

Acceleration Decrease Stunting in Medan City

Heri Pranata Satria, Kiki Farida Farene, Wilchan Robain

Abstract

This Study analyze influence Penta Helix to BKKBN Province Sumatra North in acceleration stunting reduction in Medan City. This quantitative study involved 103 BKKBN employees with data analyzed using SmartPLS SEM. The results show that the role of government, academics, business people, community society, and social media have a direct positive and significant influence on the performance of BKKBN and acceleration of stunting reduction. Indirectly, only the role of government and social media shows significant influence on performance through stunting acceleration as an intervening variable. This study emphasized the importance of the role of government and social media in supporting the performance of BKKBN, while the role academics, business people, and communities need to be further optimized. These findings provide input for BKKBN in developing a Penta Helix-based strategy to increase the effectiveness of the program to accelerate the reduction of stunting.

Keyword: Penta Helix, performance BKKBN, acceleration stunting, SEM- PLS.

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Introduction

Toddlers who are classified as short or very short are children with a height of body (PB/U) or tall body (TB/U) based on his age Which more lower than the WHO-MGRS (Multicentre Growth Reference Study) 2006 growth standard. The Ministry of Health (Kemenkes) defines stunting as a condition of toddlers with a z-score value of less than -2SD (standard deviation) for the stunted category, and less than -3SD for the severely stunted category.

Globally, around 144 million children under five suffer from stunting, with these children likely to have a difficult start to life. They struggle to learn in school, earn less as adults, and face barriers to participating in their communities. In effort acceleration decline *Stunting* in Indonesia so since year 2017, government Republic Indonesia has set Strategy National (STRANAS). Acceleration of *Stunting Prevention* with Five Pillars of *Stunting Prevention* , consisting of: 1) Leadership commitment and vision; 2) National campaign and communication of behavior change; 3) Convergence, coordination, and consolidation of central, regional, and village programs; 4) Nutrition and food security; and 5) Monitoring and evaluation. One of the important milestones of the implementation of STRANAS Acceleration of Stunting Prevention *Stunting* This is with the beginning determination commitment leaders at both the central and regional levels through the " National *Stunting Consultation* " which was initiated by Representative President on date Year 2017 Which furthermore followed by *Stunting discussions* at the provincial and district/city levels down to the village level throughout Indonesia.

The government's success in efforts to Accelerate *Stunting Mitigation* in Indonesia through STRANAS for Accelerating *Stunting Mitigation* since 2017 has begun to be seen in 2019. Based on the results of the 2019 SSGBI, there has been a decline prevalence *Stunting* from 32.7 percent on year 2013 become 27.67 percent which means there is a decrease of around 0.7 percent per year. This success is certainly cannot be separated from the various efforts made by all parties, both government and society. The problem of *Stunting* which is a national priority also requires the involvement of these elements in efforts to reduce national prevalence. Therefore, the North Sumatra BKKBN Representative collaborates with cross-sectoral such as Forum Rector Sumatra North, Organization Religious Sumatra North, And Private Work Partners or Entrepreneurs in the acceleration of *Stunting reduction activities* in North Sumatra. Universities or academics have a very important role in efforts to reduce prevalence and support the implementation of the *Stunting program* . districts/cities in implementing the 5 (five) commitments of the district/city government. BKKBN is chairman implementation in program acceleration of decline *Stunting* . Based on BKKBN RI Regulation No. 12 of 2021 concerning the National Action Plan for the Acceleration of Reducing Indonesia's *Stunting Rate* (RAN PASTI) for 2021-2024, alternative budgeting for priority activities in the RAN also considers grant schemes, both domestic and foreign grants. Development partners (donors) can also contribute and are given space to develop innovative activities to accelerate the reduction of *Stunting* .

Formula Problem

Efforts to accelerate the reduction of Stunting are not only the responsibility of the government, but are the responsibility of all parties. The penta helix concept involving cooperation between the government, private sector, community, academics, and mass media must continue to be developed. The concept of penta helix development is the involvement of five elements, namely government, community, academics, entrepreneurs, and media in national development. The problem of stunting in Indonesia, especially in North Sumatra Province, is a serious challenge that requires attention and collaboration from all elements of society. Through an integrated and participatory approach, it is hoped that efforts to overcome stunting can show significant results in the near future.

