

ABSTRACT

Stunting is a serious public health issue, particularly in developing countries like Indonesia. This condition is characterized by growth disorders caused by chronic malnutrition, resulting in children's height and weight being below standard. According to data from the Indonesian Ministry of Health, the prevalence of stunting in Indonesia reached 21.6% in 2023, exceeding the threshold set by WHO. Stunting not only impacts individual health but also affects economic growth, increases poverty, and widens social inequality. One area of concern is Banyumas Regency in Central Java, ranked 11th out of 35 districts/cities for stunting cases. Efforts by the Banyumas government to reduce stunting rates include the Generasi Berencana (GENRE) program, which educates youth about healthy lifestyles and nutrition.

A lack of public awareness about balanced nutrition is a major cause of stunting, alongside other factors such as inadequate maternal nutrition, genetics, hygiene, and low economic status. Local food sources, such as tubers, freshwater fish, and other Indonesian staples, hold significant potential as nutritional resources. Parents and prospective parents, especially teenagers, play a crucial role in breaking the cycle of stunting by adopting healthy eating habits early on.

This study aims to design a digital illustrated book that is both educational and engaging for teenagers, raising awareness about stunting prevention and the use of nutritious local food. The book leverages digitalization and visual illustrations, recognizing that smartphone penetration among teenagers has reached 98.2%. By combining digital technology with visual illustrations, the information on stunting and its prevention is expected to be more easily understood and remembered by the youth. The book will be distributed through the GENRE program of the National Population and Family Planning Board (BKKBN) to effectively reach its target audience. This initiative aims to serve as an effective medium for supporting stunting prevention efforts in Indonesia.

Keyword: Stunting, chronic malnutrition, balanced nutrition, local food resources, Generasi Berencana (GENRE), digital illustrated book, stunting prevention