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Penta Helix Support Capability Towards The Performance Of Bkkbn Representatives Of North Sumatera Province (Case Study Of Acceleration Of Stunting Reduction In Medan City

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Abstract

This research looks at how Penta Helix affects the work of the BKKBN in North Sumatra Province to speed up the reduction of stunting in Medan City. This quantitative study involved 103 BKKBN employees, with data analyzed using SmartPLS SEM. The results show that the roles of government, academics, business people, community, and social media directly have a positive and significant effect on BKKBN performance and the acceleration of stunting reduction. Indirectly, only the role of government and social media shows a significant effect on performance through stunting acceleration as an intervening variable. This study emphasizes the importance of government and social media in supporting BKKBN performance, while the role of academics, businesspeople, and communities needs to be further optimized. The results of this study help BKKBN come up with a Penta Helix-based plan to make the stunting reduction acceleration program work better.

Keywords: Penta Helix, BKKBN performance, stunting acceleration, SEM-PLS

INTRODUCTION

Stunting is a critical condition occurring from chronic malnutrition or recurrent sickness, typically commencing in infancy, leading to growth that is insufficient for the

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child's age. Children experiencing stunting are unlikely to achieve ideal height, and their cognitive development may not progress adequately. The National Team for the Acceleration of Poverty Reduction (2017) states that malnutrition commences in utero and persists throughout the early postnatal period, although stunting is observable only until the child reaches 2 years of age.

Toddlers designated as short or extremely short are those whose body length (PB/A) or height (TB/A) relative to their age falls below the WHO-MGRS (Multicentre Growth Reference Study) 2006 growth criterion. The Ministry of Health (Kemenkes) characterizes stunting as a condition in toddlers exhibiting a z-score below -2SD (standard deviation) for the stunted category and below -3SD for the severely stunted category.

Worldwide, approximately 144 million children under the age of five have stunting, which predisposes them to a challenging start in life. They have challenges in academic settings, earn lower incomes as adults, and experience obstacles to community participation. Globally, the issue of stunting is associated with the Sustainable Development Goals (SDGs), specifically the eradication of hunger, attainment of food security, enhancement of nutrition, and promotion of sustainable agriculture. These objectives align with Indonesia's development priorities, which emphasize food security, job creation, and targets centered on community nutrition, national health systems, access to health and reproductive services, family planning, and sanitation and clean water.

Since 2017, the government of the Republic of Indonesia has implemented a National Strategy (STRANAS) for the Acceleration of Stunting Prevention, comprising five pillars of stunting prevention. The components are: 1) Leadership commitment and vision; 2) National campaign and communication for behavior change; 3) Convergence, coordination, and consolidation of national, regional, and local initiatives; 4) Nutrition and food security; and 5) Monitoring and evaluation. A significant milestone in the execution of STRANAS for the Acceleration of Stunting Prevention is the commencement of leadership commitment at both central and regional tiers, initiated by the Vice President in 2017 through the "National Stunting Discussion," subsequently leading to stunting discussions at provincial, district/city, and village levels across Indonesia.

The government's success in efforts to accelerate stunting mitigation in Indonesia through STRANAS for Accelerating Stunting Mitigation since 2017 has begun to be seen in 2019. Based on the results of the 2019 SSGBI, there has been a decrease in the prevalence of stunting from 32.7 percent in 2013 to 27.67 percent, which means a

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decrease of around 0.7 percent per year. This success is certainly inseparable from the various efforts made by all parties the government and the community.

The 2024 RPJMN aims to lower the stunting prevalence rate to 14 percent, necessitating an annual reduction of 2.7 percent. It is essential to monitor and evaluate all initiatives aimed at reducing stunting in Indonesia to ensure the attainment of this objective. This aligns with Pillar Five of the National Strategy for the Acceleration of Stunting Management, including Monitoring and Evaluation.

The prevalence of stunting in North Sumatra Province is 21.1 (SSGI), and 13 of the 33 districts/cities in North Sumatra have "red" status, meaning that the prevalence of stunting is above 30 percent. Medan City is a green zone for stunting prevalence, which means that short toddlers or those experiencing stunting are less than 20%. However, Medan City still has a target of reducing it in 2024 to 11.85 from 19.9 in 2021. Efforts to accelerate the reduction of stunting are not only the responsibility of the government but are the responsibility of all parties. We must continue to develop the penta helix concept, which involves cooperation between the government, private sector, community, academics, and mass media. The concept of penta-helix development is the involvement of five elements, namely government, community, academics, entrepreneurs, and media in national development. The problem of stunting, which is a national priority, also requires the involvement of these elements in efforts to reduce its national prevalence. Therefore, the North Sumatra BKKBN Representative collaborates with cross-sectoral organizations such as the North Sumatra Rectors Forum, North Sumatra Religious Organizations, and Private Work Partners or Entrepreneurs in activities to accelerate the reduction of stunting in North Sumatra. Universities or academics have a crucial role in efforts to reduce prevalence and support the implementation of the Stunting program. The district/city government relies on universities and academics to carry out its five commitments. BKKBN is the head of implementation in the stunting reduction acceleration program. Based on BKKBN RI Regulation No. 12 of 2021 concerning the National Action Plan for the Acceleration of the Reduction of Stunting Rates in Indonesia (RAN PASTI) 2021-2024, alternative budgeting for priority activities in the RAN also considers grant schemes both domestic grants and foreign grants. Donors, who are development partners, have the opportunity to contribute and develop innovative stunting reduction acceleration activities.

