

Optimizing the Use of the "ELSIMIL" Application in Preventing Stunting Through Pocket Book Media at the Balowerti Community Health Center, Kediri City

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ABSTRACT

Stunting is a major problem for babies and children under two years of age. Therefore, this condition must be addressed immediately because it can hinder the momentum of Indonesia's Golden Generation in 2045. To realize the Stunting Reduction Acceleration Program from the upstream, the BKKBN launched the "ELSIMIL" (Electronic Ready for Marriage and Pregnancy) application. A useful application to find out in advance the prospective bride and groom's preparations for the potential baby to be born by looking at the health condition of the prospective bride and groom. The aim is to increase (optimize) the use of the "ELSIMIL" application in preventing stunting through pocket book media at the Balowerti Health Center, Kediri City. The data collection technique uses observational techniques and the instrument used is a questionnaire. Then analyze the problem using SWOT and Fishbone. Based on the results of residency activities in the working area of the Balowerti Community Health Center, there are still toddlers with stunting found in the 2023 projection starting from January-March 2023, namely 118 toddlers from 5 sub-districts accompanied by the lack of optimal use of the "ELSIMIL" application in the working area of the Balowerti Community Health Center, Kediri City. So it can be concluded that the use of the "ELSIMIL" application is still not optimal in preventing stunting. The proposed use of pocket book media is one strategy that aims to increase the knowledge and understanding of mothers and their families in preventing stunting from an early age.

Keywords: "ELSIMIL" application, pocket book media, stunting

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INTRODUCTION

The Indonesian government has determined that stunting is a national priority. Stunting is included in the 2020-2024 National Medium Term Development Plan (RPJMN) with a reduction target which is significant from 27.6% in 2019 to 14% in 2024 (Perpres, 2020). The President of the Republic of Indonesia Joko Widodo has appointed the National Population and Family Planning Agency (BKKBN) as Head of Implementation of the Acceleration Program under the coordination of the Coordinating Minister for Human Development and Culture (PMK). Reducing stunting in Indonesia. DR (HC). Dr Hasto Wardoyo, Sp. OG(K)

Director of BKKBN, said the development of stunting was caused by several factors. Malnutrition and malnutrition during pregnancy until the age of two babies is also an environmental and hygiene factor, and is thus considered a success factor in reducing stunting from a family perspective (Press Release, 2023).

BKKBN has prepared an appropriate action plan and strategy, starting from escorting brides and grooms, pregnant and postpartum women as well as 1000 HPK (First Day of Life) or you could say the Golden Period. Preparing for the golden age of 2045 is not easy. Stunting remains a major problem for babies and children under two years of age. Therefore, this condition must be addressed immediately because it can hamper the momentum of Indonesia's Golden Generation in 2045.

Stunting is long-term malnutrition in babies during the first 1,000 days of life which disrupts brain development and child development. The stunting baby category is smaller than the standard baby size for its age. It needs to be understood that stunted children are definitely short, but short people are not necessarily stunted. The problem of decreasing growth rates can have an impact on human resources (HR), be related to health and even infant mortality and must be addressed immediately.

The results of the Indonesian Infant Nutrition Survey (SSGBI) show a reduction in stunting of 27.67% in 2019. Even though the stunting rate has decreased, this figure is still relatively high because WHO's target is to keep the stunting rate below 20%. According to World Bank data, 54% of the workforce experienced stunting in early childhood. This means that up to 54% of the working population will be stunting-free. Based on data at the Balowerti Community Health Center from January to March 2023, the stunting rate for toddlers in 5 sub-districts in the Balowerti Community Health Center working area was found to be 118 toddlers with stunting conditions (Rokom, 2021). This makes stunting a serious problem for the government.

In overcoming the problem of stunting, BKKBN mobilizes family planning instructors and cadres at the village level to provide assistance to prospective couples of childbearing age or prospective brides and grooms. By encouraging prospective brides and grooms to undergo health checks before getting married and becoming pregnant. BKKBN continues to optimize services through posyandu cadres and handles stunting from upstream, namely in preparation for prospective brides and grooms. Based on BKKBN's observations, many pregnant Indonesian women are not yet ready to become pregnant, both in terms of age, health and nutritional needs, thereby allowing the potential to give birth to stunted babies. In this way, the BKKBN launched the marriage readiness and pregnancy readiness program to determine nutritional status and readiness for pregnancy in order to prevent stunting.

