

Case Study

## Behavior Change Based on Local Wisdom

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### ABSTRACT

*The KB Village Program is an icon of BKKBN that can directly contact and provide benefits to the Indonesian people at all levels of the region. Programs related to stunting prevention have been provided but are not running optimally. Local wisdom is all forms of knowledge, beliefs, understanding, and insights as well as customs or ethics that demand human behavior in life in ecological communities. Various local values or wisdom are expected to be able to reduce stunting cases. This research uses a qualitative method with a case study approach. The population in this study are some of the people who live in Tolango Village, Anggrek Subdistrict, village officials and officials who handle the stunting program. The purpose of this research is expected to be able to provide education to the community, government and families regarding the right information in handling stunting. It is necessary to provide education to the community through appropriate health promotion means to reduce stunting cases in collaboration with religious leaders in conducting socialization to the community based on local wisdom by involving religious, traditional, community and government leaders. The local wisdom of "Bai'at" and "raba-raba puru" is a local wisdom of the Gorontalo community that has been carried out for generations. Cooperation between health practitioners and religious leaders as one of the figures respected by the community is carried out with the aim of making the community to better understand and carry out the information provided.*

**Keywords:** KB Village, Innovation Program, Stunting Program, Local Wisdom.

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## INTRODUCTION

Nutrition is still a major concern globally, especially in developing countries. According to the 2018 Basic Health Research (Riskesdas), the prevalence of underweight, stunting and wasting was 17.7 percent, 30.8 percent and 10.2 percent, respectively<sup>1</sup>. Indonesia is one of the countries with a high prevalence of stunting compared to other middle-income countries. The Indonesian Nutrition Status Study (SSGI) reported that the national prevalence of stunting from 2019, 2020, and 2021 has decreased, namely 27.7 percent; 26.9 percent; and 10.2 percent<sup>2</sup>.

The nutritional status of children under

five years old is an important health indicator because toddlers are vulnerable to nutrition problems and diseases<sup>3</sup>. Underweight and wasting indicate acute malnutrition, while stunting is a condition of failure to thrive in children under five years old due to chronic malnutrition, making them too short for their age. The risks caused by malnutrition in the short term include increased morbidity and mortality rates, impaired development (cognitive, motor, language), and increased economic burden for the care and treatment of sick children<sup>4</sup>. In the long term, it causes a decline in reproductive health, learning concentration, and low work productivity<sup>5</sup>.

Undernutrition that occurs in early

childhood has serious consequences. Children who are undernourished tend to become more seriously ill. There is a strong association between child undernutrition and child mortality. Underweight in children under five accounts for 4.7 percent or 2 million deaths of all deaths of children under five in the world. Undernourished children who escape death become shorter adults, have lower IQs, are hampered in their economic productivity, and are at greater risk of having underweight offspring<sup>4</sup>. The government is committed to accelerating stunting. As a form of commitment to accelerate stunting reduction, the government has issued Presidential Regulation (Perpres) number 72 of 2021 concerning Acceleration of Stunting Reduction. This regulation is the legal umbrella for the National Strategy (Stranas) for Accelerating Stunting Reduction, which has been launched and implemented since 2018. This regulation is also to strengthen the framework of interventions that must be carried out and institutions in the implementation of accelerating stunting reduction<sup>6</sup>. The government targets a 14 percent reduction in stunting prevalence by 2024 and sustainable development targets by 2030 based on achievements in 2024. Based on the Five Pillars of Accelerating Stunting Reduction, a National Action Plan (NAP) will be developed to encourage and strengthen convergence between programs through a family approach at the risk of stunting<sup>7</sup>.

Based on Presidential Regulation No. 72 of 2021, the Government has set the acceleration of stunting reduction among children under five as a priority that must be done with various strategic, effective, and efficient steps. BKKBN as the chief executive of the Stunting Reduction Acceleration Team has established the National Action Plan for Accelerating Stunting Reduction (RAN PASTI)<sup>6</sup>.

In integrating all BKKBN programs and activities, including in accelerating stunting reduction, BKKBN has a Quality Family Village (KB Village) program. In KB villages there is integration and convergence of organizing, empowering, and strengthening family institutions. From this KB village, we can see the implementation of various programs to accelerate stunting reduction, both those carried out by BKKBN or programs implemented by other cross-sectors.

Seeing the massive implementation of accelerated stunting reduction in Indonesia through KB villages, creates an opportunity to photograph activities carried out in KB villages related to handling stunting, especially those that have a major impact in reducing or preventing stunting. For this reason, BKKBN through the Directorate of Population Impact Analysis needs to conduct specific case studies that can illustrate how good practices in accelerating stunting reduction interventions are carried out in KB Villages. Good practices that are successfully photographed from KB Villages will be used as intervention models that can be applied in other KB Villages in Indonesia.

