

The Effect of Digital Communication Use in Counseling on Increasing Knowledge and Behavioral Changes in Families at Risk of Stunting in Deli Serdang District

Febriani Amalina^{1*}, Humaizi², Sakhyan Asmara³

Universitas Sumatera Utara

Corresponding Author: Febriani Amalina febrianiamalina28@gmail.com

ARTICLE INFO

Keywords: Digital Communication, Extension, Knowledge, Family Behavior, Stunting

Received : 10 May

Revised : 17 June

Accepted: 19 July

©2025 Amalina, Humaizi, Asmara:
This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study aims to analyze the effect of using digital communication in extension activities on increasing knowledge and changing the behavior of families at risk of stunting in Deli Serdang Regency, as well as analyzing the role of moderating variables in the form of age, education level, number of children, ethnicity, and religion. This study used a quantitative approach with a sample size of 353 families selected by purposive sampling. The analysis was conducted with simple linear regression test and moderation test. The results showed that digital communication (X) had a positive effect on increasing knowledge (Y1) and changing behavior (Y2). The R² value for knowledge was 0.168 and for behavior was 0.143. After moderating by age, education, number of children, ethnicity, and religion, the R² values increased to 0.238 (knowledge) and 0.204 (behavior), indicating that demographic factors strengthened the relationship between digital communication and the knowledge and behavior of target families. This study confirms the importance of a digital communication approach that is contextual and adaptive to target characteristics for the effectiveness of stunting prevention extension programs

INTRODUCTION

In Indonesia, internet penetration reaching 77.02% of the total population in 2023 (data from the Indonesian Internet Service Providers Association/ APJII) is proof that digital communication has become an integral part of people's lives. One example of the digital communication phenomenon is the rise of online gambling that misuses digital platforms such as social media, websites, and applications. This online gambling has become a concern for the government because of its detrimental impact on society, both financially and socially. The government actively blocks these illegal sites through the Ministry of Communication and Informatics (Kominfo) to protect the public.

In Indonesia today, one of the crucial issues that is a concern in counseling communication is the handling of stunting. Stunting is a condition of failure to thrive in children due to chronic malnutrition, which is still a major challenge in Indonesia. Digital communication has been utilized to support counseling related to stunting through various platforms. For example, the BKKBN utilizes the Elsimil application to provide education to prospective brides and grooms about the importance of reproductive health and nutrition before pregnancy, which is the first step in preventing stunting. In addition, social media campaigns and webinars by health institutions are used to disseminate information about healthy eating patterns, sanitation, and the importance of nutritional intake in the first 1,000 days of a child's life. This initiative strengthens traditional outreach efforts by reaching more people, especially in areas that are difficult to reach physically.

The digital communication approach is increasingly important because of the interactive and efficient characteristics of social media in conveying information. Rachmawati et al. (2020) stated that the use of social media for health education has the advantage of increasing audience engagement and can change public health behavior. BKKBN (National Population and Family Planning Agency) as an institution tasked with providing education and socialization related to healthy families and family planning has also utilized digital platforms, such as social media and applications, to increase public awareness of stunting.

Effendy & Rahman's study (2021) found that digital campaigns carried out by the government or related institutions can be effective in influencing public knowledge and attitudes towards health issues. However, the effectiveness of counseling communication through digital media is highly dependent on several factors, such as accessibility of information, quality and relevance of content, and the audience's ability to understand and apply the messages conveyed (Nutbeam, 2018). In addition, digital literacy is also a challenge in itself, because not all people have the same ability to access and understand information from digital media. Meanwhile, research by Rahardjo & Hastuti (2022) emphasized that the effectiveness of face-to-face counseling remains a strong method in influencing changes in community behavior, especially in areas where access to digital technology is still limited.

A study by Kresno & Putra (2019) emphasized that face-to-face counseling allows counselors to interact directly with the community, so that they can provide information that is appropriate to the local context and the specific needs of families at risk of stunting. However, the challenges faced in counseling are limited time, energy, and ability to reach all families at risk of stunting effectively.

