

The Communication Strategy of the Depok City Genre Forum Through the "Ini Genting" Campaign Program in Efforts to Prevent Stunting

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ABSTRACT

Stunting is a condition of growth failure in children due to chronic malnutrition and recurrent infections in the first 1,000 days of life. One of the causes of the high prevalence of stunting in Indonesia is due to public unawareness and ignorance regarding stunting. The government through DP3AP2KB Depok City and the Depok City Genre Forum developed a communication strategy for the Genting (Real Implementation of Genre to Prevent Stunting) campaign. The goal of the Genting campaign program is to increase synergy between the government and the community in stunting prevention efforts to achieve the zero-stunting target in Depok City. The author uses a qualitative research method, which is carried out by means of observation and interviews with the parties concerned, and the data collected is then analyzed descriptively by describing the results of the research into the form of a research report. The results of the study found that "The Communication Strategy of the Depok City Genre Forum Through the This Campaign Program is Critical in Stunting Prevention Efforts" has gone through stages that are in accordance with the concept of designing a PR campaign according to Anne Gregory, namely starting from problem analysis, setting goals, publics, messages, strategies and tactics, time scales and resources, as well as evaluation and review. The Depok City Genre Forum under the auspices of the Depok City DP3AP2KB carries out information dissemination that is informative, educative and persuasive to increase public awareness and understanding of stunting prevention.

Keywords: Communication Strategy; Campaign; Stunting

INTRODUCTION

Fulfillment of nutritional and balanced nutritional intake greatly influences the growth and development of children from the time they are in the womb until the baby is born. At the same time, stunting will continue to be a blow to human development, especially in facing the demographic bonus opportunity in Indonesia. To maintain these resources, it is necessary to ensure quality nutrition in the child's growth and development process from when the mother is pregnant to giving birth (Yunus et al., 2021)

Stunting is a condition of growth failure in children because they have disproportionate height according to their age due to chronic malnutrition at 1,000 HPK.

According to the Ministry of Health in 2022, the impact Stunting consists of two aspects, namely health and economic aspects. The health impacts experienced by stunted children include failure to grow, low birth weight, small size, short or thin body and experiencing cognitive and motor development barriers. Apart from that, there are metabolic impacts during adulthood, namely the presence of non-communicable diseases, for example, diabetes, obesity and heart disease. Meanwhile, the impact of stunting seen from an economic aspect has the potential to cause economic losses of up to 2 to 3 percent annually of GDP (Gross Domestic Product) (Mulyadi et al., 2022).

Based on the 2019 Basic Health Research (Riskesdas), the number of children in Indonesia is 23 million, with 6.3 million children under five years old experiencing stunting. According to the 2019 Indonesian Toddler Nutrition Status (SGBI), the prevalence of stunting in Indonesia is very high, namely 27.67 percent. This value is still far from the WHO standard value, where Indonesia is still ranked fourth in the world (Azahra et al., 2023). There are cases of stunting under five in Depok City in 2022 as many as 3,637 under five and in 2023 as many as 3,283 under five or 3.24 percent. Based on the limit values for public health according to WHO in 2019, the prevalence rate of stunting toddlers in Depok City in 2023 is as much as 3,283 toddlers or 3.24 percent and is in the low category. The prevalence of stunting in Depok City is 3.24 percent, still below the RPJMD of 4.77 percent and the RPJMN of 14 percent. The number of families at risk of stunting in Depok City in 2022 will be 168,502 families and 135,451 families in 2023.

The stunting problem that occurs in Depok City is not just a nutritional problem. Stunting is also related to the relationship between children and parents, family behavior, and meeting basic life needs, for example clean water, sanitation or toilets, access to food and poverty. In terms of the relationship between children and parents, one of them is related to the divorce rate in Depok City which can have an impact on children's parenting patterns, resulting in the potential for children to become stunted. The divorce rate in Depok City in 2022 will be 3,345 cases and 2,847 cases in 2023. Based on the research results above, synergy is needed between relevant Ministries and Government Institutions in efforts to prevent stunting in Indonesia. The Depok City Department of Women's Empowerment, Child Protection, Population Control and Family Planning (DP3AP2KB) is trying to make stunting prevention a success through a series of communication strategies.

