



Qualitative content analysis of Stunting Prevention on the Instagram account @cegahstunting

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ABSTRACT

Keywords

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The Instagram account @cegahstunting serves as an educational platform addressing the pressing issue of stunting in Indonesia, where the stunting rate currently stands at 21.6%, falling short of the government's 14% target. This research employs qualitative analysis to investigate how @cegahstunting enhances public understanding of stunting and its prevention through its content. The methodology involves collecting and analyzing the content on the Instagram account, considering content types, communication strategies, and educational messages used to combat stunting. The study reveals that @cegahstunting application of the campaign message concept. It achieves this through well-crafted content, structured organization, clear message framing, and elicits positive responses from the audience. @cegahstunting is an essential tool in raising awareness and understanding about stunting prevention in Indonesia, contributing to the national goal of reducing stunting rates and improving public health.

1. Introduction

The Instagram account @cegahstunting is a campaign platform managed by the BSP Foundation (Bina Sukses Paradina Foundation) in collaboration with the Asian Student Medical Association-Indonesia (AMSA-Indonesia), the Center for Indonesian Medical Students' Activities (CIMSA), and Sahabat Menyusui. This Instagram account was created to prevent and address cases of stunting in Indonesia. The campaign platform was established following the official launch of the Stunting Prevention Social Movement in September 2018. Stemming from this movement, the @cegahstunting Instagram account was eventually established as a campaign medium that leverages technology and social media to disseminate information about stunting prevention and mitigation to adolescents, prospective newlyweds, and young families (Yayasan Bina Sukses Paradina (BSP Foundation), 2021).

Stunting is one of the global health issues that has garnered significant attention from the medical community. According to the World Health Organization (WHO), stunting is a condition where a child experiences chronic malnutrition, resulting in growth that falls below the standard growth trajectory for children (Cahyati & Lestari, 2022). To identify stunted children, their height can be compared to the height standards of normally developing children within the same age group and gender. A child is considered stunted if their height falls below -2 standard deviations (SD) from the WHO standards (Trihono et al., 2015). Stunting presents a complex issue as it is closely related to the academic development of children (Marsaoly, et al., 2021). According to Trihono et al. (2015), stunting can be seen as a health problem that predicts low-quality human resources and can reduce a nation's future productivity. In fact, the World Bank estimates that a 1% loss in adult height due to stunting is associated with a 1.4% loss in economic productivity.

Referring to the World Health Organization (WHO) report, approximately 148.1 million or 22.3% of children under the age of 5 worldwide were estimated to have experienced stunting in the year 2022. In 2020, based on the Asian Development Bank (ADB) data, Indonesia ranked second in Southeast Asia with a prevalence rate of 31.8% of stunted toddlers, following Timor-Leste with a stunting prevalence rate of 48.8% (Asian Development Bank (ADB), 2020). According to UNICEF Indonesia data (2022), 3 out of 10 children in Indonesia suffer from stunting. In line with UNICEF Indonesia, WHO also reported that the prevalence of stunting among children under 5 in Indonesia in 2022 was 31% (World Health Organization (WHO), 2023). However, according to the Indonesian Nutritional Status Survey (Survei Status Gizi Indonesia or SSGI), the prevalence of stunting in Indonesia has currently decreased to 21.6%.

Despite the declining prevalence of stunting in Indonesia, these figures have not yet met the targets set by both the government and the WHO. According to the Ministry of Health (Kemenkes), the Indonesian government has set a target of 14% stunting prevalence by the year 2024 (Kementerian Kesehatan RI, 2023). Meanwhile, WHO sets the standard that a country's stunting prevalence should be below 20% (World Health Organization (WHO), 2023). Achieving these prevalence rates is not an easy task. It requires concrete actions and concerted efforts from various stakeholders to effectively reduce the prevalence of stunting in Indonesia.

According to the Litbang Kompas Survey (April 2023), the primary causes of stunting in Indonesia are inadequate nutrition and maternal malnutrition during pregnancy (Annur, 2023). Hence, a profound understanding of stunting and prevention efforts through nutritional improvement is crucial. This involves identifying risk factors, promoting good nutritional practices, enhancing healthcare services, and prevention through information and education campaigns. One concrete initiative undertaken is the campaign through social media. In the context of this research, the Instagram account @cegahstunting can serve as a means to convey these messages to the Indonesian population.

