

ABSTRAK

Latar Belakang: Stunting merupakan salah satu permasalahan kesehatan yang menjadi prioritas nasional di Indonesia. Program Bina Keluarga Balita (BKB) EMAS merupakan salah satu upaya pencegahan stunting yang berfokus pada peningkatan pengetahuan keluarga tentang gizi, pola asuh, dan kesehatan anak. Penelitian ini bertujuan untuk menganalisis pelaksanaan program BKB EMAS dalam pencegahan stunting di Kelurahan Jelutung, Kecamatan Jelutung, Kota Jambi.

Metode: Penelitian ini menggunakan desain kualitatif dengan pendekatan deskriptif. Subjek penelitian dipilih menggunakan teknik *purposive sampling* dengan total 18 informan, terdiri dari kader BKB, ibu peserta program, penyuluh KB, Dinas PPKB Kota Jambi, dan perwakilan BKKBN Provinsi Jambi. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi. Aspek yang dianalisis meliputi input (SDM dan sarana prasarana), proses (perencanaan, pelaksanaan, pelaporan), dan output (capaian kegiatan).

Hasil: Penelitian ini menunjukkan bahwa legalitas SDM telah terpenuhi, tetapi jumlah kader masih kurang, dan beberapa kader memerlukan peningkatan kapasitas. Sarana dan prasarana tersedia, meskipun sebagian besar masih perlu pembaruan. Proses pelaksanaan belum sepenuhnya sesuai pedoman, terutama dalam pembagian kelompok usia. Capaian program menunjukkan keikutsertaan keluarga yang rendah, dengan tingkat partisipasi bulanan di bawah 30%.

Kesimpulan: Pelaksanaan program BKB EMAS belum berjalan optimal, terutama pada aspek SDM, perencanaan target sasaran, dan pelaksanaan yang terstruktur. Diperlukan peningkatan kapasitas kader, partisipasi masyarakat, dan optimalisasi kegiatan sesuai pedoman pelaksanaan.

Kata Kunci: BKB EMAS, Stunting, Input, Proses, Output.

ABSTRACT

Background: Stunting is a major public health issue and a national priority in Indonesia. The *Bina Keluarga Balita* (BKB) EMAS program is one of the preventive efforts aimed at enhancing family knowledge about nutrition, parenting, and child health. This study aims to analyze the implementation of the BKB EMAS program in preventing stunting in Jelutung Subdistrict, Jelutung District, Jambi City.

Methods: This research used a qualitative design with a descriptive approach. Participants were selected using purposive sampling, involving 18 informants, including BKB cadres, program participant mothers, family planning counselors, representatives from the Jambi City PPKB Office, and the BKKBN Provincial Representative. Data were collected through in-depth interviews, observations, and documentation. The aspects analyzed included input (human resources and facilities), process (planning, implementation, and reporting), and output (program achievements).

Results: The findings showed that the legal framework for human resources was fulfilled; however, the number of cadres was insufficient, and some required capacity improvement. Facilities were available but needed renewal in several areas. The implementation process did not fully follow the guidelines, particularly in age-group structuring. Program achievements were still low, with family participation rates below 30% on a monthly basis.

Conclusion: The implementation of the BKB EMAS program has not yet reached optimal performance, particularly regarding human resources, target planning, and structured program execution. Efforts are needed to enhance cadre capacity, increase community participation, and optimize program activities in line with established guidelines.

Keywords: BKB EMAS, Stunting, Input, Process, Output.