

# Stunting and Poverty Management Strategies in the Palembang City, Indonesia

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## ABSTRACT

Stunting that has occurred if not addressed will cause public health problems. Investments in human resources are important to improve competitiveness, and tackling stunting be a concrete step that greatly contribute to improving the quality of life of the people. The achievement of reducing stunting rates is still far from the target, so a systematic evaluation of government programs is needed. The study applies quantitative and qualitative methods to describe the conditions of stunting and poverty in Palembang City, the factors that cause poverty, analyzes opportunities, threats, strengths and weaknesses in empowering activities for the poor and formulates strategies to alleviate stunting and poverty. Strategies to accelerate stunting reduction are family food security and parenting that determine nutritional adequacy and are strengthened by coordination of poverty alleviation programs, namely the New Entrepreneurial Growth Program and empowerment of micro and small businesses. Areas near the river have water plants "enceng gondok" that can be processed into products of economic value and also as a solution for river hygiene. The government policy must also support this activity by requiring the use of water hyacinth handicraft products as a solution to reducing plastic use. In addition, there are mussels or shellfish typical of the city of Palembang and fish which can be used as innovative products for the development of typical Palembang food besides pempek and crackers. The programs designed can be implemented effectively and achieve the desired goals by socializing and maximizing the number and quality of assistants in accordance with the number of poor people who must be assisted on an ongoing basis.

## KEYWORDS

handling; poverty; stunting

## INTRODUCTION

Indonesia continues to face major challenges related to the quality of human resources and is included in the group of countries with underdeveloped nutritional status in the world. Children under five years of age are stunted, reaching 30.8% or around 7 million children under five (Riskesdas, 2018). The country is also expected to experience a demographic bonus in 2030 and nutrition problems occur among the poor. Human resource development is an important step that will determine the economic sustainability of this country in the future. Investments in human resources are important for this country to improve competitiveness, and tackling stunting will be a concrete step that will greatly contribute to improving the quality of life of the Indonesian people. The government has recognized stunting as an urgent issue to be tackled immediately. The achievement of reducing

stunting rates is still far from the target, so a systematic evaluation of government interventions and spending has been carried out so far.

Stunting is a problem due to chronic malnutrition which can lead to decreased concentration, memory impairment, decreased learning and school performance, decreased cognitive function, and impaired motor development of children, as well as a long-term impact on decreased productivity, thus hindering economic growth and causing intergenerational poverty (Setiawan, 2018). The incidence of stunting can be influenced by social, economic, and access to health services. Economic factors that influence the incidence of stunting are income and expenditure on food (Rahmawati, 2020). Income will affect the fulfillment of family nutrition and the opportunity to attend formal education. Poverty for a long time can result in families unable to meet food needs in good quantity and quality. A decrease in the quality of food consumption which is indicated by the limited purchase of food sources of protein, vitamins and minerals will result in malnutrition, both macro and micro nutrients.

Stunting that has occurred if not balanced with chasing growth results in public health problems associated with an increased risk of illness, death and obstacles to both motor and mental growth. Seeing the dangers posed by stunting, the Government of Indonesia is committed to addressing and reducing the prevalence of stunting which was discussed through a limited meeting on stunting interventions held with the head of the National Team for the Acceleration of Poverty Reduction in 2017, that at the meeting discussed the need to strengthen coordination and expand program coverage. which is carried out by the relevant Ministries/Institutions (K/L), to improve the quality of the program in order to reduce the stunting rate in each region (Rahmadhita, 2020).

Palembang City as the capital city of South Sumatra Province is the second largest city on the island of Sumatra, after Medan City. It is predicted that in 2030, Palembang City will be inhabited by 2.5 million people. The economy of Palembang City continues to increase every year, but the number of poor people in Palembang City is still quite high, even though its percentage of the total population has decreased. One of the main reasons for the relatively high poverty rate is the high level of open unemployment. Of the 18 sub-districts in Palembang City, there are four sub-districts that are the highest contributors to the poverty rate.

## **RESEARCH METHODS**

This study will apply quantitative and qualitative methods to describe the conditions of stunting and poverty in Palembang City, the factors that cause poverty, analyze opportunities, threats, strengths and weaknesses in empowerment activities for the poor and formulate strategies to alleviate stunting and poverty. The results of this study will be used as input in building a better understanding of the government's efforts for more effective stunting and poverty reduction interventions.