The advancement of sophisticated information technology has given rise to new media that can be used not only as communication tools but also as educational platforms. One such new media is social media. Meike & Young, as cited in Nasrullah (2015), describe social media as a platform that combines personal communication, which involves sharing information privately between individuals, with public media that allows information to be shared with the general public without specific individual limitations. Social media can also be understood as an online medium where users have the freedom to share and participate in various types of information and entertainment, collectively supporting social interactions on the platform.

According to this understanding, it is only fitting that social media is utilized as a means of delivering information and education. Ramadhanti & Setyanto (2021) also emphasize that social media can serve as a medium for shaping perspectives, actions, and thought patterns to achieve the primary goal of socialization, thereby participating in society. This aligns with the data on social media users in Indonesia, which has reached 167 million users, with one of the most common reasons being to discover new news and seek information, with percentages of 30.3% and 28.8%, respectively (We Are Social & Meltwater, 2023).

Health campaigns through social media are not a new phenomenon. For instance, there's the campaign carried out by the Instagram account @cegahkankerserviks_id, which has been providing information and education about cervical cancer prevention since 2022. Several research studies have also explored how social media can serve as a platform for disseminating health information and education. One such study conducted by Bottorff et al. (2014) highlights the importance of social media as a cost-effective and easily accessible medium for reaching the target audience in breast cancer prevention campaigns. This is due to the pressing need for knowledge about breast cancer risks, which is relevant to both women and men. Another study conducted by Hasanah & Nabawiyah (2018) suggests that a health campaign called #7HariMelawanMager on Instagram has the potential to increase awareness about physical activity. Additionally, research by Firsti, Mukti, & Promkes (2021) indicates that Instagram can be effectively utilized as a platform for delivering messages and

has a positive impact on the audience. Through Instagram, campaigns related to sex education were able to reach 10,266 participants for sex education classes.

While Instagram has been recognized as a platform that can contribute to the success of health campaigns, it's essential to conduct specific analyses of the campaigns carried out. As pointed out by Nugraha, Sumarwan, and Yulianti (2021), the campaign messages conveyed on Instagram's social media platform can elicit both positive and negative responses. Therefore, the development of a campaign message necessitates accurate data and delivery (Aroustamian, 2020). This viewpoint is consistent with the research conducted by Närvänen et al., as cited in Murdock & Rajagopal (2017), which highlights that many social media campaigns tend to focus more on the objective effects of various initiatives and interventions, while research examining the content of these campaign messages remains limited.

Based on the explanations provided above, the aim of this research is to identify qualitative content on the Instagram account @cegahstunting related to the health campaign for preventing stunting in children. To carry out this research, the researcher will utilize Harold D. Lasswell's content analysis theory as a reference point. Content analysis, as developed by Lasswell, involves the process of coding symbols by systematically recording symbols or messages and interpreting those symbols or messages (Suprayogo & Tobroni, 2001).

2. Method

This research employs a qualitative research method with a content analysis approach. Qualitative research is utilized to explore the natural state of subjects, with the researcher playing a key role. The data collection technique involves triangulation (composite), data analysis is reduced, and the results of qualitative research are oriented towards generalization concepts (Sugiyono, 2014). According to Denzin and Lincoln (2018), qualitative research is a study that utilizes the natural environment and aims to interpret ongoing events by applying various existing methods. Meanwhile, according to Sugiyono (2014), content analysis can be generally defined as a scientific research method involving the understanding of characteristics and data within content.

In qualitative research studies, content analysis involves observing messages found in media as a collection of symbols or symbols representing specific cultural aspects. Therefore, qualitative content analysis allows us to delve into the content of media while considering the context and processes present in source documents. The results of this analysis are more in-depth and detailed, enabling us to explain the relationship between media content and the ongoing social reality (Ida, 2008)

The primary data in this research consists of content uploaded through the Instagram account @cegahstunting. As of October 4, 2023, the Instagram account @cegahstunting has 324 content uploads. However, due to research limitations, the primary data used in this study includes only content uploaded in the year 2023, totaling 71 pieces of content. The data analysis in this research is based on Harold D. Laswell's coding technique, involving the systematic recording and interpretation of symbols or messages (Suprayogo & Tobroni, 2001).

