

## The Role of the Generasi Berencana Forum in Efforts to Reduce Stunting Rates in Madiun City

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### ABSTRACT

The problem of reducing stunting adjusted to the prevalence target of 14% in 2024 is still a tough task and must be resolved in Indonesia. Various efforts have been made by the central government and local governments, including in existing regulations, namely Presidential Regulation Number 72 of 2021. For local governments, one example of a regulation is the one in Madiun City, namely Madiun Mayor Regulation Number 65 of 2022. In this regulation, there is an encouragement for active participation and collaboration from stakeholders and the community. One component of the community that participates is teenager. This study aims to determine the role, driving factors, and inhibiting factors of the Generasi Berencana Forum in Madiun City in efforts to reduce stunting. The location of this research is the Madiun City PP Health and KB Office. This research uses case study research with a qualitative approach. Based on the results of data analysis and processing, the results of this study show that the Generasi Berencana Forum has a role in terms of service, advocacy, integration, cultural pattern building, and innovation. This role is accompanied by several driving and inhibiting factors that come from around organization environment. So it can be concluded that this forum has a role in reducing stunting rates in Madiun City.

**Keywords :** *Stunting, Generasi Berencana Forum, Non profit Organization, Role of Organization*

### INTRODUCTION

The issue of stunting is a global concern that has become a trending topic and requires serious attention worldwide. This is because stunting is an intergenerational problem, and its recovery takes a longer time compared to other forms of malnutrition (Banhae et al., 2023). According to a publication by UNICEF, WHO, and the World Bank Group (2023), it is stated that 22.3% of children under five years old are affected by or fall into the stunting category. If current trends continue, it is predicted that the global prevalence of stunting will decrease 2.8% from 22.3% in 2022. Based on this situation, the comparison between the projected results shows a gap of 6%, revealing there are still people still experiencing stunting.

Stunting control programs have been implemented since 2018 through the Stunting Reduction Acceleration Program (PPS), which aimed to reduce the stunting prevalence from 30.8% in 2018 to 14% (Mursalin et al., 2024). Based on the 2023 Indonesian Nutrition Status Survey (which has since been integrated into the Indonesian Health Survey), as visualized in the chart above, the stunting rate in Madiun City is recorded at 12.8%. The data indicates a fluctuating trend with an increase in stunting rates in Madiun City following the COVID-19 pandemic, rising from 9.7% in 2022 to 12.8% in 2023. This certainly calls for collective attention.

In response to this, several national and regional regulations have been issued. One example is Presidential Regulation Number 72 of 2021 on the Acceleration of Stunting Reduction and Madiun Mayor Regulation Number 65 of 2022 on the Acceleration of Stunting Reduction. A notable point in both regulations is the emphasis on encouraging the involvement and collaboration of relevant stakeholders, including the community and youth as part of that community (Hardiyansyah, 2024). According to BKKBN, the age range for youth is 10 to 24 years old and unmarried (Rini & Tjadikijanto, 2018). In this context, Madiun City, based on data from the Central Bureau of Statistics

(BPS) in *Madiun City in Figures* (2024), has a youth population of 46,359 out of a total population of 202,544. This is certainly a significant number. Furthermore, according to a statement on the official website of the Vice President's Secretariat (2022, August 22), the Head of BKKBN of Indonesia emphasized that youth are the future generation that will determine the fate of the nation. Thus, their involvement, particularly in efforts to reduce stunting, needs to be increased.

Based on the urgency, regulations, and government commitment to reducing stunting rates both at the national and regional levels, particularly in Madiun City as well as previous studies related to stunting prevention efforts, the author has developed a research study entitled "The Role of the Generasi Berencana Forum in Efforts to Reduce Stunting Rates in Madiun City." This study aims to explore how the role of youth through a youth-based organization can be seen as a form of contribution in the efforts to reduce stunting in Madiun City.