According to research conducted by Handayani et al. (2023) showed that collaboration between interpersonal and digital approaches can increase the effectiveness of health interventions and behavior change. By combining the power of digital media in reaching a wide audience and the ability of counseling communication in providing a personal and contextual approach, it is hoped that there will be an increase in knowledge and changes in family behavior in Deli Serdang Regency. Efforts to prevent stunting have become a national priority through various intervention programs, one of which is through mentoring families at risk of stunting. This mentoring aims to increase family knowledge about the importance of balanced nutrition, maternal and child health care, and good parenting. Behavior change is a crucial component in efforts to prevent stunting.

Deli Serdang Regency is in the spotlight due to its high stunting prevalence rate. In 2023, the stunting prevalence in Deli Serdang Regency reached 33.80 percent, making it one of the areas with the highest stunting rates in Indonesia. This data shows a significant increase from the previous year, namely 2022, where the stunting prevalence was recorded at only 13.90 percent. With an increase of 19.90 percent in a span of one year, this increase indicates a serious problem that requires further attention.

According to Nutbeam (2018), low health literacy can lead to a lack of understanding of the importance of balanced nutrition, good parenting, and regular health checks, which has an impact on family behavior in preventing stunting. Research on the influence of the use of digital communication in counseling in Deli Serdang Regency is very relevant considering that this district has various socio-cultural characteristics and economic conditions that affect the risk of stunting. Therefore, this study aims to examine in more depth how digital communication can be utilized effectively in counseling activities, including identifying strategies that can optimize its impact amidst existing challenges. This study will also evaluate how much influence the use of digital communication in counseling has on increasing knowledge and changing the behavior of families at risk of stunting.

LITERATURE REVIEW

Flew (in Watie, 2016), he explained that new media is a new media that offers new breakthroughs such as digitization, convergence, interactivity & development of networks related to information management and information delivery. The ability of new media offers interactivity from its users by presenting choices of information that they want to consume, while controlling the output produced. While interactivity is a central concept that makes this media different from previous media. Along with the times, researchers in the academic field agree that new media refers to the dynamics of communication technology that is always changing along with the progress of human civilization in terms of network expansion and new forms of human communication (Mubarok, 2022)

New media allows for the distribution of computer technology and digital data controlled by application models. New media has experienced an update in the information distribution model that utilizes software network technology (Utami, 2021). The digital messages delivered can be in the form of text, images, sound, video and other forms that will be systematically translated and how the data will be used (Kurniawati, 2023)

Marhaeni (2009) explains that the effect is not just feedback and the recipient's reaction to the role conveyed by the communicator but the effect in communication is a guide to a number of forces that work in society where the communicator can only master one force, namely the message that is conveyed. The form of effect is the occurrence of changes in opinion, attitude and behavior due to the touching message. Mcleod and Chaffee (in Rahmah, 2018) state that family communication is a socially oriented communication, namely a relationship that emphasizes good relationships, and concept-oriented communication, namely communication that encourages children to develop views and consider problems from various aspects.

Health communication basically focuses its study on strategies for managing messages related to human health. According to Thomas (in Maulida & Suriani, 2021) health communication is a study and use of communication strategies to inform and influence individual and community perceptions, attitudes and behaviors to think about health and health care. Health communication seeks to contribute to aspects of disease control and health promotion. In other words, health communication refers to all aspects of communication related to health. Health communication includes the use of communication in delivering messages and influencing the decision-making process related to efforts to improve and manage health by individuals or community groups. On the other hand, health communication also includes activities to disseminate information to the community in order to achieve a healthy lifestyle, create and change awareness, attitudes, and provide motivation to adopt recommended healthy behaviors (Notoadmojo, 2003)

In the context of counseling, communication science is clearly needed as a basis for conveying messages that will be conveyed by counselors to targets (Setiana, 2005). Counseling is an activity to educate the community with the aim of changing behavior according to what is planned, namely to be more modern (Sarjono, 2017). In KBBI, counseling comes from the word *suluh* which means to provide light in the midst of darkness. Thus, it can also be interpreted that counseling is the process of providing "enlightenment" to the community regarding something that is still considered "dark" (not yet known).