The endeavor to expedite the mitigation of stunting is not solely the obligation of the government; it is a collective responsibility of all stakeholders. We must persist in advancing the penta helix concept, which entails collaboration among the government,

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commercial sector, community, academia, and the media. The penta-helix development idea involves the participation of five elements: government, community, academia, entrepreneurs, and media in national development. The issue of stunting in Indonesia, particularly in North Sumatra Province, constitutes a significant challenge for attention and collaboration from all sectors of society. We anticipate that initiatives to address stunting will provide substantial outcomes imminently using a cohesive and collaborative methodology.

RESEARCH METHODS

This study employs a quantitative design utilizing a quantitative descriptive technique, as stated by Sugiyono (2016). This research examines real-world issues, frequent occurrences, and data represented numerically. The research site is situated under the jurisdiction of the BKKBN Representative Office in North Sumatra Province, specifically concentrating on Medan City. Between October and December 2024, a saturation sample of 103 employees from BKKBN Medan engaged in the research. Participants completed questionnaires, which were subsequently analyzed using SmartPLS SEM (Partial Least Squares - Structural Equation Modeling) to examine the interrelationships among the researched variables.

RESULTS OF DATA ANALYSIS AND RESEARCH

Respondent Characteristics

Table 2. Respondent Characteristics Based on Gender

Gender	Amount	Persentase
Man	44	42,72
Woman	59	57,28
TOTAL	**103**	**100,00**

The table indicates the gender distribution of civil servants and non-civil servants at the BKKBN Representative Office of North Sumatra Province, revealing that the majority of respondents are women, totaling 59, which constitutes 57.28%. Forty-four male respondents represent 42.72% of the total.

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Table 3. Respondent Characteristics Based on Age

Age	Amount	Persentase
30 – 40 Tahun	26	25,24
41 – 50 Thun	33	32,03
➢ 50 Tahun	44	42,71
TOTAL	**103**	**100**

The table above illustrates the age distribution of respondents, comprising government servants and non-civil servants employed at the BKKBN Representative Office of North Sumatra Province. There were 26 respondents aged 30 to 40 years, constituting 25.24% of the total. The age range of 41-50 years included 33 people, or 32.03%, while respondents aged over 50 years were 44 people, or 42.71%.

Outer Model Test Results

The measurement model, sometimes referred to as the outer model, is a crucial component of SEM-PLS analysis (Ghozali & Latan, 2016). This model examines the relationship between indicators and latent constructs. We evaluate a model with reflective indicators by assessing the convergent and discriminant validity of each indicator. We assess whether the indicators adequately elucidate the construct by evaluating convergent validity through loading factors and average variance extracted (AVE). We assess discriminant validity to confirm that each indicator exhibits a greater association with the tested concept than with alternative constructs. The coherence of signs inside a block is assessed using composite reliability. This ensures that the set of indications is sufficiently dependable to elucidate the latent construct it represents. This assessment guarantees the validity and reproducibility of the measurement model, facilitating subsequent analysis.

Table 4: Construct validity testing

Variable	Statement	Loading Factor	Alpha	Information
Government (X1)	P.1	0,833	0.7	Valid
	P.2	0,859	0.7	Valid
	P.3	0,859	0.7	Valid
	P.4	0,865	0.7	Valid

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Academics (X2)	A.1	0,979	0.7	Valid
	A.2	0,973	0.7	Valid
	A.3	0,918	0.7	Valid
	A.4	0,962	0.7	Valid
	A.5	0,908	0.7	Valid
	A.6	0,918	0.7	Valid
	A.7	0,920	0.7	Valid
	A.8	0,719	0.7	Valid
Businessman (X3)	Pb.1	0,909	0.7	Valid
	Pb.2	0,780	0.7	Valid
	Pb.3	0,795	0.7	Valid
	Pb.4	0,829	0.7	Valid
Community Society (X4)	KM.1	0,841	0.7	Valid
	KM.2	0,820	0.7	Valid
	KM.3	0,750	0.7	Valid
	KM.4	0,944	0.7	Valid
Social media (X5)	MS.1	0,937	0.7	Valid
	MS.2	0,962	0.7	Valid
	MS.3	0,745	0.7	Valid
	MS.4	0,728	0.7	Valid
Accelerating Stunting Reduction (Z)	PPS.1	0,984	0.7	Valid
	PPS.2	0,938	0.7	Valid
	PPS.3	0,965	0.7	Valid
	PPS.4	0,928	0.7	Valid
	PPS.5	0,979	0.7	Valid
BKKBN Performance (Y)	K.1	0,866	0.7	Valid
	K.2	0,779	0.7	Valid
	K.3	0,898	0.7	Valid
	K.4	0,880	0.7	Valid
	K.5	0,854	0.7	Valid
	K.6	0,901	0.7	Valid
	K.7	0,861	0.7	Valid
	K.8	0,702	0.7	Valid

