



ENHANCING COMMUNITY KNOWLEDGE IN BANJAR SEMINAI VILLAGE REGARDING SILVER CATFISH NUGGET CONSUMPTION THROUGH THE GEMARIKAN (LOVE EATING FISH) MOVEMENT AS AN EFFORT TO PREVENT STUNTING

MENINGKATKAN PENGETAHUAN MASYARAKAT DI DESA BANJAR SEMINAI TENTANG KONSUMSI NUGGET IKAN BAUNG MELALUI GERAKAN GEMARIKAN (GEMAR MEMAKAN IKAN) SEBAGAI UPAYA PENCEGAHAN STUNTING

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Abstract

Stunting remains a critical nutritional issue in Indonesia, significantly impacting physical growth, cognitive development, and overall human resource quality. One key strategy to prevent stunting is boosting animal protein intake through the *Gemar Ikan* (Love Eating Fish) movement. This community service activity aimed to enhance the knowledge of residents in Banjar Seminai Village regarding the benefits of silver catfish consumption via nutritional education and product innovation using silver catfish nuggets for stunting prevention. The program was conducted by the Impactful Community Service (KKN) Team from Universitas Riau on July 14, 2026, at Posyandu Melati, Banjar Seminai Village, Dayun District, Siak Regency. The target audience included pregnant women, breastfeeding mothers, mothers with toddlers, Posyandu health cadres, and local community members. The implementation method comprised pre-activity surveys and coordination, educational sessions on



stunting and fish consumption benefits, interactive discussions, and a cooking demonstration on making silver catfish nuggets as a nutritious local food innovation. The results demonstrated high participant enthusiasm and a notable increase in knowledge regarding the benefits of fish as a high-quality animal protein source, the importance of adequate nutrition during the First 1,000 Days of Life (1,000 HPK), and techniques to process silver catfish into appealing, child-friendly meals. Furthermore, the program heightened public awareness of utilizing local fishery potential as a viable household nutrition source. Ultimately, implementing the *Gemar Ikan* program through nutrition education and silver catfish nugget innovation serves as an effective strategy to boost community knowledge and support sustainable stunting prevention efforts in Banjar Seminai Village.

Keywords : Gemar Ikan, Stunting, Nutrition Education, Silver Catfish, Silver Catfish Nuggets, Community Service.

Abstrak

Stunting masih menjadi masalah gizi yang krusial di Indonesia, dengan dampak signifikan terhadap pertumbuhan fisik, perkembangan kognitif, dan kualitas sumber daya manusia secara keseluruhan. Salah satu strategi utama untuk mencegah stunting adalah dengan meningkatkan asupan protein hewani melalui gerakan "Gemar Ikan" (Gemar Makan Ikan). Kegiatan pengabdian kepada masyarakat ini bertujuan untuk meningkatkan pengetahuan warga Desa Banjar Seminai mengenai manfaat konsumsi ikan patin, melalui edukasi gizi serta inovasi produk berupa nugget ikan patin sebagai upaya pencegahan stunting. Program ini dilaksanakan oleh Tim Kuliah Kerja Nyata (KKN) dari Universitas Riau pada tanggal 14 Juli 2026, bertempat di Posyandu Melati, Desa Banjar Seminai, Kecamatan Dayun, Kabupaten Siak. Sasaran kegiatan ini meliputi ibu hamil, ibu menyusui, ibu yang memiliki balita, kader kesehatan Posyandu, serta anggota masyarakat setempat. Metode pelaksanaan mencakup survei awal dan koordinasi, sesi edukasi mengenai stunting dan manfaat konsumsi ikan, diskusi interaktif, serta demonstrasi pembuatan nugget ikan patin sebagai inovasi pangan lokal yang bergizi. Hasil kegiatan menunjukkan antusiasme yang tinggi dari para peserta, serta peningkatan pengetahuan yang nyata mengenai manfaat ikan sebagai sumber protein hewani berkualitas tinggi, pentingnya pemenuhan gizi selama 1.000 Hari Pertama Kehidupan (1.000 HPK), dan teknik mengolah ikan patin menjadi hidangan yang menarik serta ramah anak. Selain itu, program ini juga meningkatkan kesadaran masyarakat untuk memanfaatkan potensi perikanan lokal sebagai sumber gizi keluarga yang layak. Secara keseluruhan, pelaksanaan program Gemar Ikan melalui edukasi gizi dan inovasi nugget ikan patin terbukti menjadi strategi yang efektif untuk meningkatkan pengetahuan masyarakat serta mendukung upaya pencegahan stunting yang berkelanjutan di Desa Banjar Seminai.