## **RESULTS AND DISCUSSION**

### ***Stunting Palembang City***

Stunting or often called stunted or short is a condition of failure to thrive in children under five years of age (toddlers) due to chronic malnutrition and recurrent infections, especially in the first 1,000 days of life (HPK), from fetuses to children aged 23 months. A child is classified as stunting if the length or height is below minus two standard deviations of the length or height of the child for his age. The standard referred to is contained in the Maternal and Child Health (KIA) book and several other documents. The prevalence of

stunting in the city of Palembang in 2018 was 25.90% or lower than the regencies / cities in South Sumatra and decreased to 22.91% in 2019, can be seen in the following figure 1, 2, 3 and table 1.

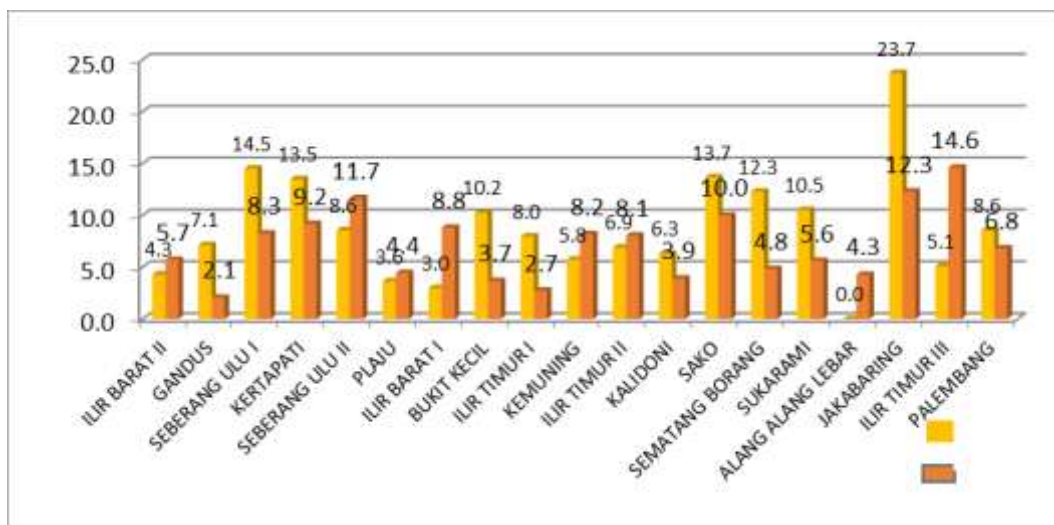


**Figure 1.** Prevalence of Toddler Stunting by Regency / City South Sumatra Province (Risksdas, 2018)

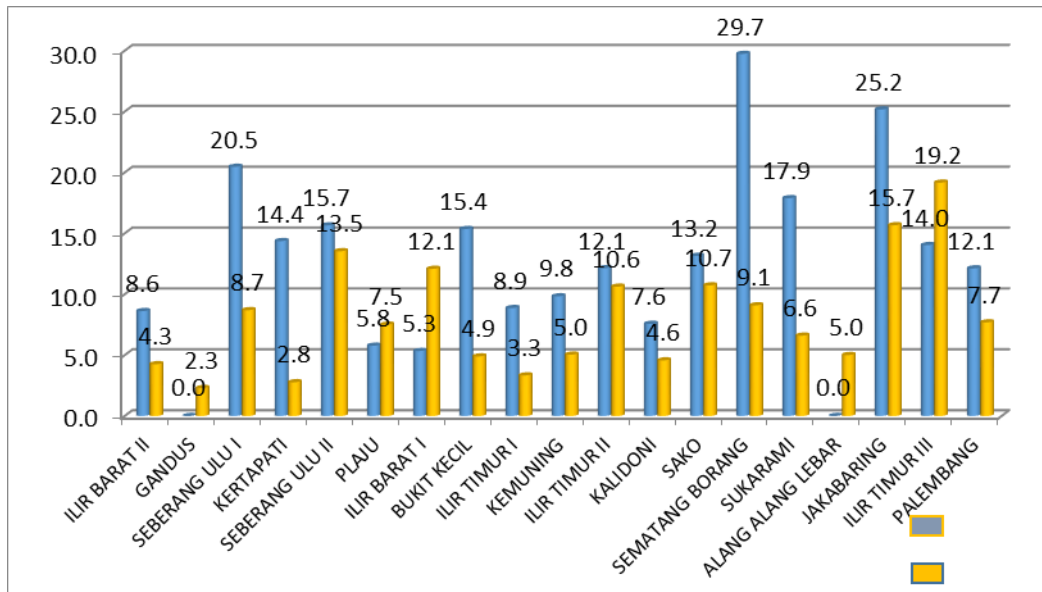
**Table 1.** Stunting prevalence in 2018-2019