Results Study

Results Test Outer Model

The measurement model or outer model (Ghozali & Latan, 2016) with reflection indicators is evaluated with the convergent and discriminant validity of the indicators and composite reliability for block indicators.

Table 1. Construction validity testing

Variable	Statement	Loading Factor	Alpha	Information
Government (X1)	P.1	0.833	0.7	Valid
	P.2	0.859	0.7	Valid
	P.3	0.859	0.7	Valid
	P.4	0.865	0.7	Valid
Academics (X2)	A.1	0.979	0.7	Valid
	A.2	0.973	0.7	Valid
	A.3	0.918	0.7	Valid
	A.4	0.962	0.7	Valid
	A.5	0.908	0.7	Valid
	A.6	0.918	0.7	Valid
	A.7	0.920	0.7	Valid
	A.8	0.719	0.7	Valid
Businessman (X3)	Pb.1	0.909	0.7	Valid
	Pb.2	0.780	0.7	Valid
	Pb.3	0.795	0.7	Valid
	Pb.4	0.829	0.7	Valid
Community Public (X4)	KM.1	0.841	0.7	Valid
	KM.2	0.820	0.7	Valid
	KM.3	0.750	0.7	Valid
	KM.4	0.944	0.7	Valid
Media Social (X5)	MS.1	0.937	0.7	Valid
	MS.2	0.962	0.7	Valid
	MS.3	0.745	0.7	Valid
	MS.4	0.728	0.7	Valid
Acceleration Reduction in stunting (Z)	PPS.1	0.984	0.7	Valid
	PPS.2	0.938	0.7	Valid
	PPS.3	0.965	0.7	Valid
	PPS.4	0.928	0.7	Valid
	PPS.5	0.979	0.7	Valid

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BKKBN (Y)	K.1	0.866	0.7	Valid
	K.2	0.779	0.7	Valid
	K.3	0.898	0.7	Valid
	K.4	0.880	0.7	Valid
	K.5	0.854	0.7	Valid
	K.6	0.901	0.7	Valid
	K.7	0.861	0.7	Valid
	K.8	0.702	0.7	Valid

From the table above, it is known that the validity value of the questions for all research variables is valid Because mark validity in a way overall more big from 0.7.

Construction Reliability Test

Results processing data show results as following:

Table 2. Construction Reliability

Variable	Composite Reliability	Average Variance Extracted (AVE)
Government (X1)	0.915	0.730
Academics (X2)	0.976	0.838
Businessman (X3)	0.865	0.621
Community Public (X4)	0.906	0.708
Media Social (X5)	0.911	0.722
BKKBN (Y)	0.952	0.714
Acceleration Decrease Stunting (Z)	0.983	0.920

Based on the table above, the average value is > 0.5 . So the composite reliability value is > 0.7 . So it can be concluded that the indicators in the study can be measured well.

R Square

The coefficient of determination is a statistical measure used in the context of regression to determine how well the original data fits the regression model used.

Table 3. R-Square

Variable	R Square	R Square Adjusted
Performance National Population and Family Planning Board (Y)	0.922	0.920

Acceleration Reduction in stunting (Z)	0.767	0.755
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Based on the data from the table above, it is known that the R squared adjusted value for the BKKBN Performance variable is 0.920 or 92.0%, while the remaining 18.0% is influenced by other variables that are not variables in this study. And the R squared adjusted value for the Acceleration of Stunting Reduction variable is 0.755 or 75.5%, while the remaining 24.5% is influenced by other variables that are not variables in this study.