LITERATURE REVIEW

Communication strategy is an effort or plan used to achieve goals. Communication strategy is an important part of a campaign program, because with careful planning the communication carried out can create order and clarity in the direction of action

(Mulyadi et al., 2022). With an effective communication and implementation strategy, DP3AP2KB Depok City received an award at the West Java Provincial Bangsa Kencana Program Regional Working Meeting which was held in Bandung on February 14 2023. Based on the results of the 2022 SSGI survey, the stunting rate in Depok City was 12.6 percent. This figure is above the national target of 14 percent by 2024. However, the Depok City Government has a target of zero stunting and requires a comprehensive communication strategy in efforts to prevent stunting. One of them is utilizing the role of teenagers as the main pillar before entering marriage age. Teenagers' lives greatly influence the birth of children, so there is a need to strengthen attitudes and behavior so that they have adequate nutritional needs. For this reason, the Depok City Genre Forum is carrying out the Ini Genteng Campaign Program, which is one of the national programs in efforts to prevent stunting.

The Planning Generation Forum (Genre) was formed under the National Population and Family Planning Agency (BKKBN) as a forum or forum for planning family life by understanding the age of marriage, continuing education in a planned manner, pursuing a career in the field and getting married according to the reproductive health cycle. The Genre Forum educates the younger generation to stay away from early marriage, premarital sex, drugs and illegal drugs, so that they can become a strong young generation who can be involved in development and provide benefits to the country. The Genre Forum is believed to be able to convey campaign messages effectively with its main target audience being teenagers. According to Pfau and Parract in (Nurijadi et al., 2024) they say: "Campaigns are inherently persuasive communication activities", meaning that campaign activities are always associated with persuasive communication activities. With a campaign that is gentle in nature, it is hoped that campaign participants can understand the aims and messages of the campaign in an effort to prevent stunting. In this case, short-term efforts and long-term efforts are needed. Short-term efforts focus on pregnant women who are at high risk, while long-term efforts focus on preparing teenagers and pre-marital couples, including their physical, mental, emotional and economic preparation. The campaign program is part of one of the pillars of the national strategy program in preparing the golden generation in 2045.

The main aspect of the campaign program is to prioritize objectives with appropriate methods, namely informative, educational and persuasive, targeting the main segmentation, namely young women, pregnant and breastfeeding mothers and mothers of productive age. In its implementation, there are several aspects that must be considered based on PR campaign planning. According to Anne Gregory, there are ten stages of campaign communication planning that must be fulfilled for successful campaign implementation, namely: analysis, objectives, public, message, strategy, tactics, time scale, resources, evaluation and review (Mulyadi et al., 2022) Communication strategy is a campaign that produces information or persuasion. The goal is to understand and support an idea, concept, but it can also be for products or services. Communication strategies can be commercial or non-commercial for specific purposes, planned and used in different ways, based on

research and then evaluated (Bender, 2022). The elements of a communication strategy are, the speaker or who is speaking, the meaning of what is said, the message to be conveyed, how the message is conveyed and how to measure the impact of the message given. This is also in accordance with Lasswel's paradigm that communication is about who, saying what and through whom, what channels are used and what are the effects (Elsya & Siregar, 2023).

The steps in preparing a communication strategy are as follows:

1. Knowing the target audience as a communication step for effective and targeted communication.
2. Prepare the message after segmenting the target audience and understanding how the content of the message can attract the target audience. Messages can be created by selecting a theme or source. The main requirement for changing the target audience is being able to attract the attention of the target audience.
3. Determine the method

In the world of communication, delivery methods are divided into two aspects, namely:

1. By paying attention to the way it is implemented, namely by looking at communication only based on the way it is implemented, by eliminating problems in the content of the message.
2. Viewed according to the nature of the content, namely looking at the communication, the nature of the message or information contained therein.

A campaign is a series of organized activities carried out by a group of people over a certain period of time to fulfill goals in the form of social change or political change. In this case, the communication campaign includes at least four elements (Nurijadi et al., 2024), namely:

1. Campaigns are intended to produce certain effects and results
2. Large target audience
3. Focuses on a specific time period
4. A series of communication activities are arranged in an organized manner

METHOD

Qualitative research methods are research methods that are based on the philosophy of postpositivism, used to research the conditions of natural objects, (as opposed to experiments) where the researcher is the key instrument, the collection technique is carried out by triangulation (combination), data analysis is inductive/qualitative, and Qualitative research results emphasize meaning rather than generalizations (Sugiyono, 2022). Primary data was obtained through semi-structured interviews with three informants from DP3AP2KB Depok City and the Depok City Genre Forum, including:

1. The key informant is the Depok City DP3AP2KB Youth Resilience Coordinator.

2. The main informant is the Depok City Genre Ambassador
3. Additional informant is the General Secretary of the Depok City Genre Forum.

