



Effective Communication Of The Family Assistance Team (TPK) In Preventing Stunting To Brides-To-Be In Air Napal Sub-District

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Abstract. This research aims to find out the dangers of stunting and its prevention to prospective brides (catin). One of the things done is communication between the Family Assistance Team (TPK) and prospective brides (catin) through three (3) months of premarital assistance in Air Napal District. This research method is descriptive qualitative. The theory used is Cutlip and Allen's effective communication process theory, namely credibility, context, content, clarity, sustainability, media and understanding. The results showed that the effective communication process consists of credibility, context, content, clarity, sustainability, media and understanding as follows: The Family Assistance Team (TPK) succeeded in building strong credibility so that prospective brides (catin) were interested in exploring information related to stunting prevention. Furthermore, context, the family assistance team (TPK) provides real and directed communication, information and education related to stunting prevention. Content, through the ELSIMIL application, catin can access educational content related to stunting prevention and pregnancy readiness. Clarity (clear message), the process of communication and delivery of education related to stunting and its prevention is clear and easily understood by catin. Continuity of communication that takes place even when the catin is married, pregnant and becomes a post-saline mother. The media are social media whatsapp and facebook which are very effectively used by the Family Assistance Team (TPK) and prospective brides (catin). Furthermore, understanding, namely both parties can be said to have carried out effective communication with the same understanding or the message conveyed can be received and applied properly. The occurrence of effective communication is also because the Family Facilitating Team and the bride-to-be (catin) already know each other well so as to increase the trust of the bride-to-be (catin) in the Family Facilitating Team (TPK).

Keywords: *Effective Communication, Stunting Prevention, TPK, Catin*

INTRODUCTION

The Indonesian government has made stunting a national priority. Stunting is included in the 2020-2024 National Medium-Term Development Plan (RPJMN) with a significant reduction target from 27.6% in 2019 to 14% in 2024. President of the Republic of Indonesia Joko Widodo has appointed the National Population and Family Planning Agency (BKKBN) as the Chief Executive of the Stunting Reduction Acceleration Program under the coordination of the Coordinating Minister for Human Development and Culture (PMK). (Efendi Syamsuri 2022)

The problem of stunting can have an impact on human resources (HR), related to health and even infant mortality and must be addressed immediately. Based on data from the National Nutrition Status Survey (SSGI) in 2022, the prevalence of stunting in Indonesia was 21.6%. This number decreased compared to the previous year, which was 24.4%. This makes stunting a serious problem for the government. The previous year, there were 2 million women married in a year. Of the 2 million a year, 1.6 million became pregnant in the first year, of the 1.6 million who were stunted, 400 thousand were still stunted. The WHO target is to keep the stunting rate below 20%. (Efendi Syamsuri 2022)

The mistake made by prospective brides is to go on a strict diet which wants an ideal physique without thinking about the nutritional needs that are good for the body to prepare for pregnancy. The condition of the body that is not ready for pregnancy will increase the risk of giving birth to a stunted baby because

already detected nutritional deficiencies and nutrients. So it is necessary to pay attention to the problem of fulfilling nutrition and nutrition, as well as avoiding smoking behavior or exposure to cigarette smoke for both prospective brides and grooms to ensure that prospective brides must have good health criteria to be able to produce, conceive and give birth to healthy and quality children. (Efendi Syamsuri 2022)

In overcoming the problem of stunting, BKKBN mobilizes family planning extension workers and TPK (family assistance team) cadres at the village level, to provide assistance to prospective couples of childbearing age or prospective brides. By encouraging prospective brides to conduct health checks before marriage and pregnancy. BKKBN continues to optimize services through posyandu cadres and handling stunting from upstream, namely in the preparation of prospective brides (catin). One way to carry out stunting intervention is to approach by communicating with prospective brides (Catin) on marriage and pregnancy readiness.

Three months before marriage, the TPK (family assistance team) will visit the bride-to-be and provide information related to marriage and pregnancy preparation. The TPK (family assistance team) will direct the bride-to-be to have a health check and provide education related to preventing stunting. The message conveyed by the TPK to the bride-to-be is related to stunting prevention education starting from the bride-to-be who is directed regarding pregnancy preparation such as routinely consuming foods that contain animal and vegetable protein, maintaining a clean environment and sanitation, avoiding smoking and exposure to cigarette smoke, giving exclusive breastfeeding (preferred) to babies and giving complementary foods (complementary foods) when the baby is six months old and above. This is what needs to be considered by prospective brides to give birth to quality babies and avoid the risk of stunting. Three months premarital TPK (family assistance team) will routinely accompany the bride and groom and continue to monitor the latest conditions of the bride and groom, the bride and groom are also expected to report to the TPK (family assistance team) regarding the development of health conditions and other obstacles that occur during the assistance process.