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From the table above, it is known that the validity value of the questions for all research variables is valid because the overall validity value is greater than 0.7.

Construct Reliability Test

Table 5. Construct Reliability

Variable	Composite Reliability	Average Variance Extracted (AVE)
Government (X1)	0,915	0,730
Academics (X2)	0,976	0,838
Businessman (X3)	0,865	0,621
Community Society (X4)	0,906	0,708
Social media (X5)	0,911	0,722
BKKBN Performance (Y)	0,952	0,714
Accelerating Stunting Reduction (Z)	0,983	0,920

Based on the table presented, the average values obtained exceed 0.5, indicating that the composite reliability values are above the threshold of 0.7. Therefore, it can be concluded that all the indicators used in this study demonstrate good and consistent measurement capabilities. These results suggest that the instruments employed effectively represent the research variables with accuracy and reliability.

R Square

Table 6 R-Square

Variable	R Square	R Square Adjusted
BKKBN Performance (Y)	0,922	0,920
Accelerating Stunting Reduction (Z)	0,767	0,755

The aforementioned table indicates that the BKKBN Performance variable possesses an R-squared value of 0.920, signifying that 92.0% of its variance is accounted for by the variable itself, while 18.0% is attributed to extraneous factors not included in this study. The adjusted R-squared value for the Accelerating Stunting Reduction variable

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is 0.755, or 75.5%, indicating that the remaining 24.5% is affected by external variables not included in this study.

Research Hypothesis Test

Table 7. Research Hypothesis Test / Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 -> Y	0,108	0,013	0,168	3,048	0,008
X1 -> Z	1,198	1,207	0,193	6,205	0,000
X2 -> Y	0,287	0,292	0,103	2,800	0,005
X2 -> Z	0,388	0,391	0,217	4,783	0,045
X3 -> Y	0,103	0,019	0,069	3,051	0,009
X3 -> Z	0,180	0,096	0,129	5,387	0,006
X4 -> Y	0,097	0,069	0,079	5,234	0,008
X4 -> Z	0,139	0,071	0,139	4,998	0,001
X5 -> Y	0,074	0,060	0,045	4,646	0,001
X5 -> Z	0,090	0,063	0,074	4,220	0,004
Z -> Y	0,730	0,749	0,103	7,065	0,000
X1 -> Y	0,874	0,907	0,201	4,345	0,000
X2 -> Y	0,283	0,295	0,168	4,689	0,002
X3 -> Y	0,131	0,075	0,100	1,308	0,086
X4 -> Y	0,101	0,058	0,107	1,952	0,157
X5 -> Y	0,066	0,046	0,054	2,212	0,000

The Influence of Government's Role on Accelerating Stunting Reduction

The tcount value of 6.205 exceeds the ttable value of 1.98, and the p-value of 0.000 is less than 0.05, indicating that the government exerts a direct, positive, and significant influence on accelerating the reduction of stunting in Medan City. The government, as a policy maker, bears the primary duty for devising and executing initiatives intended to mitigate stunting. The government is tasked with developing legislation and regulations that facilitate stunting reduction initiatives. Explicit and quantifiable policies, including presidential regulations and national

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action plans, constitute a crucial foundation for stunting reduction measures. Access to sufficient funding and resources is crucial for the execution of stunting reduction projects. The government must deploy resources efficiently to health, nutrition, and education initiatives. The Government can deliver quality health services, such as nutritional assessments and immunization programs, through the health office and affiliated institutions. Monitoring and evaluation programs must be established to assess the efficacy of the deployed measures.

Research findings by (Niga, 2023)(Rahmadani & Lubis, 2023)(Maad & Anugrahini, 2022) affirm that the government assumes a pivotal position in initiatives aimed at mitigating stunting. The government serves as the primary catalyst for policy formation, as well as a provider of resources and executor of integrated programs (Prasetyo et al., 2023). The government is responsible for establishing regulations that facilitate the acceleration of stunting reduction. These regulations ought to encompass strategies that assist in the prevention and management of malnutrition within communities (Susilastuti & Marhaeni, 2023). Furthermore, the government's allocation of resources include budgetary support, infrastructure development, expert personnel, and access to equitable healthcare services, particularly in regions with a significant incidence of stunting (Muslimah & Bakhtiar, 2023). The government is responsible for ensuring the proper allocation and utilization of resources to support the implementation of the established program (Erlyn et al., 2021).

