

Integration of Stunting Prevention Campaign Through Posters, Leaflets, Booklets, and Local Food Innovation: A Case Study in Saringambat Village, Tuban

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ABSTRACT

This study aims to integrate media campaigns and local food innovations to increase public awareness and knowledge of stunting prevention. The study used a qualitative method with a case study approach. Initial data were obtained from a survey of 100 villagers to assess the level of acceptance of campaign media posters, leaflets, booklets, and understanding of stunting issues. Meanwhile, Focus Group Discussions (FGDs) were conducted to explore qualitative data on public knowledge of the main issues of stunting prevention. FGDs identified four themes of stunting prevention, namely (1) understanding of clean drinking water, (2) the nutritional benefits of Catfish, (3) the impact of early marriage on stunting, and (4) the need for massive and integrative information to prevent stunting. The campaign media to prevent stunting received an excellent level of acceptance, between 50% and 100%, meaning that the campaign media had a high level of acceptance in terms of appearance, readability, message content, and media size. The study results showed a significant increase in knowledge of clean water and sanitation, MPASI, local food innovation, and healthy consumption patterns. This study concludes that integrating media campaigns with local food innovation-based education increases public awareness of stunting prevention. In addition, the strength of campaign material aspects, local food innovation, and cross-sector collaboration can increase the success of stunting prevention programs.

Keywords: media campaign, local food innovation, stunting, MPASI, health communication

Introduction

Stunting remains a significant public health challenge in Indonesia, with prevalence rates exceeding the WHO threshold of 20% (Suparji et al., 2024). Many factors contribute to this problem, including maternal education, socioeconomic status, and community-level characteristics. Low maternal education levels are strongly associated with higher rates of stunting in children under two years of age (Laksono et al., 2022). Household wealth, parental education, and access to water, sanitation, and hygiene facilities also play important roles in determining the risk of stunting (Soekatri et al., 2020). In addition, child-level factors such as dietary habits, neonatal weight, and history of infection significantly impact stunting prevalence. Morbidity, especially infectious diseases, is closely associated with stunting, as are parental education and socioeconomic status (Soekatri et al., 2020). Addressing stunting in Indonesia requires a comprehensive approach that considers various determinants at various levels and involves improving nutrition, health services, sanitation, and community participation (Suparji et al., 2024).

Stunting prevention has become important in health communication research, especially in Indonesia. Multisectoral partnerships are critical in implementing integrated interventions to address this issue (Setiarsih et al., 2023). Key factors contributing to stunting include malnutrition, poor parenting practices, and poverty (Achmad et al., 2023). Effective prevention

strategies involve behavioral change interventions, targeting exclusive breastfeeding, proper nutrition, and sanitation. Family income, number of children, and age of children are statistically significant factors, while parental education and early marriage are prominent qualitative factors (Laksono et al., 2022). In addressing stunting, the government is developing an action plan and collaborating with universities, civil society organizations, and private companies to implement various programs (Rosida et al., 2024; Setiarsih et al., 2023). Health communication campaigns utilizing posters, booklets, and flyers can be practical tools for raising awareness and encouraging behavior change in rural communities (Starkweather et al., 2020).

Health communication campaigns play a critical role in addressing stunting in Indonesia. Several studies have examined approaches to stunting prevention through communication strategies. Based on experience in implementing a national nutrition campaign using integrated interventions, including community engagement and media partnerships, showed results in increasing public awareness of the causes and prevention of stunting (Pratiwi, 2019). Health narratives and various communication media have been utilized to convey information on stunting prevention (Turnip, 2018). These studies highlight the importance of strategic health communication in addressing stunting through multiple channels and approaches.

Saringembat Village, located in Singgahan District, Tuban Regency, is one of the areas with a high stunting rate. This village faces various challenges, including limited access to clean water, poor sanitation, and low public nutrition awareness (Mustari, 2021). Based on data from the Village Information System (SID), sustainable development indicators in this village show low scores on important points such as Hunger-Free Village (score 33.33) and Healthy and Prosperous Village (score 38.39) (Kemendesa, 2024). With an area of 1.79 km² and abundant local resources, especially from the inland fisheries sector, utilizing local potential through Catfish cultivation can be one solution to overcome the problem of stunting (Kemendagri, 2023).