Air Napal Sub-district is one of the sub-districts in North Bengkulu Regency. Air Napal sub-district has 12 villages with a total population of 9999 people consisting of 5056 men and 4943 women (source of BPS census data 2022). Reporting from the website <https://bengkulu.bkkbn.go.id/> in 2023 there are 4 stunting locus villages in Air Napal Sub-district, namely Pasar Tebat, Air Napal, Pasar Bembah and Pasar Palik villages, which means that these four villages are special locations for handling stunting cases. These four villages are villages that will become Quality Family Villages (KB villages) so that they become special targets for handling the risk of stunting. The villages that will be the locus of this research are Pasar Bembah and Pasar Tebat villages. So that the prevention of stunting in Pasar Bembah and Pasar Tebat villages is a concern of the government and strives for steps so that the risk of stunting in Pasar Bembah, Pasar Tebat, Pasar Palik and Air Napal villages decreases.

TPK (family assistance team) is expected to provide information communication and education (IEC) to prospective brides (catin) related to preventing stunting such as maintaining a healthy diet starting from adolescence to prospective brides to prepare for a good pregnancy. Therefore, the TPK collaboration consisting of elements of kb cadres, pkk cadres and village midwives is expected to be able to provide assistance optimally and according to their main tasks and functions.

LITERATURE REVIEW

Communication

Communication is a process of sending messages or symbols that contain meaning from a communicator to a communicant with a specific purpose. According to Agus M.Hardjana (2016: 15) "Communication is an activity where someone conveys a message through certain media to others and after receiving the message then responds to the sender of the message".

Deddy Mulyana (2015: 11) "Communication is the process of sharing meaning through verbal and non-verbal behavior carried out by two or more people". Andrew E. Sikula (2017: 145) "Communication is the process of transferring information, understanding, and understanding from someone, somewhere, or something to something, somewhere or someone else".

Family Assistance Team (TPK)

Family assistance is carried out by the Village Family Facilitator Team, which consists of midwives, PKK cadres and family planning cadres. In various conditions, the composition of the Family Facilitator Team in the Village/Kelurahan can be adjusted through collaboration with Midwives from other Villages/Kelurahan or involving Nurses or other health workers. In relation to the Family Facilitator Team, midwives who are prioritized are midwives who are located or assigned in the village/kelurahan and are registered. (bkkbn.go.id)

The Family Assistance Team carries out assistance which includes counseling, facilitation of referral services and facilitation of receiving social assistance programs and surveillance to families including prospective brides / childbearing age couples and / or families at risk of stunting and conducts surveillance of priority targets to detect early risk factors for stunting. (bkkbn.go.id)

In order to strengthen the implementation of family assistance tasks, each staff member in the Family Assistance Team has a division of roles, namely:

- a. Midwife as the coordinator of family assistance and health service provider. health service provider.
- b. Cadres/Members of the TP PKK at the Village Level as the mobilizer and facilitator (mediator) of services. facilitator (mediator) of services for the family.
- c. KB cadres as recorders and reporters of data/development on the implementation of family assistance and/or target groups. family and/or target group assistance. (bkkbn.go.id)

Stunting

Stunting is often said to be short or stunted. However, it should be noted that not every child who is short is said to be stunted, but every child who is stunted is definitely stunted. Malnutrition can occur in babies even while still in the mother's womb and at the beginning of birth, but will be seen when the baby is 2 years old (Kemenkes RI 2018).

The World Health Organization (WHO) defines stunting as a failure of growth and development by children due to prolonged inadequate nutritional intake, recurrent infectious diseases, and insufficient psychosocial stimulation (Stewart, Lannotti, Dewey, Michaelsen, & Onyango, 2013).

Children who are stunted, especially at an early age, may also experience growth restriction of other organs, including the brain. Due to its serious, varied and long-term impact, stunting is considered a syndrome, where linear growth failure (stunted) is a marker of multiple pathological disorders associated with increased morbidity and mortality, decreased cognitive function, and increased risk of NCDs in adulthood (Roediger, Hendrixson, & Manary, 2020).

The interventions carried out in this stunting prevention effort need to be done early, starting from the initial planning of marriage. This is because the risk of stunting already exists before pregnancy. Therefore, prospective mothers and fathers need to have good health quality. With this good health, it is hoped that when conception and pregnancy occur, the risk of stunting can be prevented from the start. (bkkbn.go.id)

METHODS

This research method uses Descriptive Qualitative research methods, this can be seen from the procedures set, namely research procedures that produce descriptive data, speech, writing, or observed behavior of the people or subjects themselves. In this case, the Family Assistance Team (TPK) in Pasar Bembah Village is the first step to start this research.

According to Sugiyono (2016: 9) qualitative descriptive method is a research method based on the philosophy of postpositivism used to research on natural object conditions (as opposed to experiments) where the researcher is the key instrument data collection techniques are carried out in triangulation (combined), data analysis is inductive / qualitative, and qualitative research results emphasize meaning rather than generalization.

Qualitative descriptive research aims to describe, describe, explain, explain and answer in more detail the problems to be studied by studying as closely as possible an individual, a group or an event.

Based on the understanding of several experts, it can be concluded that descriptive qualitative research is a series of activities to obtain data that is what it is without being in certain conditions whose results emphasize meaning.