The Influence of the Role of Academics on Accelerating Stunting Reduction

The findings of this study indicated that academic interventions significantly accelerated the reduction of stunting in Medan City (tcount > ttable of 4.783 > 1.98 and p-value of 0.045 < 0.05). Scholars engage in comprehensive study on the determinants of stunting and pioneering remedies. Utilizing case studies, surveys, and data analysis, they can furnish precise and pertinent information to enhance strategies aimed at combating malnutrition. Academics can assist communities in comprehending the significance of proper nutrition from prenatal through childhood development via educational programs and awareness initiatives. Academic community outreach initiatives can enhance parental awareness of nutritious dietary habits and advantageous health behaviors. Academics contribute evidence-based insights to the government and other stakeholders. Incorporating academics into policy formation will ensure decisions

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are grounded in empirical data and facts, hence enhancing the efficacy of stunting control efforts.

The results of research conducted by (Du & Suntrayuth, 2023)(Nurhidayah et al., 2023)(Syamsuadi et al., 2023) show that academics' contributions to programs to reduce the prevalence of stunting have had a significant impact and have been effective. Academics play an important role as producers of knowledge and research-based solutions that can support strategies for preventing and handling stunting (Suzan & Unal, 2021). This finding indicates that the greater the involvement of academics in activities related to nutrition and health, the greater the opportunity to achieve success in reducing stunting rates. Academics' contributions cover various aspects, from basic research to the implementation of evidence-based programs in the field (Nasib et al., 2024). Academics' research has helped identify the main factors causing stunting, such as malnutrition, suboptimal parenting patterns, and limited access to health and sanitation services (Khairani, 2023). The results of this research form the basis for the development of more targeted and data-based interventions. In addition, academics also play a role in providing training and education to health workers, posyandu cadres, and the wider community about the importance of balanced nutrition and clean living behavior (Nasib, 2021). They are actively involved in preparing training modules, technical guides, and outreach materials used in stunting prevention programs (Nasib et al., 2023).

The Influence of the Role of Businessmen on Accelerating Stunting Reduction

This study determined that business has a direct, positive, and significant impact on expediting stunting reduction in Medan City, evidenced by a t-value of 5.387, exceeding the t-table value of 1.98, and a p-value of 0.006, which is less than 0.05. Entrepreneurs may invest in initiatives that promote children's health, including the supply of nutritious food, nutrition education programs, and healthcare services. Through financial assistance, firms can enhance the scope of actions required to combat stunting. Numerous corporations implement CSR initiatives aimed at enhancing public health. Participation in initiatives that specifically address stunting, such as nutritional campaigns or assistance for impoverished families, can yield substantial favorable outcomes. Entrepreneurs can innovate by creating items that address the community's nutritional requirements, such as convenient healthy meals or dietary supplements. Furthermore, they can develop services that enhance public access to nutritional and health information.

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Researchers (Febrianti et al., 2023)(Alifatin, 2022)(Harjanti et al., 2023) discovered that corporate backing enhances the efficacy of stunting control programs. The business sector serves both as a supportive partner and as a source of resources, innovation, and networks that facilitate the development of extensive and durable partnership (Mayasari & Program, 2024). These findings emphasize the need of integrating the business sector in initiatives aimed at reducing the national prevalence of stunting. A notable contribution of the business sector is the provision of capital and infrastructure (Jumhur, 2024). Through corporate social responsibility (CSR), the business sector can endorse initiatives such as the distribution of healthy food, the provision of clean water, and the enhancement of access to healthcare facilities (Fadli & Nasib, 2020). A meticulously designed CSR program can yield tangible advantages for populations susceptible to the effects of stunting (Novirsari, 2022).

The Influence of the Role of Community Society on Accelerating Stunting Reduction

The study demonstrated that Community Society exerts a direct, positive, and significant influence on the acceleration of stunting reduction in Medan City. The t-value (4.998) exceeded the t-table value of 1.98, and the p-value was 0.001, which is less than 0.05. Empowered communities can recognize nutritional issues within their surroundings. Empowerment programs educate community people to execute suitable treatments, encompassing nutrition counseling and healthy dietary practices for children. Communities can coordinate educational initiatives to enhance public understanding on the significance of nutrition and children's health. Discussion forums, seminars, and workshops serve as platforms for disseminating information regarding healthy dietary practices and the detrimental effects of stunting. Community members can participate in overseeing the health of youngsters within their surroundings. Engaging the community in nutritional oversight enables the early identification of stunting cases and facilitates the referral of affected children for appropriate treatment.