3. Result and Discussion

3.1 Presenting the Results

The researchers have successfully gathered a comprehensive dataset from the Instagram account @cegahstunting, which, over the course of January to October 2023, posted a total of 71 pieces of content dedicated to the campaign for preventing stunting in children. This Instagram account serves as a multifaceted platform for disseminating informative messages related to stunting prevention, employing a diverse range of formats. These formats include the use of engaging infographics, educational videos, live broadcasts featuring experts in the field, and even interactive digital activities, such as contests aimed at fostering awareness. In this study, we will delve into the findings by closely examining the campaign messages employed in this research.

When it comes to crafting effective campaign messages, it's imperative to consider four fundamental elements in message design: message content, message structure, message framing, and the dynamic interplay between the campaign message and the audience's response (Venus, 2018). Each of these indicators plays a pivotal role in shaping the overall effectiveness of the campaign messages. Here, we will provide an in-depth explanation of each of these key components to gain a better understanding of their significance in the context of stunting prevention campaigns:

1) Message Content

In the process of creating campaign messages, it's essential that the message content is capable of not only stimulating and attracting attention but also providing a logical foundation for action. This necessitates a consideration of seven crucial aspects: verbalization, visualization, illustration, evoking, repetition, humor, as well as the utilization of a modeling or reference group approach. The analysis of 71 pieces of content has yielded valuable insights regarding the effectiveness of these message content indicators, and the findings are presented below:

Table 1. The number of content pieces based on the message content indicators

Aspect	Explanation	The Number of Content
Verbalization	Verbalization is one aspect of designing a campaign message that relates to the use of words or text within the message.	71 Content
Visualization	Visualization is the process or technique in designing a campaign message that involves the use of visual elements, such as images, graphics, or videos, to enhance the message and facilitate understanding.	18 Content
Illustration	Illustration is a visual element in designing a campaign message that includes images or depictions used to portray or illustrate the message that needs to be conveyed.	34 Konten
Evoking	Evoking is one aspect of designing a campaign message. It involves efforts to elicit or stimulate specific feelings, emotions, or reactions from the target audience using particular images or messages.	11 Content
Repetition	Repetition is one aspect of designing a campaign message that involves the repeated use of specific messages or elements within the message..	64 Content
Humor	Humor is one aspect that can be used in designing campaign messages to create an enjoyable and engaging atmosphere for the audience.	0 Content
Model	Model or reference group is one aspect of designing a campaign message that involves	27 Content

	using figures or groups respected, acknowledged, or liked by the target audience to support the campaign message.	
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From the table above, it is known that out of 71 contents uploaded by the Instagram account @cegahstunting, almost all the message content indicators are present except for the humor indicator. Here are examples of content for each of the indicators:



Fig 1. Content on the Instagram account @cegahstunting based on the Verbalization indicator

Caption: “Kekurangan Vitamin A (KVA) dapat dicegah dengan suplementasi Vitamin A. #SobatPenting bisa mendapatkannya pada Bulan Vitamin A secara gratis di Posyandu atau Puskesmas terdekat. Bulan vitamin A diselenggarakan pada bulan Februari dan Agustus dan sudah berlangsung secara nasional sejak tahun 1991 sampai sekarang, lho!

Jadi, jangan lupa memberikan Vitamin A kepada Si Kecil ya! Baca informasi lebih lanjut mengenai Vitamin A di website kami”

The content in the above examples has utilized several important aspects in campaign message writing. One of them is verbalization, using a rhyming headline to make it more appealing, such as "Sehatkan mata dan raga buah hati tercinta" (Keep the eyes and bodies of your beloved children healthy). Additionally, the content provides detailed information about efforts to maintain children's eye health and concludes with a call to action to learn more on the website cegahstunting.com. This demonstrates effective campaign message writing by using catchy language, providing informative content, and directing the audience to additional resources for more information.