RESULTS

Credibility

The family companion team (TPK) below has the main task and function of providing assistance to the prospective bride and groom (catin) for 3 months before the wedding.

In the researcher's interviews with the family assistance team (TPK), Mrs. Popi Susanti 40 years old 11 March 2024, Mrs. Dini Nopitasari 32 years old 11 March 2024, Mrs. Zainab 44 years old 10 March 2024 and Diah Dinda Wulandari 23 years old 10 March 2024.

"When we receive information from the village government about a prospective bride and groom who will definitely get married in the next few months, we as TPK who are also residents of the same village as the prospective bride and groom (catin) will come to confirm whether the information is true (Popi Susanti Interview, 11 March 2024).

"So, when it has been confirmed by Catin, we will convey initial communication to Catin that three months before marriage, we will provide assistance regarding pregnancy readiness to prevent stunting" (Early Nopitasari Interview, 11 March 2024).

"When we are in the field, we will meet many prospective brides (catin) who have different mindsets of course and their responses to the information and messages we convey" (Interview with Zainab, 10 March 2024).

"The generation of prospective brides (catin) who are active on various social media platforms, of course some already understand the issue of stunting, which is something that prospective brides and grooms must pay attention to when preparing for pregnancy" (Interview with Diah Dinda Wulandari, 10 March 2024).

Lampiran Putusan Camat AIR NAPAL KABUPATEN BENGKULU UTARA
 Nomor : 9 Tahun 2021
 Tanggal : 24 September 2021

Penunjukan TIM PENDAMPING KELUARGA Kecamatan Air Napal
 Tahun 2021

NO	NAMA DESA/ KELURAHAN	NAMA	JABATAN	NO HANDPHONE AKTIF
1	Pasar Bembah	a. POPI SUSANTI	PPKBD	0813 6604 4787
		b. APRILIA NURHASANAH, Amd.Keb	BIDAN DESA	0853 8409 1812
		c. DINI NOPITASARI	PKK	0813 6604 4788
8	Pasar Tebat	a. ZAINAB	PPKBD	0812 7922 5224
		b. SITA DINENSIH, SST	BIDAN DESA	0821 7622 0216
		c. DIAH DINDA WULANDARI	PKK	0813 6963 4245

Figure 1 Decree On The Appointment Of TPK Officers In Pasar Bembah And Pasar Tebat Villages

By attaching the decree in the picture above when conducting the initial stage of assistance, in order to create credibility that the Family Assistance Team officers are selected villagers and are able to carry out their main duties and functions.

The following is an interview with a prospective bride (catin) "I personally feel very cared for by the family assistance team, they really come at the right time and also quickly, informing that I will be accompanied to provide several things about my health and my future husband, of course I feel cared for and they work with a very responsive team" (Interview Aqsharanavira, March 11, 2024). The question to informant Reka Oktarian Calon Bride (Pasar Bembah) was the same as Aqsharanavira, and the statement delivered was also almost the same as Aqsharanavira.

"I had my own fears about how I would prepare for a good pregnancy. I had a lot of fears, but all of those fears seemed to disappear when the family support team assured me and provided education that I was right to get married at a mature age, and I could prepare for my future pregnancy. "Avoid the issue of stunting which I have often heard so far, and also the thing that makes me confident is because the TPK members on duty are people in my village and people I know" (Melpi Interview, 10 March 2023).

The questions to Annisah Prospective Bride (Tebat Market) were the same as Melpi, and the statements given were almost the same as Melpi.

Based on the results of interviews with researchers and informants, it can be concluded that the information they received regarding stunting and various messages about pregnancy readiness can be confirmed as true, that the information and messages were correctly conveyed by the family assistance team (TPK). The credibility built by the family assistance team (TPK) increasingly makes the prospective bride and groom (catin) confident in information related to stunting prevention and good pregnancy readiness so that the children born to the couple are a generation free from the risk of stunting.

Strengthened by the results of the researcher's observations, it can be ascertained that the Family Assistance Team (TPK) is a village community that is selected and is able to carry out the mandate and already knows each other with the prospective bride and groom (catin), and the Family Assistance Team (TPK) has a clear background and has attended training specifically as the selected TPK, so it is clear that this adds to the credibility of the family assistance team (TPK).

Context

Context is one of the important aspects in the communication process related to stunting prevention, which will discuss the form of communication that will be conveyed to prospective brides to make it more interesting, revealed when interviewing Popi Susanti 40 years old March 11, 2024.

"Most of the prospective brides (catin) who are getting married, we meet in the field are prospective brides who have an interest in stunting and its prevention. But we have also encountered prospective brides (catin) who are still unfamiliar with information about what stunting is, its prevention and the risks for the future".

Interview with Dini Nopitasari 32 years old, March 11, 2024 regarding the context of stunting prevention

"When providing assistance to prospective brides (catin) we already have tools such as measuring height, weight, and a special book for recording the results of temporary examinations by the TPK, checking the weight, height, and upper arm circumference of the catin."