NO	DATA	YEAR 2018	YEAR 2019*
1.	Indonesia	37,2%	27,67%
2.	South Sumatera Province	36,7%	28,98%
3.	Palembang City	25,9 %	22,91%

*Source: RI Basic Health Research (2018) and Integration Report (Susenas) March 2019 and Study of the Nutrition Status of Indonesian Toddlers (SSGBI) in 2019*



**Figure 2.** Percentage of Underfive Children in Palembang City 2019 year (e-ppgbm, 2019)



**Figure 3.** Percentage of Short Children by District  
 2019 - 2020 (e-ppgbm, 2019)

Two factors directly affecting nutritional status are the adequacy of consumption and health status / incidence of infection, namely children who are malnourished, their resistance will decrease so that they will easily suffer from infectious diseases. Conversely, a child suffering from an infectious disease will experience insufficient intake because of a low appetite which causes malnutrition. Lack of food intake and the occurrence of infectious diseases are strongly influenced by the parenting style provided by the mother or child caregiver. Mother's or caregiver's parenting style is greatly influenced by the mother's education because it determines the mother's understanding of good parenting. Thus there are other factors apart from health factors that influence the two direct causes of malnutrition, which are categorized as indirect and basic factors.

Indirect causative factors that affect nutritional status include:

- a. Family food security which determines the adequacy of consumption of each family member. Family socioeconomic status such as family income, parental education, knowledge of mothers about nutrition, and number of family members; can indirectly be related to the incidence of stunting (Ramadhan, 2018).
- b. Parenting patterns that determine the adequacy of nutrients, which include exclusive breastfeeding for children 0-6 months, complementary feeding for children 6 months - 2 years, and hygienic food preparation; and
- c. Use of health services when sick and access to a clean environment

The main determinants of stunting in children in Indonesia:

- a. Breastfeeding is not exclusive in the first 6 months,
- b. Low family economic status,
- c. Premature birth
- d. Short length of the newborn,
- e. Short mom
- f. Low parental education level
- g. Children living in urban poor areas and in rural areas

## **Stunting Prevention Strategies**

### ***Integrated Nutrition Interventions***

Birth length, history of exclusive breastfeeding, family income, mother's education, and knowledge of maternal nutrition are factors that are associated with the incidence of stunting in children under five. There needs to be an integrated and multisectoral program to increase family income, maternal education, knowledge of maternal nutrition, and exclusive breastfeeding to overcome the incidence of stunting in children under five (Ni'mah, 2015). Integrated nutrition interventions include various programs and activities carried out by local governments, consisting of specific nutrition interventions and sensitive nutrition interventions. The two stunting intervention frameworks are part of an effort to prevent and reduce the prevalence of stunting so that with these efforts it is hoped that a healthy, intelligent and quality generation will be achieved.

Specific nutrition interventions are programs that directly target the direct causes and several intermediate causes; Meanwhile, sensitive nutrition interventions target more indirect causes, as described as follows:

#### **a. Specific Nutrition Interventions**

This intervention targeted children within the first 1,000 days of life (HPK) and contributed to a 30% reduction in stunting. The framework for specific nutrition interventions is generally carried out in the health sector. These interventions are also short term in that the results can be recorded in a relatively short time. Activities that are ideally carried out to implement Specific Nutrition interventions can be divided into several main interventions starting from maternal pregnancy to childbearing, namely:

- 1) Specific Nutrition Interventions targeting Pregnant Women. These interventions include providing additional food (PMT) for pregnant women to overcome iron and folic acid deficiency, overcome iodine deficiency, tackle worms in pregnant women and protect pregnant women from malaria. The nutritional status of pregnant women greatly affects the health and development of the fetus. Impaired growth in the womb can cause low birth weight (Ramadhan, 2018).
- 2) Specific nutrition interventions targeting breastfeeding mothers and children aged 0-6 months. This intervention is carried out through several activities that encourage early initiation of breastfeeding / IMD, especially through colostrum feeding and encouraging exclusive breastfeeding.
- 3) Specific nutrition interventions targeting breastfeeding mothers and children aged 7-23 months. This intervention includes activities to encourage continued breastfeeding until the child / infant is 23 months old. Then, after babies over 6 months are accompanied by complementary feeding, provide worm medicine, provide zinc supplementation, carry out iron fortification in food, provide protection against malaria, provide complete immunization, and carry out prevention and treatment of diarrhea.