As expressed by Sumardjo (in Sirnawati, 2020) regarding the meaning of extension, namely non-formal educational efforts that educate people's lives to realize improvements in the quality of life of individuals, families, communities and their environment. This does not only make them smart, but also to realize the condition of society that is increasingly intelligent (smart and moral), empowered (independent) and even independent (interdependent), so that they have more ability to partner synergistically and adaptively in dealing with changes in the surrounding environment. Extension Communication is an extension activity usually carried out by an extension worker with the aim of increasing knowledge and changing attitudes and behavior of the community being given extension. According to Nurdayati (2021) the main role of an extension worker is as an advisor or advisor, as a technician, liaison or middleman, can also act as an organizer and extension worker as an agent of renewal in efforts to improve community welfare. Therefore, we can interpret that extension activities are activities that aim to improve

METHODOLOGY

This study uses a quantitative approach. The quantitative approach emphasizes numerical data processed through statistical methods, namely correlation, to see the relationship between one variable and another. The method used is linear regression analysis to test the relationship between two or more variables. With the analysis of the regression coefficient which aims to measure how much changes in the independent variable affect the dependent variable, and the coefficient of determination measures how well the regression model fits the data. (Humaizi, 2024). In regression analysis, the influencing variable is called the independent variable in this study, namely the use of digital communication in BKKBN counseling and the influenced variable is called the dependent variable in this study, namely increasing knowledge and changing behavior in families at risk of stunting. According to the results of the recapitulation of verification and validation of families at risk of stunting in 2024 (BKKBN, 2024), there were 42,042 families at risk of stunting out of 299,100 target families in 22 sub-districts in Deli Serdang Regency. The samples of this study were 1) Gunung Meriah District, 2) Labuhan Deli District, 3) Kutalimbaru District (West Region), and 4) Pagar Merbau District (East Region). These four districts were chosen because they can represent the geographical and socio-economic variations of the 22 districts in Deli Serdang Regency. This is important to provide a more holistic picture of the factors causing stunting, such as access to nutrition, sanitation, health services, and nutrition education in the family environment.

RESULTS AND DISCUSSION

The Influence of Using Digital Communication in Counseling on Increasing the Knowledge of Families at Risk of Stunting in Deli Serdang Regency

Increasing family knowledge is an important part that can trigger sustainable health changes in efforts to prevent stunting. BKKBN as the institution responsible for family counseling has integrated digital communication into its programs to reach the community more widely, quickly, and efficiently. Digital communication is utilized through social media, WhatsApp groups for cadres, educational videos on YouTube, the Elsimil application, and other interactive platforms. In Deli Serdang Regency, digitalization of counseling has become a strategic medium in conveying health information to families at risk of stunting.

Based on the results of the study, it is known that the use of digital communication has a significant effect on increasing the knowledge of families at risk of stunting. The linear regression test shows that the digital communication variable (X) has a significant effect on family knowledge (Y1) with a significance value of $p < 0.001$ and a regression coefficient of 0.358. This shows that every one unit increase in the intensity of digital communication use contributes to an increase in family knowledge by 0.358 units. The F value of 70.864 also shows that the regression model is significant and suitable for use overall.

The coefficient of determination (R^2) of 0.168 indicates that 16.8% of the variation in family knowledge is explained by the use of digital communication. In the context of multidimensional social research, this figure is quite substantial, considering that community knowledge is also influenced by education, life experience, cultural values, and access to health services. Therefore, digital communication has proven to be an important predictor in increasing community understanding of the issue of stunting.

Descriptive data from the questionnaire showed that most respondents had a fairly good level of knowledge regarding the basic aspects of stunting. For example, in the statement "I know that being short is one of the characteristics of children who experience stunting", 44% of respondents agreed and 19% strongly agreed. Likewise, in the statement "I know the impact of stunting on children, namely being short and having learning difficulties", 45% agreed and 19% strongly agreed. This shows that the majority of families have begun to understand the characteristics and impacts of stunting thanks to the information conveyed through digital media.

However, in some negative statements such as "I did not know that the condition of stunting in children is due to lack of nutritional intake in mothers during pregnancy until delivery," 48% of respondents agreed and 21% strongly agreed, indicating that there are still many families who do not understand the relationship between maternal nutrition and stunting in children. This emphasizes that although digital communication has succeeded in introducing basic information, educational content needs to be improved to include a more comprehensive explanation of the cause-and-effect relationship. In terms of understanding prevention, respondents showed a positive understanding. For example, 47% agreed and 18% strongly agreed that they understand the

importance of immunization in preventing stunting. In the statement "I can explain the relationship between malnutrition and stunting in children," 42% agreed and 22% strongly agreed.