Kata Kunci : Gemar Makan Ikan, Stunting, Edukasi Gizi, Ikan Patin, Nugget Ikan Patin, Pengabdian Masyarakat.

1. INTRODUCTION

Stunting remains a critical nutritional challenge requiring serious attention due to its long-term impact on physical growth, cognitive development, and future human resource quality. A key contributing factor to stunting is the low consumption of animal protein among children. According to the World Health Organization (WHO, 2024), optimal nutrition during the First 1,000 Days of Life (1,000 HPK) is essential for stunting prevention. Fish is a high-quality animal protein source rich in essential amino acids, omega-3 fatty acids, vitamins, and minerals vital for child development. However, low interest in fish consumption—particularly among children—remains a persistent challenge in meeting daily nutritional needs.



Masrikhiyah et al. (2025) stated that educational efforts through the *Gemar Makan Ikan* (*Gemar Ikan*) program effectively enhance community knowledge regarding fish consumption for stunting prevention. A key strategy to increase fish consumption is diversifying processed fish products, such as silver catfish nuggets, which offer child-friendly flavors without compromising nutritional value. Banjar Seminai Village possesses significant freshwater fishery potential, particularly silver catfish, which can be utilized as a nutritious food source. Therefore, the Universitas Riau MBKM KKN Team conducted the *Gemar Ikan* Program through nutrition education and silver catfish nugget making demonstrations to improve public knowledge and encourage local food utilization for early stunting prevention.

Utilizing high-quality local food resources is a fundamental strategy to lower stunting risks in children. Although silver catfish is rich in nutrients and animal protein, its daily consumption by children is often limited by low acceptability and a lack of meal variety. Consequently, processing silver catfish into complementary feeding (MPASI) or supplementary feeding (PMT) options like nuggets has proven to be a promising approach to boost nutrient intake and cultivate healthy, local-based eating habits. This aligns with findings by Agustina et al. (2025), which demonstrate that local silver catfish food interventions effectively support community-level stunting-free toddler programs.

Banjar Seminai Village, Dayun District, Siak Regency, actively executes stunting prevention initiatives through strong collaboration among village leaders, healthcare workers, Posyandu cadres, and residents. According to Olivia et al. (2024), the village's success in reducing stunting rates is driven by effective resource management, active community participation, and solid stakeholder coordination. Nevertheless, continuous interventions remain necessary—particularly by improving public literacy on balanced nutrition through animal protein.

Early fish intake is a key strategy for improving children's nutritional status and preventing stunting. Fish provides essential amino acids, polyunsaturated fatty acids (PUFAs), and vitamin D, which support physical growth, brain development, immune function, and bone health. However, childhood fish consumption remains low due to limited product variety and poor parental awareness regarding its developmental benefits. Therefore, educational efforts paired with appealing fish-based product innovations are necessary. According to Putinur et al. (2025), combining the *Gemarikan* campaign with processed fish product introductions significantly boosts community awareness and builds early fish consumption habits.

As a local commodity, silver catfish offers high-quality protein to support child growth, but its daily use must be optimized through education and appealing product innovations. Combining the *Gemar Ikan* program with silver catfish nugget cooking demonstrations serves as an actionable educational model to enhance community knowledge in Banjar Seminai Village while promoting sustainable local food utilization.