Then secondary data was obtained through observation, documentation and literature review. In terms of data analysis, we use the ten theories of PR communication campaign planning by Anne Gregory.

RESULT AND DISCUSSION

1. Problem Description

Cases of stunting toddlers in Depok City in 2022 were 3,637 toddlers and in 2023 there were 3,283 toddlers or 3.24 percent. Based on the limit values for public health according to WHO in 2019, the prevalence rate for stunting toddlers in Depok City in 2023 is 3,283 toddlers or 3.24 percent and is in the low category. The number of families at risk of stunting in Depok City in 2022 will be 168,502 families and 135,451 families in 2023. The stunting problem that occurs in Depok City is not just a nutritional problem. Stunting is also related to the relationship between children and parents, family behavior, and meeting basic life needs, for example clean water, sanitation/latrines, access to food and poverty. In terms of the relationship between children and parents, one of them is related to the divorce rate in Depok City which can have an impact on children's parenting patterns, resulting in the potential for children to become stunted. The divorce rate will be 2,847 cases in 2023. Apart from that, families with middle to upper economic levels also have the potential or risk of having children stunting. This happens because the family has a modern parenting style which assumes that processed or fast food (junk food) is easier and more practical so it can be given to children under five without paying attention to its nutritional and nutritional content. Apart from that, there are urban factors or the movement of residents from outside the Depok area into the Depok area bringing potential stunting cases. The border areas and outskirts of Depok City are priority areas for stunting. DP3AP2KB Depok City received an award at the West Java Province Bangga Kencana Program Regional Working Meeting which was held in Bandung on February 14 2023. Based on the results of the 2022 SSGI survey, the stunting rate in Depok City was 12.6 percent. This figure is above the national target of 14 percent in 2024. However, DP3AP2KB together with the Depok City Genre Forum are synergizing in efforts to prevent stunting to achieve the target of zero stunting in Depok City through the Ini Genteng campaign program, namely the Real Implementation of the Prevent Stunting Genre.

2. Problem Solution

In accordance with the direction of the BKKBN, DP3AP2KB must be affiliated with several related agencies in efforts to prevent stunting, such as the formation of a Family Assistance Team (TPK) which must have an orientation in preventing

stunting every year. In this case, efforts to prevent stunting starting from adolescence, before marriage or prospective brides and grooms (catin) must receive assistance regarding efforts to prevent stunting in the future. Since teenagers, they must understand the importance of maintaining health by checking their blood to avoid anemia and realizing the importance of reproductive health.

Efforts to prevent stunting are carried out with the synergy of several parties working together, one of which involves several cadres from Posyandu which reaches more than 4,000 cadres throughout Depok City. As for stunting cases which are synonymous with nutrition and nutritional intake, Depok City DP3AP2KB provides a Supplemental Food Provision (PMT) program. With this program, toddlers can receive food with adequate and balanced nutritional composition. After being given PMT, there was a significant increase in body weight in toddlers who took part in the routine PMT program from Posyandu. In its implementation, Posyandu cadres also provide education regarding the B2SA (Diverse, Nutritious, Balanced and Safe) menu for toddlers. By implementing the B2SA menu, it is hoped that parents or families can implement balanced nutrition and nutrition so that toddlers can avoid stunting.

