



International Journal
of Care Scholars
ISSN: 2600-898X

The Effectiveness of Website-based Educational Media on Cadres' Skills in Stunting Prevention in Pontianak City, Indonesia

Masmuri^{1*}, Nurul Hidayah¹, Dodik Limansyah¹ & Rosnani Sarkarsi²

¹Department of Nursing, STIKes Yarsi Pontianak, Indonesia

²Department of Special Care Nursing, Kulliyah of Nursing, International Islamic University Malaysia, Pahang, Malaysia

ABSTRACT

Background: Stunting has become a global concern, as reflected in worldwide nutritional improvement initiatives. In efforts to detect and prevent stunting, collaboration with various stakeholders is required, one of whom is the health cadres. Cadres must acquire basic information skills based on information technology as part of stunting prevention efforts. This study aimed to examine the effectiveness of website-based educational media on the skills of health cadres in Pontianak City, Indonesia.

Methods: This study employed a quasi-experimental design with a pre-test–post-test approach without a control group. Sampling was conducted using total sampling, involving 55 respondents in East Pontianak. The research instrument was a questionnaire measuring health cadres' skills in stunting prevention. Data analysis was performed using the marginal homogeneity test.

Results: The analysis of health cadres' skill levels before the intervention showed that the average was in the good category, with 25 respondents (45.5%). After being given the intervention using website-based educational media, the majority of respondents demonstrated good skills, increasing to 47 respondents (85.5%). The findings revealed a p -value of 0.001 ($p < 0.05$), indicating that website-based educational media had a significant effect on improving the cadres' skills in early detection of stunting.

Conclusion: The use of website-based educational media was proven effective in enhancing cadres' skills in early detection of stunting, including identifying children's growth and development curves based on age. This study recommends cross-sectoral collaboration to improve internet access, provide cadre mentoring, and integrate digital educational media to strengthen stunting prevention efforts.

Article History:

Submitted: 6 September 2025
Revised: 9 February 2026
Accepted: 14 February 2026
Published: 1 March 2026

DOI: 10.31436/ijcs.v9i1.502

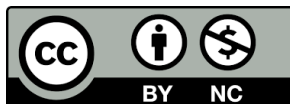
Corresponding author:

Masmuri
Department of Nursing,
STIKes Yarsi Pontianak,
Indonesia
E-mail:
muri.sambas@gmail.com

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Keywords: Stunting; Education; Clinical skills

INTRODUCTION

Stunting has become a global concern. This is evident from various initiatives focusing on comprehensive nutritional improvement (1). These efforts aim to reduce the prevalence of stunting in children, which has become one of the main targets in global nutrition policy, to achieve a 40% reduction by 2025 among children under five years of age (2).

Indonesia is among the countries with a relatively high prevalence of stunting. Currently, Indonesia ranks within the top five among 88 countries with the highest number of stunting cases (3). Although there has been an average annual reduction of 7.3%, this achievement remains relatively low compared to the standard set by WHO, which is 22% (4). In Pontianak City, specifically in East Pontianak District, approximately 12.84% of cases are classified as stunting (5). Based on a 2023 survey, the number of stunted children in several community health centres (Puskesmas) located along the banks of the Kapuas River in Pontianak City reached 87. Several factors contributing to the high prevalence of stunting include limited access to information (6).

Pontianak City is well known for the Kapuas River, which serves as its main landmark, with settlements spread along its riverbanks. The community consists of diverse cultural backgrounds, with the majority being Malay, followed by Chinese, Javanese, Dayak, Bugis, and Sundanese ethnic groups. Most residents live in lower-middle socioeconomic conditions, possess relatively low educational levels, and remain strongly bound to cultural values and traditions. In many cases, cultural practices among riverbank communities may negatively affect maternal and child health.

In efforts to detect and prevent stunting, collaboration with various stakeholders is essential (7). Relevant stakeholders include not only health workers but also community health volunteers (Cadres). Cadres are community members who serve as intermediaries between health workers and the community, particularly in addressing maternal and child health issues (8). Such collaboration can be strategically positioned to help address stunting problems in accordance with their capacity (9).