The National Population and Family Planning Agency has established a mandatory mentoring, counseling and screening program (height, weight, arm circumference and Hb levels) starting three months before marriage. The three-month premarital health support program is an effort to prevent stunting from the start. A prospective bride and groom with excellent and ideal conception conditions will give birth to a baby without stunting. If the prospective bride and groom are not in prime physical condition, one or all of them are at risk of experiencing stunting. In the current era of digitalization, applications really support the ease of using smartphones in everyday life. An application is a device that combines several features which can ultimately be accessed by people who use smartphones. In a government agency, the purpose of creating the application itself is to convey information and education as a goal and collect data from application users which can then be used to support human resource development. In general, applications are very important because of their benefits, which can provide a lot of convenience and comfort to people in various areas of life.

To realize the Stunting Reduction Acceleration Program from the upstream, BKKBN launched the "ELSIMIL" (Electronic Ready for Marriage and Pregnancy) application. A useful application to find out in advance the prospective bride and groom's preparations for the potential baby to be born by looking at the health condition of the prospective bride and groom. The application is a comprehensive medium for providing education about marriage readiness, pregnancy readiness, reproductive health, contraception and preventing cancer and consultations about nutrition and nutrition for prospective brides and grooms. In other words, BKKBN has imparted knowledge to the wider community based on the conditions experienced in society, where it is rare for prospective brides and grooms to think about their reproductive and physical health conditions before getting married.

The "ELSIMIL" application is here to be an option for prospective brides and grooms as a medium for carrying out health screening, namely the initial action to determine whether or not the catin is ideal for pregnancy which is carried out three months before marriage. So that Family Assistance Team (TPK) cadres can provide assistance, counseling and monitoring to Catin in using and utilizing the functions of the "ELSIMIL" application. So that the "ELSIMIL" application program can run well and reach the public, especially prospective bride and groom couples, information about the "ELSIMIL" application program must be informed and disseminated. Based on data collected from the Elsimil information center for October 2022, the "Elsimil" application has been downloaded and used by 456,984 prospective brides and grooms throughout Indonesia. For the East Java region, based on data from the East Java BKKBN as of January 2023, 150,455 prospective brides and grooms have used the "ELSIMIL" application. Based on the results of interviews with several KIA midwives, in the working area of the Balowerti Community Health Center the use of the "ELSIMIL" application has not been implemented optimally, and has not been evenly distributed to all levels of society.

Through maternal and child health education, this has an implementation/mobilization function and a coaching function and health workers will be able to carry out information and education communication (KIE) through socialization and outreach so that information can be conveyed appropriately and according to objectives. In this report, we will explain the stunting prevention strategy through the "ELSIMIL" application by means of health education, especially maternal and child health education by means of the TPK conveying information to the public.

Based on the results of interviews with various parties such as the Head of the Community Health Center, the KIA Midwife and the Regional Midwife during the residency period from the 1st to the 3rd week at the end of May to June at the Balowerti Community Health Center, Kediri City. When observing " in the working area of the Balowerti Health Center, Kediri City. So on the other hand it also has an impact on the achievement of MCH services at Community Health Centers not reaching targets such as First Visits for Pregnant Women (K1) 89.43%, Neonatal Health Services (Complete KN) 96.83%, Baby Health Services 92.38% and Toddler Health Services 92, 65% in the 2022 assessment results. So this prompted the author to analyze the problem of the non-optimal use of the ELSIMIL application in preventing stunting at the Balowerti Community Health Center, Kediri City.