North Gorontalo, which is one of the districts in Gorontalo Province, also has a commitment to accelerate stunting reduction. This is evidenced by the issuance of Regent Regulation No. 15 of 2020 concerning Integrated Stunting Reduction Efforts through the Community Movement to Prevent Stunting. In 2021, North Gorontalo District proposed and determined the Stunting Locus. In 2022, North Gorontalo District was designated as a locus by Bappenas RI with KEP Number. 10/M.PPN/HK/02/2021 concerning the Determination of Regency/City Expansion of Integrated Stunting Reduction Intervention Focus Locations in 2022. Furthermore, it was determined that there were 13 stunting Locus Villages. The local government of North Gorontalo District has integrated the issue of stunting into the 2022 RKPD<sup>8</sup>. The government has various ways to overcome stunting, one of which is by providing education through counseling. Study results show that counseling from officers will affect behavior change<sup>9</sup>. Providing health education to the community requires collaboration with related cross-sectors. The target of providing education is people who are far from healthcare facilities. This research is expected to be able to provide education to the community about the right information in overcoming stunting. Various values or local wisdom inherent in the community provide positive value. This study was conducted to provide an overview of the innovative nutrition-sensitive and nutrition-specific stunting intervention program carried out in the KB Village.

The purpose of this study is to describe program interventions and their impact on accelerating stunting reduction carried out on

adolescent girls, pregnant women and under-five children in the KB Village locus.

## METHOD

This research uses a qualitative method with a case study approach. The population in this study were some of the people living in Tolango Village, Angrek Sub-district, village officials and OPD officials who handle stunting programs. Data collection was carried out by in-depth interviews and FGDs with 25 informants consisting of mothers of toddlers who have stunted children, adolescents, village officials and OPD officials.

Data collection was conducted during May-July 2023. The response of the informants was quite good when conducting the research. All informants were willing to provide the information requested during in-depth interviews.

## RESULTS AND DISCUSSION

### a. Government Innovation Program to Accelerate Stunting Reduction in KB Village

The informants in this study consisted of two groups. The first group is informants who are all female with the status as housewives who have stunting toddlers, and adolescents who are still at school age. While the next group is OPD and village officials.

Stunting in toddlers can be assessed by the TB/U (Height for age) indicator with a z score of -3 standard deviations to less than -2 standard deviations. Some factors that can cause undernutrition and stunting are maternal knowledge, low birth weight, socioeconomic factors and exclusive breastfeeding. The efforts that can be used to overcome malnutrition are to provide nutritional interventions, both macro and macro in infants and toddlers. Providing macro-nutrition interventions can be done by providing knowledge to fulfill toddler nutrition. While micronutrient interventions can be fulfilled by giving formulas or supplements of multi-micronutrients<sup>10</sup>.

The results of interviews with officers found that there was an intervention program to accelerate the reduction of stunting in under-five children in the KB Village locus. The One Day One Egg program is a government program through the Puskesmas to tackle the problem of

stunting. Another program is the provision of green beans. Based on information from program officers, it is given to families at risk of stunting that have been determined by BKKBN.

Based on the results of FGDs with mothers of toddlers, it is known that the assistance provided is not on target. Based on the results of interviews with informants, there are families who receive assistance but apparently do not have infants and toddlers who have a history of stunting, BGM, 2T, and Undernutrition. Conversely, there are families with children aged 24-59 months who are detected to have children at risk of stunting and are currently experiencing malnutrition but do not receive assistance. Information from the officer stated that the data was obtained from the village office. So it is necessary to verify the data every year so that the assistance is right on target<sup>11</sup>.

Based on the results of the interview, it is also known that the assistance provided by the puskesmas through the One Day One Egg program, however, it turns out that the eggs that have been distributed are not consumed by children who are stunted on the grounds that these children do not like to eat eggs. Eggs are instead consumed by their siblings who are not stunted or even consumed by their own mothers. This was also the case with the mung bean distribution program. The green beans that have been given are not consumed by children who are stunted because the children do not like to eat green beans.

Based on the results of interviews with officers, it is known that there is an intervention program to accelerate the reduction of stunting aimed at pregnant women. The program for pregnant women is aimed at preventing the occurrence of SEZ in pregnant women. Chronic Energy Deficiency (CHD) is a condition of poor nutritional status caused by the lack of food consumption that contains nutrients needed by the body<sup>3</sup>. SEZ usually occurs in pregnant women. This is because the nutritional needs of pregnant women increase. Pregnant women who experience SEZ are in poor health. This is one of the factors that cause impaired growth and development of the fetus that is conceived, causing Low Birth Weight (LBW)<sup>12</sup>. Based on several studies, it is known that one of the causes of stunting is the incidence of LBW<sup>3</sup>.

Based on the FGD results, it is known that the government program for pregnant

women is in the form of the provision of Blood Additive Tablets (TTD) and milk. However, according to the confession, the milk and TTD provided were not consumed by pregnant women because they did not like the smell and taste and experienced nausea after consuming TTD. The officer mentioned that the community still needs information about the importance of consuming TTD. The results showed that health promotion efforts are needed to improve community knowledge<sup>9</sup>.