#### **b. Nutrition Sensitive Interventions**

This intervention is ideally carried out through various development activities outside the health sector and contributes to 70% of stunting interventions. The targets of specific nutrition interventions are the general public and not specifically pregnant women and toddlers in the first 1,000 days of life / HPK. Activities related to Sensitive Nutrition interventions can be carried out through several activities that are generally macro and carried out across sectors.

There are 12 activities that can contribute to stunting reduction through Specific Nutrition Interventions as follows:

1. Provide and ensure access to clean water
2. Provide and ensure access to sanitation
3. Perform food fortification
4. Providing access to health services and family planning (KB)
5. Providing National Health Insurance (JKN)
6. Providing Universal Maternity Guarantee (Jampersal)
7. Provide education and care for parents
8. Providing Universal Early Childhood Education (PAUD)
9. Provide nutrition education to the community
10. Providing education on sexual and reproductive health, as well as nutrition for adolescents
11. Provide social assistance and security for poor families
12. Increasing food and nutrition security.

### ***Regional Action Plan for Food and Nutrition (RAD-PG)***

Principles in making regional action plans for food and nutrition by observing the conditions and needs of the region (Local Specific) and in an integrated manner by involving many related parties (multisector) through specific intervention approaches implemented by the health sector, agriculture sector and food security and fisheries and sensitive approaches carried out by non-health, agriculture and food security and fisheries sectors.

The pillars of the Regional Action Plan for Food and Nutrition in accordance with Presidential Regulation Number 83 of 2017 concerning the Strategic Policy for Food and Nutrition used in the National Action Plan for Food and Nutrition, consists of 5 (five) pillars. In order to facilitate implementation in the field, related regional instruments can be grouped into pillars as follows:

- a. Improving Community Nutrition involves the Health Office, the Office of Women's Empowerment and Child Protection and Community Empowerment, the Office of Social Affairs, the Office of Education, the Office of Population Control and Family Planning, the Ministry of Religion City
- b. Increasing Diverse Food Accessibility involving the Department of Agriculture and Food Security, Fisheries Service, Industry Service, Health Service.
- c. Food Quality and Safety involves the Health Office, the Environment and Sanitation Service, the Communication and Information Technology Office, the Public Housing and Residential Area Office, the Public Works and Spatial Planning Office
- d. Clean and Healthy Living Behavior involves the Health Office, the Environment and Sanitation Service, the Communication and Information Technology Office, the Public Housing and Settlement Areas Office, the Public Works and Spatial Planning Office.
- e. Coordination of Food and Nutrition Development involves Bappeda Litbang, Regional Secretariat People's Welfare Section, Economic and Natural Resources Division, Regional Secretariat, Youth and Sports Office

### ***Innovation Activities in Reducing Stunting***

Some of the innovations that have been implemented by the health office and puskesmas in Palembang City in order to support the stunting reduction program are as follows:

1. Fun For Mam
2. Tasmania (Anemia Monitoring Community) at School
3. The “Pak Ginting” Nutrition Post (Handling of Malnutrition and Stunting Children) in collaboration with Rumah Zakat
4. Nutrition Substation (Joint Movement for Nutrition Care)
5. Replication of the Head of the Sub-district (Quick Monitoring of Integrated Mama Candidates)
6. Martabak Har (Let's Apply Read the KIA Book)
7. Pregnant and Repatri Blood Requesters (Monitor Drinking Tablets to Add Blood for Pregnant Women and Young Women)

### ***The Role of Regional Apparatus in 8 Convergence Actions to Reduce Stunting***

Eight Integrated Accelerated Stunting Reduction Convergence Actions is an instrument in the form of activities used to improve the implementation of integrated nutrition interventions both specific and sensitive in preventing and reducing stunting. This action aims to improve the quality of the cross-sectoral approach to program implementation and behavior so that nutrition intervention programs and activities can be used by target families, namely households of 1,000 First Day of Life (1000 HPK) more effectively.

