

ABSTRAK

Kabupaten Banjarnegara menjadi salah satu wilayah dengan prevalensi *stunting* tertinggi di Jawa Tengah, yaitu sebesar 20,8%, dengan Kecamatan Wanayasa tercatat memiliki jumlah balita *stunting* terbanyak, mencapai 214 anak berdasarkan hasil pemantauan posyandu tahun 2023. Kabupaten Banjarnegara menargetkan prevalensi *stunting* 14% pada tahun 2024, namun realisasi yang tercatat dalam laporan resmi justru mencapai 17,08%. Hal tersebut menunjukkan bahwa upaya penurunan *stunting* belum mencapai sasaran dan masih menyisakan tantangan serius di tingkat kabupaten. Kondisi balita *stunting* tidak lepas dari peran ibu dalam pemenuhan gizi balita. Penelitian ini bertujuan untuk menganalisis dan memahami pengambilan keputusan ibu dalam pemenuhan gizi balita. Teori yang digunakan adalah *Dual Process Theory* (DPT), yang membedakan dua sistem berpikir yaitu Sistem 1 (cepat, intuitif, emosional) dan Sistem 2 (lambat, rasional, reflektif). Penelitian ini menggunakan metode penelitian kualitatif deskriptif melalui wawancara mendalam terhadap 13 ibu balita dan 2 informan pendukung. Hasil penelitian menunjukkan bahwa mayoritas ibu mengambil keputusan berdasarkan *System 1*, seperti respon emosional atau tindakan spontan ketika anak sulit makan. Namun, dukungan keluarga dan komunikasi empatik tenaga kesehatan dapat mendorong pergeseran keputusan ke *System 2*, sehingga ibu lebih reflektif, analitis, dan konsisten dalam menyusun strategi gizi balita. Pengambilan keputusan ibu di Kecamatan Wanayasa masih didominasi *System 1*, tetapi berpotensi ditingkatkan menuju *System 2* melalui penyuluhan gizi interaktif di posyandu dengan kelas ibu balita, demonstrasi menu seimbang serta media dan permainan edukatif.

Kata Kunci : *Dual Process Theory*, gizi balita, ibu balita, komunikasi interpersonal, *stunting*

ABSTRACT

Banjarnegara Regency is one of the areas with the highest stunting prevalence in Central Java, at 20.8%. Wanayasa District recorded the highest number of stunted toddlers, with 214 children, based on monitoring of integrated health posts (Posyandu) in 2023. Banjarnegara Regency targeted a stunting prevalence of 14% by 2024, but the actual figure recorded in the official report was 17.08%. This indicates that efforts to reduce stunting have not achieved the target and still leave serious challenges at the district level. The condition of stunted toddlers is inseparable from the role of mothers in fulfilling toddler nutrition. This study aims to analyze and understand maternal decision-making in fulfilling toddler nutrition. The theory used is the Dual Process Theory (DPT), which distinguishes two Systems of thinking: System 1 (fast, intuitive, emotional) and System 2 (slow, rational, reflective). This study used a descriptive qualitative research method through in-depth interviews with 13 mothers of toddlers and two supporting informants. The results showed that the majority of mothers make decisions based on System 1, such as emotional responses or spontaneous actions, when children have difficulty eating. However, family support and empathetic communication from health workers can encourage a shift in decision-making to System 2, making mothers more reflective, analytical, and consistent in developing toddler nutrition strategies. Maternal decision-making in Wanayasa District remains dominated by System 1, but can be improved toward System 2 through interactive nutrition counseling at integrated health posts (posyandu) with classes for mothers and toddlers, demonstrations of balanced menus and educational media and games.

Keywords: Dual Process Theory, toddler nutrition, mothers of toddlers, intrapersonal communication, stunting