METHODS

The method used in implementing this activity is the method of providing information to the target community (babies, toddlers and parents) to disseminate and carry out this activity. The venue for Community Service activities with the theme "Optimizing the Use of the "ELSIMIL" Application in Preventing Stunting Using Pocket Book Media" on Thursday, May 25 2023 at Posyandu Anggrek. Participants in this activity consisted of 20 mothers who

had babies/toddlers and teenagers with material provision, examination and assistance. This community service will be analyzed using SWOT analysis (Strength, Weakness, Opportunities, Threats) and fishbone analysis.

RESULTS

Identifying problems in this community service report by using several analyzes, namely to determine the main problems that arise, then various alternatives are prepared to solve the problem, then from these various alternatives the alternative that is most likely to be implemented is selected.

Analysis of the factors causing the not yet optimal use of the "ELSIMIL" application at the Balowerti Health Center, Kediri City using Fishbone Analysis.

The fishbone analysis used in this report includes: Man, Material, Method, Mother Nature, Machine. From fishbone analysis, alternative ideas for solutions to existing problems are sought using ultrasound analysis.

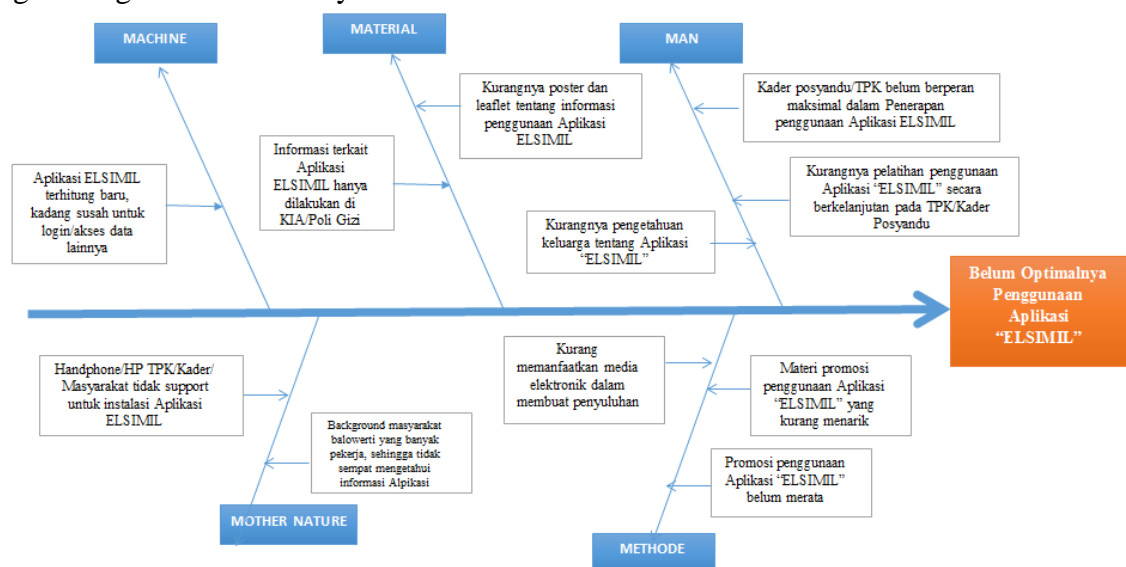


Figure 1. Diagram Tulang Ikan (Fishbone Diagram)

The study of the problem of not optimal use of the "ELSIMIL" application in the work area of the Balowerti Health Center, Kediri City is categorized using 5M, namely: Man, Method, Material, Mother Nature, Machine. The causal factors described in the 5M that have been found include:

1. Man

Lack of family knowledge about the "ELSIMIL" Application. Posyandu/TPK cadres have not played an optimal role in implementing the use of the ELSIMIL application. Lack of training on sustainable use of the "ELSIMIL" Application for TPK/Posyandu Cadres.

2. Method

Unattractive promotional material for using the "ELSIMIL" Application. Promotion of the use of the "ELSIMIL" application has not been evenly distributed. Less use of electronic media in providing outreach.

3. Materials

Lack of posters and leaflets regarding information on using the ELSIMIL Application. Information regarding the ELSIMIL Application is only carried out at KIA/Poly Gizi.

4. Machine

The ELSIMIL application is relatively new, sometimes it is difficult to log in/access other data.