The Role of Districts / Cities in Reducing Stunting, Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR):

1. Prepare policies related to stunting reduction, MMR and IMR
2. Implement Maximum Minimum Service Standards
3. Set targets for accelerated reduction of stunting, MMR and Akb to support the achievement of national targets
4. Determine programs and activities related to stunting reduction, MMR and IMR in planning and budgeting documents
5. Increase the allocation and effectiveness of the use of village funds to reduce stunting, MMR and IMR
6. Monitoring and evaluating activities related to reducing stunting, MMR and IMR
7. To reduce stunting, local governments carry out 8 convergence actions
8. Involving multi-sectoral roles including non-governmental organizations in efforts to reduce stunting, MMR and IMR

### **Poverty of Palembang City**

To be able to support stunting reduction programs, it is necessary to strengthen coordination and expand coverage with poverty alleviation programs. One of the main reasons for the relatively high poverty rate is the high level of open unemployment, can be seen in the following table 2 and 3.

**Table 2. Poverty in Palembang City**

Indicator	2018			2019				2020				2021 (projection**)	
	City Results	Province Results	Indonesia Results	Target RKPD	City Results	Province Results	Indonesia Results	Target RKPD	City Results	Province Results	Indonesia Results	Target RKPD	Capaian Kota
<b>POVERTY</b>													
Poverty Rate (%)	10.95	12,80	9,82	10.7	10.9	12,71	9.22	11.2	10,89	12,66	9,78	10.85	N/A
Poverty index	1.7	2,33	1,71	1.75	1.86	2.12	1.5	1.95	1,67	08	1,91	2.01	N/A
Poverty Severity Index	0.39	0,40	0,44	0.4	0.5	0.51	0.36	0.85	0,40	0,48	0,38	0.93	N/A
The number of poor people (person)	179,320	1,068.27	25,949.80	180,000.00	180,670.00	1,076,410	24,785.87	184,070.00	182,61	1,081.58	26,424.02	185,807	N/A
Line of poverty	510,994	397,994	401,220	521,489	521,489	417,828	324,911	531,919	548,563	439,041	335,793	547,875	N/A
<b>INDICATOR OF INEQUALITY</b>													
Ratio Gini index	0.383	N/A	N/A	0.364	0.364	0.311	0.391	0.39	N/A	N/A	N/A	0.385	N/A

**Table 3. Open Unemployment Rate in Palembang City**

Indicator	2018			2019				2020				2021 (projektion**)	
	City Results	Province Results	Indonesia Results	target RKPD	City Results	Province Results	Indonesia Results	Target RKPD	City Results	Province Results	Indonesia Results	Target RKPD	Result
<b>THE OPEN UNEMPLOYMENT RATE (TPT) AND UNEMPLOYMENT NUMBER</b>													
<b>Unemployment rate (%)</b>	<b>7.21</b>	<b>4.27</b>	<b>5.30</b>	<b>7.00</b>	<b>7.94</b>	<b>4.53</b>	<b>5.23</b>	<b>8.69</b>	<b>7.94</b>	<b>5.51</b>	<b>7.07</b>	<b>8.06</b>	<b>N/A</b>
decrease in the number of unemployed (%)	0.99	N/A	N/A	0.20	0.99	0.16	0.21	0.35	N/A	N/A	N/A	0.4	N/A
number of unemployed (person)	53,545	N/A	N/A	60,000	60,242	175,087	77,000,691	9.30	N/A	N/A	N/A	9	N/A

The open unemployment rate (TPT) for August 2020 was 7.07 percent, an increase of 1.84 percentage points compared to August 2019. The total working population of 128.45 million people, decreased by 0.31 million people from August 2019. The employment sector that experienced the largest percentage increase was the Agriculture Sector (2.23 percentage points). Meanwhile, the sector that experienced the largest decline was the Manufacturing Industry Sector (1.30 percentage points). As many as 77.68 million people (60.47 percent) work in informal activities, an increase of 4.59 percentage points compared to August 2019. In the past year, the percentage of underemployed workers and part-time workers increased by 3.77 percentage points and 3.42 percentage points, respectively.