Fig 2. Content on the Instagram account @cegahstunting based on the Visualization indicator

Caption: “Apakah anak wajib konsumsi telur untuk cegah stunting? Kalau alergi telur gimana? Pasti sering banget denger pertanyaan ini. Jadi sebetulnya untuk cegah stunting itu dibutuhkan mengonsumsi protein hewani. Namun kenapa telur yang digembor gemborkan? Karena selain memang bergizi, telur cenderung lebih terjangkau dan mudah ditemui. Tapi kita harus tetap mengenalkan makanan yang beragam, termasuk protein hewani. Karena setiap bahan makanan memiliki nilai plus masing-masing. Yuk cegah stunting dengan makan protein hewani!”

The content in the examples you provided effectively utilizes several important aspects of campaign message writing, including visualization. By using video as the format for conveying the message, it engages the audience through visual content, making the campaign more dynamic and engaging.



Fig 3. Content on the Instagram account @cegahstunting based on the Illustration indicator

Caption: “[Perkawinan Anak & Kehamilan Remaja: Apa Dampaknya bagi Generasi Muda?] Tahukah kamu, hingga kini, masih ada loh tradisi dimana orang tua menikahkan anaknya segera setelah haid pertama... @ Padahal, anak tentunya masih memiliki banyak hak untuk dipenuhi, seperti hak untuk mengeksplorasi kemampuan diri melalui pendidikan dan lingkungan yang baik. Adanya perkawinan anak dan kehamilan remaja tentunya akan menurunkan kualitas generasi muda untuk negeri. Mari bersama akhiri perkawinan anak dan kehamilan remaja dengan menjaga anak perempuan tetap bersekolah!

The message within the content above has incorporated several essential aspects in crafting a campaign message. One of them is illustration, which provides a depiction of how teenage marriage practices with an illustration of students getting married to capture the audience's attention, and using illustration images to explain the various factors that underlie teenage marriages.



Fig 4. Content on the Instagram account @cegahstunting based on the Evoking indicator

Caption: “[Suara Remaja, untuk Kesehatan Indonesia] . Dalam rangka peringatan Pekan Kesehatan Remaja Internasional 2023 kolaborasi dengan UNICEF, U-Report, Cegah Stunting, International Association for Adolescents Health dan AKAR Indonesia pada tanggal 19 – 25 Maret 2023 kami telah menghimpun suara remaja di seluruh Indonesia

tentang harapan mereka mengenai kesehatan dan kesejahteraan remaja di Indonesia. . Ternyata masih banyak lho, suara remaja yang berharap untuk masyarakat lebih memperhatikan Kesehatan dan kesejahteraan kelompok remaja ini. Suara remaja perlu dipertimbangkan karena remaja merupakan ujung tombak dalam penerus generasi bangsa yang akan datang. . Remaja yang kuat untuk Indonesia yang Sehat!”

The message within the content above has incorporated several crucial aspects in crafting a campaign message. One of them is 'evoking,' which provides content to stimulate, arouse, and create specific reactions or emotions in the audience. The content above contains heartfelt expressions from @cegahstunting respondents who are attempting to convey their expectations for the health of Indonesia. Through this post, the audience may experience the same sentiments..



Fig 5. Content on the Instagram account @cegahstunting based on the Repite indicator

Out of the 71 analyzed contents, 64 of them featured a repetition, namely the use of the hashtag #cegahstunting. This hashtag is a distinctive feature and the primary goal of the campaign carried out by the Instagram account @cegahstunting, which aims to prevent stunting in children through preventive education. While some contents did not include #cegahstunting in their design, the hashtag was still included in the caption. However, there were 7 contents that did not use this hashtag, as they were excerpts from Instagram Live sessions of the Instagram account @cegahstunting and collaborative content with other accounts.



Fig 6. The content on the Instagram account @cegahstunting indicates the usage of models or reference groups
Caption: “[Pekan Kesehatan Remaja Internasional 2023 semakin dekat!] Tahukah kamu, pada bulan Maret setiap tahunnya, dunia selalu memperingati pentingnya kesehatan remaja, loh! Tidak hanya mengulik tentang area kesehatan, kita juga perlu membahas tentang dampaknya pada multisektorial! Bekerjasama dengan banyak pihak besar, ikuti terus bahasan seru dan perbincangan interaktif kita pada seri ig live: 📺 : Senin, 20 Maret - 24 Maret 2023 🕒 : 16.00 - 17.30 WIB 📱 : @cegahstunting Jangan lupa ikuti kami terus ya!”