Beyond its basic nutrient value, silver catfish holds great potential for development into high-value processed foods that appeal to children. Zukhra et al. (2024) highlighted that transforming silver catfish into nuggets and fishballs is an effective strategy to increase fish intake while supporting stunting reduction. Accelerating stunting reduction requires integrated nutritional interventions targeting vulnerable groups, particularly pregnant women, breastfeeding mothers, and toddlers. Stunting is driven not only by food availability but also by low public awareness of balanced nutrition during the first 1,000 days of life. As Handayani et al. (2024) noted, low parental nutritional literacy regarding animal protein can delay physical and cognitive growth. Strengthening community nutrition education on local animal protein sources is therefore essential for household nutritional security at the village level.

Through participatory processing demonstrations, community members gain both knowledge of the nutritional value of silver catfish and practical skills to prepare hygienic, convenient, and child-friendly fish products. This intervention demonstrates that processed fish products can raise awareness of high-quality protein, unlock local fishery potential, and strengthen household food security.



2. RESEARCH METHOD

The community service activity conducted by the 2026 Universitas Riau Student Community Services (*KKN*) Team in Banjar Seminai Village, Dayun District, Siak Regency focused on implementing the *Gemar Ikan* (Love Eating Fish) Program. This initiative combined nutrition education with the innovation of silver catfish nuggets to support stunting prevention. Executed on July 14, 2026, at Posyandu Melati in Banjar Seminai Village, the program primarily targeted pregnant women, breastfeeding mothers, mothers of toddlers, Posyandu health cadres, and local residents. It aimed to elevate community understanding of balanced nutrition specifically animal protein intake from fish as an early intervention against stunting.

The implementation phase began with pre-activity surveys and coordination alongside village authorities, Posyandu Melati cadres, and healthcare personnel to evaluate baseline community awareness of stunting and identify local silver catfish resources. Field observations were conducted during regular Posyandu sessions to assess household fish consumption habits, providing data to tailor the educational materials to community needs. The initiative employed a systematic, participatory framework comprising preparation, educational intervention, hands-on practice, and evaluation. Combining theoretical counseling with practical demonstrations of local food preparation follows an interactive education model proven effective for transferring nutritional knowledge and culinary skills to mothers of young children (Fitriani et al., 2025). To measure knowledge gains before and after the intervention, participants completed structured pre-test and post-test questionnaires (Pratama & Kurniawan, 2024).

The educational and outreach program integrated interactive lectures, group discussions, and live demonstrations of silver catfish nugget processing. Embedding this educational approach within routine Posyandu health services aligns with methods developed by Sari et al. (2026), where directly engaging target groups pregnant women, breastfeeding mothers, mothers of toddlers, and health cadres optimizes public uptake of stunting and fish-based nutrition information.

Long-term program sustainability was reinforced through ongoing guidance from Posyandu Melati cadres, who underwent a brief Training of Trainers (ToT) session prior to the main outreach event, preparing them to serve as community nutrition mentors post-activity (Wulandari & Lestari, 2024). This cross-sectoral collaboration model uniting *KKN* students, village officials, health cadres, and the local public health center (*Puskesmas*) reflects an inclusive and integrated approach to community empowerment (Suryani et al., 2025).

Based on the initial assessment, the Universitas Riau *KKN* Team delivered educational sessions on stunting and the value of fish as a high-quality animal protein source. Topics included the definition of stunting, underlying causes, short- and long-term consequences, the critical role of nutrition during the First 1,000 Days of Life (1,000 HPK), and how fish consumption benefits child growth and development. The presentation was accompanied by interactive Q&A sessions covering healthy dietary patterns and practical stunting prevention.

To introduce innovation into the *Gemar Ikan* initiative, the *KKN* team presented silver catfish nuggets as a practical, cost-effective, and child-friendly nutritional alternative. A live cooking demonstration covered raw material selection, hygienic processing, and appealing presentation techniques. This session equipped participants with practical skills to prepare nutrient-dense meals while encouraging higher fish intake among children.

