BKKBN COMMUNICATION STRATEGY ON ELSIMIL APPLICATION AS A MEDIA FOR STUNTING PREVENTION IN INDONESIA

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ABSTRACT. Stunting is a national issue that must be resolved because it has an impact on the quality of Indonesia's human resources in the future. Stunting handling efforts are regulated in accordance with the mandate of Indonesia Presidential Regulation Number 72 of 2021 concerning the Acceleration of Stunting Reduction. As a strategy to reduce stunting from upstream, National Population and Family Planning Institution or BKKBN (re: Badan Kependudukan dan Keluarga Berencana Nasional) is an institution in charge of controlling and administering family planning released the Elsimil application (re: Aplikasi Elektronik Siap Nikah dan Hamil) for pre-marriage and pregnancy, which is a health screening method for bride and groom to be in 3 months before marriage. The purpose of this study is to find out how the Elsimil application is an effort to prevent stunting in terms of planning and implementation. The research method used is a qualitative approach to explain how BKKBN Communication strategy on the Elsimil application as a preventive medium for dealing with stunting problems. With a target of teenagers aged at least 21 years who are not married, it is hoped that this application can help reduce the stunting rate to 14% by 2024. The data sources are interviews and documentation studies. The results of the study show that the Elsimil application is currently still in the introduction (socialization) stage through the assistance of Genre Ambassadors (re: Generasi Berncana) or Generation Planning Community and TPK (re: Tim Pendamping Keluarga) or Family Assistance Team. The purpose of the Elsimil application is to screen bride and groom to be health conditions before marriage, provide health education with articles. And there is a questionnaire that produces an Elsimil certificate, namely scoring health eligibility before marriage. Later, Elsimil's certificate will be a requirement for marriage at KUA (re: Kantor Urusan Agama) or Office of Religious Affairs and the Ministry of Civil Registry Service (re: Dinas Kependudukan dan Pencatatan Sipil), but it is still in the process of being discussed by other several ministries.

KEYWORDS: strategy, communication strategy, socialization, stunting, elsimil

INTRODUCTION

The Indonesian government in 2021 stated that stunting is a priority issue or problem on a national scale. It is regulated in the mandate of Indonesia Presidential Regulation Number 72 of 2021 concerning the Acceleration of Stunting Reduction which is holistic, integrative, and quality through coordination, synergy, and synchronization among stakeholders. This regulation is the result of a follow-up to Presidential Regulation Number 42 of 2013 concerning the National Movement for the Acceleration of Nutrition Improvement. The government's commitment to overcoming this problem began when the stunting issue was included in the 2020-2024 National Medium-Term Development Plan (Re: Rencana Pembangunan Jangka Menengah Nasional). The target for decreasing the percentage of stunting in Indonesia is expected to drop significantly from 27.6 percent in 2019 with a target of 14 percent in 2024. The President of the Republic of Indonesia has delegated the Family Planning Institution or BKKBN (re: Badan Kependudukan dan Keluarga Berencana Nasional) under the coordination of the Minister for Human Development and Culture to become the coordinator of the implementation of the stunting reduction acceleration program in Indonesia. The chairman of BKKBN, Hasto
Wardoyo, said that the percentage of stunting in Indonesia in 2022 was still at 24.4 percent. This means that the stunting rate in Indonesia does not achieve the WHO (World Health Organization) standard, which is a maximum of 20 percent of the stunting rate.

The issue of stunting is a very complex problem because it is caused by various factors, especially the low level of public knowledge about the symptoms or characteristics of stunting and how to prevent it. People tend not to know the problem of stunting and its effects on child growth. A child's short stature is often considered normal, even though the impact of stunting on internal organ function, especially on neurocognition, has devastating consequences (Onis Branca, 2016). Based on the Pusdatin Bulletin Kemenkes (Ministry of Health, 2018) regarding the condition of children in Indonesia, the issue of stunting under five is mainly due to nutritional problems, namely the fulfillment of nutrition from an early age. Not only that, maternal health conditions also have an effect on giving birth to children in a stunting state. Indonesia is a country with a high percentage of stunting compared to other developed countries. Indonesia is in 17th position out of 117 countries around the world. Stunting children have stunted brains that affect the development of children and the quality of human resources. Because the impact of stunting is so large that the government Indonesia has launched several intervention programs for the prevention and management of stunting in an integrated manner by inviting collaboration across ministries and other government agencies.