DP3AP2KB Depok City appreciates the performance and synergy of the Depok City Genre Forum in efforts to prevent stunting through the Ini Genting campaign program. The Depok City Genre Forum is considered active in carrying out outreach and education to the community so that it is able to persuade and make efforts to prevent stunting. One of the roles of the Depok City Genre Forum as a facilitator is providing them with the opportunity to participate directly in the implementation of the Ini Genting campaign program in Pre-Marriage Schools (SPN). In implementing the Pre-Marriage School (SPN), there are ten activities, one of which is providing information and education related to the Ini Genting campaign program. DP3AP2KB Depok City always provides the widest possible opportunity for the Depok City Genre Forum to be active and make a real contribution as a facilitator in every opportunity to implement the Ini Genting campaign program. In terms of determining the communication strategy used by DP3AP2KB and the Depok City Genre Forum, it is through informative, educative and persuasive methods. The following is an explanation regarding the methods used by DP3AP2KB and the Depok City Genre Forum in efforts to prevent stunting:

a. Informative method

In this case, the Depok City Genre Forum used informative methods to reach campaign participants by providing information related to stunting and presenting actual data and facts. The informative method is used so that campaign participants can understand information related to the causes of stunting, what symptoms or signs appear in children who are indicated to be stunted, and how efforts to prevent stunting are carried out. With this information, it is hoped that the objectives of implementing the Ini Genting campaign program can be achieved.

b. Educational Method

The educational method was implemented as an effort by the Depok City Genre Forum to provide messages consisting of facts, opinions and experiences as a reality experienced by the Depok City Genre Forum during the implementation of the Ini Genteng campaign program. In this educational method, the Depok City Genre Forum will adapt communication patterns and methods to suit campaign participants so that messages and materials related to the Ini Genteng campaign can be well received by campaign participants.

c. Persuasive Method

This is one of the influencing methods used by the Depok City Genre Forum to subtly persuade campaign participants so that campaign participants can be influenced without them realizing it. In this persuasive method, it is hoped that campaign participants and the wider community can understand efforts to prevent stunting in Depok City through the Ini Genteng campaign program.

Genre Forum implements a communication strategy through a persuasive approach, including utilizing existing publication media, such as Instagram, TikTok, Telegram, YouTube and other social media platforms. In implementing offline publications, it can be implemented with a face-to-face campaign program through the insertion of Ini Genteng material in Pre-Marriage School (SPN) activities, socialization of Ini Genteng in schools, and through the Youth Information and Counseling Center (PIK-R). In this case, PIK-R (Youth Information and Counseling Center) is a forum for the Planning Generation Forum (Genre) program activities which is managed by, by and for teenagers to provide information and counseling services about family life planning for teenagers as well as activities other support.

In its realization, the Depok City DP3AP2KB and the Depok City Genre Forum are collaborating with the Depok City Health Service in providing additional food (PMT) to toddlers through activities at Posyandu. This activity aims to educate and provide information regarding nutrition and balanced nutritional content in implementing food patterns for toddlers. The existence of PMT is expected to provide contribution total daily food consumption. In this program, the Health Service, Community Health Center, Posyandu cadres work together to monitor the development of toddlers and provide additional food such as additional high protein food which will later be consumed by toddlers. By implementing it synergy between Institution and related Ministries, it is hoped that preventive efforts will be taken stunting in Depok City can run well.

DP3AP2KB Depok City and the Depok City Genre Forum are also implementing partnerships and collaboration with the Depok City Education Office in efforts to prevent stunting for teenagers in the school environment. In this case, the first step taken is to provide awareness on the prevention of anemia, namely providing blood

supplement tablets (TTD). By preventing anemia and socializing reproductive health among teenagers, it is hoped that these teenagers will be able to understand their readiness for married life in the future and become one of the indicators for stunting prevention efforts in Depok City. In this case, BKKBN has carried out consolidation with the Depok City Education Office to assign tasks to facilitators, namely the Depok City Genre Forum, to carry out hearings in the Ini Genteng campaign program at targeted schools. The target public is teenagers aged 15-19 years and this time coincides with the MPLS momentum (Introduction to the School Environment) for new students for the July 2024 period. Therefore, this momentum is an opportunity for the Depok City Genre Forum to convey material This is Urgent.