Stunting remains a significant health problem in Indonesia, with a prevalence of 24.4% in 2021 (Shofiya et al., 2022). This problem is severe in Tuban Regency, where factors such as low education levels, inadequate income, and lack of exclusive breastfeeding contribute to high stunting rates (Rahayu et al., 2022). The Indonesian government is targeting to reduce stunting prevalence to 14% by 2024, which requires commitment from the central to the village level (Shofiya et al., 2022). Stunting in Saringembat Village is caused by various interrelated factors, including chronic malnutrition, recurrent infections, and an unhealthy environment. A lack of nutrition and health education and inadequate complementary feeding practices exacerbate these factors. Many families provide complementary feeding too early or too late, with insufficient nutritional content to meet the child's needs. In addition, poor sanitation increases the risk of infection, which worsens children's nutritional conditions (Melati, 2020).

Nutrition education programs involving local communities can effectively raise awareness of the importance of nutritious food (Sari et al., 2021). Training in local food processing, such as Catfish, can improve mothers' skills in providing easily accessible nutritious food (Ati et al., 2024). Community-based media campaigns, including posters, booklets, and flyers, effectively convey important nutrition and health information, especially in rural areas (Chasanah & Achmad, 2022; Handayani et al., 2023). Empowering homemakers through nutrition education and local food processing skills, such as making catfish floss, can improve their ability to prevent stunting and potentially create economic opportunities (Ati et al., 2024). These community-based approaches show significant potential in combating stunting and improving nutrition in rural areas.

Community-based media campaigns effectively promote nutrition and health awareness in rural areas. Visual messages presented attractively and simply through posters, booklets, and leaflets are impactful. Combining print and digital media, such as posters and short videos, can

increase community knowledge (Laksono et al., 2022). Educational interventions using various media, including lectures, videos, posters, and demonstrations, have significantly improved nutrition knowledge among posyandu cadres, mothers, and school children (Kristiandi, 2018). Audiovisual media and booklets effectively increase mothers' knowledge of child nutrition (Sari et al., 2021). Integrated interventions involving community leaders, religious institutions, and the mass media are essential to disseminate information on stunting prevention and proper child nutrition (Pratiwi, 2019). Media campaigns should cover topics such as balanced nutrition, complementary feeding practices, and sanitation to reduce the prevalence of stunting.

In the context of Saringembat Village, community-based media campaigns are one of the relevant approaches. The media literacy habits of village communities that still prioritize reading culture through visual media, such as reading posters, booklets, and leaflets, provide an excellent opportunity to convey important information related to nutrition and health. Saringembat villagers also have obedience to religious figures and government officials. As researched by Ernawati (2022), generally, village communities tend to pay more attention to visual messages that are attractive and simple.

In addition to the communication approach, local food innovation is an important component of this strategy. Low public awareness of the importance of balanced nutrition also exacerbates the problem of stunting. A diet not meeting essential nutritional needs, especially animal protein, can inhibit child growth. Therefore, education about the importance of balanced nutrition and diversification of protein sources is crucial in efforts to overcome stunting. One of the local potentials utilized to improve the nutritional status of the Saringembat Village community is catfish cultivation (Amirah et al., 2023; Chasanah & Achmad, 2022).

Catfish is a source of animal protein rich in nutrients, including omega-3 fatty acids, vitamins, and minerals important for child growth (Nada et al., 2024). Catfish cultivation locally also provides additional benefits, such as increased food security. Consuming catfish can meet toddlers' nutritional needs, reduce the risk of stunting, and improve overall nutritional status (Rosida et al., 2024).

The implementation of the Catfish cultivation program as an effort to improve community nutrition has been carried out in several regions. For example, the "Budik Damber" program aims to increase community nutritional intake by cultivating Catfish in buckets (Mas'udah et al., 2021). This program increases the availability of animal protein sources and empowers communities to improve the local economy (Wijayanti et al., 2022).

This study aims to implement the integration of stunting prevention campaigns by utilizing visual media and local food innovations, including evaluating the program's success. Utilizing media literacy habits and the tradition of listening to the community is expected to increase awareness and adoption of better nutrition practices. Community-based media campaigns have proven effective in increasing changes in community behavior. In addition, combining media campaigns with local food innovations has a significant impact on increasing nutrition awareness (Suci et al., 2022). Previous studies have also shown that a participatory approach through FGDs effectively increases community awareness of nutrition-based interventions (Fazira et al., 2023). In addition, the use of questionnaires as a knowledge evaluation tool has been validated by the study of Setiarsih et al. (2023), which highlights the importance of this tool in measuring changes in community perceptions.

Research Method

This study uses a qualitative method with a case study approach. This approach provides an in-depth understanding of how the stunting prevention campaign, through posters, leaflets, booklets, and local food innovations, is implemented to reduce stunting rates in Saringembat Village. According to Yin (2018), case studies are the right approach to understanding complex

phenomena in a particular context. This approach is also relevant because it allows exploration of the interactions between social, economic, and health variables in the community (Starkweather et al., 2020).