Figure 2 Documentation Of The Process Of Measuring Catin's Height And Weight

Assistance to prospective brides (catin) by the family assistance team by measuring height and weight directly to determine the ideal weight to prepare for pregnancy later. After that, other health check processes such as HB levels, LILA will be directed to be checked directly by health workers at health facilities.

Interview with catin Melpi 29 years old, March 10, 2024 and Annisah 25 years old March 10, 2024.

"Of course with full assistance from the TPK, even when doing health checks to the health facility they accompanied and monitored the results of the health checks, and Alhamdulillah all the results of the checks were good, it's just that I need to increase my weight a little, because it is still not ideal for preparation for pregnancy later" (Interview Melpi, 29 years old March 10, 2024).

"I think the family assistance team is optimal in its duties, previously I had minimal knowledge related to stunting and its prevention, but they continue to educate that stunting is not something that I can underestimate, before marriage this is the process I started to prevent the risk of stunting, even before I didn't like eating vegetables and fruits, it turns out that now

such foods are what I must consume of course" (Interview Annisah, 25 years old March 10, 2024).

Strengthened by the results of researcher observations, that it can be seen from the posture of prospective brides (catin) that varies, some have a body that is too small with less weight, and there are also catin (prospective brides) who are overweight, so the family assistance team (TPK) suggests improving a healthy diet and creating a healthy body as well. The Pasar Bombah Village Family Support Team (TPK) already has a height and weight measuring device, but for Pasar Tebat Village the Family Support Team (TPK), still does not have the measuring device.

Content

Content is the content of the message in the form of material or core material from what the family accompanying team conveys to the prospective bride and groom (catin). Data on the results of the prospective bride and groom's health examination (catin) at a health facility can be entered into a health screening application whose application name is ELSIMIL (electronic ready for marriage ready for pregnancy). The electronic application ready for marriage and pregnancy or abbreviated as the ELSIMIL application is an application built to detect risk factors for stunting in prospective brides (Catin). The ELSIMIL application is a screening, assistance and stunting prevention application for prospective brides and grooms.

The following is an interview with TPK Popi Susanti, 40 years old, March 11 2024

"When assisting, we will direct the prospective bride and groom to fill in data in the ELSIMIL application, this application is only intended for prospective brides and grooms (catin) and the data filled in is in the form of personal data and the results of health checks at health facilities, namely weight, height, hemoglobin, upper arm circumference etc. "The menu in the application also consists of various knowledge, one of which is educational material about stunting and its prevention, types of nutritious protein, etc. that can be accessed by catin" (Interview with Popi Susanti, 40 years old, 11 March 2024).

For questions to the TPK, Dini Nopitasari was the same as Popi Susanti, and the statements made by Dini Nopitasari were also almost the same as Popi Susanti.

"We are helped by the ELSIMIL application, because through this application there is also educational content which contains information about various things related to readiness for marriage and pregnancy, such as education about pregnancy readiness, contraceptive methods, reproductive health, etc. "This application will also display the filling results automatically, if the result indicator is green then the results are ideal, if the indicator is red it means it does not meet normal standards and the catin health quality needs to be immediately improved" (Interview with Zainab 44 years 10 March 2023).

For questions to the TPK, Diah Dinda Wulandari was the same as Zainab, and the statements made by Diah Dinda Wulandari were also almost the same as Zainab.

Based on the results of the researcher's interviews with informants, it can be concluded that the ELSIMIL application program in the form of health screening is good and effective in finding out whether the prospective bride (catin) is at risk of stunting or not based on the results of the health examination. If the results that appear do not pose a risk of stunting, the indicator is green and you can proceed to the certificate printing stage, however, if the results of the health check show the indicator is red, then it is not ideal for pregnancy and the prospective bride (catin) focuses on improving the health of the red indicator, as if If your body weight is less than ideal, the prospective bride and groom (catin) will have enough nutritional intake to enter their body so that their body weight becomes ideal and they are ready to get pregnant.

Strengthened by the results of the researcher's observations, there was one prospective bride (catin) who apparently failed at first to register for the ELSIMIL application, it turned out

that after further investigation, there was a problem with using catin's email, so she had to use a new email, and was able to register in the ELSIMIL application. During the mentoring process, there were no prospective brides (catin) who had red indicator results applied by ELSIMIL.

