

Health Literacy in the Short Film Stunting “*Konsumsi Bergizi Bikin Glowing*”

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Abstract

Indonesia is a developing country with a low health index, as evidenced by the high prevalence of stunting. Stunting is a growth disorder in children caused by chronic malnutrition, which has long-term impacts on physical and cognitive health. This study aims to explore the messages conveyed in the short film “*Konsumsi Bergizi Bikin Glowing*” (“Nutritious Consumption Makes You Glow”) produced by the DIY Health Office, which aims to increase adolescent health literacy on stunting prevention through the consumption of nutritious food and iron supplements. Utilizing a qualitative approach, this research analyzes the film's content and relevant literature. The findings indicate that the film effectively conveys health literacy through direct socialization conducted by a midwife. Messages about the importance of balanced nutrition and iron supplementation are delivered in a way that is easily understood and accepted by adolescents. The scenes in the film depict a healthy lifestyle change gradually adopted by teenagers, demonstrating that education through audiovisual media can influence public behavior and nutritional awareness. Thus, this short film serves as an effective educational tool in improving health literacy and preventing stunting among adolescents.

Keywords: *Stunting Prevention, Health Literacy, Short Film.*



A. INTRODUCTION

Indonesia is a developing country with a very low health index. This index is influenced by a lack of education on disease prevention and awareness of environmental preservation to prevent various diseases (Ekayanthi & Suryani, 2019). One of the diseases that arises from inadequate nutrition is stunting. According to the Indonesian Ministry of Health, stunting is a growth disorder in children characterized by a height that is shorter than the standard for their age due to prolonged malnutrition, which hampers their growth (Prasanti & Indriani, 2022). Children who experience stunting are more susceptible to illness and have a higher risk of developing degenerative diseases in adulthood. In addition to affecting health, stunting can also impact a child's intelligence level (Sabri & Adiprabowo, 2023). Stunting is a serious public health challenge in Indonesia, including in the Special Region of Yogyakarta (DIY). The prevalence of stunting in Indonesia is quite high compared to other middle-income countries. Over the past 10 years, research has shown that stunting is the most significant nutritional problem among Indonesian toddlers. The stunting rate in 2019 was still at 27.67% (Rosida & Rahman, 2024).

Stunting is a condition where a child's growth failure is caused by malnutrition, resulting in the child not growing like their peers (Adiprabowo & Wibowo, 2024). When a baby is in the mother's womb and after birth, malnutrition occurs, but stunting becomes noticeable when the baby is about 2 years old (Kusumaningrum dkk., 2020).

Malnutrition in early childhood can increase the risk of infant mortality, make children more vulnerable to diseases, and cause poor posture in adulthood. Inadequate nutrition negatively affects a child's development, especially in cognitive aspects, learning abilities, immune function, physical growth, and metabolism (Amalia et al., 2023). Stunting is typically diagnosed by measuring height for age, which directly reflects prenatal and postnatal development in the context of chronic long-term malnutrition. Stunting can lead to various long-term health problems, such as delayed physical and cognitive growth, decreased immunity, and increased risk of chronic diseases in the future (Anggraini et al., 2022).

According to the Indonesian Minister of Health Regulation Number 39 of 2016, one effort to reduce the prevalence of stunting is to enhance education and outreach on clean and healthy living behaviors (PHBS) and balanced nutrition patterns among adolescents. The aim of this effort is to improve the knowledge and behaviors of adolescents and optimize their growth and development as future parents (Resmiati et al., 2022).

The consumption of nutritious food plays a very important role in maintaining health. Nutritious food is the foundation of a healthy body, providing the necessary energy for activities and supplying essential nutrients required for various bodily functions (Andriyani, 2019). Good nutrition not only affects better physical appearance but also mental and physical development. One health issue that can be prevented with proper nutrition is stunting. The impact of stunting is not only felt by the individuals affected but also by society as a whole (Muhammad Robby Hakiki & Dias Adiprabowo, 2023). On the other hand, there is a possibility that stunting-affected communities face barriers to accessing and limited information on appropriate and relevant stunting prevention measures (Salimar et al., 2013).

Adolescents are particularly vulnerable during their growth period, and poor dietary habits can exacerbate the risk of stunting, which impacts their overall health and future potential (Amalia et al., 2023). Adolescence is a critical stage in the life cycle where rapid physical growth and cognitive development occur. During this stage, nutritional needs increase to support the rapid growth process. However, adolescents often do not receive adequate nutrition, either due to a lack of knowledge about balanced nutrition or limited access to nutritious food. Poor dietary habits during adolescence can worsen the risk of stunting, which in turn can affect their health and future potential as adults (Afrizal & Rodiyah, 2023).