Using qualitative research methods with a case study approach is expected to provide in-depth insight into the factors that support and hinder stunting prevention efforts in Saringembat Village. The data obtained will be the basis for designing more effective and sustainable intervention programs. The study lasted three months, starting September 9 and ending December 11, 2024. The initial stage was observation, distribution of questionnaires as a pretest, and interviews with 10 key informants. The next stage is the distribution of campaign media to prevent stunting through posters, leaflets, and booklets. As well as implementing education about local food innovations based on Catfish. The last stage is the implementation of FGD to 30 informants. The conclusion of the study is the distribution of questionnaires to 100 residents as a post-test.

Data were collected through in-depth interviews, Focus Group Discussions (FGDs), and questionnaires. Interviews were conducted with 10 key informants: Posyandu cadres, village officials, PKK activists, community leaders, religious leaders, village midwives, youth organizations, and young married couples to understand media campaign strategies and implementation of local food innovations. FGDs involved 30 informants from diverse backgrounds: pregnant women, pre-marital adolescents, community leaders, and health workers, including 10 key informants. This discussion aims to identify obstacles and potential solutions in implementing the intervention program. The instrument includes 100 questions was used to measure community knowledge regarding clean water, sanitation, stunting, MPASI, MPASI menus, and assessments on campaign media.

Data analysis was carried out thematically to identify relevant patterns. Data were analyzed in three stages: (1) initial coding, (2) identification of main themes, and (3) interpretation of data in the context of the study. To analyze, the types of data selected in this study include: (a) In-depth Interview Transcripts: Contains narratives from 10 key informants about their experiences and views related to media campaigns and local food innovations. (b) Questionnaire Results, in the form of quantitative and qualitative data, describe the increase in community knowledge and attitudes towards nutrition, sanitation, clean water, local food potential, MPASI, and campaign media to prevent stunting. (3) FGD Documentation: In the form of notes and transcripts of discussions involving 30 informants with different backgrounds, providing a collective perspective on the program's effectiveness. (4) Campaign Media: types, appearance, materials, designs, and message content in campaign media (posters, booklets, and leaflets). Data in the form of community assessment responses to campaign media.

Results and Discussion

This section presents and analyzes data obtained from the research in-depth, referring to the theoretical framework that has been explained previously. Data presentation is carried out systematically to provide a clear understanding of the phenomena studied, including patterns, findings, and the relevance of data to the research objectives. Data analysis in this chapter includes interpreting results based on empirical findings obtained through qualitative research methods. The discussion will compare the results with findings from previous studies to evaluate consistency or significant differences.

1. Analysis of In-depth Interviews and Focus Group Discussions

Before starting the interviews and FGDs, the researcher conveyed several initial observation results about the conditions and potential of Saringembat Village to the informants regarding (1) The results of water content test research in Saringembat have high lime content

(Utomo, 2023). (2) The age of teenage marriage causes several cases of stunting (Ifadah et al., 2022). (3) Local food sources that have high nutritional and protein content for stunting and are a source of income for some residents of Saringembat village are Catfish (Wijayanti et al., 2022). (4) Exploration of the need for massive exposure to information to prevent stunting through media campaigns for residents of Saringembat village.

Next, the researcher conducted a structured interview that limited the discussion to understanding stunting, understanding clean drinking water and sanitation, the potential of local food sources for preventing stunting, traditions and culture of community literacy, and the need to obtain massive and integrative information exposure as material for a campaign to prevent stunting.

The analysis of interview data from 10 primary informants who were also present in the Focus Group Discussion with 30 informants revealed four main discussion themes. (1) New Understanding of Clean Water: Informants have just realized that drinking water from Saringembat Village residents containing high levels of lime hurts fetal growth, contributing to the birth of babies with stunting. (2) Nutritional Benefits of Catfish: Informants appreciate the nutritional value of Catfish as a source of high protein and omega-3, which are important for pregnant and lactating mothers. This awareness motivates them to make Catfish a part of their daily diet. (3) Awareness of Early Marriage: Informants realize that early marriage is often followed by a lack of understanding of reproductive health, which increases the risk of stunting in babies. In general, underage married couples have low knowledge about the needs and composition of nutritional intake for the fetus during pregnancy. (4) There is a need for sufficient information about the campaign to prevent stunting. The problem of stunting must be addressed at the upstream in order to have the ability to prevent it. The community needs knowledge of the risks of stunting from before marriage until pregnancy. Informants revealed that the literacy culture of village residents likes to spread information through reading materials and visual media, so the results are posters, booklets, and leaflets.