Research Hypothesis Test

Table 4. Research Hypothesis Test / Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0.108	0.013	0.168	3,048	0.008
X1 -> Z	1,198	1,207	0.193	6,205	0,000
X2 -> Y	0.287	0.292	0.103	2,800	0.005
X2 -> Z	0.388	0.391	0.217	4,783	0.045
X3 -> Y	0.103	0.019	0.069	3,051	0.009
X3 -> Z	0.180	0.096	0.129	5,387	0.006
X4 -> Y	0.097	0.069	0.079	5,234	0.008
X4 -> Z	0.139	0.071	0.139	4,998	0.001
X5 -> Y	0.074	0.060	0.045	4,646	0.001
X5 -> Z	0.090	0.063	0.074	4,220	0.004
Z -> Y	0.730	0.749	0.103	7,065	0,000

Table 5. Research Hypothesis Test / Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0.874	0.907	0.201	4,345	0,000
X2 -> Y	0.283	0.295	0.168	4,689	0.002
X3 -> Y	0.131	0.075	0.100	1,308	0.086
X4 -> Y	0.101	0.058	0.107	1,952	0.157
X5 -> Y	0.066	0.046	0.054	2,212	0,000

Influence Role Government to Acceleration Decrease Stunting

This study found that the government has a direct positive and significant influence to Acceleration Decrease Stunting in City Medan with mark count $t_{table} 6.205 > 1.98$ and pvalue $0.000 < 0.05$. The government, as policy maker, has the primary responsibility for creating and implementing programs which aiming for reduce stunting. Government responsible for formulating policies and regulations that support stunting reduction efforts. Clear and measurable policies, such as Presidential Regulations and National Action Plans, are an important foundation in stunting reduction strategies. Availability budget Which adequate And

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source Power other very important to implement stunting control programs. The government must ensure that funds are allocated effectively to health, nutrition, and education programs. Through health services and other related institutions, the government can provide quality health services, including nutritional check-ups and immunization programs. Monitoring and evaluation programs must also be implemented to measure the effectiveness of the interventions carried out. Results study Which done by (Niga, 2023) (Rahmadani & Lubis, 2023) (Maad & Anugrahini, 2022) emphasized that the role of the government plays a strategic role in efforts to achieve the target of reducing stunting. The government does not only act as mover main in development policy, but Also as a provider of resources and implementer of integrated programs (Prasetyo et al., 2023). In policy development, the government has the responsibility to formulate regulations that support the acceleration of stunting reduction, including policies oriented towards preventing and handling malnutrition at the community level (Susilastuti & Marhaeni, 2023). In addition, the provision of resources by the government includes budget, infrastructure, experts, and accessibility of health services that are evenly distributed, especially in areas with a high prevalence of stunting (Muslimah & Bakhtiar, 2023). The government also plays a role in ensuring that all these resources are allocated and used effectively to support the implementation of the designed programs (Erlyn et al., 2021).

Influence Role Academics to Acceleration Decrease Stunting

This study found that academics have a direct positive and significant influence towards Accelerating Stunting Reduction in Cities Field with t-value > ttabel 4,783 > 1.98 and mark pvalue 0.045 < 0.05. Academics contribute in research which deep about factors reason stunting and solution which innovative. Through case studies, surveys, and data analysis, they can provide accurate and relevant information to support better policies in addressing malnutrition. Through educational programs and awareness campaigns, academics can help communities understand the importance of good nutrition from pregnancy to child growth. Community outreach activities carried out by academics can increase parents' knowledge about healthy eating patterns and good health practices. Academics also play a role in providing evidence-based input to the government and other stakeholders. By involving academics in policy formulation, decisions taken will be more based on valid data and facts, so that the effectiveness of stunting control programs can be improved.

The results of research conducted by (Du & Suntrayuth, 2023) (Nurhidayah et al., 2023) (Syamsuadi et al., 2023) show that the contribution of academics in programs to reduce the prevalence of stunting has had a significant impact and has been effective. Academics play an important role as producers of knowledge and research-based solutions that can support strategies for preventing and handling stunting (Suzan & Unal, 2021). This finding indicates that the greater the involvement of academics in activities related to nutrition and health, the greater the opportunity to achieve success in reducing stunting rates. The contribution of academics covers various aspects, from basic research to the implementation of evidence-based programs in the field. Academic research has helped identify factors main reason stunting, like malnutrition, suboptimal parenting, and limited access to health and sanitation services. The results of this research form the basis for the development of more targeted and data-based interventions. In addition, academics also play a role in providing training and education to health workers, integrated health post cadres, and the wider community about the importance of balanced nutrition and clean living behavior. They are actively involved in compiling training modules, technical guides, and extension materials used in stunting prevention programs.