Health literacy is the ability of individuals to obtain, interpret, and understand basic health information and services needed to make appropriate health decisions (Adiprabowo & Sanofi, 2023). Health literacy is also considered an important contributor to overall health status. The definition of health literacy includes knowledge and understanding of the importance of balanced nutrition, how to choose nutritious food, and how to access available health services. Improving health literacy among the public is one of the key strategies in addressing stunting.

Information technology is no longer unfamiliar; its role and benefits are becoming increasingly important when applied in daily tasks, as seen in its use across

various fields such as health, education, trade, telecommunications, and other service sectors (Widyatama et al., 2023). The sophistication and advancement of information technology can be applied to support the dissemination of health information, hence the need for new innovations to create animations in the health sector (Muslim & Firdaus, 2020).

So far, the media commonly used are two-dimensional media. When children learn, they receive theoretical knowledge, but it is difficult for them to understand the theoretical information because there are no visuals or related examples (Fikri & Adiprabowo, 2023). As a result, many concepts are not understood by children because they are beyond their reach. Therefore, audiovisual media such as films are intended for the cognitive development of stunted children to be more effective in receiving information and learning new things (Sari et al., 2023).

The short film titled "Konsumsi Bergizi Bikin Glowing" ("Nutritious Consumption Makes You Glow") is one creative effort to educate the public about the importance of consuming nutritious food to prevent stunting. The appealing and attention-grabbing title itself attracts viewers to watch and absorb the important messages conveyed through this film. In the context of health literacy, short films about stunting like this can be an effective medium for disseminating information, changing mindsets, and providing a better understanding to the public about the importance of balanced nutrition in child growth (Anandayan & Adiprabowo, 2023).

Through the short film "Konsumsi Bergizi Bikin Glowing," it is hoped that the public will become more aware and concerned about the issue of stunting and the crucial role of nutrition in child growth and development. With engaging cinematography, clear narration, and the right message delivery, this film is expected to be an effective educational tool in improving public health literacy. A better understanding of stunting and how to prevent it through nutritious food consumption is expected to change people's behavior in selecting and consuming daily foods (Hasriani et al., 2023).

In addition to providing information about the importance of consuming nutritious food, this short film can also serve as an inspiration for the public to actively participate in addressing stunting issues in their surroundings. By understanding that stunting can be prevented through a healthy diet and adequate nutrition, the public is expected to take concrete actions to improve the nutritional quality of children and pay attention to the daily nutritional intake of their families. Thus, the short film "Konsumsi Bergizi Bikin Glowing" is not only entertainment but also an educational medium that can positively impact the health and well-being of society as a whole.

This research aims to explore the messages contained in the short film "Konsumsi Bergizi Bikin Glowing" produced by the DIY Health Office in enhancing adolescent health literacy related to stunting prevention through the consumption of nutritious food and iron supplements. Furthermore, this research also aims to understand the role of short films as health education media in improving health literacy and preventing stunting among adolescents (Wahyu & Dias Adiprabowo, 2023). The short film is designed to convey important messages about balanced

nutrition and the importance of adequate nutritional intake during the growth phase of adolescents.

B. METHOD

This study employs a qualitative approach, with data collected through content analysis of the short film "Konsumsi Bergizi Bikin Glowing" and a review of relevant literature on health literacy, stunting prevention, and the use of audiovisual media in health education. The focus of the content analysis is to identify the health messages conveyed in the film, as well as their potential impact on raising awareness and understanding among adolescents about the importance of balanced nutrition. The study aims to delve into the effectiveness of short films as a communication tool in educating adolescents about balanced nutrition to prevent stunting. By using content analysis methods, this research will explore how these messages are conveyed in an audiovisual context and how they can be understood and accepted by the community without direct interaction.

C. RESULTS AND DISCUSSION

The short film "Konsumsi Bergizi Bikin Glowing" effectively conveys health literacy through direct outreach conducted by the midwife (Bu Bidan). From the beginning of the film, Bu Bidan educates adolescents about the importance of maintaining a balanced diet and taking iron supplements to prevent stunting. This demonstrates that the health literacy presented in the film emphasizes providing accurate and relevant information to adolescents on how to maintain their health. Bu Bidan plays an active role in promoting the importance of proper nutrition, helping adolescents better understand the significance of balanced nutrition in their growth and development. With a direct and informative approach, this film is able to explain crucial health issues in a way that is easily understood by adolescents. Additionally, the emphasis on stunting prevention through the consumption of nutritious food and iron supplements reinforces the message that preventive actions are key to optimal health (Hasanah et al., 2023). Through Bu Bidan's outreach, the film successfully delivers health messages effectively and impactfully, increasing adolescents' awareness and understanding of the importance of maintaining a healthy and balanced diet to prevent stunting.