One of the interventions launched by the government to accelerate the reduction of stunting is to ensure that every prospective pre-marital couples to be or prospective couples of childbearing age are in ideal conditions for marriage and pregnancy in terms of health. According to several studies, it is explained that the condition of the mother during pregnancy and childbirth is one of the main determinants of stunting. How old the mother is from pregnancy to delivery, lack of blood or anemia, low body mass index, and smoking habits and exposure to cigarette smoke can inhibit the growth and development of the fetus which results in stunting of the baby.

As a strategy to accelerate stunting reduction from upstream or from the beginning before marriage, BKKBN released the Elsimil Application (Electronic Application for Marriage and Pregnancy) which is useful for early detection of potential babies to be born by looking at the health condition of the prospective couples. Elsimil application functions include:

1. Applications with screening methods to detect risk factors for stunting in pre-marital couples
2. Connecting pre-marital couples to be with the TPK (re: Tim Pendamping Keluarga) or Family Assistance Team.
3. Channels or media for education about readiness for marriage and pregnancy on risk factors for stunting,
4. Application to monitor pre-marital couples to be in carrying out treatment to monitor bride and groom health and prepare for a health pregnancy.

Elsimil is a new innovation that uses technology that can be accessed on each device, accessible through the Play Store on Android and the App Store on iOS. The purpose of the ELSIMIL application is to carry out early detection of brie to be health to mitigate the risk of giving birth to stunting babies, through filling out questionnaires. related to several variables, namely: 1. Current age, 2. Body mass index = Body Weight(kg) (Height(m)), 3. Hemoglobin (Hb) level in the blood, 4. Upper arm circumference (LiLA) 5. Abdominal circumference, 6. Smoking behavior.

The Elsimil system will automatically score to determine whether the prospective couples to be questionnaire received Ideal (green) or Risky (Red) results through a Certificate or Elsimil Certificate. This application was launched at the end of 2021, through trials in several areas and began to be intensively introduced to the public in February 2022. The presence of the Elsimil application is a form of the government's seriousness in the target of reducing stunting to 14% by 2024. In this case, the BKKBN carries out various communication strategies to socialize stunting reduction with the Elsimil Application as a supporting media. Communication strategy is a series of plans, tactics and methods prepared to facilitate communication by paying attention to all components
in the communication process in order to achieve the desired communication goals (Abidin, 2015). By working with the community and various stakeholders, it is hoped that the goals of the Elsimil application can be achieved and on target.

LITERATURE REVIEW

Stunting - Stunting is a condition when there is failure of growth and development experienced by children at the age of toddlers due to lack of nutrition and nutritional intake for a long time, repeated infections, and inadequate psychosocial stimulation, especially in the first 1,000 days of life. Stunting has an impact on the low quality of human resources such as low cognitive abilities in children, increased risk of various non-communicable diseases and stunting conditions (short stature) that occur until adulthood. Therefore, stunting is a problem faced in efforts to improve the quality of human resources in taking advantage of the "window of opportunity" moment that will occur in 2030 - 2040 and which will become a Demographic Bonus so that a quality productive age population is needed. Indonesia still has a stunting prevalence rate above the standard tolerated by WHO, which is below 20 percent. According to the Indonesian Toddler Nutrition Status Survey or Survei Status Gizi Balita Indonesia (SSGBI, 2019), Indonesia still has a stunting prevalence rate higher than the maximum WHO standard of 20 percent. The prevalence rate of stunting in Indonesia reaches 27.67 percent, which will then decrease to 24.4 percent in 2021 according to the Indonesian Nutritional Status Study or Studi Status Gizi Indonesia (SSGI, 2021). Unfortunately, the majority of provinces or more than half of the total provinces in Indonesia have a prevalence rate that exceeds the national (more than 24.4 percent).

Health Communication - According to Thomas (in Wilujeng & Handaka, 2017) Health communication is the overall use of communication strategies to provide information and knowledge, health attitudes and behaviors that are implemented by the community. Health communication can contribute to all aspects of disease prevention and health promotion, increasing awareness of each community about issues, problems, risks, and solutions related to health (Rahmadiana, 2012). Health communication is often carried out in the form of (1) introduction of positive behavior, (2) providing health information through various media, and (3) health advocacy, namely assisting communities, groups, or mass media with the aim of introducing policies, regulations, and programs to renew health (Liliweri, 2013).