The message within the content above has incorporated several essential aspects in crafting a campaign message. One of them is the utilization of models or reference groups, which involves incorporating respected, recognized, or liked figures or groups within the content to support the campaign message. In this case, doctors, nutrition experts, and medical students serve as the sources of information.

2) Message Structure

Referring to how message elements are organized and how messages are structured. In general, there are three aspects directly related to the organization of campaign messages, how the key elements of a message are positioned, namely the message side, the arrangement of presentation, and the concluding statement.

Out of the 71 pieces of content analyzed, the campaign messages posted by the Instagram account @cegahstunting utilize the One-Sided Message approach. In a one-sided message, the campaign message presents only one side of the argument or viewpoint. This is often used when the audience is considered to already support or should support the same view, which is the prevention of stunting in children.

Regarding the arrangement of presentation, the majority of the 71 analyzed contents use an effective primacy arrangement. In a primacy arrangement, the most important arguments or information are presented at the beginning of the message. This is done to capture the audience's attention. An example of a Primacy presentation arrangement is the following content:

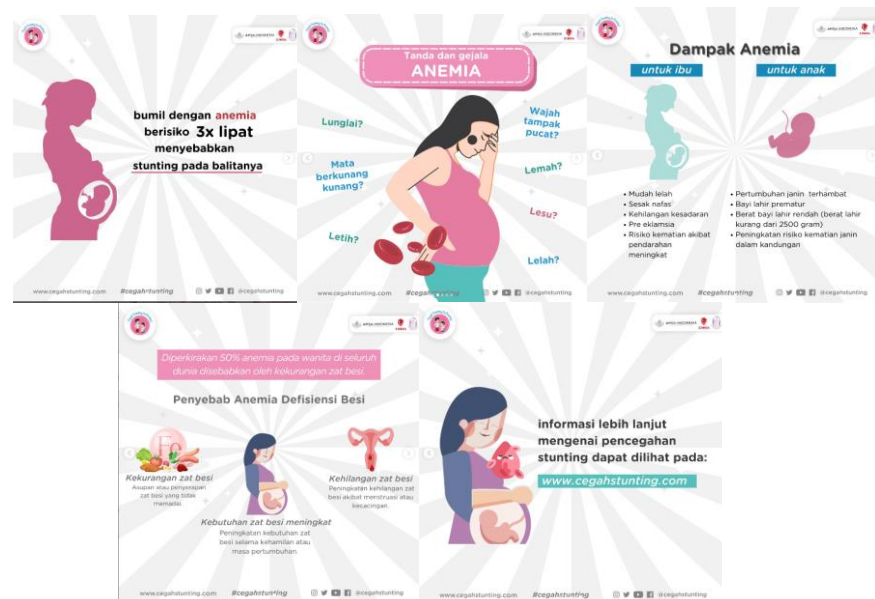


Fig 7. Structure of campaign messages in the content on the Instagram account @cegahstunting

Caption: "#Sobatpenting tau gak sih pemenuhan nutrisi bagi ibu hamil sangat penting karena berkaitan dengan #kesehatanibu dan #kesehatanjanin? Berbagai permasalahan dihadapi ibu hamil berhubungan dengan kurang terpenuhinya kebutuhan #nutrisi selama #kehamilan. Salah satunya adalah #anemia. Yuk kita baca lebih lanjut mengenai hal ini di website www.cegahstunting.com Materi: Muhamad Abi Zakaria., S.Kep., Ns Design: dr. Dhiya Khoirunnisa, B.Med Reviewer: Dr. dr. Brian Sri Prahastuti, MPH #cegahstunting #cegahstuntingitupenting #zerostuntinginthemaking"

In the content mentioned above, the most important information is presented at the beginning, which is "Ibu Hamil dengan anemia beresiko 3x lipat menyebabkan stunting pada anak" (Pregnant women with anemia are three times more likely to cause stunting in children). This crucial information is placed at the start of the message to capture the audience's attention and highlight the significant risk associated with anemia during pregnancy. Following this introductory statement, the subsequent slides provide explanations about anemia, its impacts, and the causes of anemia. This structure is effective in first drawing attention to the potential consequences of anemia for child development and then providing more detailed information to educate the audience about the condition, its effects, and what leads to anemia.

