

PENGARUH LITERASI KESEHATAN BERBASIS DIGITAL TERHADAP PENCEGAHAN STUNTING PADA BALITA DI KOMUNITAS

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Article Info	ABSTRAK
<p>Article History: Received 19/09/2025. Revised - Accepted 30/09/2025.</p> <hr/> <p>Keywords: Balita, Digital, Komunitas, Literasi Kesehatan, Stunting.</p>	<p>Stunting pada balita masih menjadi permasalahan kesehatan masyarakat yang serius di Indonesia karena berdampak jangka panjang terhadap balita dan kualitas sumber daya manusia. Penelitian ini menganalisis pengaruh literasi kesehatan berbasis digital terhadap upaya pencegahan stunting pada balita di komunitas. Metode Penelitian dengan menggunakan desain kuantitatif dengan pendekatan cross-sectional, populasi penelitian melibatkan ibu balita yang aktif menggunakan platform digital yang berjumlah 147 orang. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan structural Equation Modeling–Partial Least Squares (SEM-PLS). Hasil penelitian outer model menunjukkan seluruh indikator literasi kesehatan berbasis digital memiliki nilai loading factor > 0,70, sehingga memenuhi validitas konvergen, Hasil pengujian inner model bahwa literasi kesehatan berbasis digital berpengaruh positif dan signifikan terhadap praktik pencegahan stunting. Nilai koefisien jalur (path coefficient) sebesar 0,56 dengan nilai t-statistic 7,84 ($p < 0,001$) menunjukkan adanya pengaruh yang kuat. Nilai R² sebesar 0,48 mengindikasikan bahwa 48% variasi dalam praktik pencegahan stunting dapat dijelaskan oleh literasi kesehatan digital. Kesimpulan penelitian bahwa literasi kesehatan digital dapat menjadi strategi efektif dalam mendukung percepatan penurunan angka stunting di tingkat komunitas, sehingga pemerintah dan tenaga kesehatan perlu mengoptimalkan media digital sebagai sarana edukasi masyarakat, serta mendorong program literasi kesehatan digital yang berkelanjutan di komunitas untuk mendukung percepatan penurunan stunting.</p> <p>ABSTRACT</p> <p><i>Stunting among children under five remains a serious public health problem in Indonesia due to its long-term impact on both child development and the overall quality of human resources. This study analyzes the influence of digital health literacy on stunting prevention efforts among children under five in the community. The research employed a quantitative design with a cross-sectional approach, involving a population of 147 mothers of young children who actively use digital platforms. Data were collected using structured questionnaires and analyzed with SEM-PLS. The results of the outer model analysis indicated that all indicators of digital health literacy had loading factor values greater than 0.70, thereby meeting the criteria for convergent validity. The inner model revealed that digital health literacy had a positive and significant effect on stunting prevention practices. The path coefficient was 0.56 with a t-statistic of 7.84 ($p < 0.001$),</i></p>

indicating a strong effect. The R^2 value of 0.48 suggests that 48% of the variance in stunting prevention practices can be explained by digital health literacy. In conclusion, digital health literacy can serve as an effective strategy to accelerate the reduction of stunting rates at the community level. Therefore, the government and health practitioners are encouraged to optimize digital media as a tool for public health education and to promote sustainable digital health literacy programs in communities to support stunting prevention efforts.

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