This study's results align with other findings indicating that community society plays a crucial role in expediting stunting reduction (Ginting et al., 2023)(Study & Hidayat, 2022)(Danapriatna et al., 2023). The Community Society is crucial in promoting initiatives aimed at enhancing nutrition, fostering clean and healthy living practices, and educating on the significance of mother and child health (Wenang et al., 2022). The responsibilities of Community Society encompass various tasks, including providing nutritional guidance

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to pregnant women and toddlers, actively participating in the Posyandu program, and collaborating with other organizations to ensure the implementation of stunting reduction initiatives (Sutinbuk et al., 2022). Through direct engagement at the grassroots level, communities can identify local issues, propose context-specific solutions, and guarantee that program execution aligns with the community's requirements (Setyoadi et al., 2023).

The Influence of Social Media's Role on Accelerating Stunting Reduction

This study determined that social media exerts a direct, positive, and substantial influence on expediting stunting reduction in Medan City, evidenced by a tcount value above ttable at 4.220, surpassing 1.98, and a p-value of 0.004, which is less than 0.05. Social media can transmit instructional material regarding nutrition, healthy eating habits, and the significance of nutrition for child development. Visual media, like infographics, brief videos, and educational postings, can engage a broader audience and capture the interest of parents. Social media can facilitate the more efficient execution of awareness initiatives on stunting. Hashtags, challenges, and viral content can enhance community engagement in conversations regarding nutrition and child health, fostering tangible action within the community. Social media offers a platform for the community to engage in discussions and share experiences on nutritional concerns. Online forums and discussion groups provide as platforms for parents to exchange information, address difficulties, and propose solutions pertaining to parenting and the provision of nutritious food.

Research undertaken by (Dermawan et al., 2022)(Darajat et al., 2022)(Priyono, 2020) demonstrates that social media has a strategic function as an educational tool and awareness campaign in combating stunting. Social media serves as an efficient medium for disseminating crucial information regarding nutrition, maternity and child health, and habits for clean and healthy living (Marlinawati et al., 2023). This discovery validates that the purposeful and deliberate utilization of social media is essential for enhancing the efficacy of community stunting reduction initiatives (Achmad, 2022). A key advantage of social media is its capacity to disseminate information rapidly and interactively (Amanda et al., 2023). Government entities, health institutions, and community organizations can utilize social media to educate the public on the significance of exclusive breastfeeding, the advantages of nutritious diets for pregnant women and toddlers, and strategies for preventing diseases that lead to stunting (Yuseran et al., 2022). Compelling instructional materials, including infographics, brief movies, or

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motivational narratives from individuals who have triumphed against stunting, might enhance public attention and comprehension of the issue (Harianto et al., 2024).

The Influence of Government's Role on Performance

This study determined that the government exerts a positive and significant influence on the performance of the North Sumatra Province BKKBN Representative, evidenced by a t-count of 3.048, exceeding the t-table value of 1.98, and a p-value of 0.008, which is less than 0.05. To expedite the reduction of stunting in Medan City, the government has enacted targeted policies, including enhancing access to and the quality of health services, fortifying nutrition programs, and raising public awareness of the significance of balanced nutrition. Furthermore, collaboration among diverse institutions and consistent evaluation of success are essential. The study's findings indicate that a cohesive and data-informed approach can enhance intervention efficacy, accelerate the reduction of stunting rates, and elevate overall child well-being. The Medan City Government can execute targeted measures to enhance the quality and reach of supplementary feeding programs and nutritional supplements for children and pregnant women. The government can also provide training for healthcare professionals and inform parents about appropriate nutritional practices and stunting prevention. Improving healthcare infrastructure and broadening access to health services, especially in disadvantaged regions, is a goal. The coordination among the health, education, and social sectors must be enhanced to provide comprehensive support in addressing stunting.

The findings of the study (Nurak A et al, 2023)(Suhroh & Pradana, 2021)(Rahmah et al., 2022) demonstrate that the government's role is crucial in mitigating stunting rates, as it can implement policies, allocate budgets, and establish programs essential for effective interventions. The government serves as the primary coordinator of numerous interconnected areas, including health, education, and community empowerment (S. K. F. Ferine, 2023). The government's function as a cross-sector coordinator facilitates the establishment of synergy in executing programs that address the underlying causes of stunting (Nasib, 2020). To attain enhanced success, the government must persist in fortifying partnerships with many stakeholders, empowering communities, and ensuring that implemented programs are grounded in empirical evidence and local requirements (Indri, 2021).

