

Stunting Health Literacy in Salah Kaprah Films Produced by the Yogyakarta Special Region Public Health Department

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Abstrak

Stunting menjadi masalah kesehatan yang serius di Daerah Istimewa Yogyakarta (DIY). Hal ini dibuktikan dengan prevalensi stunting di DIY menurut Survei Status Gizi Indonesia (SSGI) 2021 sebesar 17,3 persen. Melalui angka tersebut, DIY menjadi peringkat ketiga terendah di Indonesia setelah Bali 10,9 persen, dan DKI Jakarta 16,8 persen. Pentingnya literasi kesehatan stunting berbasis media film pendek yang diproduksi oleh Dinas Kesehatan (Dinkes) DIY menjadi salah satu alternatif dan solusi untuk meningkatkan pemahaman terkait stunting. Media film pendek tentang stunting, memiliki kekuatan untuk menyampaikan pesan-pesan kesehatan yang relevan kepada masyarakat. Tujuan penelitian ini adalah untuk memperoleh gambaran serta pemahaman yang lebih mendalam terkait pencegahan stunting melalui literasi kesehatan dalam film pendek berjudul Salah Kaprah yang diproduksi Dinkes DIY. Metode penelitian kualitatif dengan tahapan penelitian yang dilakukan adalah menentukan fokus penelitian, pengumpulan data, dan analisis data. Hasil penelitian menunjukkan bahwa narasi terkait penyakit masih dianggap sesuatu yang berbahaya. Narasi penyakit menjadi tidak berbahaya ketika disampaikan oleh tenaga kesehatan. Peran tenaga kesehatan menjadi sentral dan penting untuk melakukan literasi dalam menanggulangi isu hoaks terkait penyakit.

Kata Kunci: film salah kaprah, literasi kesehatan, stunting

Abstract

Stunting is a serious health problem in the Special Region of Yogyakarta (DIY). This is evidenced by the prevalence of stunting in DIY according to the 2021 Indonesian Nutritional Status Survey (SSGI) of 17.3 percent. This figure shows that DIY is ranked third lowest in Indonesia after Bali at 10.9 percent and DKI Jakarta at 16.8 percent. The importance of stunting health literacy based on short film media produced by the DIY Public Health Department (Dinkes) is one of the alternatives and solutions to increase understanding related to stunting. Short film media about stunting has the power to convey relevant health messages to the public. This study aims to obtain a deeper understanding of stunting prevention through health literacy in a short film, Salah Kaprah, produced by the DIY Public Health Department. Qualitative research methods with the research stages are determining the focus of research, data collection, and data analysis. The results showed that the disease-related narrative is still considered dangerous. The disease narrative becomes harmless when delivered by health workers. The role of health workers is central and important to carry out literacy in tackling hoax disease-related issues.

Keywords: health literacy, salah kaprah film, stunting

INTRODUCTION

The high stunting rate in the Special Region of Yogyakarta (DIY) shows a significant prevalence of stunting. According to the World Health Organization (WHO), stunting is a disorder of growth and development experienced by children due to poor nutrition, repeated

infections, and inadequate psychosocial stimulation (Stunting in a Nutshell, n.d.). Stunting prevalence is the total number of stunting problems that occur at a particular time in an area (Apa Itu Prevalensi Stunting? Ini Alasan Pemerintah Menargetkan 14 Persen Penurunan Di Tahun 2024 - TribunNews.Com, n.d.)—evidenced by the prevalence of stunting in DIY according to the 2021 Indonesian Nutritional Status Survey (SSGI) of 17.3 percent. Through this figure, DIY is ranked third lowest in Indonesia after Bali at 10.9 percent and DKI Jakarta at 16.8 percent (SSGI 2022 Dan Program Percepatan Penurunan Stunting – BKKBN D.I. Yogyakarta, n.d.). In addition, obstacles in preventing stunting are taboos about certain foods, misperceptions of stunting, genetics as the leading cause, and stigma (Siswati, Kasdjono, et al., 2022).

On the one hand, there is a possibility that people affected by stunting experience access constraints and are still limited to appropriate and relevant information about stunting prevention. This is inversely proportional to the survey report data from the collaboration between the Ministry of Communication and Information (Kominfo) and Katadata Insight Center (KIC) entitled Status of Digital Literacy in Indonesia 2022 (DI Yogyakarta Raih Indeks Literasi Digital Tertinggi Nasional Pada 2022, n.d.), which states that the ability of people in the Special Region of Yogyakarta to use digital information and communication technology is superior among other provinces in Indonesia. The high level of literacy is synonymous with developed nations from various fields such as technological literacy, economy, education, and health literacy, and it is no exception (Fanaqi et al., 2023).