The following is the data from interviews and FGDs with 30 informants visualized in a horizontal bar chart showing the analysis of respondents' level of awareness and preferences based on four discussion themes. The theme "Awareness of the need for a media campaign to prevent stunting" has a very high percentage (80%). This percentage shows that village communities need sufficient exposure to knowledge about preventing stunting. Meanwhile, the discussion theme about awareness of sources of limed raw water that have the potential to inhibit fetal growth if consumed by pregnant women was only understood by 30% of informants and FGD participants as representatives of village residents. Meanwhile, the awareness of village residents that Catfish has nutritional content and omega 3, which is very good for fetal health growth during pregnancy, was only understood by 40% of informants. Regarding the issue of early marriage being related to stunting, it was understood by some (50%) of village residents (figure 1).

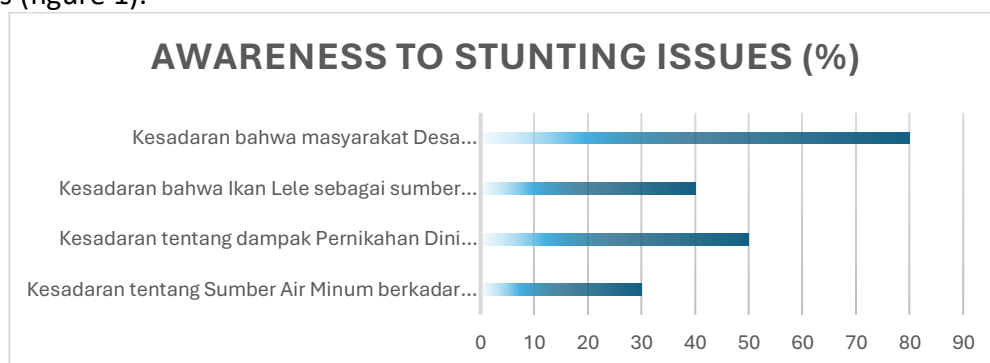


Figure 1. Level of Informant Awareness of Four Discussion Themes (Source: primary data)

In this study, the level of public awareness of four issues as technology program themes was analyzed to understand the factors that influence the differences in the percentage of respondents who showed awareness. The data shows that the highest percentage, namely 80%, was recorded in the theme "Awareness that rural communities need media campaigns to prevent stunting." Meanwhile, awareness of other themes, such as the impact of early marriage (50%), Catfish as a source of nutritious food (40%), and sources of drinking water with calcium content (30%), was at a lower level.

High awareness of the need for media campaigns to prevent stunting can be interpreted as a response to the urgency of this health issue in rural communities. The community increasingly understands the importance of stunting prevention efforts through effective and targeted education. Media campaigns can reach a broad audience and provide relevant information about the importance of balanced nutrition and good parenting. This finding aligns with previous studies that highlight the role of the media in increasing public health awareness (Mubarat et al., 2023; Rosida et al., 2024).

Awareness of the impacts of early marriage, which reached 50%, reflects the increasing public understanding of health and social issues. Although this awareness is quite significant, the figure shows that half of the respondents do not fully understand or acknowledge the negative impacts of early marriage, such as reproductive health risks and limited educational opportunities for young women. Previous studies have found that formal education and public campaigns are important in raising awareness of this issue (Rahayu et al., 2022).

On the theme of awareness of Catfish as a nutritious food source, a percentage of 40% shows that the public's understanding of the benefits of Catfish as an alternative source of protein is still limited. This may be due to insufficient information or access to relevant nutrition education programs. The literature indicates that promoting nutritious local food can improve people's consumption patterns (Rosida et al., 2024).

Finally, awareness of drinking water sources with calcium content, which only reached 30%, indicates the low public attention to the quality of drinking water. This low percentage may be due to the lack of access to information or adequate infrastructure to identify calcium content in water. Community-based interventions, such as water quality training, can increase public awareness of this issue (Sari et al., 2021). Overall, the interviews and FGDs results revealed that the theme's relevance to daily life, access to information, and the effectiveness of existing education programs influence public awareness.

2. Questionnaire Data Analysis

This study also distributed a questionnaire consisting of 100 questions to 100 villagers. The results of the questionnaire responses showed an increase in the knowledge of the villagers. This questionnaire is a pretest and post-test on implementing an integrative program between a media campaign to prevent stunting and the development of local food processing to prevent stunting. The research is implemented by providing exposure to information to prevent stunting through a media campaign through posters, leaflets, and booklets. Meanwhile, increasing knowledge about local food processing is carried out through innovations in making various menus of dishes made from Catfish.

