



**ANALYSIS OF THE DEVELOPMENT OF CREATIVE ECONOMIC  
EDUCATION FOR THE COMMUNITY IN PREVENTING STUNTING IN  
PARTIHAMAN SAROHA VILLAGE**

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**Abstract**

*This study aims to analyze the development of creative economy education as a community empowerment strategy to prevent stunting in Partihaman Saroha Village. Stunting is a health problem with long-term impacts on the quality of human resources. The creative economy approach is seen as having the potential to improve nutritional knowledge, family income, and access to nutritious food through innovative use of local resources. The research method used was a qualitative approach with data collection techniques including in-depth interviews, observation, and documentation studies. The results indicate that creative economy education, developed through skills training, processing of local agricultural products, and digital marketing, can increase community awareness of the importance of nutrition and strengthen family economic resilience. Thus, the development of creative economy education has been proven to make a significant contribution to supporting sustainable stunting prevention efforts at the village level.*

**Keywords:** Education, Creative Economy, Stunting, Community Empowerment, Partihaman Saroha Village

**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengembangan edukasi ekonomi kreatif sebagai strategi pemberdayaan masyarakat dalam upaya pencegahan stunting di Desa Partihaman Saroha. Stunting merupakan permasalahan kesehatan yang berdampak jangka panjang terhadap kualitas sumber daya manusia. Pendekatan ekonomi kreatif dipandang memiliki potensi untuk meningkatkan pengetahuan gizi, pendapatan keluarga, serta akses terhadap makanan bergizi melalui pemanfaatan sumber daya lokal secara inovatif. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik pengumpulan data berupa wawancara mendalam, observasi, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa edukasi ekonomi kreatif yang dikembangkan melalui pelatihan keterampilan, pengolahan hasil pertanian lokal, serta pemasaran digital mampu meningkatkan kesadaran masyarakat akan pentingnya gizi dan memperkuat ketahanan ekonomi keluarga. Dengan demikian, pengembangan edukasi ekonomi kreatif terbukti memiliki kontribusi signifikan dalam mendukung upaya pencegahan stunting secara berkelanjutan di tingkat desa.

**Kata kunci:** Edukasi, Ekonomi Kreatif, Stunting, Pemberdayaan Masyarakat, Desa Partihaman Saroha



## I. INTRODUCTION

In the era of revolution that continues to race with industrial technology that continues to support the high challenges in the future. The development of technology that is increasingly rapid every year, this shows that technological development is directly proportional to the increase in the Creative Economy. Poverty continues to be a major problem that must be discussed and researched since the founding of Indonesia until now (Alawiyah & Setiawan, 2021). Poverty is a condition when a person or society cannot fulfill basic rights such as food, housing, education, employment, health, and natural resources (Central Bureau of Statistics, 2023). Various efforts have been made by the government in an effort to eradicate extreme poverty, one of which is through a strategy to accelerate poverty alleviation in a limited meeting held on March 4, 2020 with a target of zero percent by 2024. Partihaman Saroha Village is one of the villages in Padangsidempuan Hutaimbaru District, Padangsidimpua City, North Sumatra Province, Indonesia. With an area of 157 Ha. Partihaman Saroha Village is one of the areas in Padangsidimpuan Hutaimbaru sub-district with a population of 1,357 people whose average livelihood is working as farmers and traders.



The Indonesian economy is supported by MSMEs which are the most important pillars. The number of MSMEs in Indonesia is 64.19 million, where the composition of Micro and Small Enterprises is very dominant, namely 64.13 million or around 99.92% of the total business sector (Ekon.go.id, 2021). The creative economy can be defined as an economic activity based on individual creativity, skills, and talents, with the potential to create economic value through the production and exploitation of goods and services oriented to intellectuality. This economy relies on creative ideas as the main asset that produces added value and innovation. The creative economy includes sectors that focus on the creation,

production, and distribution of goods and services protected by intellectual property rights. (Ari Riswanto, 2024) The development of the economic sector has finally reached the level of the creative economy. Where creativity is the main thing in economic development, especially considering the current situation where we still have problems/issues in villages related to inadequate networks that make it difficult for people to know something that has developed. The creative economy has become a major part of community development. In Indonesia, entrepreneurship is an innovative action that involves creating value through the recognition of new opportunities and the exploitation of resources to achieve certain goals. Neck and Greene (2021) added that entrepreneurship is not only limited to starting a new business, but also about creating change in the existing environment, whether in the form of improving products, services, or processes.