There are 29.12 million people (14.28 percent) of the working age population who are affected by Covid-19, consisting of unemployed people due to Covid-19 (2.56 million people), not the Labor Force (BAK) due to Covid-19 (0.76 million people), temporarily unemployed due to Covid-19 (1.77 million people), and the working population experienced a reduction in working hours

### **Factors Causing Poverty in Palembang City**

The distribution of poverty levels among sub-districts in Palembang City is not evenly distributed. Of the 18 sub-districts in Palembang city, there are at least four sub-districts that are the highest contributors to the poverty rate, all of which come from the Seberang Ulu area, namely Kartapati, Seberang Ulu 1, Seberang Ulu 2, and Plaju districts. The factors that influence the high level of poverty, especially in the 4 sub-districts that contribute to the highest poverty rate, are low levels of education, conditions in areas that are still swampy and elements of development are more concentrated in the Seberang Ilir area. As a result, the availability of job opportunities and the progress of urban development have not been felt by some people in the region. The poverty rates in Palembang City from the four sub-districts based on occupation and education can be seen in the following table

### **SWOT analysis**

The results of the SWOT analysis of poverty reduction in the Seberang Ulu area show that:

1. The chances of success are quite prospective through empowering the poor, especially seen from:
  - a. The increase in population consumption of Palembang City tends to increase every year, especially for food and beverages.
  - b. The number of foreign tourists visiting Palembang, the market share is only 0.077 percent of the total tourists visiting Indonesia
  - c. The development of digital marketing for marketing products of micro and small businesses is growing, making it easier to promote and market products and services in order to attract consumers to make purchases.
2. The threats faced in the implementation of the poverty reduction acceleration program in the Seberang Ulu area of Palembang City are as follows:
  - a. Corona virus pandemic (Covid-19).
  - b. The tight business competition, especially for MSME players in Indonesia, including the city of Palembang (Seberang Ulu area) is a dynamic that cannot be avoided.
3. The strengths possessed are as follows:
  - a. Areas near the river have river resources such as water hyacinth plants, which have been used as garbage in the rivers, which can be processed into products such as bags, sandals, hats, food boxes and other handicrafts that are economically valuable and also become river cleanliness solutions. The government policy must also support this activity by requiring the use of water hyacinth handicraft products as a solution to reducing plastic use.
  - b. In addition, there are mussels or shellfish typical of the city of Palembang which can be processed into chips and fish which can be made into shredded products, which is an innovation for the development of typical Palembang food besides pempek and crackers.

4. The weaknesses in the implementation of the poverty reduction acceleration program in the Seberang Ulu Area of Palembang City are as follows:
  - a. The lack of optimal coordination and synergy between related agencies / institutions within the framework of the Palembang City Poverty Reduction Coordination Team (TKPK).
  - b. In general, micro and small businesses in the Seberang Ulu area of Palembang that are operated by the poor are still helpless, especially as seen from entrepreneurial behavior, capital, human resources and technology income.
  - c. The limited number and quality of assistants compared to the number of poor people who must be assisted.
  - d. Misperceptions of the poor in interpreting assistance. Some of the poor think that Government assistance to reduce the burden on the poor is permanent (continuous) or not temporary.

### **Poverty Reduction Policies, Strategies and Programs in Palembang City**

Efforts to reduce poverty and create job opportunities have been carried out by the government together with the community through the development and implementation of various poverty reduction programs (Syaparuddi, 2015). To overcome this problem, the City Government of Palembang has made various efforts to empower the poor, especially in the Seberang Ulu area. The empowerment program for the poor in Palembang City is a program that is basically an effort to solve problems to alleviate poverty, including the empowerment of Small and Micro Enterprises (UKM) which are expected to open business opportunities and provide employment opportunities for the unemployed. Empowerment of Small and Micro Enterprises as an effort to reduce poverty, among others, is carried out in the form of coaching and mentoring, where in these coaching and mentoring activities there is a learning process for the poor through critical awareness so that they can solve their own problems, including business development problems, namely marketing, production, management. and capital. The process of changing the poor that is expected to occur is from the condition of the poor, especially Small and Micro Enterprises that are powerless in running their businesses, to become independent micro and small enterprises.

Efforts to reduce poverty through empowering UKM is a continuous effort in which this process will continue to be developed with various improvements and enhancements in all aspects of SME empowerment from time to time. In order to evaluate the effectiveness of the empowerment program for the poor, especially SMEs in Seberang Ulu, an assessment of the Empowerment of the Poor in the Seberang Ulu area is needed, so that more effective community empowerment policies and strategies can be produced in the future.