Clarity

Clarity is a clear message and does not give rise to various interpretations so that the family support team provides a clear understanding regarding stunting prevention and the risk of stunting for the future. The family assistance team (TPK) will describe the risk factors for stunting on the child's future, therefore it is very important to provide education to prospective brides (catin) who are getting married because stunting can attack while the baby is still in the mother's womb, which means preparing for pregnancy. What is good for preventing the risk of stunting is something that really cannot be underestimated. Like the interviews given by TPK Pasar Bombah Popi Susanti 40 years old 11 March 2024, Dini Nopitasari 32 years old 11 March 2024 and TPK Pasar Tebat Zainab 44 years old 10 March 2024 and Diah Dinda Wulandari 23 years old 10 March 2024

"There is one message that the prospective bride and groom (catin) who are getting married seem to be a bit reluctant to do is from the male catin to stop smoking. "Because it has become a habit, it will be difficult to encourage people to stop, we as TPK have tried to provide education to the men, the rest is our hope that they will really stop smoking first" (Interview with Popi Susanti 40 Years, 11 March 2024). "We will also convey to prospective brides and grooms the factors that if a child is at risk of stunting, of course it will affect the child's future, apart from their short body, the child's brain development will also not be the same as children in general, so later when they learn it will be difficult for children at risk to understand. stunting" (Dini Nopitasari Interview 32 years old, March 11 2024).

"Now in the case of a prospective bride (catin) who has an accident in the sense that she is pregnant before marriage, that is beyond our scope as a family support team, because it is clear that assistance to the prospective bride (catin) is three months before marriage and the aim is to prepare for a good marriage and pregnancy. " (Interview Zainab 44 years old, March 10, 2024).

"We often also come across comments from the parents of the prospective bride and groom (catin) who still adhere to traditional customs such as consuming special food so that they can have children quickly, as long as the food is not dangerous and has an impact on the prospective bride (catin), it is not a problem for "We, because our focus is to provide education to prospective brides and grooms about the dangers of stunting and the need for preparation so that pregnancy and childbirth will be smooth and free from the risk of stunting" (Interview with Diah Dinda Wulandari, 23 years old, 10 March 2024).

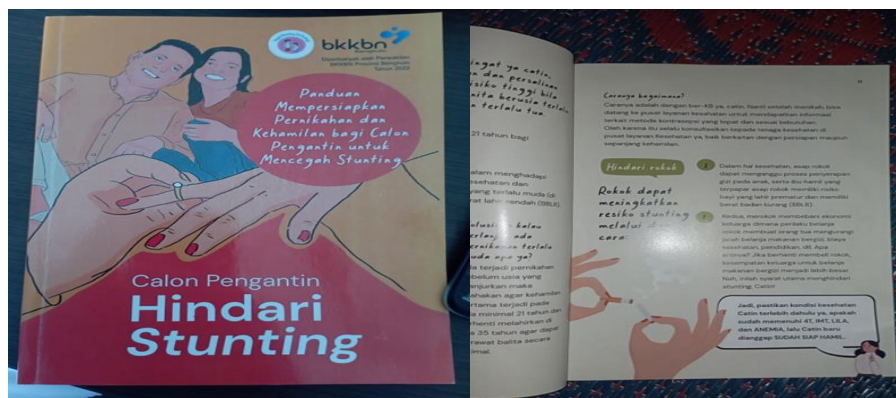


Figure 3 Display Of The Stunting Education Book To The Catin

When providing assistance, the Family Facilitating Team uses brochures or educational books as shown above, so that the bride-to-be can better understand the messages conveyed by the TPK.

Based on researcher interviews with informants, the Family Facilitator Team (TPK) in the village are selected people who are able to convey messages and information about stunting prevention and the dangers of stunting for future life. By preparing for marriage and pregnancy well, it will certainly give birth to a quality generation and avoid the risk of stunting. A stunting prevention message that is a little sensitive to convey is an appeal for male brides to stop smoking and stay away from exposure to cigarette smoke to female brides.

Strengthened by the researcher's observations, the process of delivering messages related to stunting prevention to prospective brides (catin) by the family assistance team (TPK) is conveyed clearly and systematically with the quality of TPK human resources who are able to carry out their duties well.

Sustainable

Effective communication and success in mentoring and educating can be seen in the continuity between the family companion team (TPK) and the prospective bride and groom (catin) where the communication carried out can continue into the future of course, when the prospective bride and groom have become pregnant and post-natal mothers. copy.

The following is an interview with the family support team, Popi Susanti, 40 years old, 11 March 2024, Dini Nopitasari 32 years old, 11 March 2024, Zainab 44 years old, 10 March 2024 and Diah Dinda Wulandari 10 March 2024 regarding sustainability

"Of course the mentoring process is not only completed when the prospective bride and groom (catin) get married, but in our team we have 3 people in one village, of course all of them have their own duties to accompany other interventions in our work area, now when this catin is done get married and give birth, then the midwife will continue to provide assistance" (Interview with Popi Susanti, 40 years old, 11 March 2024).

"The midwife will continue the task of assisting those of us who are married and then pregnant and become postpartum mothers" (Early Interview Nopitasari 32 Years, 11 March 2024)

"We continue to strive to provide the best assistance in accordance with our main duties as TPK, which means we are entrusted as an extension of the government to intervene to always educate and provide appropriate and successful assistance" (Interview with Zainab 44 Years, 10 March 2024).

"The teamwork of the tpk also gives enthusiasm to Catin, especially when we provide assistance" (Interview with Diah Dinda Wulandari, 23 years old, 10 March 2024).