## **II. THEORETICAL STUDIES**

### **2.1 Stunting and Its Impact on Human Development**

Stunting is a condition of growth failure in toddlers due to chronic malnutrition, particularly in the first 1,000 days of life. According to the WHO (2018), stunting not only impacts a child's physical growth but also brain development, economic productivity, and the long-term quality of human resources. In Indonesia, stunting prevention is a national priority due to its high prevalence and impact on the nation's future (Ministry of Health, 2020). Furthermore, effective nutrition education is key to changing community behavior regarding diet, hygiene, and the use of nutritious local resources. According to Notoatmodjo (2012), health education can increase public awareness and knowledge in preventing health problems, including stunting. Nutrition education also needs to be linked to local wisdom and involve the active participation of families, especially mothers and integrated health post (Posyandu) cadres. Stunting not only impacts a child's physical health but also affects their thinking skills, productivity, and future quality of life. Therefore, stunting is an important indicator of human development, as it affects the quality of the nation's future generations. Sumarto & Suryahadi (2022) stated that stunting management must be integrated with village development programs, improving sanitation, clean water, and community economic empowerment to break the cycle of poverty. Stunting management requires collaborative efforts across sectors, including nutritional interventions, improving sanitation, maternal education, and family economic empowerment. Communities, governments, and the private sector need to be actively involved so that future generations grow up healthy and productive,

thereby driving national development progress. This strategy is expected to become a collaborative framework for addressing stunting comprehensively and sustainably. By reducing stunting, we are not only saving the current generation but also building a strong foundation for the development of superior Indonesian human resources in the future.

## **2.2 Integration of the Creative Economy in Stunting Prevention**

Integration of the creative economy in stunting prevention is an innovative approach that combines local potential with health programs to address chronic malnutrition (stunting). The creative economy can encourage the processing of nutritious local food ingredients into attractive, easy-to-consume, and marketable products, such as: biscuits made from moringa leaves and anchovies, rich in iron and calcium. Snacks based on sweet potatoes, bananas, or green beans, which are high in complex carbohydrates and protein. Furthermore, through skills training (crafting, culinary, packaging), mothers can produce creative economic products while absorbing important education about children's nutrition, such as: Making homemade MP-ASI according to WHO standards. Interactive education through creative media: posters, videos, or children's songs about nutrition. With increasing family income from the creative sector (culinary, crafts, digital), purchasing power for nutritious food also increases, which has an impact on increasing family access to healthy food, the ability to buy supplements or follow health services. Integration of art and creative media to convey messages about preventing stunting, Theater, short films, or educational comics about the importance of 1000 HPK (first days of life). The involvement of MSMEs, local artists, community leaders, and health workers strengthens the healthy market event program (nutritious creative product bazaar) and integrative workshops (nutrition + creative local food production).

## **III. RESEARCH METHODS**

This study uses a qualitative approach with a descriptive method. This approach was chosen to describe and analyze in depth how the development of creative economic education can contribute to stunting prevention efforts in the Partihaman Saroha Village community. The study was conducted in Partihaman Saroha Village, Padangsidempuan District, North Sumatra. The research implementation time was from November 2024 to March 2025. Data sources in this study are primary data: obtained through in-depth interviews with community leaders, health cadres, local creative economy actors, mothers with toddlers, and village officials. Secondary data: obtained from village documents, public health reports, stunting

toddler data, and literature on the creative economy and stunting prevention. Data Collection Techniques: interviews. Field Observation and documentation study. Data Analysis Techniques in this study are Data reduction: Sorting and summarizing relevant data. Data presentation: Arranging data in narrative, matrix or graphic form to facilitate analysis. Conclusion drawing and verification: Interpreting data to answer the research focus, as well as triangulating between sources to ensure data validity. Data validity is maintained through: Source and Technique triangulation, Member checking (reconfirmation with informants) Peer discussion.