Communication Strategy - Communication strategy is a series of meanings such as a plan, tactic or way to achieve communication goals through various communication processes. Strategy has various planning (planning) and management (management) so that it is visionary (Effendy, 2014). Middleton said that communication strategy is all communication elements such as communicators, messages, media, communicants and effects that unite to achieve communication goals (Cangara, 2014). Determination of strategy in communication planning uses elements of communication, namely who says what, to whom through what channels, and what effects. This study uses elements of communication according to Lasswell which consists of several aspects, namely communicator, message, media, audience, and effects (Cangara, 2014):

1. Communicator; A communicator is a person or group of people who sends a message to another person. With the aim of influencing the attitudes, opinions and actions of others (Soemirat, 2014). Communicators are the main actors in communication activities because they have an important role to achieve communication goals.
2. Message; Messages are all meanings conveyed by communicators in the form of symbols in the form of verbal (oral and written) and non-verbal (body movements, tone of voice, eye glances, etc.) (Cangara, 2014).
3. Media; Media or communication channels are means used to convey messages from communicators to communicants (Soemirat, 2014). Media can be done face-to-face directly or using mass media to reach a wide audience, adapted to the purpose of communication.

4. Communicant; The communicant or audience is the recipient of the message from the source of the message, namely the communicator (Mulyana, 2012). In the process of receiving messages, the communicant is influenced by various factors, namely past experiences, values, knowledge, perceptions, mindsets, and feelings.

5. Effect; Effect is the final result (output) of receiving messages from communicators to communication (Mulyana, 2012). The effects of communication vary, namely increasing knowledge, changing attitudes, changing beliefs and changing behavior.

RESEARCH METHODS
This study used descriptive qualitative method. According to Bogdan and Taylorn in (Moleong, 2016), qualitative methods are research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior. The author collects data through observation, interviews and documentation studies. The author makes observations or direct observations about the Elsimil application. Then conducted an interview with one of the BKKBN staff and Genre Ambassadors. Research is also supported by documentation, namely supporting data such as articles, books and news.

DISCUSSION
Stunting is a national issue that is currently getting the government’s attention because it affects the quality of Human Resources. To answer this challenge, the National Population and Family Planning Institution or the National Population and Family Planning Agency (BKKBN) created an innovation to tackle stunting by developing an Electronic Application for Marriage and Pregnancy (Elsimil). In order for the purpose of creating Elsimil to be achieved and targeted, the BKKBN has a specific communication strategy which will be described below.

1. COMMUNICATION
In delivering messages to convey Elsimil to the public, the main communicators formed by the BKKBN are Genre Ambassadors (re: Generation Planning) or Generation Planning Community and TPK (re: Family Assistance Team) or Family Assistance Team. The communicator is the main component so that the BKKBN communication strategy, especially in preventing stunting and introducing Elsimil, can be implemented. TPK serves as a community companion for pre-marital couple when using the Elsimil application. Meanwhile, Genre Ambassadors play a role in socializing the Elsimil Application to unmarried teenagers.

Family Assistance Team or Family Assistance Team (TPK)
BKKBN formed a Family Assistance Team or called TPK (re: Tim Pendamping Keluarga) to reduce the stunting rate to 14 percent by 2024. The task of the TPK is to provide education to pre-marital couples to carry out health checks and find out health conditions before marriage using the Elsimil Application. So that it can detect early (preventive) the potential for the baby to be born by looking at the condition of the pre-marital couples, especially the mother-to-be. The BKKBN formed a Family Assistance Team so that each bride and groom would receive assistance from located in the same village/ district as their respective domicile area.