Based on the explanation above, DP3AP2KB Depok City and the Depok City Genre Forum are also implementing partnerships and collaborations with the Ministry of Religion, namely collaboration with the Office of Religious Affairs (KUA) located in all sub-districts in Depok City. The efforts to prevent stunting carried out by the Depok City Genre Forum are by providing outreach or training to prospective brides (catin) regarding efforts to prevent stunting through the Pre-Marriage School (SPN). In this presentation of Pre-Marriage School (SPN) material, prospective brides and grooms will be given information and education regarding marriage readiness from various aspects, including mental, physical and economic readiness. With the presentation of this material, the Depok City Genre Forum also included material This is Critical or the Real Implementation of the Prevent Stunting Genre. With the convergence of various ministries and institutional sectors, this has become one of the massive and comprehensive communication strategies implemented by DP3AP2KB and the Depok City Genre Forum in an effort to prevent stunting and achieve the Zero Stunting target in Depok City. In its implementation, the Ini Genteng campaign program is under the supervision of Bappeda (Regional Development Planning Agency) of Depok City. Bappeda has a very important role in controlling and evaluating programs and carrying out development management in accordance with activity indicators so that the program can be implemented well. Thus, it is hoped that all forms of synergy efforts between related institutions that have been implemented by the Depok City DP3AP2KB and the Depok City Genre Forum can be successful so that the Zero Stunting target in Depok City can be achieved. Apart from that, this synergy is a concrete manifestation of the Depok City Genre Forum as a facilitator and implementer of the Ini Genteng campaign program activities which can maximize efforts to prevent stunting in Depok City with an active and massive persuasive approach to the target public.

3. Problem Analysis

The Depok City Genre Forum developed an effective communication strategy for the Ini Genteng campaign program. To ensure that the campaign program implemented is effective, this approach consists of ten steps in campaign communication planning described by Anne Gregory. These stages are as follows:

a. Analysis

Analysis is the first stage in the campaign planning step to determine the issues underlying or behind the importance of implementing the campaign. The purpose of conducting analysis is so that those running campaigns can understand these issues better and more deeply, so they can plan better and achieve their goals. The Depok City Genre Forum collected the results of activity reports from campaign implementers or facilitators in the field to understand the problems that were the basis or basis for implementing the Ini Genting campaign. From research and collecting reports on the results of these activities, the Depok City Genre Forum sees that active and massive interventions regarding stunting education need to be carried out. This is because there is still an opinion among ordinary people that stunting is only limited to the problem of malnutrition and nutrition in toddlers. In fact, stunting is a complex accumulation of various causes that have occurred in all aspects of life for individuals or families suffering from stunting. In the campaign planning stage, according to Anne Gregory, there are two types of analysis, namely SWOT analysis including Strengths, Weakness, Opportunities, and Threats and PEST analysis which consists of Political, Economic, Social and Economic. SWOT analysis consists of four elements, namely Strengths, Weakness, Opportunities and Threats. The first two elements, namely Strengths and Weakness, are factors that are driven internally and have special characteristics for the organization. The next two elements, namely Opportunities and Threats, are externally driven factors. In SWOT analysis, Strengths and Opportunities have considerations or aspects in a positive direction, while Weaknesses and Threats have considerations or aspects in a negative direction. Henceforth, the Depok City Genre Forum only uses SWOT analysis and maximizes it further by adding PEST analysis. PEST analysis will help identify the driving factors for long-term change. Apart from that, PEST analysis will also help to identify the influence of external factors that have the potential to have different influences or consequences for the Depok City Genre Forum.

b. Objective

Goal setting has a very important role because it is the key to success in preparing a campaign program. The aim of the Genting campaign program is to increase synergy between the government and the community in efforts to prevent stunting so that it can achieve the target of zero stunting in Depok City. In determining goals, concern or awareness is needed first regarding the positive impact to be achieved. The objectives set in the Genting campaign program are related to the duties and functions of the DP3AP2KB and the Depok City Genre Forum in implementing technical policies in the fields of Women's Empowerment and Child Protection as well as in the fields of Population Control and Family Planning.

c. Public

In determining the target public, it depends on the campaign objectives. In this case, identification and categorization of the target public is selected through or based on geographic, demographic, behavioral and psychographic conditions. DP3AP2KB Depok City and the Depok City Genre Forum divide the target public into 3 categories, namely the primary target which targets young women aged 15-19 years and mothers of productive age in Depok City. Determining the primary target by the Depok City DP3AP2KB and the Depok City Genre Forum, it is hoped that these women, both young women and mothers of productive age, can anticipate stunting so that it does not occur in their offspring or their families in the future. The second target is a secondary target, namely a campaign targeting prospective brides (catin), health workers, community leaders, religious leaders and community leaders in Depok City. Next is the third target, namely the tertiary target which consists of Indonesian society as a whole. DP3AP2KB and the Depok City Genre Forum focus the target public on teenagers, especially young women through anemia education, giving Blood Supplement Tablets (TTD) and education related to stunting. This is done because interventions for young women more easily include network aspects compared to implementing interventions for other target publics.