Interview of prospective brides (catin) Aqsharanavira 25 years old 11 March 2024, Reka Oktarian 25 years old, 11 March 2024, Melpi 29 years old 10 March 2024 and Annisah 25 years old 10 March 2024

"Of course, all messages and information related to stunting were conveyed to me well. During the 3 months before the wedding, I was visited three times a month and asked about my understanding of stunting, what I was doing and whether I was doing it or not. "In fact, I have also been advised that later when I am pregnant my status will no longer be catin but pregnant and there will be a midwife who is also part of the tpk team who will accompany me throughout the pregnancy until I give birth" (Aqsharanavira 25 years, 11 March 2024).

Based on the results of the interview, the success of communication in the mentoring process is the continuation of mentoring and communication between the family assistance team (TPK) and prospective brides (catin). There will be TPK officers from the midwife element

who will continue the mentoring process, from catin to pregnant women and after that to post-coital women.

Based on the researcher's observation, the family assistance team (TPK) creates a relaxed mentoring process but does not put pressure on the prospective bride and groom (catin).

Media

Media is one way that we can communicate with a person or group, in this research WhatsApp media is the media used for the mentoring process for prospective brides and grooms (catin). Using the WhatsApp application makes it easier to communicate between the family companion team (TPK) and the prospective bride and groom (Catin) during the mentoring process.

The following is an interview with the family assistance team (TPK) Popi Susanti 40 years, Dini Nopitasari 32 years 11 March 2024, Diah Dinda Wulandari, 23 years, 10 March 2024 and Zainab 44 years 10 March 2024

"During the mentoring process, we use the WhatsApp application to continue to monitor developments if there are prospective brides (catin) whose health standards do not meet normal standards to be ready for marriage and ready to get pregnant" (Interview with Popi Susanti, 40 years old, March 11, 2024).

"It really provides convenience because wherever and whenever you can respond quickly if someone wants to ask a question" (Dini Interview Nopitasari 32 Years, 11 March 2024).

"Sometimes it is related to the distance from the prospective bride and groom (catin) which is one of the reasons we use WhatsApp media as a communication link because quite a few of us meet prospective brides (catin) who still have activities such as work, etc. which they cannot leave behind, so we monitor and providing online education via WhatsApp media" (Interview with Zainab, 44 years old, 10 March 2024).

"In my opinion, the fact that cats have to be secluded does not apply to our cats who are sometimes still busy in the world of work, because that is one of the demands too, so communicating online could be an alternative for us" (Interview with Diah Dinda Wulandari 23 years, 10 March 2024).

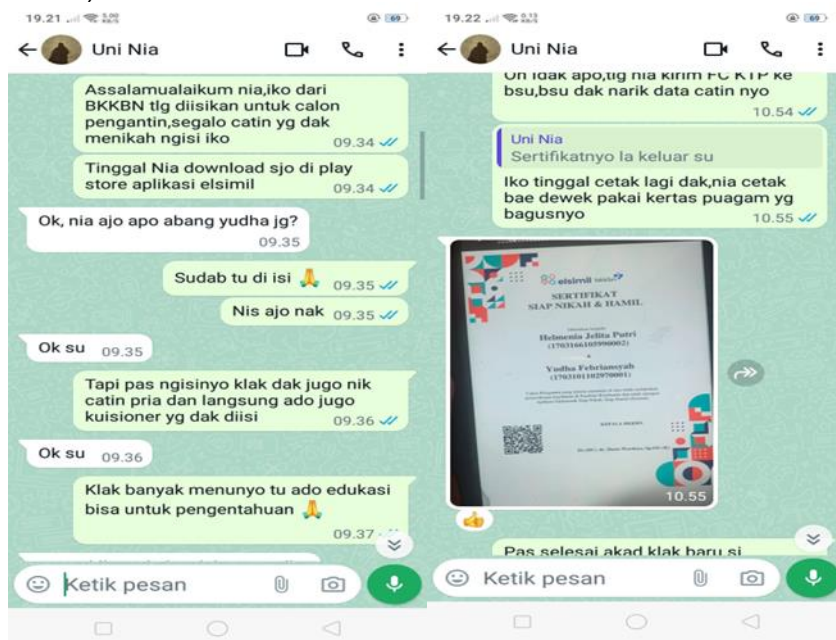


Figure 4 Display Of Tpk Chat With Catin Via Whatsapp

Communication between the Family Assistance Team and prospective brides (catin) becomes easier using whatsapp media, especially catin who are still busy with work etc.

Based on the results of the interview, other media that are actively used to communicate between the family assistance team and prospective brides are whatsapp media and also Facebook which certainly makes it easy to access information and education related to stunting prevention.

Based on the researcher's observations, the use of social media really provides convenience in communication, and it might be better if there is a community on whatsapp collection of prospective brides (catin) related to stunting prevention education, pregnancy readiness, marriage, etc.