Health literacy is defined as the ability to access, understand, and critically assess and apply information (Nutbeam, 2009, 2019), which is relevant to health, although its specific definition and emphasis may vary depending on the context (Massey et al., 2012; Sørensen et al., 2013; Sykes et al., 2013; Tsubakita et al., 2020). This problem can be the basis for promotive actions related to health literacy stunting prevention with media based on short public service films produced by the DIY Public Health Department (Dinkes). The title of the short film is *Salah Kaprah ((163) Film Pendek Stunting “Salah Kaprah” - YouTube, n.d.)*.

The short film *Salah Kaprah* depicts adolescents conducting research related to stunting to have a significant share in producing offspring in the future. Therefore, the involvement of adolescents, especially adolescent girls, can play an essential role in stunting prevention. Reflecting on patriarchal culture, the existence of women and masculine values that have been constructed by patriarchal culture can unconsciously affect the meaning of their identity as women in society (Bima & Primadini, 2023). Health literacy strategies for stunting prevention through short films featuring women as the main actors become an effective knowledge distribution space. Short films uploaded to YouTube can be accessed more widely, with the aim of health literacy in stunting prevention for adolescents. This also aligns with Y. Retnowati et al.'s research on providing learning materials to improve stunting literacy by developing a website containing comprehensive stunting education videos (Retnowati et al., 2023).

The form of stunting health literacy through short films can make a positive contribution to improving stunting prevention health literacy, especially in DIY. In addition, an attitude that shows openness from the community about nutritional conditions and

stunting in their environment is needed to be considered successful stunting literacy. Health literacy can convey universal messages from a wider range of issues, such as local history, religion, society, and political policy (Adiprabowo & Sanofi, 2023). Another study in a short film on healthy lifestyles found barriers to the delivery of health communication that public awareness is still low, occurring due to educational, geographical and cultural factors (Putera et al., 2020). Through a medium film can be an effective way to create meaningful experiences (Ironsides, 2018). Research that discusses health communication on Youtube also found a health communication handling strategy that shows a variety of health literacy communication illustrated by the conversations of netizens who follow the video (Prasanti & Indriani, 2022).

This study aims to obtain a deeper picture of health literacy and a holistic understanding of stunting prevention through short films produced by the DIY Public Health Department. In addition, research based on stunting prevention health literacy film media is expected to inspire and motivate article readers to fill the knowledge space that is still rarely discussed. The novelty of this study is that it links health communication with film studies through a narrative analysis perspective that is not found in many other studies. Through this research, it can describe the condition of ordinary people who experience stunting in the socio-cultural context in Indonesia, especially the Special Region of Yogyakarta and can be used as a consideration to develop advocacy models in policy changes that support stunting prevention. The urgency of stunting prevention health literacy research in a community service short film by Dinkes DIY is relevant to the severe problem of stunting. The long-term impact on children's growth and development should be of concern to the public to understand the suitable sources about stunting and its prevention measures. Indicators can know the level of knowledge of increasing a new thought or knowledge (Cherise & Bestari, 2023). The low level of literacy about stunting needs to be promoted through media that can be reached more widely, especially in adolescence. The lack of literacy can also lead to hoax issues that can hurt the community with health information. Therefore, it is essential to continue improving public health literacy and provide accurate and easy-to-understand information through short films.

RESEARCH METHODS

The research method used is qualitative with a narrative analysis approach. Narrative is a union of various events, including what is spoken, namely chronological order, motives and plots, and causal relationships of an event (Eriyanto, 2013). This approach allows researchers to understand the experience, meaning, and context behind the stories told in films. The stages of the research method are determining the focus of research, data collection, and data analysis. The focus of the study is based on issues that are one of the government's priorities. The data collection started from observing the film *Salah Kaprah* about stunting produced by the Yogyakarta Special Region Public Health Department. Researchers are outsiders from the studied group, witnessing and making notes and recording data without directly being involved with activities or communities (Creswell, 2014). The observations are then used as case studies associated with previous research through literature studies. All collected data are reviewed and sorted in advance according to

the research topic. After the data is sorted, then the researcher processes audiovisual data. Audiovisual data are classified based on the points to be discussed. The next stage is data analysis or interpretation of data obtained from observations and literature studies to see the role of health literacy in stunting prevention carried out by the DIY Public Health Department through film media. Data analysis is carried out through interpretations related to previous research and relevant literature studies to obtain in-depth objects' meanings. The last stage is to draw conclusions and provide further research suggestions.