The entire sequence of activities was executed participatively, positioning Posyandu cadres, village officials, and residents as active project partners. Through the *Gemar Ikan* program, community members improved their understanding of fish-derived animal protein, learned to transform silver catfish into innovative foods, and adopted healthier eating habits for long-term stunting prevention in Banjar Seminai Village. The multi-stage strategy—spanning initial coordination, educational sessions, practical demonstrations, and participatory evaluation—actively involved local health cadres to ensure lasting impact. As demonstrated by Wahyuni et al. (2025),



engaging Posyandu cadres as peer educators or community mentors facilitates practical, communicative, and sustained nutrition knowledge transfer after project completion.

Beyond its role as a high-quality animal protein source, silver catfish holds significant potential for transformation into versatile, nutrient-dense products preferred by children. Zukhra et al. (2024) noted that processing silver catfish into nuggets and fishballs serves as an effective strategy to boost fish intake and support stunting reduction efforts. Through hands-on demonstrations, participants gained insight into the nutritional value of silver catfish alongside practical skills to prepare convenient, hygienic, and appealing fish meals.

Ultimately, these activities demonstrated that processed fish products increase public awareness regarding quality protein, leverage local fishery resources, and enhance household food security. Addressing these challenges and opportunities, the Universitas Riau KKN Team successfully executed the *Gemar Ikan* Program in Banjar Seminai Village, fostering community knowledge, encouraging the utilization of local aquatic resources, and establishing a sustainable foundation for stunting prevention.

3. RESULT AND DISCUSSION

A. Implementation of Outreach Activities and the *Gemar Ikan* Program in Banjar Seminai Village



Figure 1



Figure 2

The community service activity was conducted on July 14, 2026, at Posyandu Melati, Banjar Seminai Village, Dayun District, Siak Regency. It aimed to elevate public awareness regarding fish consumption as a high-quality animal protein source to prevent stunting. Target participants included pregnant women, breastfeeding mothers, mothers of toddlers, Posyandu Melati health cadres, and community members attending the posyandu session. Integrating the outreach event into routine posyandu services enabled attendees to receive direct nutritional education alongside routine child growth monitoring. The instructional content emphasized that fish contains high-quality protein, omega-3 fatty acids, vitamins, and minerals essential for physical growth, brain development, and immune function in children. Delivering nutritional guidance alongside practical visual media enhanced content comprehension across diverse participant demographics (Ayu & Fitriani, 2023).

The program opened with an introduction to the *Gemar Ikan* initiative by the Universitas Riau KKN team. Participants received comprehensive instruction on stunting definitions, causative factors, long-term health consequences, and the critical role of balanced nutrition during the First 1,000 Days of Life (1,000 HPK). Presentations emphasized the nutritional benefits of fish as a core animal protein source for growing children.

To enhance the program's practical impact, the team introduced silver catfish nuggets as an appealing, nutrient-rich food alternative for children. Participants learned about the nutritional density of silver catfish, the benefits of nugget formulation, and simple techniques to prepare child-friendly meals without compromising nutritional value. This product innovation provides a viable solution for boosting household fish consumption while leveraging Banjar Seminai's local fishery resources.

Participants demonstrated active engagement throughout the sessions, participating in Q&A discussions about stunting prevention, fish nutrition, and processing techniques. Posyandu health cadres and local health personnel facilitated an interactive learning environment. Community enthusiasm confirmed that *Gemar Ikan* outreach acts as an effective medium for raising public



awareness of local food-based nutrition. Sensory acceptability testing of the silver catfish nuggets yielded highly favorable responses from both children and parents. Darsono et al. (2024) confirmed that organoleptic acceptance of silver catfish nuggets exceeds 85% across taste, aroma, and texture parameters. Furthermore, regular administration of protein-enriched silver catfish nuggets effectively promotes weight gain and improves nutritional status in at-risk toddlers (Siregar et al., 2024).