At present, community health volunteers have not fully mastered accurate early detection

methods. Limited knowledge and skills in identifying the early signs of stunting often delay preventive interventions (10). Posyandu cadres, who should serve as the frontline in monitoring child growth, often rely solely on weight and height measurements without comprehensively understanding how to assess nutritional status (11). Moreover, the lack of interactive and continuous training makes it difficult for cadres to apply appropriate screening methods in the field (12). Health cadres need to understand, master, and develop skills in utilizing technology for healthcare services before the general public, to ensure effective communication, information, and education on public and family health (13).

A suitable learning medium in the current digital era is website-based. Websites are one form of technology-driven edutainment media that have been widely implemented globally (14). Website-based media can improve public understanding and awareness of health issues, particularly stunting. An ethnographic approach allows for the development of content that is more relevant and culturally appropriate, tailored to the habits and social characteristics of the people of Pontianak City, making the messages easier to understand and accept (15). By incorporating local values, language, and social interaction patterns, such a website can present information that is more personal and closely related to their daily lives (16).

The website-based educational media developed in this study contain information on early stunting detection using a Pontianak cultural approach, specifically integrating the local wisdom and health-related practices of Malay, Bugis, and Madurese ethnic groups living in riverbank communities along the Kapuas River. The content includes instructions for measuring children's height and weight, guidance on recording anthropometric measurements in the Maternal and Child Health (MCH) book, and explanations of how to interpret the results.

The use of a culturally tailored, multi-ethnic approach represents a key strength of this program compared with previous studies, which generally employed generic, non-contextual digital health education tools. By incorporating culturally familiar language, daily practices, and local beliefs related to child growth and nutrition, this website-based media enhance community engagement,

comprehension, and acceptance, particularly among river-dependent populations with limited access to conventional health education services.

This study contributes to the advancement of technological research, particularly in the health sector. The research problem is formulated to examine the effectiveness of website-based media in improving early stunting detection skills among Posyandu cadres in East Pontianak, West Kalimantan, Indonesia.

METHODS

Research Design

This study was a quantitative study employing a quasi-experimental design with a pre-test and post-test approach without a control group. The purpose of the study was to examine the effectiveness of website-based educational media on the skills of community health cadres in East Pontianak, Pontianak City, Indonesia. The educational intervention was conducted for two weeks, with a frequency of two sessions per week, each lasting 45–60 minutes, using a laptop and projector connected to the internet.

Research Setting and Period

The study was carried out in August 2025 at Banjar Serasan Community Health Center (Puskesmas), located in East Pontianak, a health facility situated along the banks of the Kapuas River.

Population and Sample

The study participants were 55 Posyandu cadres. The sampling technique applied was total sampling, involving all active health cadres working at maternal and child health Posyandu. Prior to the educational intervention using the website-based learning media, a pre-test was administered to assess the cadres' skills in early stunting detection. Following the intervention, a post-test was conducted to measure any improvement in cadres' skills.

Research Instruments

Data collection employed a questionnaire assessing the skill level of health cadres in stunting prevention. The questionnaire was previously tested for validity and reliability

with 30 respondents, yielding a validity value of 0.361 ($p > 0.05$) and a reliability score using Cronbach's alpha of 0.959 ($p > 0.05$). The tools and materials used in this study included the questionnaire and the website-based educational media. The website for health cadres was designed with several key features and content areas to enhance their knowledge and skills effectively. The main sections of the website included: Home, Stunting Materials, Myths about Stunting, Educational Materials in multiple formats (including a pocketbook file and learning videos tested in a previous study), Quizzes to assess cadre understanding, Discussion Forum, and Contact information for the community health center and the researcher (Figure 1).

Ethical Considerations

This study received ethical approval from the Health Research Ethics Committee of Yarsi Pontianak School of Health Sciences with approval number: 085/KEPK/STIKes.YSI/VII/2025.