Understanding

Understanding of effective communication between the family assistance team (TPK) and the prospective bride and groom (catin) can be seen from the results of interviews with the family assistance team (TPK) at Bembah Market and Tebat Market, namely,

"We feel that our prospective brides (catin) receive information and education regarding stunting prevention by following the recommendation to carry out health checks at health facilities" (Interview with Popi Susanti 40 Years, 11 March 2024)

"communication was smooth because yesterday the prospective bride and groom (catin) followed the recommendations and guidelines to fill in the results of the health examination into the elsimil application, so that later elsimil will check whether our catin is at risk of stunting or not and thank God, none of our catin are at risk of stunting and are ready to get married and pregnant. "However, during the mentoring period we will continue to accompany and monitor the health condition of the catin who is getting married" (Early Interview Nopitasari 32 Years, 11 March 2024).

"During the mentoring process yesterday, I saw that our catin's understanding of stunting and its prevention had increased, because we saw how actively they asked questions while we were accompanying them, such as what foods are good to consume in preparation for pregnancy, and what the ongoing process will be like after pregnancy. and giving birth" (Interview Zainab 44 Years, 10 March 2024).

"Judging from our catin's enthusiasm regarding the continuity of the mentoring process during pregnancy and childbirth to children who are vulnerable to stunting until the age of two years or the golden age of children, it makes me feel relieved because it means that they really understand, do and are able to prepare for marriage and good pregnancy so that their children will avoid the risk of stunting" (Interview with Diah Dinda Wulandari, 23 years old, 10 March 2024).

Based on the results of the interview, the Family Assistance Team (TPK) and the prospective bride and groom (catin) communicated well with each other, which can be judged by the responsiveness of the prospective bride and groom (catin). Prospective brides (catin) from Pasar Bembah and Pasar Tebat villages carry out continuous communication until they become pregnant, give birth and have children, so it can be said that the Family Assistance Team (TPK) has succeeded in providing understanding of the message and communicating effectively with the prospective bride and groom. (catin) and seen from the sustainability of the programs they carry out.

Based on researchers' observations, prospective brides and grooms (catin) are willing to follow the directions well by the TPK regarding things that are risk factors for stunting and its prevention, such as maintaining good nutritional intake into the body, maintaining environmental cleanliness and sanitation, staying away from exposure to cigarette smoke, etc.

DISCUSSION

Effective communication of the Family Assistance Team (TPK) in preventing stunting to catin in Air Napal District shows 7 indicators of effective communication factors that have been described by Cultip and Allen (Elena 2023), it has been proven that the communication carried out is effective. The following is the author's discussion based on the process theory and effective communication factors of Cutlip and Allen (Elena 2023).

1. Credibility

The process of assistance to prospective brides related to stunting and its prevention in Pasar Bembah and Pasar Tebat Villages can be confirmed to be successful, with a statement from the prospective bride (catin) regarding the credibility felt by the prospective bride (catin) towards the Family Assistance Team (TPK).

The credibility of the performance of the family assistance team in monitoring and providing assistance related to the risk of stunting and its prevention to prospective brides (catin) is not only based on the background of officers who in fact work with tupoksi in accordance with their fields, but TPK officers are people from the catin village itself who have attended training as a reliable Family Assistance Team and have training certificates, thus creating trust in prospective brides (catin) to TPK officers.

2. Context

The team of family companions who come directly to accompany the prospective bride and groom for three months before the wedding by providing educational communication and information about the dangers of stunting and what kind of prevention the prospective bride and groom should take (catin) and bringing height and weight measuring devices directly, with context This kind of assistance has apparently succeeded in making prospective brides (catin) interested and getting more services and participating in other programs that they hope for in the future.

Not only providing communication, information and education, the family assistance team creates a real assistance process by carrying out general health checks such as weight, height, history of disease and other health conditions. This also increases the spirit of insight and motivation for the prospective bride and groom (catin) to pay more attention to their health and have a healthier lifestyle in the future.

3. Content

The mentoring message regarding stunting prevention delivered by the family assistance team (TPK) to prospective brides (catin) is packaged specifically through the ELSIMIL application specifically for prospective brides (catin) with educational content about being ready to get married and ready to get pregnant and providing understanding to prospective brides (catin).

In the era of digitalization, it really makes it easy to access various information, and through the ELSIMIL application prospective brides (catin) can access education related to stunting, what nutritious food intake is, and education about pregnancy and marriage readiness which has its own features, such as in the feature display education on the ELSIMIL application below:

4. Clarity

How to reduce or avoid misunderstanding with the prospective bride and groom (catin) where each person is different and how to respond is also different, the family assistance team (TPK) provides an explanation of stunting prevention which is useful for the future of the child

and provides a statement that the family assistance team (TPK) is an extension of the government in this case (BKKBN).

5. Sustainable

The mentoring process related to stunting prevention carried out by the family assistance team (TPK) to prospective brides (catin) is successful as seen from ongoing communication after marriage, there is a follow-up mentoring procedure in this case post-coital mothers until the child is two years old later.

