

ABSTRACT

Stunting is a very dangerous global health problem, experienced by every country. In 2020, Indonesia is ranked the 2nd highest stunting in Asia. So that the case of stunting in Indonesia is a very serious concern. President Jokowi said stunting cases in Indonesia must be reduced to 14% per year. The city of Bandung is ranked 8th with the highest stunting rate in West Java. One way to prevent stunting is by providing health education services to pregnant women, toddlers and children at the Puskesmas or Posyandu, especially related to stunting so that they can find out about stunting and change attitudes. This education must be carried out by people who are experts or credible. This study examines the influence of communicator credibility in stunting preventive education on changes in people's attitudes in the Padasuka Health Center UPT area. The purpose of this study was to find out how much influence the credibility of communicators has in stunting preventive education on changes in people's attitudes in the UPT Puskesmas Padasuka area. The method used in this study is a quantitative method using surveys or questionnaires. Sampling used a non-probability sampling method with purposive sampling of 100 respondents who are members of the community in the UPT Padasuka Health Center area. Based on the research results on the normality test, this research is normally distributed. In the partial hypothesis test (t test) in this study there is a significant influence of communicator credibility on changes in people's attitudes.

Keywords: *Communicator Credibility, Changes in Attitude, Community of UPT Padasuka Health Center*