

ABSTRACT

Stunting or short stature in infants is a serious problem in Indonesia. One of the impacts of stunting is to hamper economic growth and increase poverty and social inequality. The government has made various efforts to reduce stunting, including the RPJMN V 2020-2024. As an extension of the BKKBN, PIK R has a brand ambassador or Duta GenRe (Generation Planning) that was formed to help, prepare, and implement reproductive health and stunting prevention programs. The purpose of this study is to determine the process of innovation diffusion in the important cafe program carried out by BKKBN and Duta GenRe West Java in order to prevent stunting from an early age through adolescents. This study uses the diffusion of innovation theory according to Rogers (1983). The theory reveals and explains in detail how the process of diffusion of the important cafe program innovation carried out by BKKBN and Duta GenRe West Java in order to prevent stunting from an early age in adolescents through the analysis of four elements of the Everret M. Rogers theory: Innovation, Communication Channels, Time Frame, and Social System. The results of this study show that PIK R Adolescents have made health communication efforts in supporting the acceleration of stunting reduction by creating an important cafe program innovation. The program provides socialization and knowledge related to stunting, reproduction, and genre substance to adolescents in West Java. The existence of the important cafe program innovation is expected to increase adolescent knowledge and life skills on the issue of stunting

Keywords: *Diffusion of Innovation, Health Communication, Health Promotion, Stunting, Duta Genre Jawa Barat*