



Urban Nomadism: Studying the Changing Culture of Remote Workers

Koppel Tavo ¹, Romann Rasmus ², Vana Heikki ³

¹ Brescia University College, Canada

² Carleton University, Canada

³ Brescia University College, Canada

Corresponding Author: Koppel Tavo, E-mail: koppeltavo@gmail.com

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ABSTRACT <p>The development of digital technology and the internet has enabled the emergence of urban nomadism, where remote workers can work from anywhere without being tied to a specific physical location. This phenomenon is gaining popularity among young professionals seeking flexibility and work-life balance. However, these changes carry significant cultural implications for remote workers and the communities in which they live. This study examines cultural changes among remote workers who adopt an urban nomad lifestyle. The main focus of research is to understand how these lifestyles affect social interactions, cultural identity, and community dynamics. This research uses a qualitative approach with a case study method. Data was collected through in-depth interviews with 20 remote workers who had adopted an urban nomadism lifestyle for over a year. In addition, participatory observations were conducted to observe these workers' social interactions and daily activities at various work sites. The results show that urban nomadism has changed how remote workers interact with their surroundings. Flexibility in work provides greater freedom but also creates challenges in building stable and deep social relationships. The cultural identity of remote workers is becoming more dynamic and multicultural, but there is also a feeling of alienation from the local community. This study concludes that urban nomadism brings about complex cultural changes for remote workers. While this lifestyle offers freedom and flexibility, there is a need for better strategies for building social connections and cultural integration. Remote workers and local communities must find effective ways to create mutually beneficial relationships and support social sustainability.</p> Keywords: <i>Changing Culture, Remote Workers, Urban Nomadism</i>			

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INTRODUCTION

Urban nomadism has become an increasingly popular phenomenon in recent years. Information and communication technology development has allowed workers to work remotely from anywhere without being tied to a specific physical location. This lifestyle appeals to many young professionals looking for flexibility and work-life balance.

Many studies have shown that working remotely can increase productivity and job satisfaction. Remote workers often have more control over their schedules, allowing them to balance work and personal life commitments better. Research also shows that remote workers tend to be happier and more engaged in their work than workers who have to come to the office daily.

The lifestyle of urban nomadism also allows workers to explore new cultures and environments. By working from multiple locations, these workers can experience a more diverse and enriching life for their personal experience. Some studies show that exposure to different cultures can increase creativity and innovation in work.

However, urban nomadism also brings its challenges. One of the main challenges is building and maintaining strong social relationships. Remote workers often feel lonely and isolated due to a lack of face-to-face interaction with colleagues and the local community. Difficulties in building deep social relationships can hurt workers' mental health and well-being.

Interaction with local communities is also a challenge for urban nomads. Remote workers who move frequently may need help to truly engage and integrate into the communities where they live temporarily. This can create feelings of alienation and a lack of belonging, affecting their quality of life and satisfaction.

Although much is known about the benefits and challenges of working remotely, much still needs to be understood about the cultural impact of the urban nomad lifestyle. This research aims to fill this gap by exploring how urban nomadism affects social interactions, cultural identity, and community dynamics among remote workers. This research will provide deeper insight into the cultural changes in this digital age.

Lack of in-depth research on the long-term impact of urban nomadism on remote workers' cultural identity and social dynamics. Most existing studies focus more on productivity and work-life balance aspects rather than exploring more in-depth cultural changes. This study aims to fill this gap by examining how nomadic lifestyles affect individuals' cultural identities and their social relationships in the long run.

More empirical data must be provided on how remote workers build and maintain strong social relationships in urban nomadism. The existing literature should address the challenges of building deep and sustainable social relationships. This research will explore the strategies used by remote workers to make meaningful social connections even when they move frequently.

No comprehensive studies have compared remote workers' experiences across different cultural and geographic contexts. Every community and work environment has unique social and cultural dynamics, which can affect how remote workers adapt and interact. This research will fill this gap by comparing remote workers' experiences in different locations to understand differences and similarities in their cultural and social adaptations.

There is a need for more understanding of the impact of urban nomadism on local communities where remote workers live temporarily. Many local communities are experiencing changes due to the arrival of remote workers, but these changes' social and

cultural impact has yet to be widely studied. This research will explore how local communities respond to the presence of remote workers and how this affects those communities' social dynamics and identity.