RESULTS AND DISCUSSION

Stunting Prevention and Disease Stigma Construction

Stunting prevention in *Salah Kaprah* films with a local cultural approach is packaged as engaging, educative, and easy to understand. *Salah Kaprah* films can be an effective tool for conveying information about stunting prevention because of their ability to visually portray situations and solutions, thus influencing the audience's emotions and motivations to take concrete actions. Education through families with a video effectively increases knowledge and attitudes in stunting prevention and handling (N & Putri, 2023). Other studies have also revealed that health education with audiovisual media effectively increases mothers' knowledge about stunting prevention (Julita et al., 2023). However, the reality is that in society, there are still different assumptions when hearing the word disease.

The construction of the word disease in society, being very sensitive and dangerous, co-occurred with the COVID-19 pandemic. This construction encourages a state of panic in the community, which results in the issue of disease-related hoaxes arising due to the lack of health literacy in the community. A situation in which a person or group of people appears as a threat to the values and interests of society is also called a moral panic, as stated by Stanley Cohen (Benmetan & Setyowibowo, 2021).

Public anxiety about diseases can also be caused by social factors and economic difficulties in buying drugs (Sawotratap & Yusuf, 2023). In line with research (Suminar et al., 2023), social factors can be seen through the issue of stunting, which is considered taboo to discuss because people feel they are not included in the category of stunting. Stunting is interpreted as a dangerous disease, as in the picture below:



Figure 1. Pak Pur Concludes Dangerous Disease

Source: Film *Salah Kaprah*, 2022

At 00.24-00.30, Pak Pur listened to information related to the disease, which was then immediately concluded by himself through the following dialogue:

“Pak Pur: Bener kan, Amel terkena penyakit berbahaya, Ini mesti tak kabarkan ke seluruh warga masyarakat.”

Pak Pur, the head of the household, then gave the information to his wife at home. The character of Pak Pur has a hegemony of masculinity as the head of the family rather than his wife. The hegemony of masculinity is a set of values built by men in power, functioning to include and exclude and to organize society in a gender-unequal way (Natalie et al., 2022). Pak Pur conveys the construction of a dangerous disease by convincing his wife, a figure with no power than Pak Pur, that Amel has a dangerous disease. The construction of reality conveyed by Pak Pur is a symbolic form achieved by giving symbolic gestures (Tunliu, J., Andung, P., & Nara, 2023). Disease in the scientific paradigm of modern medicine is an abnormality in the function and structure of organs and body systems.

The narrative of dangerous diseases is constructed into a history that causes public unrest about health information. People who adhere to collectivistic cultures consider illness a social problem rather than a personal one (Mulyana et al., 2021). The basic system of healthcare culture in health communication is divided into three systems (Mullavey-O’byrne, 1994; Mulyana & Ganiem, 2021; Sullivan, 2001). First, the biomedical system considers diseases as a result of abnormalities in the functions and structures of the body, diseases caused by viruses or bacteria, accidents, and old age. The treatment required in this biomedical system is with modern medicine. Second, the personalistic system is based on the state of illness suffered by humans caused by supernatural forces such as witchcraft, witchcraft, invisible spirits, or because of the power of God. Third, in the naturalistic system, the body consists of several elements that must be balanced to stay healthy. The purely naturalistic system views diseases caused by an imbalance of elements in the human body, either due to poor diet or high emotions then cause the condition of the human body to become too hot or even too cold.

The stunting disease is constructed by the character Pak Pur as a state of illness, which is then considered a dangerous disease. This is a reflection and represents Pak Pur as a member of the community who lacks health literacy. Research (Trisagita et al., 2022) also found the same thing about the lack of public knowledge about stunting, especially among pregnant women and mothers who have toddlers. In addition, there are still gaps regarding the influence of internal factors, including the expertise and motivation of cadres in efforts to prevent stunting in children (Mediani et al., 2022).

The period in which the Salah Kaprah film was produced was during the COVID-19 pandemic. Stigma related to COVID-19 disease is still inherent in people's social lives. Stigma hurts individuals, including poor mental and social health (Čolić et al., 2022). Stigma in the world of health is interpreted as a negative interaction between one person or group of people and another person towards certain diseases and certain traits (Abudi et al., 2020). In the scene where Pak Pur gives information to Pak RT and one of the residents, the dialogue is constructed to build knowledge about dangerous diseases. The information submitted by Pak Pur was confirmed by one of the residents and Pak RT as accurate information, as shown in the picture and dialogue below:



Figure 2. Pak Pur Provides Information on Dangerous Diseases
Source: Film Salah Kaprah, 2022

Dialogue at 02.02-02.28:

"Pak Pur: Amel... Amel kena penyakit berbahaya

Warga: Yang bener Pak Pur

Pak Pur: Ya bener

Warga: Wah bahaya kalau memang seperti itu, Ada tindak lanjut ga Pak Pur?