Family Assistance Team or Family Assistance Team (TPK) is a team consisting of midwives/nurses/other health workers serving as coordinators and medical service providers, Family Welfare and Empowerment Mobilizing Team or TP PKK (re: Tim Penggerak Pemberdayaan dan Kesejahteraan Keluarga) serving as movers and facilitators (mediators), and Family Planning Cadres or Kader KB (re: Kader Keluarga Berencana) in charge of recording and reporting assistance data. They work together to provide assistance to the bride and groom, which is 3 months before marriage. TPK's task is to guide bride to be to know and understand her health condition according to the screening results from Elsimil's questionnaire (assisted by a midwife or other health workers), to provide education about the efforts (treatments) that must be taken by the pre-marital couples improve their health condition, to connect the pre-marital couples with facilities health in an effort to improve their health condition.
The questionnaire results from the Elsimil application will serve as a guide for assistant officers to provide assistance to bride and groom. In addition to education, assistance is also carried out through interventions in the form of giving multivitamins or supplements, depending on pre-marital couple’s need.

**Generation Planning Ambassadors (Genre Ambassadors)**

Genre Ambassadors or Duta Genre is a program from the BKKBN to prepare life for teenagers through 4 substance program genres namely, population, reproductive health, preparation for family life and life skills. Genre Ambassadors, which consist of teenagers, have the ability to blend in with young people of the same age. So they are involved in socializing ways to prevent stunting, including the Elsimil Application. In commemoration of the 29th National Family Day, the BKKBN conducted socialization of Elsimil through the "SEPEKAN ELSIMIL" or weekly event about Elsimil where this activity has the aim of introducing what the Elsimil application is, preparing healthy teenagers to become prosperous families, and most importantly reducing stunting rates in Indonesia.

![Family Assistance Team](image)

![Elsimil Twibon on Instagram](image)

The following is a series of Elsimil Week activities with Genre Ambassadors throughout Indonesia:

**Day 1: 1 June 2022- Our Twibbon is Important for Indonesia**

In the context of preventing stunting, the BKKBN collaborates with Genre Indonesia to realize an elsimil week activity on social media that is carried out by all Indonesian youth by conducting online campaigns. With the theme "We are Important for Indonesia" (Re: Kita Penting untuk Indonesia)

**Day 2: 02 June 2022- Get To Know Elsimil**

In order to introduce the Elsimil application to Indonesian youth, an Instagram live broadcast activity was held which involved Indonesian youth to know more clearly about the 3-month pre-wedding health check and pre-martial couple assistance through the Elsimil Application with the theme "Get to know Elsimil".
**Day 3: 03 June 2022- Quiz With Genre Indonesia**
A crossword puzzle is provided on the Genre Indonesia account about marriage readiness which will be answered by teenagers by re-uploading using their respective Instagram accounts, using the theme “Are you sure you are ready to marry? (Re: Yakin Siap Nikah?)

**Day 4-5:04 until 05 June 2022 - Content Creation Challenge (3C)**
Participants make daily videos about a healthy lifestyle (activities, delicious balanced nutritious food menus according to local wisdom and tips or invitations to practice healthy living).

**Day 6: 6-7 June 2022- Gen With Meme**
Make funny memes/comics about preventing stunting in men and women. This meme is a means of contemporary socialization so that it is more interesting for Indonesian teenagers today. With the theme “Prevent Stunting for Bride and Groom to Be” (Re: Cegah Stunting bagi Calon Pengantin)

2. MESSAGE
Message is something that is conveyed from the communicator to the communicant, by means of face-to-face or communication media. In the process of reducing stunting, there are messages that are conveyed to the bride and groom through the Elsimil application, namely the Pre-Marriage Questionnaire and Health Duties Articles.

**Pre-Marriage Questionnaire**
Questionnaire is a research instrument that consists of a series of questions that aim to collect information from respondents. The questionnaire in the Elsimil application includes several questions related to pre-marital couples general health conditions. The screening indicators on the bride to be (female) questionnaire consist of: 1. Current age, 2. Body mass index = Body Weight(kg) / Height(m), 3. Levels of hemoglobin (Hb) in the blood, 4. Upper arm circumference (LiLA), 5. Abdominal circumference size, 6. Smoking behavior

Meanwhile, the screening indicators on the groom to be (male) questionnaire consist of:
1. Current age, 2. Smoking behavior

![Image of a certificate](image-url)

**Figure 4. Certificate of Readiness for Marriage and Pregnancy from the Elsimil Aplikasi Application**

The results of the questionnaire will be seen immediately after pre-marital couples has answered all the questions in the questionnaire. The results of the questionnaire will appear in Green and Red indicators.