Figure 1. Bu Bidan Providing Outreach on the Importance of Nutritious Food & Iron Supplements

Source: Short Film on Stunting "Konsumsi Bergizi Bikin Glowing"

In this study, the prevention of stunting is depicted through the adoption of healthy lifestyle changes by adolescents, such as consuming nutritious foods, including fruits. In Figure 1, Bu Bidan is seen providing outreach on the importance of consuming nutritious food and iron supplements. The message conveyed in this scene is very clear: the emphasis on the importance of balanced nutrition and appropriate supplementation to prevent health issues such as anemia and stunting. Bu Bidan, as an authoritative figure in the field of health, plays a crucial role in educating and raising awareness among the community, especially adolescent girls, about the importance of adequate and balanced nutrition (Chandra et al., 2022). By delivering this information directly, Bu Bidan hopes to change the mindset and behavior of the community regarding diet and health, thereby preventing various long-term health issues. This scene also underscores the importance of the role of healthcare professionals in providing education and outreach to the community, and how accurate information can help in creating a healthier and stronger generation.



Figure 2. Adolescents Beginning to Consume Nutritious Food

Source: Short Film on Stunting "Konsumsi Bergizi Bikin Glowing"

Figure 2 depicts two adolescent girls beginning to consume nutritious food, likely as a result of the health education they received about the importance of proper nutrition. The message conveyed in this image underscores the significance of applying the knowledge gained in daily life, particularly for adolescents. This scene illustrates a positive behavioral change, where the adolescents are starting to recognize and take concrete steps to improve their diets for long-term health. It demonstrates that effective education and outreach can influence individual actions and decisions, especially regarding healthy eating habits.

Additionally, this image emphasizes the importance of social support and the surrounding environment in adopting healthy habits. The two girls chatting while carrying nutritious food reflect how peer influence and social support can encourage someone to make positive changes. By supporting each other and sharing information, adolescents can help one another maintain their health and prevent nutritional issues such as stunting.

This image also highlights that lifestyle and dietary changes are not only crucial for individual health but also have broader implications for the community and future generations (Hamzah & Adiprabowo, 2023). By starting to consume nutritious food at a young age, adolescents can ensure optimal growth and development, avoiding various health problems that may arise from malnutrition. This indicates that investing in nutritional education and healthy eating habits is a critical step towards creating a healthier and more productive society in the future (Hayati et al., 2016). Overall, this image conveys the importance of applying nutritional knowledge in everyday life to achieve better health.

The two images taken from the short film "Konsumsi Bergizi Bikin Glowing" convey important messages about the significance of consuming nutritious food and

the role of education in raising public awareness about nutrition and health. The first image shows Bu Bidan giving a presentation on the importance of nutritious food and iron supplements. This image highlights the crucial role of health professionals in educating the public, especially adolescent girls, about the need for balanced nutrition and appropriate supplementation to prevent anemia and stunting. Bu Bidan, as a central figure in the health sector, serves as a trustworthy and respected source of information for the community. Through this outreach, Bu Bidan aims to change public attitudes and behaviors regarding diet and health.

The powerful message from this image is the importance of health education and outreach conducted directly by healthcare professionals to the community (Rifaqi & Adiprabowo, 2024). With accurate information delivered in an easily understandable way, the public can better grasp the importance of nutrition for child growth and overall health. This education not only provides information but also inspires real actions that can prevent various long-term health problems (Fitroh & Oktavianingsih, 2020).

The second image shows two adolescent girls starting to consume nutritious food, possibly as a result of the outreach mentioned earlier. This scene portrays the positive impact of the education provided, where adolescents begin to apply this information in their daily lives. This demonstrates that effective education can influence individual actions and decisions, especially regarding healthy eating habits. This behavioral change indicates that adolescents are now more aware of the importance of adequate nutrition to support their growth and health.

Moreover, the second image emphasizes the importance of social support and the environment in adopting healthy habits. The two girls chatting while carrying nutritious food reflect how peer influence and the surrounding environment can encourage someone to make positive changes. By supporting each other and sharing information, adolescents can help one another maintain their health and prevent nutritional issues like stunting. This shows that lifestyle changes are not only important for individual health but also have broader implications for the community and future generations.

Health literacy and nutritional education are essential for changing public behavior toward healthier eating patterns. With the active role of healthcare professionals in providing education and social support, the public can more easily understand and apply good nutritional principles in their daily lives. Investing in nutritional education and healthy eating habits from an early age is an important step toward creating a healthier generation free from nutritional issues like stunting (Fitroh & Oktavianingsih, 2020).