#### **IV. RESEARCH RESULTS**

This study aims to analyze the development of creative economic education for the community in an effort to prevent stunting in Partihaman Saroha Village. The research was conducted using a descriptive qualitative approach, through field observations, in-depth interviews with community leaders, housewives, integrated health post (Posyandu) cadres, and village officials, and documentation of community activities.

##### **4.1 Socio-Economic Conditions of the Partihaman Saroha Village Community**

Observations and interviews indicate that the majority of residents in Partihaman Saroha Village work in the agricultural sector and small businesses. Socially, the community of Partihaman Saroha Village is known for its strong culture of mutual cooperation and close kinship ties. Family and traditional values are still highly respected, especially in social activities such as traditional festivals, community service, and religious activities. Community education levels are relatively diverse. Most residents only completed junior high school (SMP), while the number of high school and college graduates is still limited. This is influenced by unequal access to education and family economic constraints. However, in recent years, awareness of the importance of education has begun to increase among the younger generation. In terms of health, this village still faces challenges such as limited health facilities and a shortage of medical personnel. The sub-health center (Puskesmas) or integrated health post (Posyandu) is the mainstay of basic health services. Stunting and malnutrition remain a concern for some low-income families.

##### **4.2 Community Understanding of Stunting**

Most respondents lack a thorough understanding of stunting. They consider slow child growth to be commonplace. Knowledge about the importance of the first 1,000 days of life (HPK) remains low, particularly regarding nutritional intake for pregnant women and

toddlers. This indicates an urgent need for more targeted and creative education to ensure information is easily understood.

#### **4.3 Creative Economy Potential in the Village**

Research found that Partihaman Saroha Village has local potential that can be developed within the creative economy context, such as:

- Local processed food products based on nutritious food (processed bananas, sweet potatoes, and nuts),
- Handicrafts from local natural materials (woven bamboo, coconut fiber),
- Utilization of home gardens for food crops and family medicinal plants (TOGA).

#### **4.4 The Role of Creative Economy Education in Stunting Prevention**

Interviews with integrated health post (Posyandu) cadres and community leaders indicate that integrating nutrition education with creative economy training has a positive impact. One example of good practice is training in making nutritious snacks from local ingredients (e.g., mung bean biscuits and soy milk), which is conducted concurrently with stunting education. Housewives who participated in this activity stated that they began to understand the importance of providing a balanced, nutritious diet for their children. Furthermore, the products they produce are being marketed locally, thereby helping to supplement family income. The socio-economic development strategy of Partihaman Saroha Village emphasizes the importance of economic empowerment based on local potential, strengthening human resources, and cross-sector partnerships. The active role of the community and policy support will accelerate the achievement of independent, productive, and prosperous villages. Village Community Economic Strengthening Strategy. Encouraging creative economic businesses based on local potential (traditional culinary, handicrafts, processed agricultural products) and entrepreneurship training and access to capital for MSMEs. The use of modern and environmentally friendly agricultural tools to increase agricultural productivity. Digitization of small businesses and marketing of local products through social media and e-commerce. Integrated management of natural and cultural tourism potential, Involvement of local communities as guides, craftsmen, and tourism service providers, Improving Access and Quality of Education organizing scholarship and tutoring programs for village children and collaboration with universities and training institutions for job skills training (soft skills and hard skills). Empowering women through craft, culinary, and home business training. Skills training for village youth so they do not

depend on urbanization. Revitalization of Village Community Institutions Optimizing the role of LPM, Karang Taruna, PKK, and farmer groups. Strengthening the capacity of village officials in development planning and reporting.

## V. CONCLUSION

Based on the results of the research conducted, it can be concluded that the development of creative economic education has a strategic role in efforts to prevent stunting in Partihaman Saroha Village. Education integrated with creative economic activities can increase public awareness of the importance of nutrition, maternal and child health, and healthy lifestyles, while opening economic opportunities that can support family food security. The analysis results show that training and mentoring in the creative economy sector, such as processing local value-added products, handicrafts, and the use of appropriate technology, can increase family income and reduce the risk of stunting due to limited access to nutrition. Active community participation, village government support, and synergy between stakeholders are key factors in the success of this program. Thus, the creative economic education approach has proven effective as an innovative solution in empowering communities while supporting the agenda of sustainable human development at the village level.

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