3) Message Framing

In a campaign message, there is an aspect of message framing, which serves as a way of selecting, organizing, and presenting messages to the public, determining which messages are chosen and which are set aside, which ones take the forefront, and which are merely included. The concept of framing in campaigns operates in two phases. First, the issue selection phase; second, the issue arrangement or message phase.

The Instagram account @cegahstunting stems from the issue of stunting in Indonesia and a commitment to provide education and information to prevent Indonesian children from experiencing stunting, as expressed through the hashtag #CegahStunting.

4) Audience Response

Audience response is the feedback or reactions given by the audience to a campaign message or communication directed at them. To achieve a positive audience response, the message must possess skills that engage the public. Many aspects need to be considered, such as emphasizing what people will understand, how the message can capture the audience's attention, and how information receivers can retain and remember the information they receive. Here are some examples of content with a positive audience response on the Instagram account @cegahstunting:



Fig 11 Content on the Instagram account @cegahstunting with the most responses

Caption: "FULL VIDEO ON YOUTUBE. Dibalik alasan kenapa aku selalu cerewet ingetin kalian soal makan makanan bergizi dan rutin minum suplement tambah darah, adalah ini, apakah kamu sudah tahu bahwa STUNTING adalah masalah gizi anak no 1 di Indonesia yang bahkan jadi fokus utama, dan menjadi perhatian khusus presiden kita ? yuk sebagai generasi muda mari bersama-sama mencegah stunting dengan meningkatkan literasi gizi dan merencanakan keluarga dengan baik, bila kamu usia remaja, atau dewasa yang belum menikah, akan menikah atau sedang program kehamilan, video ini untuk kamu agar bisa berkontribusi dalam pencegahan stunting di indonesia ! tonton lengkapnya di youtube ya, linknya ada di bio 🙏"

The content above is a collaboration between the @cegahstunting and @putriemje accounts. Out of the 71 pieces of content analyzed in this study, this particular content received the highest response, with 26,307 video views and 25 comments..

3.2 Create a Discussion

This research employs the concept of campaign messages to scrutinize the content related to stunting prevention presented on the Instagram account @cegahstunting. It is widely acknowledged that the message constitutes the cornerstone of any campaign, as emphasized by Venus in 2018. In the realm of designing a campaign message, four critical elements come to the forefront: message content, message structure, message framing, and audience response, all of which were highlighted by Venus (2018).

An effective campaign message should possess the power to both stimulate and captivate the audience, while also serving as the fundamental impetus for individuals to act in accordance with the campaign's recommendations. By crafting such a message design, a campaign can effectively realize its objectives, commanding attention and eliciting immediate responses. To render a campaign message captivating and conducive to swift responses, one must take into account at least seven key facets when composing the message content: the clarity of verbalization, the use of visual elements, incorporating illustrative components, evoking emotions, employing repetition, infusing humor, and integrating models or reference groups to establish credibility and relatability.

In this study, only the humor indicator is not used in the content uploaded by the @cegahstunting Instagram account. The other indicators are effectively utilized in providing information about stunting prevention. For instance, the verbalization indicator shows that all the analyzed content uses clear and easily understandable language, ensuring the message is well-received by the audience. By using sentences that are easy to comprehend and understand, it ensures that the conveyed message can be well-received by the recipient. This is crucial because a complex or hard-to-understand message can leave the recipient confused or even uninterested in paying attention to the message. In communication studies, this is referred to as synchronous communication, which occurs when the message sent by the communicator is similar to the message received by the recipient (Devito, 2023).

Furthermore, there are visualization and illustration indicators. Eighteen pieces of content use images or videos, while 35 pieces use illustrations to depict the campaign message conveyed by the @cegahstunting Instagram account. Visualizing and illustrating the message in a campaign is done to engage the audience's visual sense and create a strong impact (Venus, 2018). This aligns with Witabora's (2012) assertion that visual elements such as the use of images, symbols, typography, color, sound, and layout composition can effectively and expressively convey campaign messages to the audience.

Another aspect, evoking, is used to stimulate or arouse feelings, emotions, or specific responses from the audience. In the context of the campaign, evoking is often used to establish an emotional connection between the campaign message and its audience (Venus, 2018). According to Cappella and Schreiber, as cited in Devito (2023), messages that incorporate emotional elements are more likely to have a strong influence on others.