d. Message

Messages are an important factor in the campaign planning stage as a means that will bring and encourage campaign participants so that they are able to achieve campaign goals. In compiling messages, the Depok City Genre Forum has been determined nationally. The general objective of the message is to develop knowledge simultaneously by carrying out training for peer facilitators to improve the quality of nutrition and prevent anemia in adolescents in an effort to prevent stunting in Depok City. DP3AP2KB Depok City and the Depok City Genre Forum formulated four main pillars of the Ini Genteng campaign message so that they could be easily conveyed and accepted by campaign participants. The first pillar includes health and sanitation, which includes maintaining the cleanliness and health of bathing, washing and toilet (MCK) places. The second pillar is nutrition, which includes how babies, children and young women consume healthy, balanced and safe food. The third pillar is child growth, which includes starting from the womb, the baby is born, first 1,000 Days of Life (HPK), toddlers to teenagers. The fourth pillar is adolescent reproduction, which discusses adolescents' understanding of maintaining reproductive health, menstruation, and preparation for marriage.

In conveying the This Is Critical campaign message, the Depok City Genre Forum uses informative, educative and persuasive methods. Many of the publication media used are online publications in the form of content via social media Instagram, Tiktok, WhatsApp, Telegram and YouTube. Furthermore, it can be done through offline publications, namely face to face and providing outreach by distributing brochures related to the Ini Genteng campaign. By using the right methods and language that is tailored to the target audience, the campaign message can be

conveyed, and the goals can be achieved well. In this case, the Depok City Genre Forum also utilizes the social media YouTube and Telegram. Via the Telegram group account "GenRe throughout West Java". In this case, participants who have taken part in the Ini Genting campaign will be asked to join the Telegram group. After that, information, education and materials related to stunting and its prevention will be provided. Ini Genting campaign program participants who have joined can help spread information related to stunting to family members, the community and relatives in the hope that the Ini Genting campaign message can reach more targets.

e. Strategy

Strategy functions as the main coordinating factor, namely as a guiding principle that contains the main ideas and thought patterns behind tactical plans. This strategy includes the steps taken to achieve campaign objectives, including planning the media or channels that will be used in the campaign. The strategy chosen by the Depok City Genre Forum in determining the strategy to realize the objectives of the Genting campaign is to use multichannel communication. According to Kotler and Keler, multichannel communication is defined as the use of two or more different communication channels to reach more publics (Mulyadi et al., 2022). In this case, a campaign program that has a diverse target public will also require diverse tactics. Therefore, the communication strategy that will be used by the Depok City Genre Forum in implementing the Genting campaign program must be appropriate so that the campaign objectives can be achieved. The Depok City Genre Forum uses various communication channels to publish campaigns, namely in the form of online publications via social media content Instagram, Tiktok, WhatsApp, Telegram and YouTube. The choice of communication channel has a big influence on the level of information dissemination to increase public awareness in efforts to prevent stunting.

f. Tactics

If strategy refers to how an organization attempts to achieve predetermined goals, then tactics are needed as an effort to achieve them. Tactics are the methods or efforts used to implement previously determined strategies. It is understood that things may differ from what was planned, especially when executed. In short, tactics are a way or method for implementing a campaign strategy designed so that the main goal can be achieved effectively. By determining the right strategy and tactics, it is hoped that the designed campaign program can run well and the campaign objectives can be achieved. The Depok City Genre Forum's choice of tactics in implementing the Ini Genting campaign had a major influence on the success of the campaign. The tactics used in the national stunting campaign also determine how effective the campaign is. The first tactic implemented by the Depok City Genre Forum to realize the objectives of the Ini Genting campaign was to implement a peer to peer approach, namely the role of facilitator and also the empowerment of Genre Ambassadors and the Genre Forum administrators themselves who had previously been provided with training to become part of the

facilitators. This is Urgent. The Ini Genting campaign program is also included in every activity that is related to the problems of nutrition, anemia and stunting, namely the Pre-Marriage School (SPN) activities.