## LITERATURE REVIEW

### 1. Public Administration

Campo (2023), in *Public Administration: The Basics*, explains that public administration can be simply defined as a set of instruments used by the state to carry out its functions. These instruments include rules, policies, organizations, information, regulatory systems, information systems, and the individuals responsible for implementing government policies. In line with this view, Maksudi (2018) emphasizes that the core elements of administration are organization and management. Furthermore, Frederickson as cited in Maksudi, (2018) categorizes public administration into several perspectives, each reflecting a different view of the public's role. These include the pluralist perspective, which sees the public as stakeholders; the public choice perspective, which views the public as rational decision-makers; the representative perspective, which considers the public as represented groups; the public service recipient perspective, which positions the public as customers; and the perspective of the public as part of citizenship, which regards them as integral members of a democratic society.

### 2. Roles of Organization

According to Riyadi (as cited in Solahudin et al., 2022), a role is part of an orientation and concept played by a certain party within a social context. Meanwhile, an organization is defined as a group of individuals working together to achieve at least one common goal. Furthermore, the definition of theory is a proposition or a set of propositions that aim to predict and explain something. In the context of organizational theory, that "something" refers to how groups or individuals behave within different organizational settings (Shafritz et al., 2023). Therefore, every activity within an organization inherently carries its own specific role.

Korompis (as cited in Kristanti and Ardian, 2022) explains that a nonprofit organization is an entity established not primarily to generate profit, but to support a particular social issue or cause aimed at drawing public attention, without involving commercial interests. The main objective of a nonprofit organization is not profit-making but engaging in social activities. These organizations operate by relying heavily on donations or resources from contributors. Any profits generated through the organization's activities are not to be recognized as personal income but must be used for the organization's development. Nonprofit organizations are prohibited from acknowledging profits as personal gains; instead, any surplus must be reinvested or allocated for the organization's growth and sustainability (Jumaiyah & Wahidullah, 2019).

In the context of the GenRe Forum, the organizational role is manifested through its focus on strengthening youth capacity in reproductive health, education, and personal development. As a nonprofit forum, GenRe does not pursue financial gain but emphasizes social impact, particularly in guiding adolescents to make well-informed life choices. The Forum serves as a platform where members collaborate to achieve common goals, such as reducing early marriage rates, increasing educational participation, and promoting healthy lifestyles. In this way, the theoretical roles of

organizations coordination, goal achievement, and social contribution are directly reflected in the real activities of the GenRe Forum.

### 3. Social Roles of Non Profit Organization

Maier et al. (2024) emphasize that nonprofit organizations (NPOs) perform crucial societal roles, namely Service/Adaptation, Advocacy, Integration, Developing Cultural Patterns, and Innovation. These categories provide a systematic framework for understanding the functions of NPOs within society. However, the application of these roles to specific field conditions, such as the GenRe forum phenomenon, requires further critical reflection. For example, the Service/Adaptation role is visible when GenRe forums provide reproductive health information and counseling, filling service gaps that formal institutions may not adequately address. Similarly, the Advocacy role emerges as GenRe forums voice youth concerns and promote awareness about responsible behavior, reflecting the alignment between theoretical expectations and field practice (Hardiyansyah, 2024).

Some roles appear less explicitly realized. The Integration and Cultural Development functions, for instance, may be constrained by limited community participation or reliance on top-down programming, raising questions about whether the GenRe forum fully embodies the integrative and cultural-shaping roles envisioned by theory. Moreover, the Innovation role though highlighted by Maier et al. (2024) may remain underdeveloped if forums primarily replicate existing models rather than experimenting with new participatory approaches. Thus, while the theoretical model offers a useful analytical lens, its direct applicability to the GenRe forum context requires adaptation. A critical analysis suggests that certain roles may be more symbolic than operational, and that structural or contextual limitations can prevent nonprofit initiatives from achieving the breadth of societal roles theorized by Maier et al. (2024). Integrating such reflections strengthens the discussion by situating abstract theory within the lived realities of field practice.