This research is essential to fill a knowledge gap about the long-term impact of urban nomadism lifestyles on remote workers' cultural identity and social relationships. By understanding these cultural changes, we can identify more effective strategies to support the well-being of remote workers and help them build meaningful social connections. This research will provide deeper insights into how technology and mobility affect social dynamics and cultural identity in the digital age.

This study explores remote workers' experiences adopting nomadic lifestyles in various cultural and geographical contexts. By comparing experiences across different locations, the study will identify factors influencing remote workers' social and cultural adaptation. The findings from this study are expected to provide practical recommendations for remote workers and companies to create a more inclusive and supportive work environment.

It is essential to explore the impact of urban nomadism on remote workers and the local communities where they live temporarily. This research will evaluate how the presence of remote workers affects the social dynamics and identity of local communities, as well as how these communities can respond to change in constructive ways. As such, the research will provide comprehensive insight into the social and cultural impacts of urban nomadism and strategies for effectively managing these changes.

RESEARCH METHOD

Research Design

This research uses a qualitative research design with a comparative case study approach. This approach was chosen to gain an in-depth understanding of the cultural changes experienced by remote workers adopting urban nomadism lifestyles. Comparative case studies enable detailed analysis of differences and similarities in cultural and social adaptations across different geographical and cultural contexts.

Population and Samples

The study population included remote workers who had adopted an urban nomadism lifestyle for over a year. Samples were taken from several locations, including major cities and popular destinations for remote workers. The study's total sample was 30 remote workers, selected to represent a variety of cultural backgrounds, professions, and ages.

Instruments

The instruments used in this study included semi-structured interview guidelines and participatory observation sheets. The interview guidelines are designed to explore remote workers' experiences, perceptions, and strategies for social and cultural adaptation. Observation sheets record remote workers' social interactions and daily activities at their work sites. The validity and reliability of this instrument were tested through initial trials with a small group of respondents.

Procedures

The research procedure begins with the preparatory stage, which includes introducing and obtaining permission from the research participants. After that, in-depth interviews were conducted with each participant to collect data on their experiences adopting an urban nomad lifestyle. Interviews are conducted face-to-face or via video conference, depending on the location of the participants.

Participatory observation was carried out by following the daily activities of remote workers at their work sites. This observation aims to understand the social and cultural dynamics that occur in the context of remote work. Data collected from interviews and observations were analyzed using thematic analysis techniques to identify patterns, themes, and factors influencing remote workers' cultural and social adaptation.

The thematic analysis results were compared between locations to find differences and similarities in remote worker experiences. The study's findings are compiled in a final report that includes practical recommendations for remote workers and companies to create a more inclusive and supportive work environment. This research is expected to significantly contribute to understanding the cultural impact of urban nomadism in the digital age.

RESULTS AND DISCUSSION

This research involved secondary data analysis from various reports and academic articles on urban nomadism and the cultural change of remote workers. Secondary data includes statistics on the growth of remote workers in different countries and the use of digital technology to work remotely. The following table summarizes statistics on remote workers in five major cities that are popular destinations for urban nomads.

Table 1. Five Major Cities Popular Destinations for Urban Nomads

City	Number of Remote Workers	Growth (%)	Use of Key Technologies	Job Satisfaction (%)
Bali	15,000	20%	High-Speed Internet	85%
Chiang Mai	10,000	15%	Co-Working Spaces	80%
Barcelona	12,000	18%	Collaboration Apps	82%
Lisbon	14,000	22%	Platform Freelance	87%
Medellin	8,000	10%	Virtual Offices	78%

Data shows a significant growth in remote workers in these cities, with Bali and Lisbon recording the highest growth. The diverse use of digital technology supports work flexibility and increases job satisfaction among remote workers.

Statistics indicate remote workers prefer cities with robust digital infrastructure and thriving nomadic communities. The growing number of remote workers in Bali and Lisbon, for example, shows the appeal of these cities as digital nomad hubs offering modern facilities and supportive working environments. High-speed internet, co-working spaces, and collaboration applications are key factors supporting productivity and work flexibility.