Before the research program's implementation, villagers' knowledge about the importance of consuming clean drinking water to prevent stunting was still very low. Only 30% of respondents understand the impact of daily drinking water on health, especially for pregnant and lactating mothers. 45% of respondents know the importance of complementary foods for breast milk (MPASI) for breastfeeding mothers to support child growth and development and that babies need adequate nutrition during breastfeeding.

There was a significant increase in knowledge after implementing the media campaign program and local food processing training. Villagers' knowledge about the importance of consuming clean drinking water increased to 85%. Meanwhile, knowledge about the importance of MPASI nutrition increased to 90%. Villagers willing to attend local food processing training successfully adopted MPASI based on Catfish, which, according to research results, can increase children's appetite and weight. Meanwhile, the booklet containing recipes for Catfish-based foods helps the community replicate this practice at home, ensuring the sustainability of the stunting prevention education program.

The implemented education program showed significant results in increasing participants' knowledge on two important topics, namely (1) the quality of clean drinking water and sanitation and (2) stunting and interventions on stunting. Before implementing the program, participants understood the importance of clean water quality, which only reached 30%. Many participants are not yet aware of how important water quality is, especially regarding the impact of lime content in water on children's health and growth. After the education was provided, the participants' understanding rate increased drastically to 90%, with an increase of 60%. This significant increase shows that the material presented was very effective, and participants could easily understand how important it is to maintain clean water quality and consume clean drinking water in everyday life.

On the other hand, participants' understanding of stunting and related interventions also increased significantly. Before the program, only around 50% of participants understood the topic of stunting, indicating that many still do not know about the problem and how to prevent it. However, after the education was provided, the participants' understanding rate increased to 90%, with an increase of 40%. This increase shows that the program has increased participants' knowledge, especially target groups such as pregnant women, prospective brides and grooms, and integrated health post cadres who have an important role in preventing and handling stunting.

Overall, the program has proven to be effective in increasing participants' knowledge of health issues that are highly relevant and have a direct impact on their lives. With significant improvements in both topics taught, the program can provide helpful information and increase health awareness, especially regarding the importance of clean water quality and preventing stunting. This success shows the success in delivering the material and the positive changes that can occur when education about health issues is delivered, reaches the right target and has high relevance (Levio et al., 2022).

The following is a table that summarizes the increase in knowledge of village residents based on the results of the pretest and post-test.

Table 1. Increase in Knowledge of Village Residents (N=100)

Knowledge Aspect	Pretest (%)	Post test (%)	Improve ment (%)	Explanation
The importance of clean drinking water quality and sanitation	30%	90%	60%	Education successfully delivered critical information regarding the effects of lime content in water on fetal health.
Understanding of stunting and stunting interventions	50%	90%	40%	Effective programs targeting pregnant women, prospective brides, and posyandu cadres significantly increased knowledge.

Source: Primary Data

3. Analysis of the Level of Acceptance of Villagers in Poster Campaign Media

As visual media, posters play an important role in conveying health messages to the public. An attractive and informative poster design is expected to effectively communicate stunting prevention messages, especially to community groups with limited digital media access (Figure 2). This study evaluated posters based on four aspects: visual character, message content, font readability, and color composition, to determine how much the public accepted these elements.



Figure 2: Stunting Prevention Poster Design (source: researcher documentation)

The data shows that the cartoon character aspect of the poster received the highest acceptance, with 100%, followed by easy-to-understand message content (90%), font readability (80%), and eye-catching color composition (70%), as shown in the Figure 3.

