

ABSTRAK

STRATEGI DINAS PENGENDALIAN PENDUDUK DAN KELUARGA BERENCANA (PPKB) KOTA BANDAR LAMPUNG DALAM PROGRAM PERCEPATAN PENURUNAN *STUNTING* (STUDI DI KECAMATAN RAJABASA)

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Stunting merupakan masalah kesehatan masyarakat yang berdampak langsung pada kualitas sumber daya manusia dan daya saing bangsa. Penelitian ini dianalisis menggunakan kerangka teori strategi Kooten dalam perspektif J. Salusu, yang mencakup strategi organisasi, strategi program, dan strategi pendukung sumber daya, sebagai dasar untuk memahami pelaksanaan program percepatan penurunan *stunting*. Penelitian ini bertujuan menganalisis strategi Dinas Pengendalian Penduduk dan Keluarga Berencana (PPKB) Kota Bandar Lampung dalam pelaksanaan program percepatan penurunan *stunting* di Kecamatan Rajabasa. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan jenis penelitian deskriptif, melalui teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi terhadap penyuluh KB, Tim Pendamping Keluarga (TPK), serta masyarakat. Hasil penelitian menunjukkan bahwa strategi organisasi dilaksanakan melalui koordinasi lintas sektor dan pembentukan Tim Percepatan Penurunan *Stunting* hingga tingkat kelurahan. Strategi program diwujudkan melalui pendampingan keluarga berisiko *stunting*, edukasi gizi, pemberian tablet tambah darah, serta penguatan posyandu. Namun, strategi pendukung sumber daya masih menghadapi kendala berupa keterbatasan jumlah dan kapasitas sumber daya manusia pelaksana, belum optimalnya pendanaan, serta lemahnya integrasi dan pemanfaatan data keluarga berisiko *stunting*. Kondisi tersebut menjadi hambatan dalam menjaga konsistensi dan keberlanjutan program. Meskipun Kecamatan Rajabasa mampu mempertahankan prevalensi *stunting* yang relatif rendah, keberhasilan tersebut tidak hanya dipengaruhi oleh implementasi program, tetapi juga oleh partisipasi masyarakat dan dukungan lintas sektor yang lebih kuat dibandingkan kecamatan lain. Oleh karena itu, penelitian ini merekomendasikan perlunya penguatan regulasi daerah, peningkatan kapasitas dan jumlah tenaga pendamping, penguatan koordinasi antar-OPD, serta optimalisasi sistem pendataan terintegrasi agar strategi percepatan penurunan *stunting* dapat berkelanjutan dan efektif dalam jangka panjang.

Kata kunci: Strategi Pemerintah Daerah, Dinas PPKB, *Stunting*.

ABSTRACT

STRATEGY OF THE POPULATION CONTROL AND FAMILY PLANNING (PPKB) OFFICE OF BANDAR LAMPUNG CITY IN THE STUNTING REDUCTION ACCELERATION PROGRAM (A STUDY IN RAJABASA DISTRICT)

By

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Stunting is a public health problem that directly impacts the quality of human resources and the nation's competitiveness. This study was analyzed using Kooten's strategic theoretical framework from J. Salusu's perspective, which includes organizational strategy, program strategy, and resource support strategy, as a basis for understanding the implementation of the stunting reduction acceleration program. This study aims to analyze the strategy of the Population and Family Planning Control Office (PPKB) of Bandar Lampung City in implementing the stunting reduction acceleration program in Rajabasa District. The research method used was a qualitative approach with a descriptive research type, through data collection techniques such as interviews, observation, and documentation with family planning instructors, Family Support Teams (TPK), and the community. The results showed that the organizational strategy was implemented through cross-sectoral coordination and the formation of a Stunting Reduction Acceleration Team down to the village level. The program strategy was realized through mentoring families at risk of stunting, nutrition education, the provision of iron tablets, and strengthening integrated health posts (Posyandu). However, the resource support strategy still faces obstacles such as limited number and capacity of implementing human resources, suboptimal funding, and weak integration and utilization of data on families at risk of stunting. These conditions hinder the program's consistency and sustainability. Although Rajabasa District has maintained a relatively low stunting prevalence, this success is influenced not only by program implementation but also by stronger community participation and cross-sectoral support compared to other districts. Therefore, this study recommends strengthening regional regulations, increasing the capacity and number of assistants, strengthening coordination between regional government agencies, and optimizing the integrated data collection system to ensure the strategy to accelerate stunting reduction is sustainable and effective in the long term.

Keywords: *Local Government Strategy, PPKB Office, Stunting.*