Data Analysis

Data processing consisted of the stages of editing, coding, entry, and cleaning. Statistical analysis was performed using the Marginal Homogeneity Test to examine differences in cadres' skill levels before and after the intervention.

RESULT

The demographic data of respondents presented in Table 1 show that among the 55 participants, most cadres were over 40 years old (58.2%), with most having a high school education (87.3%). The majority were housewives (83.6%), predominantly of Malay ethnicity (76.4%), and had served as cadres for more than 10 years (94.5%).

The analysis of health cadres' skill levels before the intervention showed that the average was in the good category, with 25 respondents (45.5%). After being given the intervention using website-based educational media, the majority of respondents demonstrated good skills, increasing to 47 respondents (85.5%). Table 2 also presents the results of the analysis of differences in cadres' skill levels before and after the intervention, which revealed a significant value of 0.001 ($p < 0.05$), indicating that there

was a significant difference in cadres' skill levels before and after the intervention.

Figure 1: Culture-Based Stunting Education Website



Table 1: Demographics Characteristics of Respondents (N=55)

Variables	Frequency (<i>f</i>)	Percentage (%)
Age		
< 40	32	58.2
> 40	23	41.8
Education degree		
Elementary/Primary School (SD)	7	12.7
Senior High School (SMA)	48	87.3
Work		
Housewife	46	83.6
Self-employed	9	8.2
Ethnic		
Melayu	42	76.4
Madura	8	14.5
Bugis	5	9.1
Been a cadre for a long time		
< 10 years	3	5.5
> 10 years	52	94.5

Table 2. Frequency Distribution of Cadres' Skills Before and After the Website-Based Educational Media Intervention (N=55)

Variables	Cadres' Skills								p-value
	Good		Fair		Poor		Totally		
	n	%	n	%	n	%	n	%	
Before Intervention	25	45.5	7	12.7	23	41.8	55	100.0	0.001
After Intervention	47	85.5	8	7.3	0	0	55	100.0	

DISCUSSION

Differences in Cadres' Skill Levels Before and After the Website-Based Educational Media Intervention

The results of the analysis showed that the cadres' skill levels after the intervention increased into the good category, with 47 respondents (85.5%). This finding is supported by previous study (17), who stated that there was a significant difference in cadres' skills in stunting prevention before and after an intervention using website-based media .

Cadres are the primary source of health information for the community; therefore, they need to possess sufficient knowledge and skills to educate the community about stunting prevention. A cadre's skill level can be influenced by several factors, including knowledge, education, experience, environment and facilities, habits, culture, and age. Cadres living along the banks of the Kapuas River have diverse backgrounds in terms of education and knowledge, which results in differences in their ability to perform both core and supporting tasks. One effective way to improve knowledge and skills is through education that utilizes current technological developments, as this allows unlimited access to information for everyone (18). This is expected to enhance cadres' skills, enabling them to collaborate with health workers in addressing stunting. The knowledge and skills of cadres regarding stunting will also influence the community in developing a better awareness of stunting, thereby helping to prevent its intergenerational impacts.

In this study, the website-based educational media provided included simulation videos demonstrating how to perform early stunting detection and assess child growth and development. This allowed cadres to learn and

understand each step in conducting early stunting detection as well as in assessing children's growth and development. Based on the researcher's assumption, the improvement in cadres' skills after the intervention was due to an increase in knowledge gained during the educational sessions. This knowledge included the ability to identify growth and development curves according to a child's age, which was taught during the intervention. The increased knowledge was most likely obtained through active educational methods, including discussions, hands-on practice, and the use of learning media relevant to cadres' tasks. As cadres developed a better understanding of child growth and development indicators, they became more confident and skilled in recognizing and monitoring children's conditions. This demonstrates that the educational intervention not only improved knowledge but also strengthened cadres' attitudes and practical skills in performing their roles.