## METHOD

This study employs a case study research design with a qualitative approach. The main focus is on examining the social roles of nonprofit organizations, along with the supporting and inhibiting factors that influence those roles. The primary site selected for conducting the research is the Madiun City Office of Health, Population Control, and Family Planning, which also oversees the Madiun City GenRe Forum. In carrying out the research, a combination of qualitative techniques is used, including observation, interviews, and documentation. These techniques are supported by a data analysis process based on the framework proposed by Creswell & Creswell (2023), which involves several key steps. These steps include organizing and preparing the data for analysis, reading and reviewing the entire dataset, coding all collected data, using the codes to develop descriptive narratives, identifying connections among emerging themes, and finally, interpreting and assigning meaning to those themes.

## RESULT AND DISCUSSION

### 1. Result/Research Finding

#### 1.1. The Condition of Stunting in Madiun City

Based on the data obtained during the data analysis process, the stunting condition in Madiun City in 2023 showed a prevalence rate of 12.8%, which is lower than that of East Java Province. However, within the data, a finding emerged indicating a discrepancy between the stunting prevalence calculated from two survey sources namely SKI (Nutrition Status Survey) or SSGI (Indonesian Nutrition Status Survey) and another approach known as PPGBM (Community-Based Nutrition Recording and Reporting). Using the latter approach, the stunting prevalence in Madiun City was recorded at only 4.7%. One of the reasons for this discrepancy is the difference in survey or sampling methods used in the two measurement approaches. This indicates that while the city may show progress, reliance on multiple data

sources without harmonization risks misleading assessments of program success. Therefore, local interventions—including those involving the GenRe Forum should be critically evaluated not only against national survey outcomes but also in terms of their actual impact at the community level.

## 1.2. Generasi Berencana Forum of Madiun City

This study found that the Generasi Berencana Forum is a collective and movement of nonprofit youth organizations that share the same vision as the National Population and Family Planning Board (BKKBN RI). The forum operates under government supervision and acts as a partner in jointly preventing and guiding adolescents to avoid risky behaviors and other issues, such as stunting. Within this organization, there are several sub-organizational components, namely PIK Remaja (Youth Information and Counseling Centers), Duta GenRe (GenRe Ambassadors), and Saka Kencana (Scout Unit for Family Planning), each functioning according to their respective roles in realizing youth resilience.

The Madiun City Office of Health, Population Control, and Family Planning has its own considerations in involving youth, particularly within the framework of the GenRe Forum, as follows:

1. That adolescents are future partners who will build families, and thus must be prepared to create quality families.
2. That in efforts to increase knowledge, understanding, awareness, attitudes, and behaviors related to healthy reproductive life among adolescents, and to support the realization of the Bangsa Kencana program, a central forum at the city level is needed.

From the explanation above, it can be seen that there are specific objectives behind youth involvement, which are closely related to reducing stunting rates through efforts to increase knowledge and prevent stunting by building quality families from the outset. Its significance lies in its ability to translate government programs into peer-to-peer approaches, which are often more effective in adolescent communities compared to top-down interventions. However, the forum's dependency on government directives also limits its autonomy and innovation.

## 1.3. The Roles of Generasi Berencana Forum of Madiun City

### a. Service

The forum delivers counseling, education, and field visits. The critical point here is that the reach and consistency of these services determine effectiveness. Indicators of success include the number of adolescents counseled, frequency of activities, and measurable improvements in knowledge and behavior. Evidence from interviews suggests that peer counseling has improved adolescents' openness to discuss reproductive health an intangible but crucial outcome. However, limited member availability weakens program continuity.



Figure1. Example of a service activity: The implementation of peer counseling services conducted by forum members assigned to this role

### b. Advocacy

Advocacy efforts dialogues, aspiration delivery, campaigns are important to ensure youth voices are included in policymaking. The effectiveness of this role can be assessed through policy responsiveness. In Madiun, while aspirations have been delivered, the forum still faces bureaucratic barriers. This suggests that advocacy exists but its influence on formal decision-making remains limited.