1. Green means all variables are ideal to marriage
2. Red means that there are variables whose values do not match normal standards, so if there is no improvement in the quality of health, then pre-marital couples is at risk of giving birth to stunting babies.
Health Education Articles

In addition to having a pre-marital questionnaire feature, there are also health education articles covering pre-marital readiness, pregnancy readiness, reproductive health, contraception and cancer prevention measures. According to the communication function, this feature serves to provide information (to inform) and educate (to educate) teenagers before marriage. To enrich their knowledge regarding marriage, health and prevention.

3. MEDIA

Media or communication channels are tools used to deliver messages from the source to the recipient. In the socialization stage, Elsimil uses two communication channels, namely interpersonal communication channels and mass communication channels. The two communication channels are used to introduce and disseminate the Elsimil Application, especially the introduction of stunting prevention innovations from various features.

Interpersonal Communication

Interpersonal communication channels or Interpersonal communication are all channels that are face-to-face interactions (face to face exchange) between two or more individuals (Hubeis, et al, 2015). The process of spreading the Elsimil application innovation using this communication channel, this application spreads among the community through word of mouth (mouth-to-mouth) and face-to-face exchange (face to face exchange) through socialization of various events organized by BKKBN. One of the informants from BKKBN:

“Elsimil's socialization is carried out in stages, first to program managers in the Regency/City OPD KB including to PKB/PLKB, then to the Family Assistance Team (TPK). This TPK is in charge of socializing directly to the community. In addition, there is also cross-sectoral socialization to the Ministry of Health and the Ministry of Religion regarding the use of the Elsimil apk in pre-marital couple health screening to prevent mitigating the risk of giving birth to stunting children.”

“Sosialisasi Elsimil dilakukan bertahap, pertama ke pengelola program yg ada di OPD KB Kab/Kota beserta jajaran termasuk kpd PKB/PLKB, kemudian ke Tim Pendamping Keluarga (TPK). TPK ini yg bertugas mensosialisasikan kepada masyarakat secara langsung. Selain itu juga sosialisasi lintas sektor kepada Dinkes dan Kemenag terkait penggunaan apk Elsimil dalam screening kesehatan catin utk mencegah mitigasi resiko melahirkan anak stunting”

So, the initial stage of introducing Elsimil is to introduce this application to Family Planning Regional Apparatus Organizations (re: Organisasi Perangkat Daerah Bidang Keluarga Berencana) or OPD KB. Also with PKB/PLKB, PKB stands for Family Planning Extension Officer (re: Penyuluh Keluarga Berencana) and PLKB is Family Planning Field Officer (re: Petugas Lapangan Keluarga Berencana). Both are BKKBN officers located
at the field line level who are the foremost mainstay in realizing the success of the Population, Family Planning and Family Development Program. Then the Family Assistance Team has gained an understanding of this application, well then it is socialized to the wider community.

One of the informants from Duta Genre or Genre Ambassadors said that they were also involved in the socialization of the Elsimil application because the target of this application is teenagers who are ready to marry, women 21 years and men 25 years. It is hoped that with the participation of Genre Ambassadors, this application will be more easily known to the public, especially the prospective bride and groom before marriage. Elsimil application socialization is assisted by informative print media such as flyers, banners.

**Mass communication**

As for mass communication channels, according to sources, the Elsimil application has been socialized several times through social media. An informant from the BKKBN said that the Elsimil Application socialization was carried out through social media as well include Instagram and Whats App BKKBN and Genre forums to give information related to stunting through posters uploaded through social media.

![Figure 6. Example of a Poster (printed) About Elsimil](image)

To reach a wider audience, socialization about Elsimil was also carried out with creative and educational videos, installation of twibon for Genre Ambassadors and various campaigns on social media. An informant from Duta Genre added:

“We are involved in various events such as wedding expo and elsimil week which are targeted at teenagers who are about to get married.

“Kami terlibat dalam berbagai acara seperti wedding expo dan sepekan elsimil yang sasarannya memang ke remaja yang akan menikah.