These findings indicate that digital communication not only increases passive knowledge, but also facilitates active understanding that can encourage community action to take anticipatory steps. This finding is in line with Fleishman's digital communication theory (in Kurniawati, 2023) which states that digital communication is a communication strategy that utilizes digital media to connect the sender with the recipient more flexibly and interactively. In the context of counseling, the use of media such as educational videos, infographics, and digital discussion forums strengthens the ability to capture and store information in the community. In addition, Bloom's Taxonomy theory (Retno Utari, 2010) provides an understa

nding that increasing knowledge starts from the stage of knowing (knowledge), understanding (comprehension), to application (application). The knowledge obtained through digital media is able to bring some respondents in implementing daily activities, as shown in the statement data "I apply knowledge about balanced nutrition in preparing my child's daily menu," where 36% agree and 42% strongly agree. This shows that the knowledge gained has been translated into real action.

Theoretically, these findings also support the theory of innovation diffusion by Rogers (2003), which explains that the adoption of information or innovation is influenced by the characteristics of the innovation itself, such as relative advantage, compatibility, complexity, trialability, and observability. Flexible, visual, and repetitive digital communication tends to be easier to access and try, thus increasing the speed of knowledge adoption by the community.

However, the effectiveness of digital communication also faces challenges, such as the digital literacy gap. Some families are still not used to or are less confident in using digital media as a source of information. This shows that even though the platform is available, its utilization is not optimal in all target groups. Therefore, basic skills training is needed regarding digital, improving the quality of content that is adapted to local culture, and a combination of digital and face-to-face communication to reach groups that have not been digitally addressed.

Overall, based on data, descriptive analysis, theory, and field findings, it can be concluded that the use of digital communication in counseling has a significant influence on increasing the knowledge of families at risk of stunting in Deli Serdang Regency. Digital communication has opened up access to broader health information and accelerated the social learning process. However, for maximum results, the digital approach must be followed by increasing digital literacy in the community and a contextual face-to-face approach. Thus, digital-based counseling strategies will be more effective in forming a society that is aware of nutrition, healthy, and free from stunting.

The Influence of Using Digital Communication in Counseling on Behavioral Changes in Families at Risk of Stunting in Deli Serdang Regency

Behavioral change is the expected follow-up impact of the education process through counseling, especially in the context of stunting prevention. Currently, digital communication has become an important component in health counseling efforts, not only providing information but also designed to influence attitudes and encourage real action. In this study, evidence was obtained that the use of digital communication in counseling has a significant influence on behavioral changes in families at risk of stunting in Deli Serdang Regency. The results of the simple linear regression test showed that the use of digital communication (X) had a significant effect on behavioral changes (Y2), with a significance value of $p < 0.001$ and a regression coefficient of 0.347. This means that a one-unit increase in the intensity of digital communication use can increase family behavioral changes by 0.347 units. The F test also showed significant results ($F = 58.469$; $p < 0.001$), so the regression model used was feasible and valid in explaining this influence. Furthermore, the coefficient of determination R^2 of 0.143 indicates that 14.3% of the variation in family behavior can be explained by the use of digital communication, which is a significant number in the context of complex social interventions.

Theoretically, this result is supported by Bandura's (1977) theory of behavioral change through the concept of Social Cognitive Theory, which explains that behavior is influenced by the interaction between personal factors, the environment, and the behavior itself. Digital communication as an external stimulus acts as a medium for observation and modeling, which shows examples of behavior that can be imitated by the community, and provides reinforcement through visual and interactive messages. In addition, the concept of self-efficacy or self-confidence strengthened by digital information also encourages positive actions in everyday life.

According to Notoatmodjo (2010), health behavior consists of three domains, namely knowledge, attitudes, and actions. These three aspects are interrelated, where good knowledge can foster a positive attitude and ultimately give rise to real action. In this study, digital communication has succeeded in increasing knowledge (as evidenced in the previous problem formulation) and further contributed to the formation of new behaviors that support stunting prevention.