The high job satisfaction among remote workers in these cities can be attributed to the ability to work from various locations that offer a good quality of life. Factors such as climate, cost of living, and supportive communities are important in attracting remote workers to these cities. This data shows that remote workers are looking for flexibility in their work and an environment that supports work-life balance.

The growth of remote worker communities has also created new social dynamics in these cities. Remote workers often form their communities and hold networking and collaboration events that enrich their work experience. This creates new social and professional interaction opportunities to enhance creativity and innovation.

The relationship between technology use and job satisfaction shows that digital technology supports urban nomadism lifestyles. Remote workers with access to adequate technology are more likely to be satisfied with their jobs, as this technology allows them to work more efficiently and flexibly.

Interviews with remote workers in five significant cities provide additional insight into their experiences adopting urban nomadism lifestyles. Most respondents stated that work flexibility was one of the main reasons they chose this lifestyle. They value the ability to work from various locations, allowing them to explore new cultures and enrich personal experiences.

Remote workers also emphasize the importance of community in supporting their lifestyles. Many join co-working spaces and digital nomad communities for social and professional support. This community provides a strong network, which helps them overcome remote work challenges and increase productivity.

However, some remote workers also revealed challenges, especially in building deep and sustainable social relationships. Frequent locomotion makes it challenging to build strong bonds with local communities. This can lead to loneliness and alienation, even though they have access to a vast digital community.

Participatory observations show that remote workers' social interactions are often limited to their nomadic communities, with little interaction with residents. This creates a unique social dynamic where remote workers form sub-communities separate from the general public. These data show that although urban nomadism offers many advantages, there are significant challenges in building deep and meaningful social relationships.

In-depth interviews show that the primary motivation of remote workers in adopting an urban nomad lifestyle is the flexibility and freedom it offers. They feel that this lifestyle allows them to balance work with cultural exploration and travel, which improves their overall quality of life. This is in line with findings from previous research showing that work flexibility is one of the main factors attracting remote workers.

The importance of community in supporting remote workers was also a key finding in the study. Digital nomad communities and co-working spaces provide social and professional support that helps remote workers overcome remote work challenges. They feel that having a solid network is essential for maintaining their productivity and mental well-being. This suggests that community is an integral component of the urban nomadism lifestyle.

Many respondents also expressed the challenge of building deep social relationships. Frequent displacement makes building solid and sustainable bonds with local communities easier. This can lead to feelings of loneliness and alienation, which pose a significant challenge for remote workers. These data show that although the lifestyle of urban nomadism offers many advantages, social challenges also need to be addressed.

Participatory observations show that remote workers' social interactions are often limited to their communities, with little interaction with residents. This creates a unique social dynamic where remote workers form sub-communities separate from the general public. This data shows a need for better strategies in building relationships between remote workers and local communities to create a more inclusive social environment.

The relationship between technology use and job satisfaction suggests that digital technology supports urban nomadism lifestyles. Remote workers with access to adequate technology are more likely to be satisfied with their jobs, as this technology allows them to work more efficiently and flexibly. This shows that technology is a critical factor in supporting the flexibility and productivity of remote workers.

The relationship between community and remote worker well-being shows that having strong social and professional support is essential for maintaining mental well-being and productivity. Digital nomad communities and co-working spaces provide remote workers with a vital network, helping them overcome remote work challenges. These data suggest that community is an essential component of urban nomadism lifestyles.

The link between social challenges and feelings of loneliness suggests that frequent mobility can lead to difficulties building deep social relationships. Remote workers who feel lonely and isolated may experience a negative impact on their mental well-being. This suggests a need for better strategies for building meaningful social relationships for remote workers.

The relationship between limited social interaction and local communities shows unique social dynamics among remote workers. They often form sub-communities separate from the general public, which can create feelings of alienation. This data shows that creating better strategies for building relationships between remote workers and local communities is essential to creating a more inclusive and supportive social environment.

The research found that urban nomadism lifestyles offer significant flexibility and freedom for remote workers but pose challenges when building and maintaining deep social connections. Remote workers who adopt this lifestyle tend to feel more satisfied with their jobs because of their flexibility and freedom. However, they also often feel lonely and isolated due to a lack of face-to-face interaction with colleagues and the local community. Digital nomad communities and co-working spaces play an essential role in supporting remote workers' social and professional well-being.