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The Influence of Academics' Role on Performance

This study determined that academics exert a direct, positive, and substantial influence on the performance of the North Sumatra Province BKKBN Representative, evidenced by a tcount value exceeding ttable (2.800 > 1.98) and a p-value of 0.005, which is less than 0.05. Stunting is a disorder characterized by impaired growth in children resulting from chronic starvation during early life, potentially leading to enduring effects on their health and development. In Medan City, initiatives to mitigate stunting are a primary focus of public health activities. Advanced education, particularly among women, correlates with an enhanced comprehension of balanced nutrition and appropriate feeding techniques. This encompasses an awareness of the significance of exclusive breastfeeding, nutritional food categories, and healthy dietary practices. Academics provide access to pertinent and current health information. Higher education facilitates individuals' access to and comprehension of information regarding stunting prevention and relevant health services. This study indicates the necessity of enhancing the synergy between the education and health sectors. Health programs may be included into the educational curriculum to cultivate understanding from a young age.

Research findings by (Astuti, 2022)(Anwar et al., 2022)(Eva Lestari et al., 2023) indicate that academics have a crucial role in expediting the reduction of stunting rates, particularly in Medan City. This role involves educating the community about nutrition and health, generating innovative concepts based on research, and facilitating access to pertinent information and health initiatives (Isa Indrawan et al., 2022). This contribution enables academics to significantly influence efforts to diminish the prevalence of stunting (K. F. Ferine et al., 2024).

The Influence of the Role of Businessmen on Performance

This study determined that businessmen exert a positive and significant influence on the performance of the North Sumatra Province BKKBN Representative, evidenced by a t-count of 3.051, which exceeds the t-table value of 1.98, and a p-value of 0.009, which is less than 0.05. Businessmen have a pivotal role in expediting the reduction of stunting in Medan City. Their contributions can significantly affect by enhancing access to nutritious food, fostering economic empowerment, implementing educational programs, and establishing strategic collaborations. This study demonstrates that private sector

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participation can expedite the attainment of stunting reduction objectives and enhance overall public health. The implementation and promotion of policies that facilitate entrepreneurial participation in health initiatives are crucial for attaining the intended outcomes. Companies implementing CSR initiatives that involve the distribution of nutritious food or the support of local farmers play a significant role in mitigating the incidence of stunting in the designated areas. Regions characterized by entrepreneurial economic activities witness enhanced family welfare, positively influencing the nutritional status of children. Corporate nutrition education programs can enhance public awareness of healthy eating strategies and advantageous nutritional practices.

The studies conducted by (Syamsuadi et al., 2023)(Purnomo et al., 2023)(Rivki et al., 2023) demonstrate that the business sector may effectively contribute to the reduction of stunting rates through several tangible and beneficial methods. Entrepreneurs can contribute by offering nutritious, high-quality food at reasonable costs and by executing corporate social responsibility (CSR) initiatives aimed at delivering nutritious food to underserved populations (Yusuf Kibar et al., 2023).

The Influence of the Role of Community Society on Performance

The study revealed that Community Society exerts a direct, positive, and significant influence on the performance of the North Sumatra Province BKKBN Representative, evidenced by a t-value of 5.234, surpassing the critical t-value of 1.98, and a p-value of 0.008, which is less than 0.05. The Community Society plays a crucial role in expediting stunting reduction in Medan City. Community engagement in health education, empowerment, social support, and partnership with governmental initiatives positively impacts children's health. This study highlights the necessity of enhancing community involvement in initiatives to mitigate stunting and underscores the requirement for a comprehensive and collaborative strategy to attain optimal outcomes. Data indicate that regions with significant community engagement in health and nutrition education programs exhibit a reduced prevalence of stunting.

Researchers (Ramadhan et al., 2022), (Lailiyah, 2023) dan (Regita & Prathama, 2023) identified community engagement as a crucial method for enhancing children's health. This can be accomplished through various methods, including health education, community empowerment, social assistance, and collaboration with government programs. The findings affirm that communities can serve as effective

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catalysts for change in fostering an environment conducive to children's growth and development, particularly in initiatives aimed at preventing stunting and other health issues (Mariska & Helmi, 2023).

The Influence of Social Media's Role on Performance

This study determined that social media exerts a direct, positive, and significant influence on the performance of the North Sumatra Province BKKBN Representative, evidenced by a tcount value of 4.646, exceeding the ttable of 1.98, and a pvalue of 0.001, which is less than 0.05. Social media has a crucial role in expediting the reduction of stunting in Medan City. Social media facilitates the rapid broadcast of health information and enhances community engagement in stunting reduction initiatives by offering a forum for education, support, and collaboration. This study emphasizes the significance of strategically employing social media to enhance outcomes in initiatives aimed at reducing stunting. Social media facilitates the swift and extensive distribution of health information. Educational initiatives regarding nutrition, the significance of exclusive breastfeeding, and healthy dietary choices can effectively reach a broad audience at a comparatively low expense.