As a key implementation component of the *Gemar Ikan* Program, silver catfish nuggets were presented as a practical, local food innovation tailored to children's dietary preferences. Participants received detailed information on the nutrient profile of silver catfish, the systemic health benefits of regular fish consumption, and processing methods that preserve core nutrients. This innovation offers a balanced meal alternative for families while encouraging fish consumption among children.

Beyond theoretical knowledge, the activity highlighted the strategic value of local freshwater fisheries for animal protein security. Banjar Seminai Village possesses abundant freshwater fishery resources particularly silver catfish making processed items like fish nuggets a practical option for meeting household dietary needs. Utilizing local commodities supports household food security and fosters daily fish consumption habits. As noted by Pratiwi et al. (2025), optimizing local freshwater fish resources effectively fulfills family micronutrient and protein needs without overburdening household finances.

Diversifying silver catfish products positively reinforces household food security. By leveraging accessible local freshwater fish, families no longer view protein-rich foods as financially out of reach. These findings align with Lestari et al. (2024), who reported that optimizing accessible local food resources fosters self-reliance in household nutrition while reducing childhood picky eating behavior. In addition to single-commodity processing, fortifying silver catfish products with nutrient-dense local plants like Moringa leaves enhances the nutrient density of supplementary feeding (PMT) for children. Erianti & Cholifah (2025) demonstrated that Moringa-fortified silver catfish nuggets significantly increase iron and micronutrient content necessary for childhood stunting prevention.

Conducting educational outreach alongside Posyandu Melati services ensured direct access to key target groups pregnant women, breastfeeding mothers, and mothers of toddlers allowing participants to immediately apply these dietary recommendations at home. Posyandu health cadres also acquired updated instructional materials to support future health sessions, ensuring long-term project impact. Evaluation metrics indicated marked increases in participant knowledge and enthusiasm regarding fish intake for child growth. Introducing silver catfish nuggets resolved common childhood aversion to fresh fish without sacrificing nutritional quality. As demonstrated by Atasasih et al. (2023), diversifying silver catfish into nuggets delivers high organoleptic acceptance among children while providing a nutrient-rich PMT alternative. The culinary skills and nutritional literacy gained by participants strengthen long-term family nutritional security.

Observational feedback indicated strong community support for the *Gemar Ikan* Program. Participants noted that the educational content was easy to follow and identified silver catfish nuggets as an appealing solution to increase fish intake among children. The program expanded community knowledge regarding stunting prevention while equipping parents with foundational skills in hygienic, high-nutrient food preparation.

Ultimately, this initiative aims to cultivate balanced dietary habits, elevate household fish intake, and support sustainable stunting prevention in Banjar Seminai Village. High participant engagement during both theoretical and practical sessions underscores that hands-on cooking demonstrations combined with nutrition education are far more effective than traditional passive lectures. These observations align with research by Supriadi et al. (2023), which highlights that demonstration-based education using local food ingredients significantly improves retention, motivation, and meal preparation skills among mothers of young children.



4. CONCLUSION

The *Gemar Ikan* (Love Eating Fish) Program conducted by the 2026 Universitas Riau MBKM KKN students at Posyandu Melati, Banjar Semina Village, Dayun District, Siak Regency, was successfully executed and received highly positive responses from the community. The initiative effectively enhanced participants' knowledge regarding the importance of stunting prevention through balanced nutrition specifically by increasing animal protein intake from fish. Through educational counseling on stunting, instruction on the benefits of fish consumption, and the introduction of silver catfish nugget innovations, community members gained a clear understanding of fish as a high-quality protein source essential for supporting physical growth, cognitive development, and immune function in children.

Integrating this outreach program into routine Posyandu Melati activities proved highly effective, directly reaching key target demographics, including pregnant women, breastfeeding mothers, mothers of toddlers, and Posyandu health cadres. Participant enthusiasm demonstrated through active engagement during counseling and discussion sessions reflects a growing public awareness of fish consumption as a crucial strategy for stunting prevention. Furthermore, the silver catfish nugget innovation offers a practical, nutritious, and child-friendly alternative for processing local food, which is expected to foster higher household fish consumption over the long term.

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