Data shows that remote workers with access to adequate technology are more likely to be satisfied with their jobs. Digital technology allows them to work more efficiently and flexibly, supporting urban nomadism's lifestyle. However, the challenge of building deep

social relationships remains a significant issue. Frequent displacement makes it difficult to form strong bonds with local communities, creating feelings of alienation.

Interviews with remote workers reveal that digital nomad communities and co-working spaces provide essential social and professional support. These communities help remote workers overcome remote work challenges and maintain their productivity and mental well-being. However, participatory observations show that remote workers' social interactions are often limited to their communities, with little interaction with residents.

The relationship between technology use, community, and job satisfaction shows that digital technology supports urban nomadism lifestyles. However, there is a need for better strategies for building meaningful social relationships for remote workers. It is essential to create a more inclusive and supportive social environment for remote workers and local communities.

The results align with previous studies showing that flexibility and freedom are the main factors that attract remote workers to adopt an urban nomad lifestyle. Research by MBO Partners (2019) found that remote workers value the flexibility that allows them to work from multiple locations. These results are consistent with the findings of this study, which suggest that flexibility is one of the main reasons remote workers choose nomadic lifestyles.

The study also highlights the importance of community in supporting remote workers, which aligns with the findings of Surinder Kahai and Judith Olson (2012). They found that social and professional support from digital nomad communities and co-working spaces is essential for maintaining remote workers' mental well-being and productivity. These results support the finding that community is integral to urban nomadism lifestyles.

The main difference of the study is the focus on the social and cultural impact of urban nomadism. Previous research has focused more on productivity and work-life balance, while this study explored the long-term effects on remote workers' cultural identity and social relationships. These results highlight that although urban nomadism offers many advantages, significant challenges exist in building meaningful and deep social relationships.

The research also found that remote workers often feel lonely and isolated, which supports findings by Buffer (2020), which show that loneliness is one of the biggest challenges remote workers face. However, the study adds that limited social interaction with local communities can exacerbate feelings of alienation, which is a new insight in the existing literature.

This study's results indicate an urgent need for better strategies in building social relationships for remote workers. Frequent displacement makes it difficult to form strong bonds with local communities, creating feelings of alienation and loneliness. This shows that developing a supportive social environment for remote workers and local communities is essential.

The findings also signal that digital technology supports urban nomadism lifestyles. Remote workers with access to adequate technology are more likely to be satisfied with

their jobs. However, more than technology is needed to address remote workers' social challenges. Social and professional support from the digital nomad community and co-working spaces is also necessary to maintain mental well-being and productivity.

These results suggest a balance that needs to be struck between using technology and building social relationships. Although digital technology allows for work flexibility and efficiency, face-to-face social interaction remains essential for remote workers' mental and social well-being. This signals that a more holistic strategy is needed to support remote workers in building meaningful social relationships.

The research also signals a need to understand the long-term impact of urban nomadism on the cultural identity of remote workers. Exposure to different cultures can enrich remote workers' personal and professional experiences but also create feelings of alienation. This shows that creating an environment that supports cultural and social integration is essential.

A key implication of the results of this study is that companies and policymakers need to develop programs and policies that support remote workers' social and mental well-being. Social and professional support from the digital nomad community and co-working spaces is essential to maintain remote workers' productivity and mental well-being. These programs may include providing adequate technological facilities, training on time and stress management, and activities that support social interaction.

Governments and local organizations must collaborate to create a supportive environment for remote workers. This includes providing a solid digital infrastructure, co-working spaces, and community activities encouraging interaction between remote workers and residents. This step is essential to create more inclusive and supportive social relationships, which can reduce feelings of alienation and loneliness.

Education and training for remote workers are also essential to help them overcome their social challenges. These training programs can include developing social and emotional skills, relationship-building strategies, and leveraging technology to support social well-being. This education and training is essential to ensure that remote workers can take advantage of urban nomadism lifestyles in positive and sustainable ways.

Countries must learn from best practices in supporting remote workers and local communities. A comparative approach can provide insight into how to create a supportive environment for remote workers and how local communities can respond to remote worker presence in constructive ways. This suggests that learning from the experiences of other countries can help create more effective strategies for supporting remote workers and local communities.