5. Mother Nature

The background of the Balowerti community is that there are many workers, so they don't have time to find out information about Alpikasi. TPK/Cadre/Community cellphones/cellphones do not support the installation of the ELSIMIL application.

Determining Priorities for Resolving Not Optimal Use of the "ELSIMIL" Application in preventing stunting in work areas at the Balowerti Community Health Center, Kediri City using Ultrasound Analysis (urgency, seriousness, growth)

Based on the identification of the factors causing the problems that have been noted in the problem of not optimal use of the "ELSIMIL" application in preventing stunting in the work area of the Balowerti Health Center, Kediri City from fishbone analysis, then problem prioritization was carried out using the USG method (urgency, seriousness, growth). The following is determining the priority of problems using the ultrasound method:

Tabel 1. Prioritas Masalah dengan Metode USG

No	Indikator	U	S	G	UxSxG	Rangking
1	Kurangnya pengetahuan keluarga tentang Aplikasi "ELSIMIL"	5	5	5	125	1
2	Kader posyandu/TPK belum berperan maksimal dalam Penerapan penggunaan "Aplikasi ELSIMIL"	4	5	4	80	3
3	Kurangnya pelatihan penggunaan Aplikasi "ELSIMIL" secara berkelanjutan pada TPK/Kader Posyandu	4	5	4	80	3
4	Materi promosi penggunaan Aplikasi "ELSIMIL" yang tidak menarik	5	5	4	100	2
5	Promosi penggunaan Aplikasi "ELSIMIL" belum merata	4	5	4	80	3
6	Kurang memanfaatkan media elektronik dalam membuat penyuluhan	5	5	4	100	2
7	Kurangnya poster dan leaflet tentang informasi penggunaan Aplikasi "ELSIMIL"	5	5	4	100	2
8	Informasi terkait Aplikasi "ELSIMIL" hanya dilakukan di KIA/Poli Gizi	4	4	4	64	4
9	Aplikasi ELSIMIL terhitung baru, kadang susah untuk login/akses data lainnya	4	4	3	48	5
10	Background masyarakat balowerti yang banyak pekerja, sehingga tidak sempat mengetahui informasi Aplikasi	4	4	4	64	4
11	Handphone/HP TPK/Kader/ Masyarakat tidak support untuk instalasi Aplikasi "ELSIMIL"	4	4	3	48	5

From the table above, problems that need to be prioritized for solving include lack of family knowledge about the "ELSIMIL" Application, lack of posters and leaflets regarding information on the use of the "ELSIMIL" Application, unattractive promotional materials for the use of the "ELSIMIL" Application, lack of use of electronic media in providing outreach, promoting the use of the "ELSIMIL" Application is not evenly distributed, there is a lack of training on the use of the "ELSIMIL" Application on an ongoing basis for TPK/Posyandu Cadres, posyandu/TPK cadres have not played a maximum role in implementing the use of the "ELSIMIL Application", information regarding the "ELSIMIL" Application is only provided at KIA/Poli Gizi, the background of the Balowerti community is that there are many workers, so they don't have time to know application information, the "ELSIMIL" application is relatively new, sometimes it's difficult to log in/access other data and

TPK/cadre/community cellphones/cellphones don't support the installation of the "ELSIMIL" application".

Strategy for Optimizing the Use of the "ELSIMIL" Application as a Media for Preventing Toddler Stunting Through Maternal and Child Health Education in the Balowerti Health Center Working Area, Kediri City Using SWOT Analysis (Strength, Weakness, Opportunity, Threats)

The Turn Around (W-O) strategy quadrant overcomes weaknesses by taking opportunities.