Figure2. Example of a advocacy activity: The forum's activity of conveying aspirations to The Madiun City Office of Health, Population Control, and Family Planning

### c. Integration

Integration with BKKBN, local offices, and external organizations reflects strong networking. This role has effectively expanded the forum's operational scope, shown by its inclusion in city-level stunting deliberations. The indicator of success here is institutional recognition and involvement in strategic forums. Yet, reliance on external facilitation raises sustainability concerns.



Figure3. Example of a integration activity: The Involvement of the Forum in the Stunting Deliberation (Rembug Stunting) Activity of Madiun City

### d. Developing Cultural Patterns

Through social media campaigns, nutrition education, and training, the forum aligns with youth culture. Indicators of effectiveness include engagement rates on digital platforms and the sustainability of peer educator networks. Data show that Instagram campaigns gained higher reach compared to offline campaigns, suggesting digital adaptation as a success factor. However, unequal digital literacy among adolescents could limit inclusivity.



Figure4. Example of a developing cultural patterns activity: Training for Peer Educator and Peer Counselor Organized by the Office



### e. Innovation

The hybrid Instagram Live initiative reflects adaptability to youth behavior in the digital era. Its effectiveness can be measured through audience reach, interaction rates, and continuity. Initial evidence suggests high participation, indicating innovation is a strength. However, overreliance on digital platforms risks excluding adolescents in areas with poor internet connectivity.



Figure5. Example of a innovation activity: Instagram Live

### 1.4. Supporting and Inhibiting Factors

Supporting factors are elements that help drive and optimize the forum's performance. In the case of the Madiun City Generasi Berencana Forum, several key supporting factors have been identified. These include the adoption of the "Youth for Youth" slogan and a strong alignment with the current conditions and needs of adolescents, effective information delivery strategies combined with the creativity of forum members, and active collaboration among youth and members. Additionally, there is substantial support from government agencies and stakeholders in the form of activity facilitation, administrative assistance, funding, and recognition. The forum also benefits from ongoing training and capacity building for facilitators, which further strengthens its implementation capacity.

On the other hand, several inhibiting factors have been found to affect the forum's effectiveness. These include time limitations and the diverse domiciles of its members, which make coordination challenging. There are also concerns regarding the sustainability of work programs and the varying levels of commitment among members. Furthermore, bureaucratic procedures and limited access to timely information, collaboration opportunities, and permits often hinder the forum's efforts. Government support, although present, is sometimes perceived as merely formalistic rather than substantive. Lastly, limited financial resources remain a significant barrier to implementing and expanding the forum's programs.

## 2. Discussion

Each role within the Generasi Berencana Forum is interconnected and supports one another. This interrelationship is evident through key components that serve as bridges, linking and

encompassing multiple roles simultaneously. There are three main components that act as connectors between the various roles carried out by the forum: the use of social media, educational activities, and the dissemination of information or socialization. These components not only enhance coordination and coherence among different roles but also strengthen the overall impact of the forum's initiatives in reaching and engaging the target audience effectively.

The first connection between roles is evident in the component of social media utilization. Based on data analysis, several roles carried out by the Madiun City Generasi Berencana Forum in reducing stunting rates intersect with the use of social media. This relationship is reflected in multiple ways: social media functions as a communication and connection tool, serving to bridge internal and external stakeholders; it acts as a platform for advocacy and campaign efforts, helping amplify key messages to a broader audience; it serves as a medium for education, providing accessible and youth-friendly information; and it also operates as a channel for innovation, enabling the implementation of creative and flexible activities adapted to the digital behavior of adolescents.