The results of the descriptive analysis support the statistical analysis. For example, in the behavioral indicator "I routinely monitor my child's growth and development at a health facility according to the schedule", 43% of respondents agreed and 16% strongly agreed. Likewise, the statement "I provide stimulation that is appropriate to the child's age to support their growth and development", which was answered in agreement by 43% and strongly agreed by 17% of respondents. This shows the concrete application of information obtained through digital media.

This finding is consistent with previous research by Handayani & Siregar (2021), which found that the use of educational videos and WhatsApp messages by Posyandu cadres had an impact on improving family nutrition and sanitation practices in the North Sumatra region. They concluded that digital media shortens the distance of counseling and strengthens the consistency of family behavior in efforts to prevent stunting.

Other behavioral aspects such as the implementation of balanced nutrition also showed positive results. In the indicator "I provide balanced nutritious food for my child every day", 42% agreed and 18% strongly agreed. Even in the statement "I always wash my hands with soap before preparing food for my child," 37% agreed and 42% strongly agreed. These practices are an important part of stunting prevention, and the dissemination of these messages through digital media appears to have been successful in encouraging adoption of these behaviors.

However, challenges remain. As many as 44% of respondents agreed and 17% strongly agreed with the negative statement "I am rarely involved in activities that support child development." This suggests that although most families show changes, there are still groups that are not able or not optimally motivated to be actively involved. This can be due to time constraints, lack of social support, or economic constraints.

Factors supporting behavioral change as explained Pratiwi (2023) in *Health Behavior and Health Education: Theory, Research, and Practice*, include motivation, awareness, social support, and skills and means that support these behaviors. In the context of this study, digital communication has played a role in increasing motivation and knowledge, but full implementation still depends on the socio-economic conditions of the family.

Based on the theory of digital communication by Rogers & Kincaid, counseling conducted through information technology can accelerate the process of information diffusion and overcome geographical, time, and human resource constraints. Digital counseling that is repetitive, visual, and easily accessible allows individuals to internalize information, which over a certain period of time forms new habits and lifestyles.

However, there are environmental factors that remain limitations. For example, in the indicator "My child rarely or does not consume animal protein sources such as fish, eggs, or meat regularly," 37% of respondents agreed and 41% strongly agreed. This indicates that economic constraints or local food availability still hinder the implementation of ideal behavior, even though knowledge and intentions have been formed.

Taking into account all the findings above, it can be concluded that the use of digital communication in counseling by BKKBN has a significant influence on changes in the behavior of families at risk of stunting in Deli Serdang Regency. Digital communication not only plays a role in conveying information, but also in forming positive habits such as monitoring child growth and development, implementing balanced nutrition, and sanitation practices. To maximize its impact, digital communication strategies need to be combined with direct

involvement of cadres, cultural approaches, and multi-sector support, so that the behavioral changes that occur are comprehensive and sustainable.

The Influence of the Use of Digital Communication in Counseling on Increasing Knowledge and Changing the Behavior of Families at Risk of Stunting if Moderated by Age, Education Level, Number of Children, Ethnicity and Religion

Digital communication-based counseling has become an important innovation in stunting prevention strategies in Indonesia. However, the effectiveness of digital media is not only determined by its content, but also by the demographic and sociocultural characteristics of the message recipients. Therefore, this study not only examines the direct influence of digital communication on increasing family knowledge and changing family behavior, but also how moderating factors such as age, education level, number of children, religion, and ethnicity affect the effectiveness of the counseling. The results of the moderation regression test showed an increase in the coefficient of determination (R^2) value in both models when the moderator factor was included.

In the initial model, without a moderator, the influence of digital communication on increasing family knowledge (Y1) showed an R^2 value of 0.168, while for family behavior change (Y2) it was 0.143. After the moderator variable was included, the R^2 value increased to 0.238 for Y1 and 0.204 for Y2. This means that demographic and cultural factors contributed an additional 7% to the knowledge model and 6.1% to the behavior change model. In the context of social research, this increase is considered significant because it reflects an important interaction between the independent variables and the characteristics of the message recipients.

Theoretically, this result is in line with the concept in the Diffusion of Innovations Theory by Everett M. Rogers (2003), which states that individual or group characteristics greatly influence the speed and effectiveness of innovation adoption. Digital communication as a form of extension innovation will be more effective if accepted by groups with adequate levels of readiness and access to information. In this case, age, education, number of children, religion, and ethnicity are important elements that moderate the success of digital message adoption.

