

ABSTRACT

This study aims to analyze the communication strategy implemented by Puskesmas Cidaun in the Permata Kamila Program to reduce the prevalence of stunting in Cidaun District, Cianjur Regency. The program is a community-based initiative that integrates nutrition education, assistance for pregnant women and toddlers, and the provision of locally sourced supplementary food. This research employs a qualitative case study approach through in-depth interviews, participatory observation, and documentation involving health workers and program beneficiaries. The findings reveal that the communication strategy includes situation analysis based on primary data and field observation, target determination focused on pregnant women with chronic energy deficiency (KEK), undernourished toddlers, and at-risk families, the development of simple and applicable educational messages, the use of visual media such as leaflets, flipcharts, and leaflet, and the role of communicators who are adaptive and empathetic. The communication is carried out in a participatory, two-way manner using everyday language. This strategy improves public understanding of stunting prevention despite facing obstacles such as low participation, limited media facilities, and low nutrition literacy. The study recommends strengthening human resources, developing innovative educational media, and fostering cross-sectoral collaboration for long-term program effectiveness.

Keywords: *Communication Strategy; Stunting; Permata Kamil;, Puskesmas Cidaun; Health Communication*