Influence Role Businessman to Acceleration Decrease Stunting

This study found that business people have a direct positive and significant influence on to Acceleration Decrease Stunting in City Medan with mark count> ttbel 5.387 > 1.98 and pvalue 0.006 < 0.05. Businesses can invest in programs that support children's health, such as

providing nutritious food, nutrition education programs, and health services. By providing financial support, companies can help expand the reach of interventions needed to address stunting. Many companies have CSR programs that focus on improving public health. Involvement in programs that directly target stunting issues, such as nutrition campaigns or support for poor families, can have a significant positive impact. Businesses can innovate by developing products that meet the nutritional needs of the community, such as ready-to-eat nutritious foods or nutritional supplements. In addition, they can create services that help improve public access to nutrition and health information.

Results study Which done by (Febrianti et al., 2023) (Alifatin, 2022) (Harjanti et al., 2023) shows that support from the business sector has a strategic role that can increase the effectiveness of stunting control programs. The business sector business not only functioning as partner supporters, but also as resource providers, innovations, and networks that enable broader and more sustainable collaboration (Mayasari & Program, 2024). This finding underscores the importance of business sector integration in efforts to reduce the prevalence of stunting in a way national. Wrong One contribution significant sector business is through the provision of funds and infrastructure (Jumhur, 2024). With corporate social responsibility (CSR), the business sector can support programs such as the distribution of nutritious food, the provision of clean water, and increasing access to health facilities. A well-planned CSR program can provide direct benefits to communities vulnerable to the impacts of stunting.

Influence Role Community Public to Acceleration Decrease Stunting

This study found that the community directly has a positive and significant influence on the acceleration of stunting reduction in Medan City with a value of count > ttbel 4,998 > 1.98 and mark pvalue 0.001 < 0.05. Community empowered capable identify problem nutrition which there is in environment them. Through program empowerment, member public can traine for to intervene which appropriate, like counseling nutrition and practice giving food healthy to children. Community can organize activity education which aims to improve awareness public about importance nutrition and health child. Forum discussion, seminar, and workshop can become means for spread information about good eating patterns and the negative impacts of stunting. Members community can play a role in monitor health children in their environment. With involving public in supervision nutrition, they can help detect case stunting more beginning and refer to children the forget maintenance which required.

The results of this study are in line with previous findings which state that the role of the community has a significant influence on accelerating the reduction of stunting (Ginting et al., 2023) (Study & Hidayat, 2022) (Danapriatna et al., 2023). The community plays a key role as the main driver in supporting programs that are oriented towards improving nutrition, clean and healthy living behaviors, and education related to the importance of maternal and child health (Wenang et al., 2022). The role of the community includes various activities, such as nutritional counseling for pregnant women and toddlers, active participation in the Posyandu program, and collaboration with related parties in overseeing the implementation of the stunting reduction program (Sutinbuk et al., 2022). With direct involvement at the grassroots level, the community is able to identify problems that occur in their area, provide locally-based solutions, and ensure that program implementation is in accordance with the needs of the local community (Setyoadi et al., 2023).

Influence Role Media Social to Acceleration Decrease Stunting

This studies find that in a way direct Media Social influential positive and significant to Acceleration Decrease Stunting in City Medan with mark count> ttbel 4.220 > 1.98 and pvalue 0.004 < 0.05. Social media can be used to disseminate educational information about nutrition, healthy eating patterns, and the importance of nutrition for child growth. Visual content such

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as infographics, short videos, and informative posts can reach a wider audience and attract the attention of parents. Through social media, awareness campaigns about stunting can be carried out more effectively. Hashtags, challenges, and viral content can increase public participation in discussions about child nutrition and health, and encourage action real in community. Media social provide room for public to discuss and exchange experiences on nutrition issues. Online forums and discussion groups can be a place for parents to share information, challenges, and solutions related to parenting and healthy eating.