The age factor is the first moderator that is quite decisive. Based on descriptive data, the young age group (25–35 years) showed more intensive interaction with digital platforms than the age group over 45 years. This is in line with the theory of digital natives by Prensky (2001), which states that young age groups tend to be more familiar and comfortable with digital media so that they can more easily absorb information delivered online. In the context of extension, young age is positively correlated with increased knowledge and application of stunting prevention behaviors, such as healthy feeding practices and monitoring child growth and development through digital applications.

Education level is also a strong moderator. Respondents with secondary and higher education showed a greater tendency to access digital information, understand educational content, and apply it in everyday life. This is in accordance with the opinion of Notoatmodjo (2010), who stated that education affects a person's ability to receive, understand, and process health information into appropriate behavior. Higher education is also associated with better digital media literacy skills, so that counseling messages are more easily accepted and internalized.

The number of children as an economic and social factor also affects the results of digital interventions. Respondents with fewer children (1-2 children) showed a more significant increase in knowledge and behavioral changes compared to those with 4 or more children. This can be explained through Blake's Resource Dilution theory, which states that the more children in a family, the more parents' resources are divided, including attention, time, and energy to receive and apply health information. This means that in large families, digital counseling may be less than optimal unless combined with a more personal, direct approach.

Meanwhile, cultural variables such as religion and ethnicity have also been shown to be important moderating factors. Communities with religious values strong and tribes that adhere to certain customs sometimes have a tendency to filter information that they consider inconsistent with the norms they adhere to. In this case, the counseling approach must pay attention to cultural sensitivity. As explained by Hafriani (2023), in tailored health communication, the effectiveness of messages will increase if delivered in the context of local culture and values that are relevant to the audience. This study shows that when digital messages are tailored to the cultural identity and religiosity of the group, the effectiveness of counseling on behavioral change becomes more significant.

In the context of field findings, several respondents from certain tribes admitted to trusting information delivered by traditional or religious leaders more than by digital sources. Therefore, the involvement of local figures in re-delivering digital content in more familiar language and symbols is a potential strategy to increase program effectiveness.

Overall, this analysis shows that although digital communication has proven effective in increasing knowledge and encouraging behavioral change, its success will be much higher if moderated by an approach that considers the specific characteristics of the audience. This confirms that digital communication strategies must move towards personalization and target segmentation based on age, education, number of children, and cultural and religious backgrounds.

The practical implications of these findings for BKKBN are the need for more detailed audience profile mapping before designing digital counseling content. This includes creating different versions of content for the elderly (with simple audio or animated videos), application-based content for millennials, and training in the use of digital media for cadres in certain ethnic communities. With this strategy, the effectiveness of digital communication will be maximized because it touches the needs, preferences, and values of each target group. Thus, it can be concluded that age, education level, number of children, religion, and

ethnicity have important roles as moderators in the influence of digital communication on increasing knowledge and changing the behavior of families at risk of stunting. Adjusting the approach based on socio-cultural characteristics is an important step in creating digital-based counseling that is open to all levels of society. Then be able to adapt to the situation, and produce significant changes in stunting prevention in Deli Serdang Regency.

CONCLUSIONS AND RECOMMENDATIONS

The use of digital communication in counseling activities with a significance value of $p < 0.001$ and a regression coefficient of 0.358 has been proven to have a significant effect on increasing the knowledge of families at risk of stunting in Deli Serdang Regency. And R^2 of 0.168. This shows that although the effect is moderate, digital communication is able to explain almost 17% of the variation in family knowledge. The results of statistical tests show that the higher the use of digital communication, the higher the level of family knowledge in understanding stunting prevention. This shows that digital communication has a real contribution in encouraging changes in family health behavior. The regression coefficient is 0.432 and a significance value of 0.000, and R^2 is 0.213. This means that there is a significant influence between the use of digital communication and changes in the behavior of families at risk of stunting. Digital communication is able to encourage families to implement healthier parenting patterns, diets, and lifestyles that are in accordance with the principles of stunting prevention. The results of the moderation regression showed an R^2 value of 0.322 and an F count of 21.438 with a significance of 0.000, which means that the combination of digital communication variables and individual characteristics can explain around 32.2% of the variation in increased knowledge and behavioral changes. This means that the effectiveness of digital counseling is higher in certain groups depending on demographic and cultural factors. This shows that family understanding and behavior towards the issue of stunting are not only influenced by access to digital information, but also by their social, demographic, and cultural backgrounds. In other words, there is a more complex and interconnected causal relationship between digital communication, family characteristics, and their level of knowledge and behavior.