The findings of the studies (Kusuma et al., 2022), (Melia, 2024), (Mahdar, 2023) indicate that social media usage positively and significantly accelerates the decrease of stunting in Medan City. Data indicates that regions engaged in health programs via social media experience a more rapid reduction in stunting prevalence (Robain, 2023). Social media facilitates the dissemination of pertinent health information and enhances community engagement in stunting reduction initiatives.

The Influence of Government's Role on BKKBN Performance Through Accelerating Stunting Reduction

This study determined that the government exerts a positive and significant indirect influence on BKKBN performance via Accelerating Stunting Reduction in Medan City, which serves as an intervening variable, evidenced by a t-value exceeding the t-table at 4.345, surpassing 1.98, and a p-value of 0.000, which is less than 0.05. The government is instrumental in formulating strategic policies that facilitate stunting control initiatives. By means of laws and guidelines, the government can allocate resources and focus on resolving child nutrition issues, hence enhancing BKKBN's efficacy in executing its programs. The government

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must ensure sufficient funding for initiatives designed to mitigate stunting. Proper budget allocation and financial backing will empower BKKBN to execute more extensive and impactful initiatives within the community. The government is pivotal in organizing diverse parties, including BKKBN, healthcare institutions, non-governmental groups, and the commercial sector. Through beneficial cooperation, various programs can be implemented synergistically, strengthening the impact of the interventions carried out. The government is obligated to oversee and assess stunting control initiatives. Through regular assessments, the government can furnish feedback to BKKBN to enhance the program's efficacy and modify strategies as needed.

This study's findings corroborate prior research demonstrating that Accelerating Stunting Reduction substantially mediates the influence of government on employee performance (Niga, 2023)(Prasetyo et al., 2023)(Susilastuti & Marhaeni, 2023). Accelerating Stunting Reduction serves as a conduit linking governmental responsibilities with employee performance. The government that actively supports the stunting program, through policies and resources, creates conducive working conditions for employees. The program's success offers affirmative reinforcement to personnel, enhancing their drive to perform more efficiently (Wati & Robain, 2024).

The Influence of the Role of Academics on BKKBN Performance Through Accelerating Stunting Reduction

The study revealed that academics did not exert a positive and significant influence on BKKBN performance in the context of Accelerating Stunting Reduction in Medan City, evidenced by a t-value of 4.689 (less than 1.98) and a p-value of 0.002 (less than 0.05). Scholars possess significant potential to address stunting through research, education, and community engagement. Nonetheless, various circumstances may impede its beneficial impact, including A significant number of academics prioritize research and instruction within educational institutions, resulting in suboptimal engagement in practical field activities. This restricted engagement may diminish their influence on BKKBN and the community. Insufficient collaboration between academics and BKKBN may diminish the prospects for immediately implementing research findings in policies or initiatives. In the absence of robust synergy, the academic contribution to mitigating stunting cannot be fully realized. Researchers occasionally engage in studies that lack direct relevance to the requirements of the BKKBN program. If

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the research focus does not align with the nutritional and public health issues encountered, its effectiveness in addressing stunting will be negligible.

This study's results confirm previous research indicating a rapid decrease in the influence of academics on employee performance (Du & Suntrayuth, 2023)(Suzan & Unal, 2021). Academics offer a scientific basis and foster innovation, whereas Accelerating Stunting Reduction serves as a metric for success that can enhance employee performance. This conclusion underscores the necessity for the government and associated institutions to persist in engaging academics in the formulation of policies and programs aimed at reducing stunting, while also offering assistance to employees for the effective implementation of evidence-based initiatives. The collaboration between academic research and Accelerating Stunting Reduction significantly improves employee performance. This will ultimately accelerate the attainment of public health objectives and consistently reduce the prevalence of stunting.

The Influence of the Role of Businessmen on BKKBN Performance Through Accelerating Stunting Reduction

The research revealed that a businessman does not directly enhance BKKBN performance via Accelerating Stunting Reduction in Medan City as an intervening variable, evidenced by a t-value of 1.308, which is below the t-table threshold of 1.98, and a p-value of 0.086, exceeding the 0.05 significance level. Entrepreneurs may play a significant role in addressing stunting by creating healthy food items, implementing corporate social responsibility (CSR) initiatives, and investing in public health. Nonetheless, other factors may elucidate the lack of considerable influence, including restricted engagement: Numerous entrepreneurs may lack direct engagement in health or nutrition initiatives. If their contributions prioritize economic gain, their influence on public health, particularly stunting, may be negligible. Not many entrepreneurs possess a comprehensive awareness of the significance of their involvement in addressing nutritional issues. This deficiency in awareness may diminish their inclination to engage actively in BKKBN programs. Corporate Social Responsibility programs enacted by firms frequently lack emphasis on nutrition and health concerns or may lack sustainability. If these programs do not achieve a substantial impact, the businessman’s contribution to stunting control will remain minimal. Moreover, entrepreneurs often prioritize immediate profits over sustained expenditures in

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public health. This may lead to the neglect of issues like stunting that necessitate continuous attention.