The results of research conducted by (Dermawan et al., 2022) (Darajat et al., 2022) (Priyono, 2020) show that use media social as tool education and awareness campaigns have a strategic role in supporting stunting control efforts . Social media serves as an effective platform to reach a wide audience, conveying important information about nutrition, maternal and child health, and clean and healthy living practices (Marlinawati et al., 2023). This finding confirms that the planned and strategic use of social media can be key to increasing the effectiveness of stunting control programs in the community (Achmad, 2022). One of the advantages of social media is its ability to convey information quickly and interactively. Through social media, the government, health institutions, and community organizations can provide education to the public, such as the importance of exclusive breastfeeding, the benefits of nutritious food for pregnant women and toddlers, and tips for preventing diseases that can cause stunting (Yuseran et al., 2022). Interesting educational content, such as infographics, short videos, or inspirational stories from people who have successfully overcome stunting, can increase the public's appeal and understanding of the issue.

Role Influence Government on BKKBN Performance

This study found that the government directly has a positive and significant influence on the performance of the North Sumatra Province BKKBN Representative with a calculated t value $> t$ table $3.048 > 1.98$ and a p value of $0.008 < 0.05$. In an effort to accelerate the reduction of stunting in Medan City, the government has implemented specific strategies such as increasing access and quality of health services, strengthening nutrition programs, and educating the public about the importance of balanced nutrition. In addition, coordination between various institutions and regular monitoring to assess progress are also very crucial. The implications of the study indicate that an integrated and data-based strategy can increase the effectiveness of interventions, accelerate the reduction of stunting rates, and improve the overall welfare of children. Medan City Government can implement strategy specific like Increase quality and coverage of supplementary feeding and nutritional supplement programs for children and pregnant women. Conduct training for health workers and education for parents on proper nutritional practices and stunting prevention. Improve health facilities and increase access to health services, especially in underserved areas. Strengthen cooperation between sector health, education, And social to ensure comprehensive support in handling stunting.

Results study (Nurak A et al, 2023) (Suhroh & Pradana, 2021) (Rahmah et et al.,2022) prove that role government very important in lower stunting rates because they can provide the policies, budget allocations, and programs needed for effective interventions. The government serves as the main coordinator in coordinating various related sectors, such as health, education, and community empowerment (SKF Ferine, 2023). The role of the government as a cross-sector coordinator also allows for the creation of synergy in implementing programs that target the root causes of stunting. To achieve success that more big, government need Keep going strengthen collaboration with stakeholder other interests, empowering communities, and ensuring that programs implemented are based on evidence and local needs (Indri, 2021).

Influence Role Academics to BKKBN

This study found that Academics directly have a positive and significant effect on the Performance of the BKKBN Representative of North Sumatra Province with a calculated t

value > t table 2.800 > 1.98 and a p value of 0.005 < 0.05. Stunting is a condition in which children experience stunted growth due to chronic malnutrition in early life, which can have long-term impacts on their health and development. In Medan City, efforts to reduce stunting are one of the main priorities in the public health program. Higher academics, especially in circles Mother, relate with understanding Which more Good about balanced nutrition and proper feeding practices. This includes an understanding of the importance of exclusive breastfeeding, nutritious food types, and healthy eating patterns. Academics provide access to relevant and up-to-date health information. Higher education allows individuals to more easily access and understand information on stunting prevention and available health services. The implication of this study is that the integration between the education and health sectors needs to be improved. Health programs can be included in the education curriculum to build knowledge from an early age. early.

Results study Which done by (Astuti, 2022) (Anwar et al., 2022) (Eva Sustainable et al., 2023) showed that academics have a very important role in accelerating the decline in stunting rates, especially in Medan City. This role includes contributing to increasing community knowledge and skills related to nutrition and health, development innovation based on research, as well as facilitation access information and relevant health programs (Isa Indrawan et al., 2022). With this contribution, academics are able to provide a significant positive impact in efforts to reduce the prevalence of stunting (KF Ferine et al., 2024).

