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COMMUNITY EMPOWERMENT THROUGH STUNTING PREVENTION AND MSME BUSINESS LEGALITY: A CASE STUDY OF KKN IN MEKARMULYA VILLAGE

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Abstract

Background. The Real Work Lecture Program (KKN) in Mekarmulya Village aims to improve the welfare of the community through two main approaches, namely health and economy.

Aims. In terms of health, the program is focused on socializing stunting prevention, which includes balanced nutrition education, basic health checks, and healthy lifestyle training for pregnant women and toddlers. Meanwhile, in the economic aspect, assistance is provided for Micro, Small, and

Medium Enterprises (MSMEs) in making Taxpayer Identification Numbers (NPWP) and Business Identification Numbers (NIB) as the first step in business legality.

Methods. This program uses methods such as socialization, direct assistance, and cooperation with health workers and related agencies. The results show that the people of Mekarmulya Village increasingly understand the importance of balanced nutrition in stunting prevention.

Result. In addition, in the business legality assistance program, as many as 21 people participated in this activity, with six people successfully making NPWP and 15 people obtaining NIB. This shows that more and more MSME actors know the importance of business legality for their business development.

Conclusion. Furthermore, this program has a close relationship between health and economics. With the increase in the legality of MSME businesses, it is hoped that the economic welfare of the community will also increase, which can ultimately impact meeting family nutritional needs and supporting efforts to prevent stunting in a sustainable manner.

Implication. Thus, the program provides not only short-term benefits but also creates a sustainable positive impact on society.

Keywords: community, empowerment, stunting, prevention, business legality

INTRODUCTION

Stunting is a condition of failure to grow in children under five due to chronic malnutrition, recurrent infections, and inadequate psychosocial stimulation. (Central Statistics Agency, 2022). This condition affects not only the physical growth of the child but also the cognitive development and productivity in the future. The Government of Indonesia has made the acceleration of stunting reduction one of the national priority programs, with a prevalence target of 14% by 2024 (Asiva Noor Rachmayani, 2015). Based on data from the 2022 Indonesian Nutrition Status Survey (SSGI), the prevalence of stunting in Indonesia is still at a number that requires serious attention. (Ministry of Health of the Republic of Indonesia, 2022).

In response to this, the Indonesian government has implemented various strategies to reduce stunting rates, one of which is through programs to provide additional food and nutrition counseling to people in priority areas. (Nuriana et al., 2024).

In addition, policies to strengthen the basic health system through improving the nutrition of pregnant women and empowering health cadres at the village level also continue to be encouraged to achieve optimal results. (Husni Fauzi et al., 2023).

On the other hand, Micro, Small, and Medium Enterprises (MSMEs) play an important role in the Indonesian economy, contributing more than 60% to the Gross Domestic Product (GDP) and absorbing around 97% of the total national workforce (Annisa Anastasya, 2023). However, many MSMEs still do not have business legalities, such as Taxpayer Identification

Numbers (NPWP) and Business Identification Numbers (NIB), which can hinder their access to financing facilities and government programs. As of September 2024, the Ministry of Cooperatives and SMEs noted that 10 million MSME business actors have received NIB, showing increased awareness of the importance of business legality (Elsa Catriana, 2024).

To support the growth of MSMEs, the government has also launched various initiatives, such as microfinance programs and easy access to entrepreneurship training, which aim to increase the competitiveness of MSMEs in the global market (Ministry of Health of the Republic of Indonesia, 2023). Along with the development of technology and digitalization, more and more MSMEs are utilizing e-commerce platforms to expand their market and increase their turnover. (Raesalat et al., 2024). However, the challenges that are still faced are improving product quality and understanding of better financial management to maintain business sustainability.

With government policies and support, MSMEs in Indonesia are expected to transform into a more professional and highly competitive business sector, which will, in turn, support the country's economy as a whole.

METHOD

This study uses descriptive methodology and qualitative approaches to describe activities carried out in two main fields—health and Micro, Small, and Medium Enterprises (MSMEs)—in Mekarmulya Village.

Activities in the health sector are carried out by making face-to-face visits to each hamlet of Posyandu and Environmental Units (RT). These visits are intended to support a number of health-related events that have been planned, including health check-ups, nutrition education, and lifestyle counseling. Direct communication with the community also allows the team to understand specific healthcare requirements in their area.

Visits to each RT in Mekarmulya Village are a method used in the MSME sector to collect information and assist small business actors in developing their capabilities and expanding their market reach. Pamphlets are distributed to the public to promote the dissemination of information about MSME programs. This pamphlet informs local MSME actors about marketing opportunities, entrepreneurship training, and mentorship initiatives.

This method is expected to increase community involvement in the activities that have been designed and provide wider benefits for the development of the health sector and MSMEs in Mekarmulya Village.