In another aspect of the message content indicator, which is repetition, there are 56 pieces of content uploaded by the @cegahstunting Instagram account. These contents incorporate repetition by using the hashtag #cegahstunting in both the design and captions of the posts. As Venus (2018) suggests, repetition in a campaign makes it easier for the audience to remember the campaign message. Gregory (2005) also supports this idea, stating that through repetition, the audience is more likely to receive and digest information more effectively.

The last indicator within the message content pertains to the use of models or reference groups in the content. In this study, 27 pieces of content incorporate models or reference groups. This aligns with Venus's (2018) assertion that the use of models or reference groups can enhance the audience's trust in the conveyed message. This also corresponds with the aspect of ethos discussed earlier in

rhetorical theory, emphasizing that the use of credible sources can influence the audience's acceptance of the message.

In addition to focusing on message content, another critical aspect of packaging a campaign is the message structure. The structure of a campaign message refers to the framework or plan that dictates how the campaign message will be organized and presented to the target audience. Typically, the structure of a campaign message encompasses several fundamental elements that aid in delivering the message clearly, persuasively, and motivating the audience to take action (Venus, 2018). Broadly, there are three aspects directly related to organizing a campaign message, specifically how the key components of a message are placed, which are message-sidedness and order of presentation. Message-sidedness pertains to how the supporting arguments of a persuasive message are presented to the audience. Campaign messages can be organized unilaterally, presenting a one-sided message, or bilaterally, which presents both sides of an argument. In this study, a one-sided message pattern was employed because the campaign message in this research presented only one side of the argument or viewpoint, which is the approach to stunting prevention. Regarding the order of presentation, the campaign message is structured using a primacy arrangement, which means the message is organized from the most important information to additional details. On the @cegahstunting Instagram account, many contents are uploaded using the carousel feature, allowing the upload of multiple images. Thus, the first page of the images contains the main message to be conveyed, while the subsequent images provide further explanations.

In the study of campaign messages, the concept of message framing is also significant. Message framing can be understood as the way messages are selected, organized, and presented to the public, including which messages are chosen, which are set aside, which take the forefront, and which are merely included (Venus, 2018). This can influence how the audience reads and responds to the messages. The framing concept in campaigns operates in two phases: first, the issue selection phase, and second, the issue arrangement or message phase. The Instagram account @cegahstunting uses #cegahstunting as its primary campaign message because the two words used as the message frame are concise. Using only two words for the campaign message makes it clear, tangible, and memorable for the target audience. This approach is compelling and motivates the audience to follow the message conveyed in the campaign.

The final aspect of campaign messages is audience response. Audience response to campaign messages is influenced by the process of acquiring and processing information, ideas, and insights by the audience (Venus, 2018). Therefore, messages should have the skills to encourage the public to respond positively, which is the desired outcome for activists. There are many aspects to consider, such as emphasizing what people will understand, how the message can capture the audience's attention, and how the information recipients can store and remember the acquired information.

On the @cegahstunting Instagram account, educational content featuring collaborations with influencers receives the most responses. This broadens the reach of the content and garners more engagement. This can be taken into consideration by the @cegahstunting Instagram account to create more collaborative content, further expanding reach and responses. This aligns with what Marchus and Perdhani (2022) have stated, emphasizing that collaboration can increase audience attention.

4. Conclusion

In conclusion, this research delves into the analysis of stunting prevention campaign messages presented on the Instagram account @cegahstunting. Drawing from the foundations of effective campaign messaging, it underscores the pivotal role of message content, structure, and audience response in achieving campaign goals. Notably, the @cegahstunting Instagram account excels in incorporating several key elements into its campaign messages, including verbalization, visualization, illustration, evoking, repetition, and the use of models or reference groups. These elements collectively serve to engage the audience, elicit an emotional connection, aid message retention, and establish credibility. Furthermore, the concise message framing, embodied in the #cegahstunting hashtag, enhances message clarity and memorability. The study also highlights that

educational content with influencer collaborations garners the most positive responses, underlining the potential for collaboration to broaden the campaign's reach and engagement. In essence, this research underscores the importance of strategically designed campaign messages in the context of stunting prevention, offering valuable insights for future campaigns and emphasizing the potential of influencer collaborations to amplify impact.

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