

ABSTRACT

This study aims to analyze the health communication strategies implemented by UPT Puskesmas Pasundan in preventing stunting in the Balong Gede area. Stunting is a major public health issue that requires effective and sustainable communication approaches, particularly to improve community literacy regarding nutrition and child development during the first 1,000 days of life. This research uses a qualitative approach with data collection techniques including in-depth interviews, observation, and documentation. The findings indicate that the communication strategies employed include advocacy, social support, and community empowerment through both interpersonal and digital media. Puskesmas Pasundan optimizes the role of community leaders, posyandu (integrated health service post) cadres, as well as social media and WhatsApp as tools for education and two-way interaction. These strategies have proven effective in raising public awareness, strengthening health information literacy, and encouraging behavioral changes that support sustainable stunting prevention. Through a participatory, empathetic, and community-based approach, Puskesmas Pasundan successfully fosters a social ecosystem conducive to improving children's nutritional status in the area.

Keywords: *health communication, stunting, information literacy, community empowerment, Puskesmas Pasundan.*