Influence Role Businessman to BKKBN

This study found that business people directly have a positive and significant influence on the performance of the North Sumatra Province BKKBN Representative with a calculated t value > t table 3.051 > 1.98 and a p value of 0.009 < 0.05. Business people have a crucial role in accelerating the reduction of stunting in Medan City. Through increasing access to nutritious food, economic empowerment, education programs, and strategic partnerships, their contributions can have a significant impact. This study shows that private sector involvement can accelerate the achievement of stunting reduction targets and improve overall public health. Implementation and support of policies that support business participation in health programs are important steps to achieve the desired results. Companies that run CSR programs in the form of distributing nutritious food or supporting local farmers contribute to reducing the prevalence of stunting in areas targeted by the program. Areas with economic activities driven by entrepreneurs experience increased family welfare, which has an impact on improving the nutritional status of children. Nutrition education programs organized by companies can increase community knowledge about healthy feeding methods and good nutritional practices.

The results of research conducted by (Syamsuadi et al., 2023) (Purnomo et al., 2023) (Rivki et al., 2023) prove that the business sector has a strategic role in supporting the reduction of stunting rates through various real and positive contributions. Business people can play a role by providing nutritious and quality food at affordable prices, as well as through the implementation of corporate social responsibility programs (*Corporate Social Responsibility* or CSR) that focus on on distribution food nutritious to community Which need (Yusuf Kibar et al., 2023).

Influence Role Community Public to BKKBN

This study found that the Community directly has a positive and significant influence on the Performance of the North Sumatra Province BKKBN Representative with a calculated t value > t table 5.234 > 1.98 and a p value of 0.008 < 0.05. Community has a significant role in accelerating stunting reduction in Medan City. Community involvement in health education, empowerment, social support, and collaboration with government programs have contributed positively to children's health. This study emphasizes the importance of strengthening the role of the community in efforts to reduce stunting and underlines the need for an inclusive and coordinated approach to achieve optimal results. Data show that in area with involvement

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community Which higher in health programs and nutrition education, the prevalence of stunting is lower.

The results of research conducted by (Ramadhan et al., 2022), (Lailiyah, 2023) and (Regita & Prathama, 2023) show that community involvement plays an important role in improving children's health through various approaches, such as health education, community empowerment, social support, and collaboration with government programs. These findings confirm that communities can be effective agents of change in creating an environment that supports children's growth and development, especially in efforts to prevent stunting and other health problems (Mariska & Helmi, 2023).

Influence Role Media Social to BKKBN

Studies This find that in a way direct Media Social influential positive and significant on the Performance of the North Sumatra Province BKKBN Representative with a tcount value > ttable 4.646 > 1.98 and a pvalue of 0.001 < 0.05. Social media has a significant role in accelerating the reduction of stunting in Medan City. By providing a platform for education, support, and collaboration, social media helps accelerate the dissemination of health information and increase community participation in stunting reduction programs. This study highlights the importance of utilizing social media strategically to achieve better results in stunting reduction efforts. Social media allows for rapid and widespread dissemination of health information. Educational campaigns on nutrition, the importance of exclusive breastfeeding, and healthy eating practices can reach many people at a relatively low cost.

Results study (Kusuma et al., 2022) (Melia, 2024), (Mahdar, 2023) proves that Research shows that the use of social media has a positive and significant influence on accelerating the reduction of stunting in Medan City. Data shows that areas that are active in health campaigns through media social show decline prevalence stunting Which more fast (Robain, 2023). Media social help spread information health Which relevant and increase participation public in programs decline stunting.

The Influence of Government Role on BKKBN Performance Through Accelerating Stunting Reduction

This study found that indirectly the government has a positive influence and significant to BKKBN through Acceleration Decrease Stunting in City Medan as variable intervening with mark count > tbel 4,345 > 1.98 and pvalue 0.000 < 0.05. The government plays a role in establishing strategic policies that support stunting control programs. Through regulations and guidelines, the government can direct resources and attention to addressing child nutrition problems, which in turn strengthens the performance of the BKKBN in implementing its programs. The government is responsible for providing adequate funding for programs aimed at reducing stunting. Allocation budget which appropriate and support Finansial will allow National Population and Family Planning Agency to implement broader and more effective interventions in the community. The government plays an important role in coordinating various stakeholders, including BKKBN, health institutions, non-governmental organizations, and the private sector. Through good cooperation, various programs can be implemented synergistically, strengthening the impact of the interventions carried out. The government has a responsibility to monitor and evaluate stunting control programs. By conducting periodic evaluations, the government can provide feedback to BKKBN to improve program effectiveness, and adjust strategies if necessary.

