

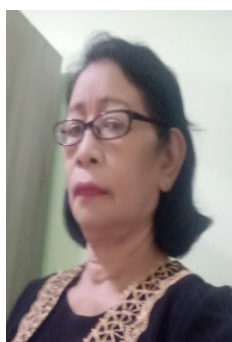
**Journal of Community Services
(Abdisci)**

e-ISSN 3047-2431
p-ISSN 3047-3489



Sientje Daisy Rumetor
Department of Animal Feed
Nutrition and Technology
Papua University
Manokwari, West Papua, Indonesia
Email :
sientjedr@gmail.com

Andoyo
Supriyantono
Department of
Animal Science,
Papua University,
Manokwari, West
Papua, Indonesia
Email
andoyo@yahoo.com



Marlyn N. Lekitoo
Department of Animal Feed
Nutrition and Technology
Papua University
Manokwari, West Papua, Indonesia
Email:merlynpentaloka@gmail.com

Trisiwi W. Widayati
Department of
Animal Science,
Papua University,
Manokwari, West
Papua, Indonesia
Email
trieswd4@gmail.com



Evi Warintan Saragih
Department of Animal Science,
Papua University, Manokwari,
Indonesia
Email e.saragih@unipa.ac.id

Bambang Tj Hariadi
Department of
Animal
Science, Papua
University.
Manokwari, West
Papua
Indonesia
Email.
b.hariadi@unipa.ac.id



Lukas Y. Sonbait
Department of Animal
Science, Papua University.
Manokwari, West Papua
Indonesia
Email. l.sonbait@unipa.ac.id

Diana Sawen
Department of
Animal Feed
Nutrition and
Technology
Papua University
Manokwari West
Papua, Indonesia
Email:
d.sawen@unipa.ac.id



COMMUNITY EDUCATION CAMPAIGN ON STUNTING PREVENTION THROUGH MILK CONSUMPTION IN KAMPUNG MEYES, NORTH MANOKWARI

Sientje D. Rumetor, Andoyo Supriyantono, Marlyn N. Lekitoo, Trisiwi W. Widiati, Evi. W. Saragih, Bambang Tj. Hariadi, Lukas Y. Sonbait, Diana Sawen
Department of Animal Science, Papua University, Manokwari, West Papua, Indonesia
Corresponding author: andoyo@yahoo.com

Abstract

Background. Stunting is a chronic nutritional problem caused by prolonged inadequate nutrient intake, leading to impaired child growth where height falls below the age-standard. One effective intervention is dairy consumption, which provides protein, calcium, vitamin D, and other essential micronutrients. However, public awareness of its benefits is still limited, necessitating continuous education.

Aims. To enhance public knowledge and awareness regarding stunting, its impact on child growth and development, and to promote the role of milk consumption as a nutritional intervention to support optimal growth and prevent stunting.

Methods. This community service program (PKM) was carried out in Kampung Meyes, North Manokwari District, on May 12, 2025, involving 40 participants, including children and parents. The program used an educational campaign method through leaflet distribution, interactive discussions, and free milk distribution for children. The results showed a positive response: children were enthusiastic about milk consumption, community leaders expressed gratitude, and parents acknowledged the importance of nutrition education.

Conclusion. Educational campaigns are effective in raising awareness and promoting behavioral change in the community. Regular follow-up programs and collaborative efforts among academics, local government, and the private sector are recommended to strengthen stunting prevention and improve child nutrition in rural communities.

Keywords: stunting, nutrition education, community service, dairy consumption, child growth

INTRODUCTION

Stunting is a chronic malnutrition problem caused by insufficient nutritional intake over a long period of time, resulting in growth disorders in children, namely a child's height being lower or shorter (stunted) than the standard for their age (P2PTM, 2018). According to the Ministry of Health (Kemenkes), stunting is defined as children under five with a z-score of less than -2.00 SD/standard deviation (stunted) and less than -3.00 SD (severely stunted).

Stunting cases in Indonesia remain a major issue requiring serious attention from all stakeholders. Therefore, the Indonesian government has designated stunting prevention and management as a national priority program, which must be addressed in an integrated manner to reduce the increasing number of cases. Stunting commonly occurs during the first 1,000 days of a child's life (HPK), when failure to thrive is caused by chronic malnutrition (Ministry of National Development Planning/Bappenas, 2018). This condition leads to various growth and developmental disorders, making children more vulnerable to illnesses. It is not uncommon for stunted children to experience problems in brain and body development. Children who are



© 2025 The Author(s). This article is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/), which permits use, sharing, adaptation, distribution, and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source.

stunted can be identified by their length or height being below the national standard, as stated in the Maternal and Child Health (MCH) Book. Stunting is not only a matter of impaired physical growth but also results in children becoming more susceptible to diseases, experiencing issues with brain and cognitive development, making it a significant threat to the quality of human resources in Indonesia (Hasdianah et al., 2014).