The potential impact of these messages in raising awareness and understanding among adolescents about balanced nutrition is significant. By presenting information clearly and systematically, this film can motivate adolescents to take concrete steps to improve their diets (Sabri & Vani, 2022). Through the educational approach delivered by Bu Bidan, adolescents can more easily understand the connection between a healthy diet and their long-term health. Moreover, this film

illustrates how adopting a good diet can influence not only physical health but also the mental and emotional well-being of adolescents. By providing concrete examples of how to choose nutritious foods and apply them in daily life, adolescents can gain practical skills to maintain their health.

In the context of health education, the approach used in this film also demonstrates that using audiovisual media can be an effective tool in conveying health messages to young people (Setiani & Hermawan, 2021). Engaging visuals and relatable stories help make the information easier to digest and remember for adolescents. Overall, the film "Konsumsi Bergizi Bikin Glowing" not only delivers information about balanced nutrition and stunting prevention but also provides inspiration and motivation for adolescents to take positive steps in maintaining their health. Thus, this approach is not only academically relevant but also practical in stimulating healthier behavioral changes in adolescent society.

Through content analysis, it was found that using audiovisual media in health education effectively achieves stunting prevention goals in a way that is engaging and relevant to adolescent audiences (Monggilo, 2020). This short film successfully raises awareness about the long-term consequences of stunting, such as its negative impact on physical health and cognitive development. The implications of these research findings are that more health education initiatives through media that can effectively reach and influence adolescents are needed.

Based on previous research findings, health education can help reduce the prevalence of stunting. There are various approaches that can be used to carry out health education. Media can be used as a technique to make participants focus on information and remember messages (Sari dkk., 2023). Because retention is essential in the use of media for education, media can facilitate the assimilation of information and its application as a framework for problem-solving.

It has been proven that offering digital educational materials to counselors is beneficial for their understanding of the knowledge. Compared to media that only rely on written materials, participants find it easier to access and certainly more engaging when using digital media, such as YouTube videos and website articles (Widyatama et al., 2023). The availability of animation videos contributes to a better understanding. Since the content of animation films is explained through images (Febria & Ratih Kurniasari, 2022). One of the advantages of video content, especially on YouTube platforms, is that it can be rewatched, providing convenience for respondents to review the information they have learned. Therefore, the more frequently you watch, the better you will understand the information presented through this media (Prasetyo & Hermawan, 2022). Using media as an educational tool for stunting education can increase participants' digital literacy to keep up with technological advancements (Anggreyenti et al., 2022).

Considering that a child's growth cannot be reversed, more attention should be given to them during this developmental stage. During the golden years of their children, parents play a crucial role (Ikhsan & Adiprabowo, 2022). Therefore, in addressing stunting, the level of parental understanding must be taken into account

(Grace et al., 2020). When mothers were given animated video counseling, their knowledge and attitudes toward balanced nutrition for toddlers improved. This shows how animated film media can have a positive impact on parents in providing a balanced diet for their children and raising awareness of the importance of maintaining a child's growth to prevent stunting (Handryastuti dkk., 2022).

Stunting must be carefully prevented and addressed by all parties, with goals based on the variables contributing to the condition. Education about stunting can be carried out as an effort to increase public awareness of the condition (Fitri Ramadhani & Dias Adiprabowo, 2023). Adolescent girls are one of the target populations for educational interventions in schools using counseling techniques. Counseling-based education can increase awareness of stunting (Muchtar et al., 2023). Good information will influence attitudes that help avoid stunting. The group of junior high school adolescents is a group capable of absorbing various materials and understanding them quickly enough to apply them in daily life (Adiprabowo & Widodo, 2023). Education must be carried out to make adolescents aware of stunting so that programs to minimize the prevalence of stunting can succeed. It is expressed that adolescence is a stage in human life, where during this period, there is a critical transition from childhood to adulthood.

D. CONCLUSIONS

In conclusion, the short film "Konsumsi Bergizi Bikin Glowing" effectively delivers health literacy through direct socialization by Bu Bidan, emphasizing the importance of balanced nutrition and iron tablet consumption to prevent stunting. The film successfully shifts the mindset and behavior of adolescents regarding the significance of proper nutrition for optimal growth and development. With an informative and easily understandable approach, the film not only raises awareness about nutrition and health among adolescents but also inspires real actions to adopt healthier eating habits. Social and environmental support is also emphasized as crucial factors in implementing healthy habits, making education and socialization by healthcare workers like Bu Bidan essential in creating a healthier generation. Overall, the film demonstrates that the use of audiovisual media in health education is an effective tool for achieving positive behavioral change among adolescents and highlights the importance of investing in nutritional education from an early age to prevent long-term health issues like stunting.

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