The findings of this study align with previous research indicating that Accelerating Stunting Reduction significantly influences a businessman's contribution to employee performance (Alifatin, 2022)(Mayasari & Program, 2024)(Jumhur, 2024). This study reinforces the notion that interventions addressing public health issues, such as stunting, influence individual well-being and indirectly enhance organizational performance by elevating the quality of human resources. Consequently, expediting the reduction of stunting can be seen as a potent strategy for enhancing labor competitiveness, thereby influencing overall corporate productivity. This discovery enhances the comprehension of how a businessman's social duty can positively influence both microeconomic and macroeconomic dimensions via a public health framework.

The Influence of the Role of Community Society on BKKBN Performance Through Accelerating Stunting Reduction

The study discovered that Community Society does not directly improve BKKBN Performance by speeding up the reduction of stunts in Medan City as an intervening variable, as shown by a t-value of 1.952 <1.98 and a p-value of 0.157 > 0.05. The community plays a crucial role in combating stunting by actively participating in health and nutrition initiatives. Nonetheless, other variables may elucidate the lack of substantial effect exerted by the community, including Community awareness on diet and the significance of child health remains insufficient. Inadequate understanding may hinder the community's active participation in initiatives aimed at combating stunting. Communities, particularly in economically disadvantaged regions, frequently lack access to the information and resources necessary for enhancing nutritional status. These constraints may impede their involvement in initiatives aimed at addressing stunting. Community attitudes and opinions regarding health programs may not consistently be favorable. If the community perceives a lack of involvement or doubts the program's efficacy, support will diminish. Data research indicates that the community's impact on BKKBN performance on Accelerating Stunting Reduction is negligible. The insufficient t-value and elevated p-value indicate that community participation has not significantly influenced BKKBN performance at this time.

Prior studies have demonstrated that Accelerating Stunting Reduction significantly influences the impact of community society on employee performance (Ginting et al.,

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2023)(Wenang et al., 2022)(Study & Hidayat, 2022). These results corroborate the findings of earlier investigations. The findings affirm that active community participation in tackling stunting enhances public health and positively influences the quality of the workforce's human resources. Consequently, the function of community society in expediting stunting reduction can be regarded as a strategic initiative that positively influences both individual welfare and overall workforce productivity. The results underscore the necessity for collaboration among the community, government, and private sector to enhance workplace productivity through an emphasis on health and human development.

The Influence of the Role of Social Media on BKKBN Performance Through Accelerating Stunting Reduction

This study determined that social media exerts a positive and significant indirect effect on BKKBN performance by accelerating the reduction of stunting in Medan City, evidenced by a t-value of 2.212 and a p-value of 0.00, both of which are statistically significant. Social media serves as a potent instrument for the dissemination of information and the elevation of consciousness regarding health and nutrition matters. This study indicates that social media plays a crucial role in achieving the Accelerating Stunting Reduction objective, with the Ministry of Family Planning and National Family Empowerment (BKKBN) spearheading associated initiatives. Social media expedites communication and coordination between BKKBN and the community, as well as among BKKBN and others engaged in stunting reduction efforts. Community engagement via social media in sharing information or reporting instances pertaining to stunting in their surroundings can assist BKKBN in making informed decisions.

Preliminary studies indicate that Accelerating Stunting Reduction significantly mitigates the impact of social media on employee performance (Yuseran et al., 2022)(Achmad, 2022)(Marlinawati et al., 2023), corroborating these findings. This study demonstrates that social media, as a potent communication instrument, can enhance public knowledge and engagement in the Accelerating Stunting Reduction initiative. This heightened awareness not only influences public health broadly but also enhances the quality of human resources, so eventually enhancing employee performance. Social media serves as a catalyst for the integration of the Accelerating Stunting Reduction program into the workplace, fostering a sustained impact that enhances the connection between social awareness, public health, and workforce productivity. These findings

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highlight the significance of social media communication tactics within social interventions that influence multiple facets of development.

CONCLUSION

The study's conclusion is that the Penta Helix approach is a key part of making the BKKBN work better in North Sumatra Province to speed up the reduction of stunting in Medan City. The study's findings show that the government and social media have a big effect on BKKBN's performance, both directly and indirectly, through Accelerating Stunting Reduction as an intervening variable. But the roles of academics, businesspeople, and community groups are directly important, but they need to be improved even more so that they can make the biggest difference in reducing stunting and improving BKKBN performance. These findings provide strategic recommendations for BKKBN to develop more effective Penta Helix-based collaboration in addressing stunting issues.

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