According to data from the Ministry of Health (2022), the prevalence of stunting in Indonesia is still relatively high. It has become a national concern due to its impact on the quality of human resources. Stunting prevention must be carried out comprehensively, including through community nutritional education. One effective nutritional intervention in preventing stunting is the consumption of dairy products, which are rich in protein, calcium, vitamin D, and other essential micronutrients that play a vital role in child growth. However, public understanding of the benefits of milk is often still lacking, making continuous education necessary.

Kampung Meyes is one of the villages in the North Manokwari District with a relatively large number of children, making it a suitable location for educating parents about child growth and development. Kampung Meyes was chosen as the site for this community service program (PKM) because of its proximity to the University of Papua (Unipa) campus, allowing stunting awareness and prevention efforts to be more easily implemented. The objective of this community service program is to enhance public knowledge and awareness regarding stunting, its impact on child growth and development, and to promote the role of milk consumption as a nutritional intervention to support optimal growth and prevent stunting.

METHODS

The community service activity was conducted on May 12, 2025, from 10:00 to 12:00 WIT at the Parish Hall of Kampung Meyes, North Manokwari District. A total of 40 participants, consisting of children and community members, attended the event.



Figure 1. Map of Kampung Meyes (source: <https://www.google.com/maps/place/Meyes>)

Tools and materials included stationery, leaflets, a camera, and dairy products.

The activity applied the educational campaign method, which aimed to increase community knowledge, awareness, and behavioral change related to stunting prevention and nutrition. The campaign was implemented through:

1. Distribution of educational leaflets.
2. Practical action of distributing free milk to children.
3. Interactive discussions to enhance understanding and encourage behavioral change.

An educational campaign is a communication approach used to systematically deliver information or knowledge to the community to increase understanding, awareness, and behavioral change in specific fields—particularly in health and nutrition.

According to several experts cited by *Kumparan.com* (2023), Rajasundarman (1981) explained that a campaign is the use of various communication methods in a coordinated manner within a specific period, aimed at directing the audience toward a particular issue and its solutions. Snyder (2002) further explained that a campaign is an organized communication action directed at a specific audience, within a specific period, to achieve certain goals. Campaigns are a means of disseminating information and raising awareness, thereby fostering concern and behavioral change among the target group.

In general, campaigns are divided into three types based on their objectives: product-oriented campaigns, candidate-oriented campaigns, and ideology-oriented campaigns. There are also various campaign techniques, one of which is participatory education. Education refers to any situation, event, or process that changes the attitudes and behaviors of individuals or

groups in an effort to mature human beings, involving community participation. Education is carried out through teaching, training, or guidance efforts.

An educational campaign aims not only to provide information but also to influence the attitudes and actions of the audience through various engaging and easy-to-understand media and delivery methods. Such campaigns are often employed in community service, health promotion, and community empowerment initiatives.

In this activity, the educational campaign method was implemented through leaflet distribution, a practical activity involving the distribution of free milk to children, and interactive, persuasive discussions to enhance understanding and encourage behavioral change. The program began with gathering participants at the church pavilion, followed by guided educational sessions led by lecturers, leaflet dissemination, and milk distribution.

DISCUSSION

The activity achieved several outcomes:

1. Positive Response from Children

The enthusiasm shown by children during the activity, particularly their joy when receiving and consuming free milk, indicates both a high level of acceptance and the relevance of the intervention. Their spontaneous singing together after the activity reflects emotional engagement and a sense of collective happiness. Such positive responses are important because they demonstrate that dairy-based nutritional interventions are not only nutritionally beneficial but also socially and psychologically well-received by children. Research suggests that programs combining nutrition with enjoyable activities foster better acceptance and long-term impact (Contento, 2016). Therefore, integrating play and interactive elements alongside nutrition campaigns can enhance children's willingness to adopt healthier dietary habits.



Figure 2. Response of the children

2. Community Appreciation

The gratitude expressed by the local community leader highlights the cultural and social value of participatory nutrition programs. Leadership acknowledgment is essential because it strengthens community trust and supports sustainability. According to social mobilization theory, visible endorsement from local figures can significantly influence community participation and engagement (Glanz et al., 2015). The leader's hope for program continuity underscores the necessity of establishing long-term partnerships between universities, local governments, and communities to sustain stunting prevention efforts.