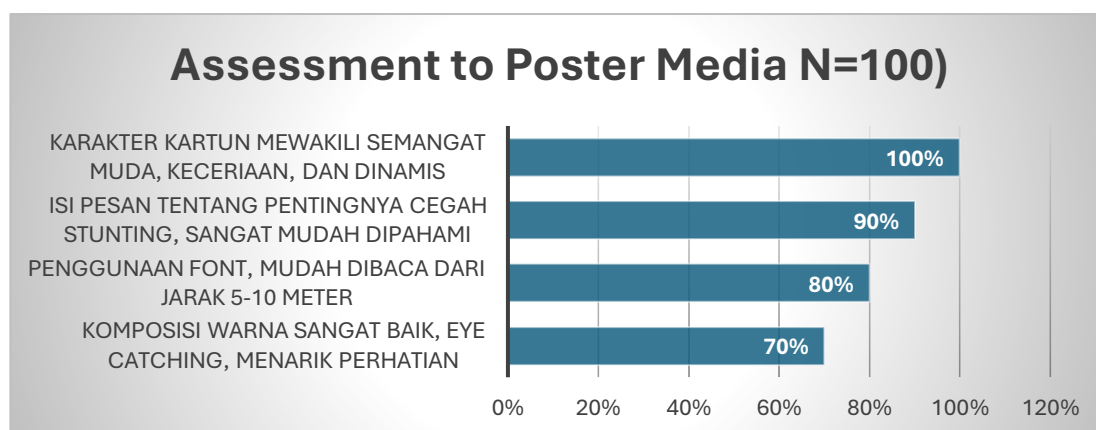


Figure 3. Respondent Acceptance of Poster Media (Source: Primary Data)

The perfect acceptance rate (100%) for the cartoon character element shows that the cartoon character can effectively represent youthful enthusiasm, cheerfulness, and dynamism. This indicates that the visual character on the poster has succeeded in attracting the audience's attention and creating an impression relevant to the campaign's objectives. Pangestu's (2019) research emphasized that visual elements close to the target audience's culture can increase the effectiveness of campaign messages.

With an acceptance rate of 90%, the message about the importance of preventing stunting is considered very easy for the public to understand. The poster is designed with simple

yet informative language to convey core information. Research by Ernawati (2022) found that concise and data-based health messages increase public understanding and awareness.

As many as 80% of respondents considered the poster font readable from a distance of 5–10 meters. This high acceptance highlights the importance of choosing the type and size of the font in poster design to ensure that the message can be easily accessed by the audience, including in public spaces. This aligns with visual communication design guidelines, emphasizing readability as a primary factor in campaign media (Nisa & Rohmatulloh, 2022).

The color composition obtained an acceptance rate of 70%, the lowest score compared to other aspects. Although still relatively high, this result indicates that the colors on the poster are pretty eye-catching, but may not fully meet the audience's preferences. Research by Mubarat et al. (2023) emphasized that the strategic use of contrasting colors can more effectively guide the audience's visual focus to important elements in the poster.

The results of this analysis indicate that the poster has been designed effectively, especially in terms of visual character and message delivery. However, there is room to improve the aesthetic elements, especially in color composition. Contrasting and harmonious colors can increase visual appeal and encourage further audience engagement.

Overall, the stunting prevention poster media was well received by the public. This finding underscores the importance of designs that balance visual and verbal elements to increase public awareness of health issues like stunting.

4. Analysis of the Acceptance Level of Stunting Prevention Leaflet Media

Leaflet media is designed to provide more detailed and flexible information than posters. With a format that can be folded and carried anywhere, leaflets are expected to reach a wider audience, including teenagers and parents. This study evaluated public acceptance of leaflets based on four aspects: message content, leaflet size, font size, and color composition. Three types of leaflets will be applied to villagers are in Figure 4.



a. MPASI Menu Leaflet



b. MPASI Education Leaflet



c. Hand Washing Leaflet

Figure 4. Leaflet Design with Three Types of Educational Messages (source: researcher documentation)

The survey results of 100 respondents showed that the message content aspect received the highest acceptance (100%), while the leaflet size aspect received the lowest score (50%). The acceptance rate graph is shown in Figure 5.

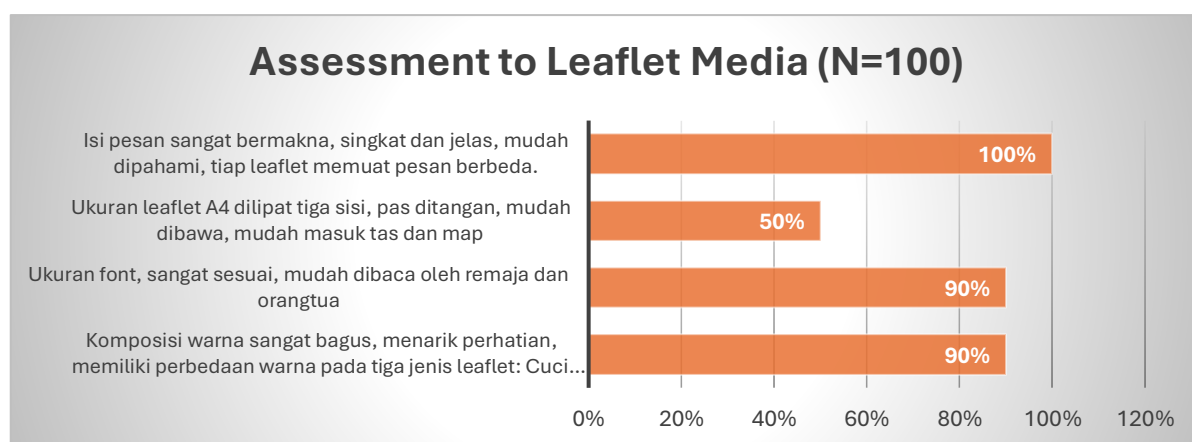


Figure 5. Assessment of Leaflet Media (Source: Primary Data)