The results of interviews with officers showed that Posbindu adolescents have been formed in the KB Village of Tolango Village. Various activities include: gymnastics, anthropometric measurements (TB, BW and LILA), measurement of Hemoglobin levels. In addition, there are also activities to provide Blood Addition Tablets (TTD) at school. The officer distributes TTD every two months (once at school on the 15th and once at the village office during adolescent posyandu). Another activity is counseling at school on anemia and other health counseling.

Based on the results of FGDs with adolescents, it is known that adolescents are less enthusiastic about participating in Posbindu remaja activities for various reasons, such as activities being held at three in the afternoon, at which time they have just returned from school. Adolescents also did not all consume the TTD that had been given, citing forgetfulness, bad taste, bitterness and stickiness. Adolescents are vulnerable to nutrition problems<sup>13</sup>. The many activities they have are potentially unable to control food intake. This is due to the imbalance between food consumed and intake needs in adolescents. The growth and development of adolescents is necessary for their nutritional status. Optimal nutritional status will create healthy and productive adolescents<sup>14</sup>.

Nutritional status is a measure of a person's body<sup>15</sup>. Many factors contribute to nutritional status, both direct and indirect factors. One of the direct causative factors is knowledge<sup>16</sup>.

Based on the results of the study, it is known that teenage informants have a junior high school education. According to Kristiana and Juliansyah<sup>17</sup>, education affects a person's learning process. The higher the education, the easier it is to absorb the information they get. Education affects knowledge and attitudes in improving nutritional status. The lower the

knowledge, the lower the attitude in improving nutritional status<sup>18</sup>.

#### **b. Innovation in stunting reduction programs assisted by universities**

The government has prepared several programs in stunting prevention. However, research shows that existing programs are not optimal. Strengthening the program is needed to change people's behavior. It is necessary to strengthen local government such as Perbup and Perda by involving religious leaders, traditional leaders, community leaders and families in order to increase the success of the stunting prevention program.

Various efforts made by the government to overcome stunting are to increase public knowledge and awareness related to stunting. It is necessary to provide education to the community through appropriate health promotion tools to reduce stunting cases.

Overcoming stunting requires collaboration between stakeholders starting from the smallest scope, namely the village. The village is the last bastion of defense by involving all residents by adopting local wisdom values. Local wisdom is something that cannot be separated from society. According to Lestari and Sularso (2021) local wisdom is a hereditary legacy from ancestors that contains elements of norms and values in regulating, developing and maintaining a balance between nature, human integrity and lifestyle<sup>19</sup>. As a country with cultural diversity, many Indonesian people use local wisdom to overcome existing problems. Such as research conducted by Rahmawati (2021) on local wisdom in dealing with Covid-19: A study of resilient villages in East Java<sup>20</sup>. Other research on local wisdom also supports health<sup>21</sup>. Likewise, research by Rizki, et al (2023) wrote about Mappanetta'isi, the local wisdom of the Bugis tribe in maintaining dental health<sup>22</sup>.

Based on observation, the Gorontalo community conducts an activity carried out on adolescent girls who get their first period called "Bai'at". "Bai'at" is a local wisdom of Gorontalo people that has been done for generations. In this activity, there is usually a religious figure called Pak Imam who will give advice and in the activity of giving this advice the scenario is inserted "the importance of blood add tablets and mandatory consumption of blood add

tablets in adolescent girls" using local language that is easier to understand and understand.

In addition, there is also a seven-month prayer activity for pregnant women called "Raba-Raba Puru". The Raba-Raba Puru activity is one of the customs carried out on all pregnant women whose pregnancy age enters 7 months. In this activity there are also usually religious leaders who will give advice. In this activity, the scenario of "the importance of Blood Addition Tablets and the mandatory consumption of TTD and tiliaya food for pregnant women will be inserted using local languages that are easier to understand and understand" this activity will take place during pregnancy until the mother will experience partus so that the mother's health status can be monitored. Health workers can collaborate with religious leaders in socializing to the community regarding stunting. Cooperation between health practitioners and religious leaders as one of the figures respected by the community is carried out with the aim of making the community better understand and carry out the information provided.

## CONCLUSIONS

It can be concluded that there are two local wisdoms that can be used as educational media in the community to overcome stunting. "Bai'at" and "Raba-Raba Puru" are activities that can be used as a means to provide information about the importance of TTD to adolescent girls and pregnant women using local language that is easier to understand and understand. The suggestion is an innovation of the stunting reduction acceleration program in KB Village in the form of Local Wisdom-Based Behavior Change by involving religious, traditional, community, and government leaders in supporting local wisdom including "Bai'at and raba-raba puru" through ratified Perbup and Perda so that it can be implemented by all OPDs that will be directly involved in stunting prevention.

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## CONFLICTS OF INTEREST

All authors declared no conflict of interest in this study.

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