

ABSTRAK

Stunting is a health problem that is of concern to the government. In recent years there have been many stunting cases that have occurred in various regions of Indonesia. Cases of stunting births occur due to various factors and do not look at people, as happened in various regions including in Garut Regency. To prevent the problem of stunting from increasing in recent years, the Garut District Health Office has carried out various campaigns and outreach efforts to prevent stunting among the people of the Garut district. But unfortunately, the campaign that was previously carried out by the Garut District Health Office was still not extensive enough. The campaign is only carried out on the target of mothers and children. Stunting prevention must start long before the birth of a child (the first 1000 days of life), even prevention can be done since adolescence. (Aryastami & Tarigan, 2017). Where adolescents are a potential target for stunting prevention, with education and early prevention it is hoped that they will be better prepared to prevent stunting births in the future. The purpose of this research is to design an educational campaign to increase youth awareness about stunting in Garut Regency. The research method used is qualitative, namely descriptive analysis in designing stunting prevention media campaigns for adolescents in the Garut district. In data collection and data analysis carried out through observation, literature study, documentation and interviews, AISAS, AOI. It is hoped that the design of this campaign can educate teenagers in the Garut district, so they can prevent stunting early.

Keywords: AOI, FACET, Garut district, qualitative, campaign design, stunting in youth.