

ABSTRAK

Stunting merupakan masalah kesehatan kronis yang berdampak pada pertumbuhan fisik dan perkembangan kognitif anak, serta masih menjadi tantangan serius di Indonesia, termasuk di Kabupaten Serdang Bedagai. Penelitian ini bertujuan untuk mengetahui efektivitas komunikasi interpersonal kader Posyandu dalam membentuk pola asuh ibu guna menurunkan angka stunting di Desa Tebing Tinggi. Metode yang digunakan adalah deskriptif kualitatif dengan pendekatan fenomenologi, melalui wawancara mendalam terhadap empat kader Posyandu dan empat ibu yang anaknya mengalami stunting. Hasil penelitian menunjukkan bahwa komunikasi interpersonal kader berperan penting dalam meningkatkan pemahaman ibu mengenai pemberian gizi, kebersihan, dan stimulasi anak. Komunikasi yang empatik, terbuka, dan berkelanjutan membangun kedekatan emosional, sehingga pesan lebih mudah diterima dan diterapkan. Meski terdapat hambatan seperti rendahnya pendidikan ibu dan keterbatasan keterampilan kader, pendekatan personal yang konsisten mampu mendorong perubahan perilaku pengasuhan. Kesimpulannya, komunikasi interpersonal kader Posyandu efektif dalam membentuk pola asuh ibu sebagai strategi penurunan stunting. Temuan ini dapat menjadi dasar peningkatan pelatihan komunikasi kader dan memperkuat peran Posyandu sebagai ujung tombak intervensi kesehatan masyarakat.

Kata Kunci: Komunikasi Interpersonal, Kader Posyandu, Pola Asuh, Stunting, Desa Tebing Tinggi.

ABSTRACT

Stunting is a chronic health problem that affects children's physical growth and cognitive development and remains a serious challenge in Indonesia, including in Serdang Bedagai Regency. This study aims to examine the effectiveness of interpersonal communication conducted by Posyandu cadres in shaping maternal parenting patterns to reduce stunting rates in Tebing Tinggi Village. The research used a descriptive qualitative method with a phenomenological approach, collecting data through in-depth interviews with four Posyandu cadres and four mothers whose children were experiencing stunting.

The results show that interpersonal communication by the cadres plays an important role in increasing mothers' understanding of nutrition, hygiene, and child stimulation. Empathetic, open, and continuous communication helps build emotional closeness, making it easier for mothers to receive and apply the information. Although there are obstacles, such as the mothers' low education levels and the cadres' limited communication skills, consistent personal approaches have been effective in fostering positive changes in parenting behavior.

In conclusion, the interpersonal communication of Posyandu cadres is effective in shaping maternal parenting patterns as a strategic effort to reduce stunting. These findings are expected to serve as a basis for improving communication training programs for cadres and strengthening the role of Posyandu as a key community-based health intervention.

Keywords: Interpersonal Communication, Posyandu Cadres, Parenting, Stunting, Tebing Tinggi Village.