Figure 3. Children's community at Meyes

3. Identified Need for Support

Parents' concerns about the need for continuous educational guidance emphasize that stunting prevention cannot be addressed through one-time interventions alone. Sustained parental education is crucial for ensuring consistent dietary practices at the household level, particularly in terms of balanced nutrition and the importance of milk in child growth. Studies have shown that parental knowledge and practices strongly correlate with child nutritional outcomes (Victora et al., 2021). This finding suggests that future interventions should not only provide direct nutritional support but also strengthen parental capacity through workshops, counseling, and community-based monitoring systems.



Figure 4, 5. Distribution of leaflet: The Role of Dairy Products in Stunting Prevention

Dairy products play a vital role in preventing stunting because they are rich in high-quality protein, calcium, vitamin D, and other essential micronutrients that support optimal growth and bone development in children. Regular consumption of milk and dairy-based foods has been linked to improved nutritional status, enhanced immunity, and a reduced risk of growth faltering. Evidence suggests that children who consume dairy tend to have better height-for-age outcomes compared to those with limited dairy intake (Hoppe et al., 2006; Dror & Allen, 2014). The Food and Agriculture Organization (FAO, 2013) and the World Health Organization (WHO, 2020) emphasize dairy as a critical food group in child nutrition programs. Therefore, promoting dairy consumption is a key strategy for improving child nutrition and reducing the prevalence of stunting.

The findings suggest that **community-based educational campaigns** can effectively raise awareness and promote healthier practices. The combination of information (leaflets), experiential learning (milk distribution), and interactive discussion created a more engaging and memorable learning environment compared to traditional lecture-based approaches.

These results align with previous studies indicating that participatory and action-oriented health education is more effective in changing community attitudes and behaviors. Sustained interventions, supported by collaboration between academia, local government, and the private sector, are essential to expand coverage and impact.

CONCLUSION

The community service activity in Kampung Meyes demonstrated that educational campaigns integrating direct action and participatory communication can effectively improve community awareness on stunting prevention. Continued and broader implementation is recommended to support Indonesia's national stunting reduction program.

Recommendations

1. Similar campaigns should be implemented regularly and across wider regions.
2. Strengthen partnerships between universities, government, and dairy producers to ensure sustainability.
3. Develop additional educational media (e.g., posters, short videos) for schools and health centers.

BIBLIOGRAPHY

- Contento, I. R. (2016). *Nutrition education: Linking research, theory, and practice*. Jones & Bartlett Learning.
- Detik.com, 2022. Edukasi adalah: Pengertian, Tujuan, Manfaat, dan Jenis-jenisnya. <https://www.detik.com/jabar/berita/d-6208271/edukasi-adalah-pengertian-tujuan-manfaat-dan-jenis-jenisnya>. Dikunjungi 25 Mei 2025
- Dror, D. K., & Allen, L. H. (2014). Dairy product intake in children and adolescents in developed countries: trends, nutritional contribution, and a review of association with health outcomes. *Nutrition Reviews*, 72(2), 68–81.
- FAO. (2013). *Milk and dairy products in human nutrition*. Rome: Food and Agriculture Organization of the United Nations.
- Glanz, K., Rimer, B. K., & Viswanath, K. (2015). *Health behavior: Theory, research, and practice*. John Wiley & Sons.
- Hasdianah, H. R., Siyoto, S., Peristyowati Y. (2014). Gizi, Pemanfaatan Gizi, Diet dan Obesitas. Nuha Medika.
- Hoppe, C., Mølgaard, C., & Michaelsen, K. F. (2006). Cow's milk and linear growth in industrialized and developing countries. *Annual Review of Nutrition*, 26, 131–173.
- Kementerian PPN/ Bappenas. (2018). Pedoman Pelaksanaan Intervensi Penurunan Stunting Terintegrasi di Kabupaten/Kota. Rencana Aksi Nasional Dalam Rangka Penurunan Stunting: Rembuk Stunting, (November), 1–51. Retrieved from <https://www.bappenas.go.id>
- Kumparan.com, 2023. Pengertian Kampanye Menurut Ahli, Jenis-jenis, dan Tekniknya. <https://www.kumparan.com>, 28 Agustus 2023, dikunjungi 24 Mei 2025
- Victora, C. G., Christian, P., Vdaletti, L. P., Gatica-Domínguez, G., Menon, P., & Black, R. E. (2021). Revisiting maternal and child undernutrition in low-income and middle-income countries: variable progress towards an unfinished agenda. *The Lancet*, 397(10282), 1388–1399.
- WHO. (2020). *Stunting in a nutshell*. Geneva: World Health Organization.