The complete analysis of each aspect is as follows. (1) With a perfect acceptance rate (100%), the message content on the leaflet is considered very meaningful, concise, and straightforward. The leaflet successfully conveys important messages to prevent stunting, and each leaflet contains a different message relevant to the audience's needs. Clarity and simplicity of messages are important elements in health education media, as explained by Handayani et al. (2023), and focused and specific messages tend to be easier for the audience to remember and accept. (2) Only 50% of respondents positively assessed the leaflet size aspect. This is due to individual preferences regarding the convenience of carrying and storing leaflets. Although leaflets have been designed to be easy to fold and fit into bags or folders, this does not fully meet the expectations of some audiences. Research by Pangestu (2019) highlights the importance of adjusting the campaign media format to user preferences to increase the effectiveness of its distribution.

(3) As many as 90% of respondents considered the leaflet's font size appropriate and easy for teenagers and parents to read. The font size and type selection have been well-designed to reach various age groups. Good readability is one of the key factors in ensuring that messages are delivered effectively (Nisa & Rohmatulloh, 2022). (4) The color composition aspect also scored high, namely 90%. The combination of colors that attract attention and the variation of colors in the three types of leaflets that discuss hand washing, the importance of MPASI, and MPASI menu choices are considered successful in creating visual appeal. Using visually appealing colors can increase audience attention to campaign media content (Mubarat et al., 2023).

These results indicate that the stunting prevention leaflet media has attracted the audience's attention, especially by delivering short, clear, and focused messages. However, further evaluation is needed on leaflet size to ensure that the format is more practical and to audience preferences. The leaflet analysis concluded that the stunting prevention leaflet was well received by the community overall. This success highlights the importance of a design responsive to the audience's needs, including explicit message content, good font readability, and attractive color composition.

5. Analysis of the Level of Acceptance of the Stunting Prevention Booklet

To support public education regarding stunting prevention, the booklet media was designed to provide comprehensive, easy-to-understand, and attractive information. The booklet design (figure 6) was evaluated to measure its level of acceptance by 100 respondents.



Figure 6. Stunting Prevention Booklet Design (source: researcher documentation)

This assessment covers several important aspects, such as the relevance of the message content, readability, number of pages, booklet size, and visual appearance. This evaluation aims to ensure that the educational media effectively conveys the message and is to the target audience's needs. The results of the booklet media evaluation provide important insights regarding the effectiveness of this tool in conveying stunting prevention information to the public. The following is an in-depth analysis of the five main aspects based on the responses of 100 respondents (Figure 7).

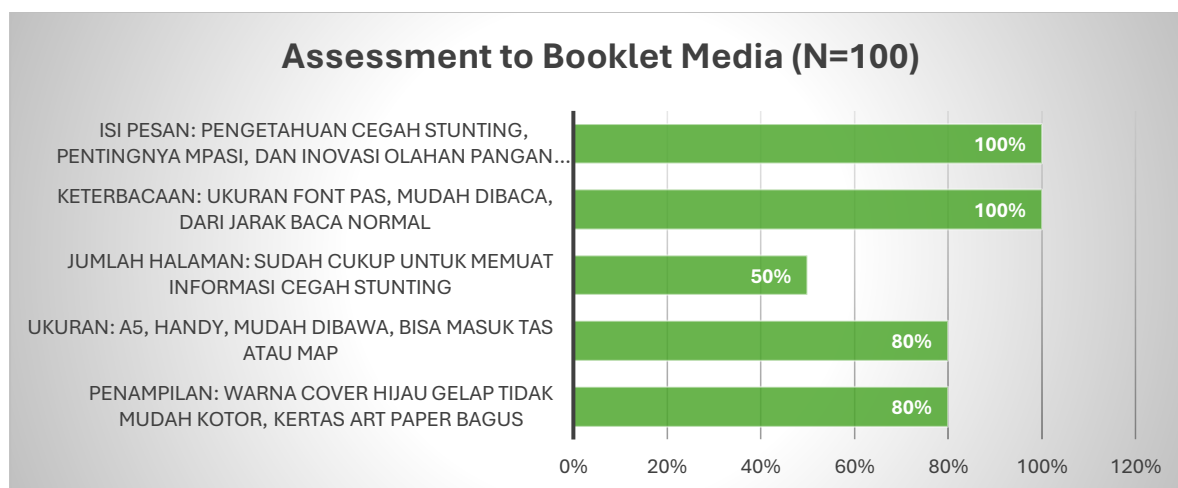


Figure 7. Assessment of Booklet Media (Source: Primary Data)

