

ABSTRAK

AMINAH, NPM: 2022286 Judul Skripsi **“EFEKTIVITAS PENGGUNAAN APLIKASI ELSIMIL (ELEKTRONIK SIAP NIKAH SIAP HAMIL) DALAM PENCEGAHAN STUNTING DI DESA SUNGAI DURAIT TENGAH KECAMATAN BABIRIK KABUPATEN HULU SUNGAI UTARA”** dibawah bimbingan Bapak **Akhmad Berkatillah, S. Sos, M.A** sebagai pembimbing I dan Bapak **Hendrayani, S. Sos, M.A** sebagai pembimbing II.

Aplikasi elsimil adalah aplikasi yang dikembangkan oleh BKKBN untuk mendeteksi dini faktor risiko pada catin upaya mencegah stunting. Penelitian ini dilatarbelakangi fenomena yaitu: *Pertama* keterbatasan pemahaman masyarakat terhadap aplikasi Elsimil. *Kedua* keterbatasan Tim Pendamping Keluarga (TPK) dalam pengoperasian aplikasi Elsimil. *Ketiga* Kurangnya fasilitas serta masih adanya kendala teknis dalam penggunaan aplikasi. Adapun tujuan penelitian ini adalah untuk mengetahui Efektivitas Penggunaan Aplikasi Elsimil (Elektronik Siap Nikah Siap Hamil) dalam Pencegahan Stunting di Desa Sungai Durait Tengah Kecamatan Babirik Kabupaten Hulu Sungai Utara, serta untuk mengetahui faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Lokasi penelitian di Desa Sungai Durait Tengah. Teknik penentuan informan menggunakan teknik *purposive sumpling* yang menghasilkan 13 informan. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Analisis data dilakukan dengan teknik Reduksi Data, Penyajian Data, Menarik Kesimpulan. Uji kredibilitas yaitu Perpanjang Pengamatan, Meningkatkan Ketekunan, Triangulasi, Analisis Kasus Negatif, Menggunakan Bahan Referensi, dan Mengandalkan *Memberchek*.

Hasil penelitian ini menunjukkan bahwa Penggunaan Aplikasi Elsimil (Elektronik Siap Nikah Siap Hamil) dalam Pencegahan Stunting cukup efektif diukur melalui model Campbell J.P dalam Dedi Amrizal (2018:41-42) dilihat dari Indikator Pengetahuan Program kurang efektif, Penerapan Program sudah efektif, Target yang ditetapkan cukup efektif, Tahapan Pengoperasian Program kurang efektif, Kepuasan Penerima Program cukup efektif, Kualitas yang dihasilkan cukup efektif, Sarana dan Prasarana kurang efektif, Pertanggungjawaban sudah efektif, Transparansi Penerapan Program cukup efektif dan Penilaian tentang Program sudah efektif. Faktor Pendukung: Kerjasama Lintas Sektor, Penyuluhan Edukasi Kepada Masyarakat dan Peran Aktif TPK. Faktor Penghambat: Jaringan Internet dan Aplikasi yang Error, Kurangnya Pemahaman Masyarakat dan Kurangnya Pemahaman TPK dalam Pengoperasian Aplikasi.

Disarankan Balai Penyuluhan KB Kecamatan Babirik diharapkan agar meningkatkan sosialisasi dan edukasi kepada masyarakat terutama calon pengantin. Tim Pendamping Keluarga diharapkan agar lebih aktif mengikuti pelatihan agar lebih paham lagi mengenai cara pengoperasian fitur-fitur diaplikasi Elsimil. BKKBN selaku pengelola aplikasi Elsimil diharapkan dapat terus melakukan pengembangan dan penyempurnaan sistem aplikasi serta penyediaan fasilitas yang mendukung.

Kata Kunci: Efektif, Elsimil; Stunting; Pendampingan

ABSTRACT

AMINAH, NPM: 2022286. "THE EFFECTIVENESS OF THE USE OF THE ELSIMIL APPLICATION (ELECTRONIC READY FOR MARRIAGE, READY FOR PREGNANCY) IN STUNTING PREVENTION IN SUNGAI DURAIT TENGAH VILLAGE, BABIRIK DISTRICT, HULU SUNGAI UTARA REGENCY", Supervised by Mr. Akhmad Berkatillah, S.Sos., M.A. as Supervisor I and Mr. Hendrayani, S.Sos., M.A. as Supervisor II.

Elsimil is an application developed by the BKKBN to detect early risk factors among prospective brides and grooms as an effort to prevent stunting. This study was motivated by several issues: first, the limited public understanding of the Elsimil application, second: limited capability of the Family Assistance Team (TPK) in operating the application, third: the lack of supporting facilities as well as the existence of technical constraints in using the application. The purpose of this study was to determine the effectiveness of the use of the Elsimil application in stunting prevention in Sungai Durait Tengah Village, Babirik District, Hulu Sungai Utara Regency, and to identify the factors influencing its implementation.

This study employed a qualitative approach with a descriptive research type. The research was conducted in Sungai Durait Tengah Village. Informants were selected using purposive sampling, involving 13 informants. Data were collected through observation, interviews, and documentation. Data analysis consisted of data reduction, data presentation, and conclusion drawing. The credibility of the data was tested through prolonged engagement, increased persistence, triangulation, negative case analysis, reference materials, and member checking.

The results of this study indicate that the use of the Elsimil Application (Electronic Ready for Marriage, Ready for Pregnancy) in stunting prevention is considered quite effective, as measured using the Campbell J.P model cited in Dedi Amrizal (2018:41–42). This can be seen from the indicators of program knowledge, which was less effective; program implementation, which was effective; established targets, which were quite effective; stages of program operation, which were less effective; beneficiary satisfaction, which was quite effective; quality of outcomes, which was quite effective; facilities and infrastructure, which were less effective; accountability, which was effective; transparency in program implementation, which was quite effective; and program evaluation, which was effective. Supporting Factors: Cross-sectoral Collaboration, Community Education and Outreach, and the Active Role of the Family Assistance Team TPK. Inhibiting Factors Internet Connectivity and Application Errors, Limited Community Understanding, and Limited Understanding of Application Operation among the Family Assistance Team TPK.

It is recommended that the Family Planning Counseling Center of Babirik District enhance socialization and education programs, the Family Assistance Team is expected to participate more actively in training to improve its understanding of the operation of the Elsimil application, BKKBN as the manager of the Elsimil application, is expected to continue improving and refining the application system and providing supporting facilities.

Keyword: Effectiveness; Elsimil; Stunting; Assistance