Tabel 2. Analisis SWOT

	<i>Strength (S)</i>	<i>Weakness(W)</i>
	<ul style="list-style-type: none"> Aplikasi "ELSIMIL" merupakan program BKKBN yang dapat diterapkan di Puskesmas tentang pencegahan stunting, yang didalamnya memasukkan materi tentang pentingnya pencegahan stunting pada anak yang akan menjadi pemimpin di masa depan bagi calon pengantin dan remaja Tim Pendamping Keluarga terutama di Puskesmas yang pro aplikasi "ELSIMIL" 	<ul style="list-style-type: none"> Rendahnya tingkat pengetahuan Ibu dan keluarga tentang stunting Belum optimalnya media yang mencukupi untuk edukasi pencegahan stunting Penyuluhan tentang Aplikasi "ELSIMIL" tidak terinci dengan jelas pada program KIA Tidak adanya posyandu remaja
<i>Opportunities (O)</i>	<i>Strategi SO</i>	<i>Strategi WO</i>
<ul style="list-style-type: none"> Kebijakan dari Dinas Kesehatan setempat Program pemerintah yang mendukung pencegahan stunting Tingkat pendidikan masyarakat yang memungkinkan jika dilakukan penyuluhan kesehatan ibu dan anak secara langsung maupun melalui media 	<ul style="list-style-type: none"> Melaksanakan penyuluhan kesehatan ibu dan anak di tiap RT Mengoptimalkan peran TPK 	<ul style="list-style-type: none"> Edukasi dengan sasaran lebih luas tentang pentingnya penggunaan Aplikasi "ELSIMIL" sebagai media pencegahan stunting Membuat media edukasi yang tidak hanya untuk calon ibu tapi untuk keluarga dan masyarakat
<i>Threats (T)</i>	<i>Strategi ST</i>	<i>Strategi WT</i>
<ul style="list-style-type: none"> Ibu baru dan ibu bekerja yang tidak peduli terhadap kesehatan ibu dan anak Pada faskes/nakes yang tidak pro penggunaan Aplikasi "ELSIMIL" 	<ul style="list-style-type: none"> Melatih faskes/TPK di wilayah kerja Puskesmas Balowerti Kota Kediri tentang penggunaan Aplikasi "ELSIMIL" Menyisipkan penyuluhan tentang pentingnya penggunaan Aplikasi "ELSIMIL" sebagai media pencegahan stunting 	<ul style="list-style-type: none"> Meningkatkan edukasi pentingnya penggunaan Aplikasi "ELSIMIL" Memperbanyak penyuluhan kesehatan ibu dan anak tentang pencegahan stunting melalui penggunaan aplikasi "ELSIMIL" di wilayah kerja Puskesmas Balowerti Mengaktifkan posyandu

Based on the assessment that has been carried out using the SWOT diagram to prioritize strategies that will be implemented to overcome existing problems, the community service intervention plan is to increase the optimization of the use of the "ELSIMIL" Application as a stunting prevention medium with a pocket book as a guide for using the "ELSIMIL" Application. It is hoped that with the intervention, providing counseling about stunting, about the "ELSIMIL" Application and providing a pocket book regarding guidelines for using the "ELSIMIL" Application, can reduce the stunting rate, especially in toddlers and can increase coverage of other maternal and child health services in the work area at the Balowerti Community Health Center, Kediri City.

Realization of Problem Solving

The realization of problem solving in community service activities in the working area of the Balowerti Community Health Center is where the target participants are mothers who have babies and toddlers and also families in the working area of the Balowerti Community Health Center. Information media in the form of counseling about stunting and the 'ELSIMIL' application. The stages of this activity are specifically divided into 3 stages which are carried out in 1 day of the activity with the first stage material being about 1000 HPK, stunting, and the 'ELSIMIL' application and in the second stage there is an examination regarding body weight (BB), height. (TB), head circumference (LK), arm circumference (Lila) for babies and toddlers. Then in the third stage, joint training was carried out in using the 'ELSIMIL' application. Some of the material presented in the first stage was material about 1000 HPK, material about stunting, and material about the "ELSIMIL" application.

DISCUSSION

Analysis of the factors causing the not yet optimal use of the "ELSIMIL" application at the Balowerti Health Center, Kediri City using Fishbone Analysis.

Lack of family knowledge about the "ELSIMIL" Application. Posyandu/TPK cadres have not played a optimal role in implementing the use of the ELSIMIL application. Lack of training on sustainable use of the "ELSIMIL" Application for TPK/Posyandu Cadres.