To introduce Elsimil, Duta Genre is also involved in socializing with many masses or community groups (more than 100 people) such as Elsimil's weekly events or Sepekan Elsimil (online) and wedding expo (offline).
4. COMMUNICANT
The communicant is the target recipient of the message on the Elsimil application or in efforts to prevent stunting from upstream or preventively. Recipients of messages or targets from the Elsimil application are prospective brides or Pupes of Childbearing Age. The ideal time to get married and get pregnant is between the ages of 21 and 35. The BKKBN recommends that the ideal age for marriage for women is at least 21 years and for men 25 years. (BKKBN, 2015). Informants from BKKBN said:

“The main target of this program is teenagers who are about to get married, namely teenagers at least 21 years old. In the Elsimil application, there is health education content before marriage as well as a questionnaire about stunting prevention that can be seen by family companions. The family companions themselves consist of elements family planning cadres and health workers.”

“Sasaran utama dari program ini adalah remaja yang akan berumah tangga, yaitu remaja pada usia minimal 21 tahun. Pada aplikasi Elsimil tersebut terdapat konten edukasi kesehatan sebelum nikah serta kuesioner seputar pencegahan stunting yang dapat dilihat pendamping keluarga. Pendamping keluarga sendiri terdiri dari unsur PKK, kader KB dan tenaga kesehatan.”

So the priority target of Elsimil application users is teenagers with a minimum age of 21 years who are not married. The target of the users of this application are students, college students and teenagers who are about to get married so that they can know their health conditions before marriage and can delay marriage/pregnancy if they are declared at risk of getting pregnant.

5. EFFECT
As a preventive medium in preventing stunting, Elsimil aims to have a positive effect on the community. Especially the initial step for couples who are getting married, it is hoped that the presence of this application can:
1. Increase knowledge and awareness of youth who will build a family about the importance of preparing for reproductive and sexual health and nutrition before marriage.
2. Increase knowledge and awareness of prospective brides about the importance of health checks and assistance 3 months before marriage.
Informants from BKKBN said:

"Elsimil has been effective since February 1, 2022, now it is still in the socialization stage so that this application is known by the public"

"Elsimil mulai efektif sejak tanggal 1 Februari 2022, sekarang masih tahap sosialisasi agar aplikasi ini dikenal oleh masyarakat"

The informant added that the main target of socialization is still the Family Assistance Team because it is an important component to invite the public to implement the Elsimil Application in the wider community. Realization of elsimil registrants for Family Assistance Team is not yet 100%. Therefore, the focus now is on increasing the use of the Elsimil Application as a tool for health screening for pre-martial couple and assistance by the Family Assistance Team. As well as increasing the understanding of the Family Assistance Team in providing assistance to bride and groom to be. BKKBN, Family Assistance Team, Genre Ambassadors are introducing Elsimil in every outreach activity to the public about stunting, especially teenagers or prospective brides of childbearing age.
The informant from BKKN added:

"Later on, the marriage-worthy certificate issued by the Elsimil application will be a requirement for marriage to the KUA, but it is still under discussion by the relevant ministries, namely the Ministry of Health and the Ministry of Religion"

“Nantinya sertifikat layak menikah yang diterbitkan aplikasi Elsimil akan menjadi syarat nikah ke KUA, namun masih dalam pembahasan kementrian terkait yaitu kemenkes dan kemenag”
The informant said that later the results of this application would be in the form of a policy for pre-wedding brides. In addition to being a preventive measure to prevent stunting. Elsimil can also provide a community database that facilitates pre-marital health screening (still in the discussion stage of several ministries).

CONCLUSION

Elsimil (re: Aplikasi Elektronik Siap Nikah dan Hamil) is an application for screening, mentoring, and preventing stunting for brides-to-be which is applied nationally. The Elsimil application is an innovation of preventive measures to prevent stunting in Indonesia, because stunting is a national problem. This application is still in the socialization stage to the Family Assistance Team and then in the public. In the socialization process, the South Sumatra BKBBN involved the South Sumatran Genre Ambassador with various events such as Elsimil week (Sepekan Elsimil) and wedding expo. However, the use of Elsimil has not become a mandatory policy for all communities, so many are not aware of pre-marital health checks. Now, Elsimil is still in the socialization stage so that people know about this application and care about the stunting problem because it is a national problem. And the results of the screening (in the form of a certificate/card stating that there is a risk or no risk of giving birth to a stunting baby) is a requirement in the Marriage Registration at KUA (re: Kantor Urusan Agama) or Office of Religious Affairs and the Ministry of Civil Registry Service (re: Dinas Kependudukan dan Pencatatan Sipil) but still in the discussion stage.

REFERENCES