The mission of the City of Palembang which is directly related to poverty alleviation is to create a populist economy that is innovative and creative and has high competitiveness as an effort to reduce poverty in Palembang City as follows:

1. Cultivation of New Entrepreneurs through Business Incubators
2. Micro and Small Business Empowerment Program
3. Establishment and Growth of Business Groups
4. Empowerment of Savings and Loans Cooperatives
5. Establishment of the Seberang Ulu Poor Population Service Center
6. Partnership Program for Micro and Small Businesses with Medium / Large Enterprises
7. The Poor Community Empowerment Facilitator Strengthening Program

8. Program for Capacity Building for the Coordinating Team for Poverty Reduction in the City of Palembang
9. Program for Increasing the Socialization of Government Programs in Poverty Reduction

To overcome the problem of unemployment, it can be done in two ways, namely growing new entrepreneurs and empowering MSMEs. A program that can be run to foster new entrepreneurs is business incubation, which is a combination of activities that have a very high level of flexibility and are unique, designed to guide and grow new micro and small business units through coaching from the stage of establishment to becoming independent. The goal is to foster and accelerate business development through a series of capital programs followed by partnership support or coaching other business elements with the aim of creating and developing new businesses that have economic value and are highly competitive. In the business incubation program, it is hoped that a synergy will be established between the government and new entrepreneurs, as well as prospective new entrepreneurs and business partners to jointly develop, build and improve skilled human resources. Economic theory states that to break the chain of the vicious cycle of poverty, human resource skills can be increased, investment capital increases, and technology development. Through various injections, it is hoped that productivity will increase (Prawoto, 2009).

One of the strengths in poverty reduction in the Seberang Ulu area is the existence of micro and small businesses that are operated by the poor, but their condition is still powerless, especially seen from the aspect of human resources who have not realized the potential that exists in the area near rivers, technology and capital. . The micro and small business empowerment program includes creating a conducive business climate, strengthening the knowledge and capabilities of micro and small businesses in solving problems and meeting their needs as well as protecting micro and small businesses, especially weak groups from being oppressed by strong groups. , and and prevent unbalanced competition between the exploitation of the strong against the weak. In creating an atmosphere or climate that allows the potential of micro and small businesses to develop optimally, empowerment must be able to free micro and small businesses from cultural and structural barriers that hinder, among others by seeking peace and security in business as well as simplifying business licensing procedures, tax relief. and so forth. In strengthening knowledge and abilities, empowerment must be able to develop all the capabilities and self-confidence of micro and small businesses that support independence. The government needs to expand a special credit scheme with conditions that are not burdensome for MSMEs, to help increase their capital, be it through the formal financial services sector, the informal financial services sector, guarantee schemes, leasing and venture capital funds. The government needs to improve training for MSMEs both in the aspects of entrepreneurship, management, administration and knowledge and skills in business development. Besides that, it is also necessary to be given the opportunity to apply the results of training in the field to practice theory through the development of pilot partnerships. Meanwhile, in protecting micro and small businesses, empowerment must be directed at eliminating all types of discrimination and domination that do not benefit the little people. Certain types of business, especially traditional types of businesses that are economically weak, must receive protection from the government, both through laws and government regulations that lead to mutual benefits.

One of the threats / challenges faced in implementing poverty reduction programs in the Seberang Ulu area is the misperception of the poor regarding assistance to reduce the

burden on the poor and efforts to increase their income. To overcome these challenges, it is necessary to increase the socialization of prevention programs issued by the Central Government and Regional Governments. The poor in the Seberang Ulu area of Palembang have actually been partially touched by various poverty reduction programs run by the Government. However, the effectiveness of these programs still needs to be improved because so far these programs have been direct, top-down, charitable, and short-term. With the Covid 19 pandemic, new poverty has emerged with the phenomenon of poor households coming from the middle social strata, especially as a result of layoffs (PHK). One of the causes of poverty reduction programs that have not been effective is the dysfunction in the socialization of poverty alleviation programs at the lowest level, namely the kelurahan level. Poverty alleviation programs have only been able to alleviate the burden on poor households, but have not been able to alleviate poor households from the poverty trap. In order for poverty reduction programs to have a significant impact, there should be a distinction between poverty programs for poor households of productive age and of unproductive age. For poor households of productive age, long-term poverty reduction programs, empowering poor households, and need / reality-based programs must be designed. Meanwhile, poor households of unproductive age are still relevant for poverty reduction programs such as Family Hope Program, Non-Cash Food Aid, Smart Indonesia Card, and Community Health insurance with quality and quantity according to the needs of poor households in this category.