Results study This in line with results study previously which state that the acceleration of stunting reduction has a significant role in mediating the role of government on employee performance (Niga, 2023) (Prasetyo et al., 2023) (Susilastuti & Marhaeni, 2023). The acceleration of stunting reduction acts as a bridge Which connect role government with performance employee. The government that actively supports the stunting program, through policies and resources, creates conducive working conditions for employees. The success of this program provides bait come back positive to employee, increase motivation they to work

more optimally (Wati & Robain, 2024).

The Influence of the Role of Academics on BKKBN Performance Through Accelerating Stunting Reduction

This study found that academics do not have a positive influence indirectly. And significant to BKKBN through Acceleration Decrease Stunting in City Medan as variable intervening with mark count $t_{\text{tabel}} 4,689 < 1.98$ and $p\text{-value } 0.002 < 0.05$. Academics have great potential to contribute to stunting control through research, education, and community service. However, there are several factors that may hinder their positive influence, including: Many academics focus more on research and teaching in educational institutions, so their involvement in practical programs in the field may be less than optimal. This limited involvement may reduce the impact they can provide to BKKBN and the community. Limited collaboration between academics and BKKBN may reduce opportunities to implement results study in a way direct in policy or program. Without strong synergy, academic contributions in overcoming stunting cannot be utilized optimally. Research conducted by academics is sometimes not directly relevant to the needs of the BKKBN program. If the focus of the research is not in line with problem nutrition And health public Which faced, so the impact on stunting control will be minimal.

Results study This support from results study previously which stated that the acceleration of the decline in mediating the role of academics on employee performance (Du & Suntrayuth, 2023) (Suzan & Unal, 2021). Academics provide scientific foundations and innovation, while the acceleration of stunting reduction is a measure of success that can improve employee performance. The implication of this finding is the importance of the government and related institutions to continue to involve academics in the development of policies and programs to reduce stunting, while providing support for employees to implement evidence-based programs effectively. Through synergy between academic contributions and the acceleration of stunting reduction, employee performance can be significantly improved, which ultimately will speed up achievement target health public And reduce the prevalence of stunting sustainably.

Influence Role Businessman to BKKBN Through Acceleration Stunting Reduction

This study found that indirectly, business people do not have a positive influence and significant to BKKBN through Acceleration Decrease Stunting in City Medan as variable intervening with mark count $1,308 < \text{table } 1.98$ and $p\text{-value } 0.086 > 0.05$. Business people have the potential to contribute to overcoming stunting through various means, such as developing food products. nutritious, program not quite enough answer social company (CSR), And investment in public health. However, there are several factors that may explain why their influence is not significant, including: Limited Involvement: Many business people may not have direct involvement in health or nutrition programs. If their contributions are more focused on economic gain, then the impact to health public, including stunting, can become minimal. Not all business people have sufficient understanding of the importance of their role in overcoming nutritional problems. This lack of awareness can reduce their initiative to be actively involved in BKKBN programs. CSR programs implemented by companies are often not focused on nutrition and health issues, or may not be sustainable. If these programs are not designed to have a significant impact, then the contribution of business people to overcoming stunting will remain weak. In addition, business people tend to focus more on short-term profits than long-term investments in public health. This can result in ignoring problems such as stunting that require ongoing attention.

Results this study in line with findings study previously, which indicates that the acceleration of stunting reduction has a significant role as a mediator between business contributions to employee performance (Alifatin, 2022) (Mayasari & Program, 2024) (Jumhur, 2024). This study strengthens the understanding that interventions on public health issues, such as stunting, not only have an impact on welfare individual but Also in a way no direct affect

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performance organization through improvement quality source Power man. With thus, accelerating the reduction of stunting can be considered as one of the effective strategies in increasing the competitiveness of the workforce, which ultimately has an impact on overall business productivity. This finding broadens the insight into how business social responsibility can have a positive impact on micro and macro economic aspects through a public health approach.

