

**PROGRAM STUDI SARJANA KEBIDANAN FAKULTAS KESEHATAN
DAN INFORMATIKA
INSTITUT KESEHATAN PAYUNG NEGERI PEKANBARU
PEMBERDAYAAN BERBASIS MASYARAKAT, 20 Januari 2025**

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**INOVASI DAN UPGRADE PENCEGAHAN STUNTING MELALUI
SEKOLAH IBU HAMIL BERBASIS TEKNOLOGI DAN MEDSOS DI
POSYANDU MAWAR**

iv+78 halaman + 3 Tabel + 4 Gambar + 8 Lampiran

ABSTRAK

Stunting masih menjadi masalah kesehatan utama di Indonesia, terutama di wilayah pedesaan. Program pengabdian masyarakat ini bertujuan untuk meningkatkan upaya pencegahan stunting melalui inovasi sekolah ibu hamil berbasis teknologi dan media sosial di Posyandu Mawar, Desa Kualu, Kabupaten Kampar. Permasalahan yang dihadapi mitra mencakup rendahnya pengetahuan kader dan calon orang tua, tidak tersedianya kelas kehamilan yang berkelanjutan, serta kurangnya pemanfaatan teknologi dalam layanan posyandu. Solusi yang ditawarkan meliputi pelatihan kader mengenai manajemen posyandu dan antropometri, pembentukan Unit Kelas Kehamilan Posyandu (UKKP), edukasi gizi melalui program “Isi Piringku”, serta pengembangan aplikasi *Eta-Cepat* untuk pencatatan digital dan edukasi kesehatan. Pelaksanaan kegiatan mencakup metode online dan offline yang interaktif serta pendampingan kepada calon ibu, ayah, dan ibu hamil. Hasil kegiatan menunjukkan peningkatan signifikan dalam pengetahuan kader, ibu hamil, calon ibu dan ayah, serta meningkatnya minat masyarakat terhadap layanan posyandu. Kegiatan ini berhasil mengintegrasikan edukasi kesehatan, teknologi, dan partisipasi masyarakat dalam satu sistem layanan yang efektif dan berkelanjutan untuk mencegah stunting. Program ini membuktikan bahwa pendekatan inovatif berbasis teknologi dapat meningkatkan partisipasi masyarakat dan efektivitas program pencegahan stunting secara berkelanjutan.

Kata kunci : *stunting, sekolah ibu hamil, posyandu, teknologi, media sosial, pemberdayaan masyarakat*

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AND INFORMATICS PAYUNG NEGERI INSTITUTE OF HEALTH
SCIENCE**

COMMUNITY-BASED DEVELOPMENT, January 20, 2025

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**INNOVATION AND UPGRADING OF STUNTING PREVENTION
THROUGH TECHNOLOGY AND SOCIAL MEDIA-BASED PREGNANT
WOMEN'S SCHOOL AT POSYANDU MAWAR**

vi+78 pages + tables + appendixes

ABSTRACT

Stunting is still a major health problem in Indonesia, especially in rural areas. This community service program aims to improve stunting prevention efforts through technology and social media-based pregnancy school innovations at Posyandu Mawar, Kualu Village, Kampar Regency. The problems faced by partners include the low knowledge of cadres and prospective parents, the unavailability of sustainable pregnancy classes, and the lack of technology utilization in posyandu services. The solutions offered include cadre training on posyandu management and anthropometry, establishment of the Posyandu Pregnancy Class Unit (UKKP), nutrition education through the “Isi Piringku” program, and development of the Eta-Cepat application for digital recording and health education. Activity implementation included interactive online and offline methods as well as mentoring to expectant mothers, fathers, and mothers. The results showed significant improvements in the knowledge of cadres, pregnant women, expectant mothers and fathers, and increased community interest in posyandu services. This activity successfully integrated health education, technology, and community participation in one effective and sustainable service system to prevent stunting. This program proves that innovative technology-based approaches can increase community participation and the effectiveness of stunting prevention programs in a sustainable manner.

Keywords: *stunting, school for pregnant women, posyandu, technology, social media, community empowerment*