DISCUSSION

In the community service activities carried out in Mekarmulya Village, two main programs are implemented, namely the health program and the MSME empowerment program (Micro, Small, and Medium Enterprises). The health program aims to increase public awareness of the importance of a healthy lifestyle and provide better access to health information and services. (Sunarto & Winarti, 2024). Meanwhile, the MSME empowerment program focuses on developing the skills and knowledge of business actors in the village, hoping to improve product quality and market competitiveness. (Fadhilatunnur et al., 2022).

The results of implementing these two programs show a very positive impact on the local community. In terms of health, there has been an increase in public knowledge about disease prevention and public visits to existing health facilities. This program also succeeded in providing education about sanitation and good nutrition, which directly contributed to improving the quality of life of the village community. (Adiguna et al., 2024).

On the other hand, the MSME empowerment program has a significant impact on increasing community business capacity. Through the training and assistance provided, many MSME actors have succeeded in improving the quality of their products and gaining a better understanding of business management and digital marketing. This is evidenced by the increasing number of consumers and the development of business networks outside the village. (Kuningan Regency Government, 2018).

Overall, these two programs have significantly contributed to improving the welfare of the people of Mekarmulya Village. This success is inseparable from the community's active participation in every stage of the activity and the support of various related parties, who also support the implementation of this community service activity.

Results of the Stunting Counseling Program

This activity was held on Monday, February 24, 2025. It is specifically for all mothers in Mekarmulya village. Due to the rampant cases of malnutrition experienced by infants and toddlers, the UGJ KKN team carried out a stunting care seminar program, which is certainly very useful in increasing mothers' knowledge of child nutrition. Although literacy on the dangers of stunting has progressed rapidly, this must continue to be pursued so that the stunting rate decreases drastically.

Counseling on stunting prevention is carried out by providing education to pregnant women and parents of toddlers about the importance of balanced nutrition, a healthy diet, and monitoring child growth and development. From the results of monitoring the nutritional status of toddlers carried out in this program, the following data was obtained:

Table 1. News Nutrition Status Data

Yes	Nutrition Status Categories	Number of Toddlers
1	Malnutrition	2
2	Malnutrition	5
3	Good Nutrition	8
4	More Nutrition	3

This data shows that most toddlers have good nutrition, but there are still challenges in the group of toddlers with poor and poor nutrition. This indicates the need for continuous efforts to increase public awareness about healthy eating, education on meeting nutritional needs, and access to health services. The counseling carried out also involves basic health checks and healthy lifestyle training for pregnant women and toddlers, which is expected to have a positive impact in the long term.



Figure 1 Stunting Counseling



Figure 2 Stunting Counseling

Results of the MSME Legality Assistance Program

In the economic aspect, the business legality assistance program for MSME actors has succeeded in helping the community to make Taxpayer Identification Numbers (NPWP) and Business Identification Numbers (NIB). From a total of 21 participants who participated in this activity, the results were:

Table 2. NPWP and NIB data

Yes	Document Type	Number of Participants
1	Successfully Creating an NPWP	6 people
2	Successfully Created NIB	15 people

These results show that most participants managed to obtain NIB, which is an important step in the legality of their business. This success reflects increased public awareness about the importance of business legality for business development. The legality of businesses such as NIB and NPWP provides access to financing facilities and strengthens the position of MSMEs in government programs.



Figure 3 Creation of NPWP and NIB



Figure 3 Assistance for NPWP and NIB

Analysis of the Relationship Between Health and the Economy

This program closely relates to health and economics. By increasing the legality of MSME businesses through assistance in making NIB and NPWP, the economic welfare of the community is hoped to increase. Improving the family economy can support the fulfillment of children's nutritional needs, thereby contributing to efforts to prevent stunting sustainably. In addition, health education provided to pregnant women and toddlers can strengthen the health foundation of future generations.

This program not only provides direct benefits by increasing public awareness about nutrition and business legality but also creates a long-term positive impact through synergy between health and the economy. Thus, the sustainability of similar programs is needed to ensure the community's welfare as a whole.

CONCLUSION

The community service program in Mekarmulya Village has given positive results in two main aspects, namely health and MSME empowerment. Counseling on stunting has succeeded in increasing public understanding of the importance of balanced nutrition, but toddlers with poor or poor nutrition still need further attention. Meanwhile, in the MSME program, the majority of participants managed to obtain NIB, but awareness of NPWP still needs to be increased so that business actors understand the full benefits of their business's legality.

Critically, the program shows that educational approaches need to be strengthened with interventions supporting society in the long run. In the health sector, there needs to be a sustainable program that ensures access to healthy food for underprivileged families. In contrast, in the MSME sector, further assistance is needed so that business legality can improve the community's economic welfare.

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