The second connecting component is education, which can be explained through two main discussions. First, education serves as a core activity within the cultural development role and is closely tied to the integration role, particularly in terms of activity reporting. Before educational activities are conducted, coordination is required with the relevant government agency—acting as both a partner and facility provider—to ensure they are informed of the planned activities. This process involves not only external coordination but also internal communication among members, thereby also contributing to the operational support of the agency. Second, as part of cultural development efforts, educational activities help instill values in the target audience—particularly regarding the importance of stunting prevention and reduction. This role is closely linked with integration through communication and coordination mechanisms, as well as with innovation, reflected in the creative methods used in educational delivery. It is also tied to advocacy or service roles where education is embedded within broader program delivery.

In addition to educational activities, there is one more component that is frequently mentioned in the explanation of the interrelation between roles—socialization or information dissemination. Upon closer observation, the act of conveying information is inherently linked with both social media and education. The forms of service provided by the Madiun City Generasi Berencana Forum largely revolve around the delivery of information. Activities such as socialization, education, and similar efforts all involve the transmission of information, often through structured materials. One key example is the dissemination of materials related to stunting, which serves as both content for education and advocacy. Thus, information dissemination acts as a unifying thread across multiple roles, reinforcing the forum's mission to raise awareness, influence behavior, and support the public, particularly youth, in understanding and addressing crucial health and social issues.

In relation to supporting and inhibiting factors, the data presentation in the previous section highlights that the Madiun City Generasi Berencana Forum is influenced by several key elements that shape how it operates and carries out its various roles through activities involving all its members. These influencing elements can be categorized as both supporting and inhibiting factors for the forum's performance. Notably, the data reveals a contradictory dynamic, where a single factor can function as both a driver and a barrier depending on the context. One such example is government support and funding. As a supporting factor, government support is evident through the provision of essential facilities, such as a forum secretariat, administrative assistance (e.g., issuance of recommendation or dispensation letters), and appreciation efforts like certificates awarded to members completing their terms of service. However, the same government support can also serve as an inhibiting factor due to bureaucratic rigidity. Government systems often follow strict protocols that may not always accommodate the forum's needs, such as difficulties in arranging meetings with figures like Bunda GenRe or navigating formal processes for collaboration. Similarly, funding presents a dual role. While the forum does have its own internal financial system through member

contributions and a dedicated fund, it also receives financial support from the The Madiun City Office of Health, Population Control, and Family Planning for implementing programs, including stunting prevention efforts.

## CONCLUSION

The study shows that the Madiun City Generasi Berencana (GenRe) Forum has actively performed the five societal roles of nonprofit organizations as outlined by Maier et al. (2024) service, advocacy, integration, cultural pattern development, and innovation in addressing stunting. These roles have proven effective in raising adolescent awareness, promoting reproductive health education, and supporting government-led stunting reduction programs. However, effectiveness varies: peer-to-peer services and digital innovations (e.g., Instagram Live) have achieved wide engagement, while advocacy and sustainability remain constrained by bureaucratic rigidity, limited funding, and uneven member commitment.

From these findings, several focused recommendations can be drawn:

### Internal Recommendations

1. Strengthen organizational continuity through regeneration and management planning. This responds to findings that member turnover and limited availability hinder program sustainability.
2. Set clear, measurable targets for each role. Linking activities such as peer counseling and digital campaigns to concrete indicators (e.g., number of adolescents reached, engagement levels) will improve accountability and effectiveness.
3. Enhance advocacy capacity. Since current advocacy has limited influence on policymaking, the forum should prioritize securing stronger legitimacy, for example through mayoral endorsement or official decrees.

### External Recommendations

1. Ensure consistent monitoring and mentoring by government partners. This directly addresses the forum's challenges with sustainability and funding by aligning programs with broader stunting reduction policies.
2. Support capacity building in digital engagement and program evaluation. Given the forum's innovation in hybrid and online campaigns, structured training will help maximize reach and overcome digital inequality among target groups.

By aligning internal improvements with targeted external support, the Madiun City GenRe Forum can enhance its role as a strategic youth partner in reducing stunting and building adolescent resilience in Madiun City.

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