The Influence of Community Roles on BKKBN Performance Through Accelerating Stunting Reduction

This study found that indirectly the community does not have a positive and significant effect on the performance of BKKBN through the Acceleration of Stunting Reduction in Medan City as an intervening variable with a t-value $t < t_{table}$ $1.952 < 1.98$ and a p-value of $0.157 > 0.05$. Basically, the community has an important role in efforts to overcome stunting through active participation in health and nutrition programs. However, several factors can explain why the influence of the community is not significant, including community knowledge about nutrition and the importance of child health is often still low. Without adequate understanding, the community may not be actively involved in programs Which designed for to overcome stunting. Public, especially in economically disadvantaged areas, often have limited access to information and resources needed to improve nutritional status. These limitations can hinder their participation in programs related to stunting control. Community attitudes and perceptions of health programs may not always be positive. If communities do not feel involved or no believe that program the will give benefit, so their support will be minimal. Data analysis shows that the influence of the community on the performance of BKKBN through the acceleration of stunting reduction is not significant. With a t-value that does not reach the required limit and a high p-value, it can be concluded that community participation currently has not had a significant impact on the performance of BKKBN.

Results this study support findings study previously which state that the acceleration of stunting reduction has a significant role in mediating the contribution of the community to employee performance (Ginting et al., 2023) (Wenang et al., 2022) (Study & Hidayat, 2022).

This finding confirms that active community collaboration in addressing the issue of stunting not only contributes on improving public health but also has an impact on improving the quality source Power man which become part from power work. With thus, the role of the community in accelerating the reduction of stunting can be seen as a strategic effort that has a positive impact, both on individual welfare and overall employee productivity. The implications of these results indicate the importance of synergy between the community, government, and the private sector to create a more productive work environment through a health-based and human development approach.

Influence Role Media Social to BKKBN Through Accelerating Stunting Reduction

This study found that indirectly the role of social media has a positive and significant influence on the performance of BKKBN through the acceleration of stunting reduction in Medan City as an intervening variable with a calculated t value $t > t_{table}$ $2,212 > 1.98$ and mark pvalue $0.00 < 0.05$. Media social can become tool which strong for spread information and increase awareness about issue health and nutrition. In this study, social media plays a role as one of the factors that plays a role in accelerating the achievement of the goal of accelerating stunting reduction, with the Ministry of Family Planning and National Family Empowerment (BKKBN) as the institution leading the related programs. Social media accelerates the process of communication and coordination between BKKBN and the community, as well as between BKKBN and parties involved in reducing stunting. Community involvement through social media in disseminating information or reporting incidents related to stunting in their environment can also help BKKBN in taking the right steps.

The results of this study are in line with previous research findings which stated that the acceleration of stunting reduction has a significant role in mediating the influence of social media on employee performance (Yuseran et al., 2022) (Achmad, 2022) (Marlinawati et al.,

2023). This study reveals that social media, as an effective communication tool, can increase public awareness and involvement in the stunting reduction acceleration program. This increase in awareness not only has an impact on public health in general but also has a positive effect on the quality of human resources, which ultimately contributes to improving employee performance. In other words, social media functions as a catalyst in integrating the stunting reduction acceleration program into the work environment, creating a sustainable impact that strengthens the relationship between social awareness, public health, and workforce productivity. These findings underscore the importance of social media-based communication strategies as part of social interventions that impact various aspects of development.

Conclusion

This study concludes that the Penta Helix approach plays an important role in improving the performance of the North Sumatra Province BKKBN in accelerating stunting reduction in Medan City. The results of the study indicate that the role of government and social media has a significant direct and indirect influence on BKKBN performance through accelerating stunting reduction as an intervening variable. However, the role of academics, business people, and community members, although directly significant, requires further optimization so that their contribution to accelerating stunting reduction and BKKBN performance can be maximized. These findings provide strategic recommendations for BKKBN to develop more effective Penta Helix-based collaboration in addressing stunting issues.

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