Pak Pur: Belum, makanya saya ketemu Pak RT

Pak RT: Tapi jangan sembarangan ngomong lho njenengan mas

Pak Pur: Saya lihat pakai mata kepala saya sendiri

Pak RT: Yakin?

Pak Pur: Yakin

Pak RT: Sumprit?

Pak Pur: Sumprit pak

Pak RT: Oke ini masalah gawat, kita konfirmasi dulu ke rumah Bu Lasmi."

The stigma of disease as something dangerous and considered a severe problem requires continuous literacy, especially in the family environment. Health communication literacy and family health care are critical to understanding health information for individuals and families (Putri et al., 2022). Stigma can also be caused by fear, unattractiveness, anxiety, association, policy, and lack of confidentiality (Goffman, 1963; Ritzer, 2012). A negative stigma against stunting can also encourage a person to have prejudiced thoughts, behaviours, and actions by society and family.

The social interaction factor constructed by Pak Pur with his wife, Pak RT, and one of the residents reinforced the stigma against disease, emphasizing dialogue "sumprit" (sumpah). Social interaction The interaction in the "sumprit" dialogue causes impulses and suggestions that affect a person's belief to have the same perception.

Health Literacy

Literacy is not just the ability to read and write in text. Text can be understood and interpreted further into audiovisual with affective, cognitive, and intuitive elements. The film Salah Kaprah builds the story starting with the construction and stigma of the disease. Stunting is considered a dangerous hereditary disease. The character of Pak Pur, Pak Pur's

wife, Pak RT, and one of the residents who did not understand stunting disease knowledge became relevant as a representation of public unrest in Yogyakarta. The problem of stunting disparity is an important issue because the highest stunting prevalence in Yogyakarta is 26% (Siswati, Iskandar, et al., 2022).

The role of the DIY Public Health Department in promoting health by making films uploaded through YouTube media is part of a significant effort to carry out health literacy that the wider community can access. Movies uploaded on YouTube will be exciting to understand how quickly social media updates its information and the kind of information exposed by people who use these sources (Bellon-Harn et al., 2020). The cinematic language in film can build a strong narrative and communicate with a broad audience (Adiprabowo & Widodo, 2023; Wong et al., 2020).

Film or video serves as a medium for counselling so that health messages are more precise and the target community can receive messages (Handayani et al., 2023). The dialogue in the film *Salah Kaprah* uses simple language and is based on the local culture, namely, with the background of Yogyakarta. Conversations conducted in the local culture make it easier for the audience to understand the content of the message conveyed. This is an essential element in the health literacy process. Cultural-based educational films or videos effectively increase public health literacy about stunting (Asriadi et al., 2023).

Health literacy is divided into two types (Improving Health Literacy, n.d.): personal health literacy and organizational health literacy. First, emotional health literacy in the film *Misconception* can be seen in the scene of Amel, who is having a dialogue with his mother as in the picture and conversation below:



Figure 3. Amel has a dialogue with his mother

Source: Film *Salah Kaprah*, 2022

Dialogue at minutes 04.09-05.04:

"Ibu Amel: Observasi apa Nduk?"

Amel: Observasi tentang stunting bu, Padahal kan Amel nggak tau apa itu stunting, Makanya itu... Amel harus benar-benar observasi... dan wawancara secara mendalam...

Ibu Amel: Nduk, observasi mengenai stunting untuk anak seusiamu itu cocok

Amel: Cocok gimana bu maksudnya?

Ibu Amel: Begini..Mengetahui pencegahan stunting sejak dini itu penting, apalagi untuk anak remaja.. Begini saja... Kalau memang kamu ingin lebih paham mengenai

stunting coba tanya Bu Bidan dan Mas Satria, mereka kan tenaga kesehatan, pasti akan lebih paham dan bisa menjawab secara detail apa itu stunting.”

Individual literacy carried out by his mother, Amel, is a decision and act of concern related to health for themselves and others. In addition to supporting the improvement of their children's health knowledge, the role of mothers is also to have personal awareness of the importance of stunting prevention from an early age. In addition, research conducted by (Roy et al., 2023) also stressed the importance of extending literacy programs throughout society, aiming to raise awareness regarding the need for adequate nutrition for maternal and child health and varying literacy levels among a mother as a resource in identifying and managing socio-cultural conditions.