The second tactic is to hold audiences with campaign participants, in the form of questions and answers as well as telling stories and sharing experiences. With this tactic, it is hoped that campaign participants will more easily accept the messages conveyed by the facilitators so that the campaign objectives can be achieved. With this approach of sharing stories and experiences between campaign participants, it is hoped that it can increase campaign participants' trust in the government's synergy in efforts to prevent stunting in Depok City. The third tactic used by the Depok City Genre Forum is to insert games around stunting material, for example mythical phenomena or facts related to stunting, then those who are wrong or lose will receive a game penalty, and so on. In this case, the tactics in the form of games in implementing the Genting campaign program are not only to lighten the mood, but also provide a good psychological impact so that learning material about stunting prevention is very fun. In this way, the goal of a persuasive approach to participants in the Genting campaign program is easier to implement. The fourth tactic is to utilize social media to disseminate information related to the implementation of the Genting campaign program, including doing Live Instagram and YouTube, then uploading on each participant's social media and mentioning/tagging the official account of the Depok City Genre Forum with certain hashtags, for example #ThisisGentingDepokCity. This is done actively and massively to make searching on social media easier with a wider target reach.

g. Time Scale

There are two main factors that need to be kept in mind when evaluating a scale, namely the deadline and the skills of the campaign implementers which must be carefully evaluated to successfully complete the task. Apart from that, the time scale can also be reviewed from external parties, namely collaborators and facilitators, as well as from internal parties, namely the Depok City Genre Forum as the organizer of the Ini Genting campaign. The following is the time scale used by the Depok City Genre Forum in planning the Ini Genting campaign, namely:

1. Genting (Real Implementation of the Prevent Stunting Genre) is a national scale program implemented by the Depok City Genre Forum since 2023.
2. In planning the time scale, the Depok City Genre Forum has a planning schedule for a one-year period which is carried out in a structured manner and is outlined in a time planning table or called a timetable. The purpose of using this timetable is as a control and reminder so that the implementation of the Ini Genting campaign program is in accordance with what was planned at the beginning, so that no activities or programs are missed or delayed.
3. The first-time preparations carried out by the Depok City Genre Forum were to provide training to several peer facilitators to be able to disseminate and

deliver material or carry out advocacy with their peers regarding Ini Genting.

4. In this briefing, the facilitators were given modules and presentation materials related to the Ini Genting campaign program. The time needed is around one month before implementation to prepare presentation materials and modules needed to implement the Ini Genting campaign program.
5. The time scale used for implementing the Ini Genting campaign program is every month. In that one-month interval, there are around 2-3 meetings which are delivered in an active learning manner (Youth Friendliness). The delivery of material related to the Ini Genting campaign program is also carried out in every Pre-Marriage School (SPN) activity which is held every month.

h. Resource

Campaign resources are defined as components used to support the implementation of the Ini Genting campaign program. These resources consist of three types, namely human resources (HR), operational costs or funds as well as equipment and logistics. Human resources include internal, external employees and consultants. Resources depend on two factors, namely the nature of the program and the scale or size of the program. The second type of resource is operational costs which are adjusted to the strategies and methods and human resources used. The third type of resource is equipment which is also called logistics. In this case, logistics can take the form of licensing, technology, and so on. Internal human resources include people from the Depok City Genre Forum, namely Depok City Genre Ambassadors and administrators who act as facilitators, while external human resources consist of professional staff such as health practitioners, psychologists and consultants. The second resource is funds or operational costs. In implementing the Genting campaign program, proper budget formulation is needed so that the campaign can run successfully. This budget is based on the strategies and tactics used, in this case the aspects of efficiency and effectiveness must be considered. In implementing the Genting campaign program, the funding sources have been designed by DP3AP2KB Depok City based on the budget that has been prepared by the relevant agencies. In preparing the budget, DP3AP2KB Depok City has considered various aspects, starting from the objectives with indicators, the amount of coverage and based on the strategies and tactics that will be used. In implementing the Genting campaign program, the equipment used is part of the facilities and infrastructure owned by DP3AP2KB Depok City which are adapted to the needs of each campaign tactic.