The improvement in cadres' skills in this study was also supported by direct simulations on how to perform anthropometric measurements and plot growth charts to detect stunting at an early stage. The aim was to ensure that cadres fully understood each step and procedure in the early detection of stunting. Afterward, Posyandu cadres were asked to re-demonstrate anthropometric measurements as previously modeled, so that the acquired knowledge could be better retained and understood. Previous research has shown that cadres' understanding increased significantly after receiving education with demonstrations on complementary feeding (MP-ASI), as evidenced by the comparison between pre-test and post-test scores (19). Another study also reported that educational methods combined with demonstrations were proven effective in improving cadres' knowledge and skills (20).

Effectiveness of Website-Based Educational Media on the Skill Level of Early Stunting Detection among Health Cadres

Based on the analysis of cadres' skill levels using the Marginal Homogeneity Test, the results showed a p -value of 0.001 ($p < 0.05$), thus the hypothesis was accepted, indicating that website-based educational media was effective in improving cadres' skills. This finding is consistent with previous study (18), who, in a study involving 30 Posyandu cadres at the Kampung Melayu Health Center, reported an increase in cadres' knowledge and attitudes regarding stunting risk detection, with a p -value of 0.000 ($p < 0.05$).

In this study, the website-based educational media was designed by considering the characteristics of the community living along the Kapuas River in Pontianak City. The content included information on the definition of stunting, its causes, classifications, impacts, and symptoms. In addition, the website also presented prevention strategies, dietary guidelines for pregnant women, appropriate food selection, common misconceptions and myths about nutrition, anxiety management for pregnant and breastfeeding mothers, and methods for early stunting detection. A website serves as a form of digital media used to disseminate information interactively through the internet. Website-based educational media allows the delivery of learning materials systematically, flexibly, and with ease of access. In the health sector, website-based media also offers advantages in terms of accessibility, the ease of updating information, and adaptability to the needs and characteristics of the target audience (22). Similarly, previous study reported that the use of websites in community education enhanced family and environmental support in preventing and managing children with stunting (23).

In this study, cadres' skills were also influenced by their level of knowledge. Cadres' knowledge of stunting is strongly shaped by cultural beliefs. In some cultural contexts, such as among certain respondents, stunting or delayed child growth is often perceived as normal or even regarded as "fate." Such misconceptions may cause parents and cadres to neglect early detection or prevention efforts. On the other hand, in some cases, child undernutrition is considered shameful, leading parents to avoid health checks or early detection due to fear of stigma

or negative social judgment. In this study, most respondents serving as cadres were of Malay and Madurese ethnic backgrounds, both of which have diverse cultural practices. For example, in some Madurese traditions, colostrum is withheld from newborns because it is believed to be dirty or harmful, and infants are sometimes given supplementary foods such as mashed banana (*lothe*) before six months of age to prevent fussiness. Such practices align with the previous findings, who highlighted the cultural influences on maternal and child health within Madurese communities (24).

The use of website-based educational media in this study not only improved knowledge but also enhanced cadres' skills in early stunting detection. These skills included identifying physical signs of growth disorders, such as height-for-age deficits, assessing children's nutritional status, mastering anthropometric tools such as scales and stadiometers, and interpreting growth charts (KMS). This is supported by previous study who found that website-based educational media were effective in improving Posyandu cadres' knowledge and skills in early stunting detection (25). Similarly, in a study conducted at Jatnagor Health Center, reported significant improvements in cadres' skills and knowledge related to early stunting detection, including child weight and height measurement and identification of early stunting signs, following the use of information technology (26). The use of websites as an educational medium increased cadres' interest and understanding by incorporating multiple forms of content (text, images, audio, and video). The other research further concluded that digital media, such as websites, can address the limitations of in-person training resources in many parts of Indonesia, serving as an effective and practical tool for public health education on stunting (27).

