried out systematically through five main elements: communicators (credible cadres), messages (educational and persuasive), media (Maternal and Child Health books, Menuju Sehat Cards, WhatsApp, mosque loudspeakers and village office loudspeakers), targets (mothers of toddlers with a participatory approach), and impact (increased maternal awareness and behavior). The success of this strategy is supported by seven main factors: cadre credibility, communication context, relevant content, message clarity, communication continuity, audience capabilities, and message distribution channels. However, seven inhibiting factors were also found, such as technical, semantic, psychological, physical, mindset, and cultural barriers. This study shows that the success of health communication strategies depends heavily on the cadres' ability to adapt to the community's sociocultural conditions and overcome existing barriers. These findings highlight the importance of adapting communication strategies that focus on local context, personal relationships, and program sustainability for the success of stunting reduction programs in villages.

Keywords: *Health Communication Strategy, Posyandu Cadres, Stunting, Besuk Agung Village, Supporting and Inhibiting Factors of Communication Strategy*