Comprehensive poverty reduction requires the involvement of various stakeholders. The central government, local governments, the business world (private sector) and the community are parties who have the same responsibility for poverty reduction (Koestedjo, 2018). In order for poverty alleviation programs designed to accelerate poverty alleviation in the Seberang Ulu area of Palembang City to be implemented effectively and achieve the desired goals, these programs must first be socialized well to the implementing apparatus and target recipients. In other words, socialization of these programs is needed to the implementing apparatus, starting from the top level to the lowest level (kelurahan, RW and RT) and the community (the poor) as beneficiaries. With the continuous socialization, it is hoped that there will be a good and correct understanding of the poor about the nature, background, goals, targets, beneficiaries of poverty alleviation programs, so that there is no misperception of the poor in interpreting government programs. Activities that can be carried out to increase the socialization of accelerated poverty reduction in the Seberang Ulu area include:

1. Identifying areas / regions in each kelurahan that have a population of poor people to carry out the socialization of poverty alleviation programs in each related agency / service.
2. Arranging regular poverty alleviation socialization programs in each kelurahan that involve various related parties / institutions.
3. Conduct face-to-face outreach conducted by each related agency / agency in accordance with their respective main duties and functions in accordance with the stipulated socialization program. In this outreach activity involved urban village officials because the role of urban village officials was the organizer and the main person in charge in the fields of government, community and development.
4. Making brochures and pamphlets to facilitate the socialization of poverty alleviation programs in the Seberang Ulu Area of Palembang City.

5. Creating and / or improving a special website related to poverty reduction programs in the Seberang Ulu area of Palembang City, so that the information is easily accessible by various related parties.

Assistance for the poor is a process of transforming knowledge, skills, and developing attitudes as an effort to encourage and accelerate the process of achieving the conditions to be realized. Mentoring is different from coaching, because what the assistant does is strengthening (capacity building) and empowerment which makes the target group the subject of the activity. The position of the companion is an out-sider (outsider) who must be able to become an equal partner. Thus, it is hoped that there will be no subordination between the facilitator and the group or target of mentoring. Therefore, before carrying out its function the assistant must be able to recognize the characteristics of the target group. The roles and functions of assisting the empowerment of the poor include become a motivator in order to generate motivation, awareness and independence, both individually and in groups, a facilitator for the learning process, a mediator for groups and individuals of the poor with other parties, a consultant for groups and individuals of the poor, provide guidance to the poor both individually and in groups.

The existence of professional empowerment assistants for the poor, both in quantity and quality, is a key factor in efforts to grow new entrepreneurs and empower micro and small businesses that have been running in the Seberang Ulu area, especially in Kertapati, Seberang Ulu Satu, Seberang Ulu Dua and Plaju Districts. . This is mainly due to poor community empowerment assistants who are actively involved in any development programs for the poor to alleviate poverty.

## **CONCLUSION**

The study on the empowerment of the poor in the Seberang Ulu area of Palembang City in 2020 provides a perspective that reducing stunting and poverty is not only short-term (caricative), it requires long-term programs that are built or designed from the bottom up (bottom-up). Strategies and programs to accelerate the prevention of stunting are family food security which determines the adequacy of consumption of each family member and parenting that determines the adequacy of nutrients which include exclusive breastfeeding for children 0-6 months, complementary feeding for children 6 months - 2 years, and hygienic food preparation. To be able to support stunting reduction programs, it is necessary to strengthen coordination and expand coverage with poverty alleviation programs, namely the New Entrepreneurial Growth Program and the empowerment of micro and small businesses. Areas near the river have water hyacinth plants which have been used as garbage in the rivers, which can be processed into products such as bags, sandals, hats, food boxes and other handicrafts which are economically valuable and also serve as a solution to clean the river. The government policy must also support this activity by requiring the use of water hyacinth handicraft products as a solution to reducing plastic use. In addition, there are mussels or shellfish typical of the city of Palembang which can be processed into chips and fish which can be made into shredded products, which is an innovation for the development of typical Palembang food besides pempek and crackers. In order for poverty reduction programs designed to be implemented effectively and achieve the desired goals, these programs must first be well socialized to the implementing apparatus and target recipients and maximize the number and quality of assistants in accordance with the number of poor people who must be assisted in an effective manner continuous.

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