(1) All respondents agreed that the message content in the booklet was relevant and valuable. This shows that the material presented can answer the community's needs, especially regarding knowledge about stunting and the importance of innovative MPASI intake. However, this also reflects the limitations of other sources of information that may be available to the community. Therefore, this booklet is an important educational resource that can reach a broad

audience. In health communication theory, message relevance is the key to success in increasing public health literacy (Kristiandi, 2018).

(2) Readability, received a perfect score (100%). This shows that the booklet is well-designed in terms of typography. The selection of adequate font size and text layout reflects success in considering visual design principles that support effective information delivery. Good readability ensures that information can be understood by various age groups, including those with visual impairments. This is important to maximize the impact of health communication in preventing stunting, according to its persuasion target (Turnip, 2018).

(3) As many as 50% of respondents stated that the number of pages in the booklet was sufficient, while the other half may feel that the information can still be expanded. This shows the need for the community to get more detailed information on the topic discussed. Adding subtopics, such as simple MPASI recipes or actual case studies related to stunting prevention, can be a practical step in developing a booklet. This aligns with the health literacy approach, prioritizing delivering in-depth information without burdening the reader.

(4) The booklet's size, designed for A5 paper, is highly appreciated because it is practical to carry and use. This portable design makes distribution more manageable and allows readers to access information whenever needed. However, 20% of respondents may feel that this size is too small to contain detailed visual information, such as infographics or illustrations. A combination format (A5 for the primary material and additional posters in a larger size) can be an innovative solution.

(5) Most respondents (80%) considered the booklet's visual appearance attractive. Using dark green and quality paper materials shows an effort to create a professional yet clean impression. However, the remaining 20% may have expected a more environmentally friendly color variation or material. Good visual design increases credibility and the audience's appeal to the message (Mubarat et al., 2023).

The general assessment results show that the visual communication elements (readability and design) scored very high, meaning that this media can facilitate the audience's acceptance of information. The assessment result is in line with the Media Richness theory, which states that well-designed communication media can increase the effectiveness of message transfer (Sandel & Ju, 2019).

However, evaluating the number of pages that only received 50% agreement indicates potential areas for improvement. Some respondents may feel that the information presented is not in-depth or detailed enough to meet their needs. A study by Pratiwi (2019) on health communication emphasizes the importance of balancing the completeness of information and concise delivery so that the media remains easy to understand.

From an educational design perspective, dark green on the cover shows an understanding of aesthetic and pragmatic elements. This color tends to attract attention while giving a clean impression. Visual aspects, including color and media materials, contribute significantly to the effectiveness of educational communication (Levio et al., 2022).

This study proves that community-based media campaigns effectively increase public health awareness. These results align with research by Sri et al. (2024), which emphasizes the importance of visual media, such as posters, in conveying health information in rural areas. The introduction of Catfish as a nutritious local food ingredient has impacted people's eating patterns. This finding confirms the results of previous studies, which show that local resource-based food innovations can be a sustainable solution to overcome stunting (Amirah et al., 2023; Nada et al., 2024).

Conclusion

This study proves that stunting prevention campaigns through posters, leaflets, and booklets, combined with education on local food innovations based on catfish, effectively increase public awareness in Saringembat Village. The campaign media design uses an attractive visual and verbal approach, attracting the attention and interest of villagers and making it easy to understand. Posters with cartoon visual characters successfully attract public attention, while leaflets and booklets provide more detailed and applicable information, supporting the sustainability of stunting prevention education in everyday life.

Through local food innovation education, people begin to understand the nutritional benefits of catfish as a source of high protein and Omega-3, which are important for preventing stunting. This media campaign, integrated with local food education, encourages people to adopt healthier diets, including integrating catfish-based menus into daily consumption. This study confirms that strategies based on campaign media and local innovation can effectively raise awareness and change public behavior regarding stunting issues.

Further research recommendations include exploring the use of digital platforms, such as social media or interactive applications, to expand the reach of stunting prevention campaigns and facilitate the more widespread adoption of local food innovations.

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