Prospective brides (catin) certainly do not need to worry, because the family assistance team has a procedure that is divided by the main tasks and functions of each family assistance team, for TPK who are not involved in accompanying prospective brides (catin), the family assistance team (TPK) from the village midwife element will continue the mentoring process when becoming pregnant women and post-saline mothers. Pregnancy spacing that is too close is also one of the factors for children at risk of stunting, so the TPK will recommend for post-saline mothers to use any type of contraceptive method to delay pregnancy.

6. Media

Whatsapp and Facebook are the media used by the family assistance team (TPK) in the mentoring process apart from face to face, and are very helpful in accessing information related to stunting prevention that is needed by prospective brides (catin). For Facebook media, prospective brides and grooms (catin) can access the Facebook account belonging to the Family Planning Extension Center, Air Napal District, which is the authority for extension and information that oversees the family assistance team (TPK), where the account provides various information about family planning, one of which is related to stunting prevention.

Through two private channels, WhatsApp and Facebook, communication between the family support team (TPK) and the prospective bride and groom runs smoothly and continues. Prospective brides and grooms (catin) can actively ask questions anytime and anywhere without obstacles, if they are prevented from communicating directly or face to face.

7. Comprehension

The family support team from Pasar Bembah and Pasar Tebat villages succeeded in providing assistance regarding stunting prevention to prospective brides (catin) due to several factors directly stated by the prospective bride and groom (catin) regarding their understanding and knowledge about stunting and its prevention.

The prospective bride (catin) understands what is conveyed by the Family Assistance Team regarding the four factors that put the prospective bride (catin) at risk of giving birth to a stunted baby, namely the first is poor nutritional status which can be determined through measuring the Upper Arm Circumference (LILA) and Body Mass Index (BMI), secondly the prospective bride (catin) is anemic or hermaglobin (Hb) levels are below normal, thirdly the prospective bride (catin) is too young to get pregnant and finally the prospective bride (catin) must avoid exposure to cigarette smoke and male catins are advised to quit smoking. Prevention can be done by encouraging the bride and groom (catin) to consume foods containing animal and vegetable protein, fruit, exercise diligently and diligently consume blood supplement tablets recommended by health workers.

Based on the results of the researcher's observations, when following the mentoring process of the Family Facilitating Team (TPK) to prospective brides (catin), and when the researcher interviewed the female bride-to-be (catin), and was also accompanied by a male catin. After hearing the education delivered by the Family Facilitator Team (TPK) regarding the dangers of cigarette smoke and active smoking for female catin to prepare for the pregnancy process

later, so that the male catin is determined to stop smoking temporarily until the pregnancy period is complete and keep exposure to cigarette smoke for his family later, although the male catin's statement that he will continue to smoke when the child is born.

The mentoring process with methods and programs such as the health screening application (ELSIMIL) and is really carried out well by the family assistance team (TPK) so that it becomes an extension of the Government regarding the importance of providing communication, information and education about the dangers of stunting risks for life to come, providing understanding, awareness and interest of prospective brides (catin) to apply what is conveyed by the family assistance team (TPK) to create a golden generation that avoids the risk of stunting.

CONCLUSION

1. Credibility, it can be concluded that the family assistance team (TPK) are selected people according to their fields, who are able to carry out their main duties and functions properly in accordance with existing procedures and TPK has attended basic training such as communication processes and forms in order to become a reliable Family Assistance Team in providing assistance and communication to prospective brides (catin) related to stunting prevention.
2. Context, it can be concluded that the family assistance team (TPK) is able to create a good and interesting communication process so that prospective brides (catin) are interested in exploring and following the recommendations of the family assistance team (TPK) regarding stunting prevention.
3. Content, it can be concluded that the family assistance team (TPK) is able to communicate to prospective brides (catin) to access the special ELSIMIL application for catin and explore various information and education related to stunting and its prevention.
4. Clarity, it can be concluded that the family assistance team (TPK) provides clear information and does not cause misunderstanding to prospective brides (catin).
5. Sustainable, it can be concluded that the mentoring process does not stop when the prospective bride and groom (catin) are married, but there are procedures and continuation programs, namely when the prospective bride and groom (catin) have become pregnant women and post-coital mothers who will continue to communicate with TPK to create a family free from the risk of stunting.
6. Media, it can be concluded that the effective communication process that can be carried out anywhere and anytime between the family assistance team and the bride-to-be (catin) and distance is not a reason to continue to communicate, information and education is through whatsapp and facebook media which provide ease of communication and access to information related to stunting.
7. Understanding, it can be concluded that prospective brides (catin) understand the material or messages conveyed about stunting and its prevention, and want to follow the directions of the family assistance team to follow various procedures, programs and recommendations related to stunting prevention, and continue to communicate with the Family Assistance Team (TPK) so as to create an ideal family and free from the risk of stunting.

LIMITATION

Based on the research conducted taken from data and interviews, the researchers provide several suggestions that can be used as input in the mentoring process by the Family Assistance Team, namely the need to propose additional weight and height measuring devices for health checks by TPK when providing assistance to prospective brides (catin) directly.

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