Instilling health literacy from an early age and starting in the family environment is a good literacy culture for early prevention of disease and avoiding hoax information. Hoax issues can trap people who do not have health literacy. The point of hoaxes circulating in the community can be suppressed if the community has good information literacy in detecting hoaxes and not hoaxes because the vital key to overcoming hoaxes is the community itself (Widyatama et al., 2021). A lack of literacy for a person or community group will make it more vulnerable to hoaxes and confusion when distinguishing accurate information (Widyatama et al., 2023).

Second, organizational health literacy is represented by Mas Satria and Bu Bidan, as shown in the picture and dialogue below:



Figure 4. Mas Satria and Bu Bidan Provide Stunting Information

Source: Film Salah Kaprah, 2022

Dialogue at 08.19-09.40:

“Mas Satria: Begini, mumpung kita berkumpul disini semua dan juga Bu Bidan hadir disini... Mari kita dengarkan penjelasan terkait dengan stunting, Monggo silakan Bu Bidan

Bu Bidan: Jadi begini bapak ibu, Stunting itu adalah kondisi pada balita yang mengalami kekurangan gizi kronis akibat kekurangan gizi pada seribu hari pertama kehidupan... Itu bisa disebabkan karena kualitas Kesehatan pada remaja maupun anak-anak yang mengalami kekurangan gizi akibat asupan gizinya tidak cukup.. Juga bisa terjadi pada remaja yang mengalami anemia karena kekurangan zat besi

Mas Satria: remaja juga adalah menjadi pokok kelompok yang terpenting dalam penanganan stunting... Karena remaja akan menghasilkan keturunan yang baik...

Maka dari itu remaja perlu dijaga kondisi Kesehatan, gizi dan Kesehatan lingkungannya juga

Bu Bidan: Nah, edukasi tentang konsep keluarga sehat pada remaja dan anak-anak itu sangat penting... Terutama pada remaja putri, karena mereka memiliki andil yang besar untuk mencegah stunting."

The figures of Mas Satria and Bu Bidan became dominant and central figures as trustworthy sources of information. The role of health workers is to mediate and provide advocacy amid health issues in the community. In addition, health workers must also carry out health promotion. Health promotion is one step to convey health messages from communicators to influence others to increase awareness of their health; individuals and community groups can quickly receive health messages, so it needs to be supported by appropriate media (Mandaru et al., 2023). Health promotion personnel must have essential competencies, namely interpersonal communication, being on target using specific media, and understanding the basic concepts of health information (Ifroh et al., 2019). Interpersonal communication is a state of communication by the persuasion of a person (Nomleni, 2023).

Interpersonal communication consists of a dynamic energy exchange between two or more individuals in a specific socio-cultural context. Communication is the process of individuals sharing something about themselves, whether feelings, thoughts, opinions, ideas, values, or goals. This process, if practical, will help individuals relate to reality and establish social intimacy (Servellen, 2020). The communication process carried out by Mas Satria and Bu Bidan figures is an essential process of sharing ideas and values about the importance of maintaining individual health, especially adolescent girls as important individuals who will give birth to healthy offspring and not experience stunting. The communication process carried out by Mas Satria and Bu Bidan was able to connect the community with the fact that stunting is a significant health problem that must be prevented early. Communication between village midwives and the community is one of the communication strategies health promoters use to improve public health literacy (Wulandari et al., 2023).

The communication process between Mas Satria and Bu Bidan as health workers to the community represented by Pak RT, Pak Pur, Pak Pur's wife, Ibu Lasmi, Amel, and one of the residents showed that residents trusted all the information provided by Mas Satria and Bu Bidan. Trust means relying on the honesty and integrity of others (Servellen, 2020); in this case, it is Mas Satria and Bu Bidan. The more excellent people trust those responsible for their health protection, the less concerned they are about the impact of health on society (Parvanta & Bass, 2020).

CONCLUSION

A short film, *Salah Kaprah*, produced by Dinkes DIY, has provided increased health literacy about stunting to the community. The problems raised in the scenario can describe ordinary people's stunted condition in the socio-cultural context in Indonesia, especially the Special Region of Yogyakarta, as the film's background. Health workers play an essential role in distributing accurate information because of public trust in their competence. The part of health workers needs to be improved to rectify issues already developed in the

community. The research results in a community service short film on stunting prevention can be used as a consideration to develop advocacy models in policy changes that support prevention. The challenges for Dinkes DIY in producing short films are collaboration with filmmakers, involvement of local communities, and local cultural approaches. This research can provide a solid empirical basis to support the development of more effective stunting prevention policies and programs in DIY.

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