Unattractive promotional material for using the "ELSIMIL" Application. Promotion of the use of the "ELSIMIL" application has not been evenly distributed. Less use of electronic media in providing outreach.

Lack of posters and leaflets regarding information on using the ELSIMIL Application. Information regarding the ELSIMIL Application is only carried out at KIA/Poly Gizi.

The ELSIMIL application is relatively new, sometimes it is difficult to log in/access other data.

The background of the Balowerti community is that there are many workers, so they don't have time to find out information about Alpikasi. TPK/Cadre/Community cellphones/cellphones do not support the installation of the ELSIMIL application.

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Family knowledge about the "ELSIMIL" application, lack of posters and leaflets regarding information on the use of the "ELSIMIL" application, unattractive promotional materials for the use of the "ELSIMIL" application, lack of use of electronic media in providing outreach, promotion of the use of the "ELSIMIL" application is not evenly distributed, lack of training continuous use of the "ELSIMIL" Application by TPK/Posyandu Cadres, posyandu/TPK cadres have not played a maximum role in implementing the use of the "ELSIMIL"

Application", information related to the "ELSIMIL" Application is only provided at KIA/Poli Gizi, the background of the Balowerti community is that there are many workers, so I didn't have time to find out the application information, the "ELSIMIL" application is relatively new, sometimes it's difficult to log in/access other data and TPK/cadre/community cellphones/cellphones don't support the installation of the "ELSIMIL" application.

Strategy for Optimizing the Use of the "ELSIMIL" Application as a Media for Preventing Toddler Stunting Through Maternal and Child Health Education in the Balowerti Health Center Working Area, Kediri City Using SWOT Analysis (Strength, Weakness, Opportunity, Threats)

To prioritize the strategies that will be implemented to overcome existing problems, the community service intervention plan is to increase the optimization of the use of the "ELSIMIL" Application as a stunting prevention medium using a pocket book as a guide for using the "ELSIMIL" Application. It is hoped that with the intervention, providing counseling about stunting, about the "ELSIMIL" Application and providing a pocket book regarding guidelines for using the "ELSIMIL" Application, can reduce the stunting rate, especially in toddlers and can increase coverage of other maternal and child health services in the work area at the Balowerti Community Health Center, Kediri City.

The implementation of community service activities at the Balowerti Community Health Center aims to resolve existing problems. This activity is aimed at mothers who have babies and toddlers as well as families who live in the working area of the Balowerti Community Health Center. Information is conveyed through counseling about stunting and through an application called "ELSIMIL". This activity is divided into three stages which are carried out in one day. The first stage includes material about the First 1000 Days of Life (HPK), stunting, and the use of the "ELSIMIL" application. The second stage involves checking body weight (BB), height (TB), head circumference (LK), and arm circumference (Lila) in babies and toddlers. The third stage involves joint practice in the use of the "ELSIMIL" application. In the first stage, the material presented included information about 1000 HPK, stunting, and the use of the "ELSIMIL" application.

CONCLUSION

The use of the "ELSIMIL" application is still not optimal in preventing stunting. The proposed use of pocket book media is one strategy that aims to increase the knowledge and understanding of mothers and their families in preventing stunting from an early age.

CONFLICTS OF INTEREST

Conflicts of interest arise in the implementation of community service activities at the Balowerti Community Health Center. Although the main objective of this activity is to resolve existing problems, there is a potential conflict of interest that affects the objectivity and integrity of the information submitted. For example, if counseling about stunting and the use of the "ELSIMIL" application is delivered by a health worker who has financial involvement or affiliation with the manufacturer of the application, the health worker's personal interests can influence the decisions taken and the way the information is delivered to mothers and their families. activity targets. In addition, if the examination of weight, height, head circumference and arm circumference is carried out by health workers who have personal relationships or interests with certain parties, the conflict of interest can affect the objectivity of the examination results and subsequent decisions taken. In this case, it is important to maintain transparency, independence and objectivity in the implementation of activities so that conflicts of interest can be avoided or managed effectively.

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