i. Evaluation

Evaluation is a process of monitoring, assessing and analyzing the success and results of the campaign being implemented. Usually, this assessment can be done before, during, or after the campaign. The evaluation stage cannot be missed in a campaign because evaluation has the function of knowing the achievement of the

results of the campaign that has been implemented. The evaluation carried out before the implementation of the Genting campaign program is a preparation stage, namely an evaluation regarding the readiness of the place or location, readiness regarding infrastructure and the readiness of the facilitators who will deliver the Genting campaign program material. Then there is an evaluation during the Genting campaign program, namely monitoring the progress of the campaign, whether there are any obstacles or shortcomings that could hinder the progress of the campaign. The final evaluation stage is the post- or post-campaign evaluation. The Depok City Genre Forum always carries out evaluations after implementing the Ini Genting campaign program, namely once a month. The evaluation carried out was related to reviews from campaign participants regarding the content and media used during the campaign. In the post-evaluation, we received direct direction from the leadership of the Depok City DP3AP2KB regarding the Genting campaign that had been implemented. In this case, the Depok City DP3AP2KB carries out evaluations once a month and then collaborates with the Regional Planning Agency (Bappeda) which also carries out monitoring to evaluate target achievements and at the end of each year is evaluated together with Bappeda in preparing accountability reports.

According to Anne Gregory (Gregory, 2018), there are four terms that are often used in the evaluation stage that need to be explained, namely:

1. Inputs

It is what PR professionals do and how the “product” is distributed. When evaluating inputs, elements that are measured include the quality of background research, writing, effective design, and choice of distribution channels. By evaluating input, the Depok City Genre Forum can find out the quality of the background research analysis of problems obtained in the field regarding the community's understanding of stunting, the effectiveness of the message design conveyed and determining the communication channels or media that will be used in the Ini Genting campaign program. The communication channels used in the Ini Genting campaign program are print media, electronic media and the use of official social media, namely through live broadcasts on social media Instagram and YouTube.

2. Outputs

It is an evaluation that involves calculating and analyzing several things, such as readership and circulation, media mentions, and content analysis. The campaign message is delivered through persuasive methods that are easily accepted by campaign participants and using interactive media channels in the form of live social media broadcasts on Instagram and YouTube. The achievement or output evaluation can be seen from engagement or audience reach in the form of likes, comments and shares which can be seen on the official DP3AP2KB Depok City account and each Depok City Genre Forum Facilitator account. In terms of readership and circulation, mentions by the media, the Depok City Genre Forum utilizes collaboration with press/media partners and journalists in the Depok City area to publicize the implementation of the Genting campaign program.

3. Outcome (Final Result)

It is a measurement of the final effect of communication. In this research, the outcome or result is related to the campaign participants' understanding of stunting as measured through scientific research. In implementing the Genting campaign program, the Depok City Genre Forum carried out several scientific research related to the Genting campaign program which was implemented as an effort to prevent stunting in Depok City. This research was through direct observation of the implementation of the Genting campaign program.

j. Overview

After carrying out the evaluation stage, the next step is review. A review is an action that must be taken if the same project is to be implemented in the future. Review is a process to identify strategic changes that need to be made. The review is carried out through internal discussion meetings which are usually held every month. This review is used to assess the success of the It's Critical campaign. Based on the results of the discussion, there will be changes or improvements to the way the campaign program is implemented in the future. In this case, there is an overview of the strategies and tactics used in implementing the Genting campaign program. Apart from that, a review was also carried out as an effort to expand or widen the coverage area in the implementation of the Genting campaign program. By using increasingly comprehensive methods and publication media, this review is to expand the area based on campaign segmentation data from the Depok City Bappeda (Regional Development Planning Agency). Therefore, with the expansion of the area as a location for the Genting campaign, it is hoped that the message and objectives of the campaign regarding efforts to prevent stunting in Depok City will have a wider mass reach.

CONCLUSION

The "Genting" campaign by the Depok City Genre Forum and DP3AP2KB aims to prevent stunting by enhancing government-community synergy, with the goal of achieving zero stunting in Depok City. The campaign follows Anne Gregory's PR campaign design, beginning with a SWOT analysis of the problem. It targets young women, mothers, prospective brides, and health workers but lacks specific behavioral and psychographic segmentation. The campaign's four key pillars focus on health, nutrition, child development, and adolescent reproduction. Multichannel communication, including social media, is used to disseminate informative, educational, and persuasive messages. The campaign runs from 2023 to 2024, involving internal and external human resources, and is funded by the APBN. Evaluation occurs annually to adjust strategies for future campaigns, aiming to improve outreach and effectiveness.

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