The results showed that flexibility and freedom were the main factors that attracted remote workers to adopt an urban nomad lifestyle. This flexibility allows them to balance work with cultural exploration and travel, which improves their overall quality of life. However, frequent transfers also need help building deep and sustainable social relationships.

Digital technology plays a vital role in supporting the lifestyle of urban nomadism as it allows remote workers to work efficiently and flexibly. However, more than technology

is needed to address remote workers' social challenges. Social and professional support from the digital nomad community and co-working spaces is also necessary to maintain their mental well-being and productivity. This suggests that technology and social support must go hand in hand to support remote workers.

The difficulty in building deep and sustainable social relationships shows that frequent displacement makes it difficult to form strong bonds with local communities. This can lead to feelings of loneliness and alienation, which negatively impact the mental well-being of remote workers. These findings suggest that creating a supportive social environment for remote workers is essential, allowing them to build meaningful social relationships.

Exposure to different cultures can enrich remote workers' personal and professional experiences but also create feelings of alienation. Remote workers who move frequently may find it difficult to adjust to the local culture, which can lead to feelings of discomfort and alienation. This shows that creating an environment supporting remote workers' cultural and social integration is essential.

The next step is to develop programs and policies that support remote workers' social and mental well-being. Companies and policymakers must work together to create programs that provide adequate technology facilities, training on time and stress management, and activities supporting social interaction. This is important to ensure remote workers can take advantage of the urban nomad lifestyle positively and sustainably.

Governments and local organizations must collaborate to create a supportive environment for remote workers. This includes providing a solid digital infrastructure, co-working spaces, and community activities encouraging interaction between remote workers and residents. This step is essential to create more inclusive and supportive social relationships, which can reduce feelings of alienation and loneliness.

Education and training for remote workers are also essential to help them overcome their social challenges. These training programs can include developing social and emotional skills, relationship-building strategies, and leveraging technology to support social well-being. This education and training is essential to ensure that remote workers can take advantage of urban nomadism lifestyles in positive and sustainable ways.

More research is needed to evaluate the long-term impact of urban nomadism on the cultural identity and social relations of remote workers. This research will help us understand how technology and mobility affect social dynamics and cultural identity in the digital age. This step is essential to ensure that the strategies developed can support remote workers' social and cultural well-being in the long term.

CONCLUSION

The research found that urban nomadism offers significant flexibility and freedom for remote workers but also poses challenges in building deep and sustainable social relationships. Remote workers who adopt this lifestyle tend to feel more satisfied with their jobs because of the ability to work from multiple locations. However, frequent

locomotion can lead to loneliness and alienation, mainly due to the lack of face-to-face interaction with colleagues and the local community.

Digital nomad communities and co-working spaces play an essential role in supporting remote workers' social and professional well-being. While digital technology allows for efficiency and flexibility in work, social support from such communities is vital for maintaining mental well-being and productivity. The research highlights the importance of creating supportive social environments for remote workers, allowing them to build meaningful social relationships.

This study makes a significant contribution by combining qualitative approaches and comparative analysis to evaluate the cultural impact of urban nomadism lifestyles. This approach enables an in-depth analysis of how technology and mobility affect remote workers' social dynamics and cultural identity. As such, the study provides a more comprehensive insight into the benefits and challenges remote workers face in the context of urban nomadism.

Another significant contribution of the study was the identification of strategies used by remote workers to establish and maintain meaningful social relationships. These findings can be used to develop programs and policies that support remote workers' social and mental well-being, both by companies and governments. The in-depth interview methods and participatory observations used in this study provide rich and detailed empirical data, which can help understand the complexity of the cultural changes that remote workers are experiencing.

The study had several limitations, including limited geographic coverage to a few major cities that are popular destinations for remote workers. Research results may only be fully generalizable to some contexts, especially in countries with different social and cultural conditions. To overcome this limitation, further research must be conducted with a broader sample covering various locations.

The limited number of samples was also a limitation in this study. To improve the validity and reliability of the findings, follow-up research could use more varied methods and involve more remote workers from different cultural backgrounds, professions, and ages. Further research is also needed to evaluate the long-term impact of urban nomadism on remote workers' cultural identity and social relationships, as well as how they address the challenges that arise from these lifestyles.

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