REFERENCES

- Effendy, R., & Rahman, A. (2021). Pengaruh Kampanye Digital terhadap Pengetahuan Kesehatan Masyarakat. *Jurnal Komunikasi dan Kesehatan*, 7(1), 12-24.
- Hafriani, Maulida. (2023). Pengaruh Penerapan Komunikasi Perubahan Perilaku dengan Model Komunikasi antar Pribadi pada Masyarakat Sasaran dalam Pelaksanaan Gizi Spesifik terhadap Pencegahan Stunting. *Jurnal Kesehatan Primer* Vol. 8, No.2.
- Handayani, S., et al. (2023). Kolaborasi Komunikasi Tatap Muka dan Digital dalam Intervensi Kesehatan. *Jurnal Ilmu Komunikasi dan Kesehatan*, 11(3), 55-72.
- Humaizi. (2024). *Buku Referensi Kuantitatif Dalam Ilmu Sosial Teori dan Praktik*. Malang : PT. Literasi Nusantara Abadi Group.
- Kurniawati, Dewi, et al. (2023). *Komunikasi Digital*. Yogyakarta: CV. Budi Utama
- Kresno, A., & Putra, B. (2019). Pentingnya Komunikasi Penyuluhan dalam Pencegahan Stunting. *Jurnal Gizi dan Keluarga*, 4(3), 25-37.
- Maulida, M., & Suriani, S. (2021). Pengaruh Komunikasi Dan Mobilisasi Kader Posyandu Terhadap Upaya Pencegahan Stunting. *Jurnal Keperawatan Sriwijaya*, 8(1), 1-10
- Mubarok, Fikri Shofrin. Pemanfaatan New Media Untuk Efektifitas Komunikasi di Era Pandemi. *Jurnal Ilmiah Komunikasi Makna*. 10 (1)
- Notoatmodjo, S. (2003). *Ilmu Kesehatan Masyarakat Prinsip-Prinsip Dasar*. Jakarta: Rineka Cipta.
- Nurdayati, dkk. (2021). Analisis Jalur Pengetahuan, Intensitas Penyuluhan terhadap Persepsi Peternak pada Penggunaan Serbuk Daun Nangka sebagai Obat Cacing pada Domba. *Jurnal Penyuluhan* Vol. 17 (01)
- Nutbeam, D. (2018). Health literacy and health promotion. *Public Health Panorama*, 4(2), 235-239.
- Pratiwi, Nurhasanah. (2023) Pengaruh Terpaan Informasi Stunting di Media Sosial dan Intensitas Penyuluhan Terhadap Perilaku Pencegahan Stunting Pada Ibu Yang Memiliki Balita di Kabupaten Deli Serdang. *Jurnal Komunika*. Vol.19 No.003

- Rahardjo, D., & Hastuti, A. (2022). Efektivitas Penyuluhan dalam Mengubah Perilaku Kesehatan Masyarakat. *Jurnal Penyuluhan Kesehatan*, 10(1), 34-46.
- Retno Utari.(2011). Taksonomi Bloom (Apa Dan Bagaimana Menggunakannya?). " Widyaiswara Madya, Pusdiklat KNPk .Jakarta.1-13.
- Rogers, M. Everett. 2003. *Diffusion Of Innovations (Fifth Edition)*. New York: Penerbit The Free Press.
- Sarjono, W. (2017). *Komunikasi Penyuluhan Pembangunan*. Malang: Media Nusa Creative
- Sirnawati, E. (2020). *Urgensi Penyuluhan Pertanian Baru di Indonesia*. Jakarta: IAARD Press.
- Setiana, L. (2005) *Teknik penyuluhan dan pemberdayaan masyarakat*.Bogor: Ghalia Indonesia
- Watie, E. D. S. (2016). Komunikasi dan Media Sosial (Communications and Social Media). *Jurnal The Messenger*, 3(2), 69-74.