The improvement in cadres' skills in early stunting detection is expected to positively influence their practice in the field. With enhanced skills, cadres can more quickly recognize children at risk of stunting, enabling timely and targeted interventions. This, in turn, strengthens the effectiveness of stunting prevention programs at both the Posyandu and community levels, contributing to the overall reduction of stunting prevalence. Moreover, well-trained cadres are likely to be more confident in providing education and guidance to parents, particularly regarding the

importance of balanced nutrition and regular child growth monitoring.

In this study, the variation in cadres' skills was influenced by factors such as knowledge, experience, and length of service. Cadres with better knowledge of risk factors, signs, and preventive measures for stunting were generally more capable of early detection compared to those lacking such foundational knowledge. Additionally, the longer a cadre had served, the more experience they typically gained in recognizing and managing stunting cases accurately and efficiently (28). Improved cadres' skills in stunting detection also enhanced their ability to provide proper education to pregnant women and mothers of young children. This aligns with previous study, who found that health education delivered directly by cadres effectively helped mothers in caring for their children's health, such as choosing nutritious food and attending Posyandu regularly (29).

Nevertheless, several potential biases and confounding factors need to be considered. Differences in cadres' backgrounds, including age, education, experience, and initial ability to use technology, may have influenced the results independently of the intervention. External factors such as uneven internet access, family or community support, and exposure to other health information sources could also have affected the findings.

In the Kapuas Riverbank area, cultural beliefs also shaped cadres' approaches to stunting prevention. For example, some communities still believe that children should not be given foods such as meat or vegetables due to their perceived excessive protein content, whereas protein is, in fact, essential for child growth and stunting prevention (30). Such beliefs represent a significant challenge for cadres in carrying out their roles. When communities hold views that conflict with accurate health information, cadres must develop effective communication skills and culturally sensitive approaches to deliver key nutritional messages. Resistance to providing nutrient-rich foods such as meat and vegetables may hinder stunting prevention efforts despite cadres' adequate knowledge. Therefore, educational interventions should not only focus on improving cadres' knowledge but also on equipping them with strategies to address cultural and belief-based barriers within the community.

The findings of this study should not be generalized without caution. Although website-based educational media was proven effective in the Kapuas Riverbank area, its application in non-riverbank areas may yield different outcomes due to variations in environmental conditions. In non-riverbank regions, internet access, healthcare facilities, and cadres' digital skills are typically more advanced, which may enhance the impact of interventions. However, social, cultural, and contextual factors may still influence program success. Thus, while the findings may be transferable to other areas, they must be adapted to local conditions to ensure effectiveness.

CONCLUSION

The findings of this study indicate that website-based stunting educational media have a significant influence on improving the skills of health cadres in the early detection of stunting in Pontianak City, Indonesia. This is evidenced by a p -value of 0.001 ($p < 0.05$), showing a significant improvement before and after the intervention. This study has important practical and policy implications. Website-based educational media has been proven to enhance cadres' skills, making it a potential innovative approach in stunting prevention efforts. For wider implementation, support from local governments and health departments is essential, particularly through the provision of equitable internet access, the improvement of cadres' digital literacy, and the integration of digital educational media into public health programs. With such support, this intervention is not only relevant in riverbank areas but also has the potential to be adapted and applied in other regions according to local contexts.

CONFLICT OF INTEREST

The authors declared that there is no conflict of interest.

FUNDINGS

This research was funded by the Directorate of Research, Technology, and Community Service (DRTPM), Ministry of Education, Culture, Research, and Technology, Republic of Indonesia.

ACKNOWLEDGEMENTS

We would like to express our sincere gratitude to *Puskesmas Banjar Serasan* for

their invaluable support and excellent collaboration during this study. We also extend our appreciation to the Ministry of Higher Education, Science, and Technology of the Republic of Indonesia for the financial support that enabled us to conduct this research successfully.

AUTHOR CONTRIBUTIONS

M: Conceptualization, investigation, writing of original draft, and, reviewed and edited the manuscript.

NH: Methodology, formal analysis and data curation.

DL: Software, resources and visualization.

RS: Supervision and validation.

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