

INCREASED KNOWLEDGE OF SWEDISH MASSAGE THERAPY TO REDUCE BLOOD PRESSURE IN HYPERTENSION

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ESSENCE

Hypertension is a condition in which the blood pressure in the arteries increases which causes the heart to pump harder than usual to circulate blood through the blood vessels. Hypertension is a major problem, not only in Indonesia but also in the world, hypertension is given the term *silent killer* because some hypertension does not show signs and symptoms. Swedish massage is a massage and exercise technique for muscles and joints that was developed in Sweden in the 19th century. This technique is mainly used for relaxation, relieving muscle tension, and improving blood circulation and range of motion. So that Swedish massage therapy is believed to be able to provide a relaxation response and lower blood pressure. *Booklet* is a health promotion media that aims to convey information to the public in printed form. It can be concluded that the *booklet* media can provide and increase public knowledge, especially for the elderly, about the benefits of Swedish massage therapy to lower blood pressure, so that they can apply Swedish massage therapy independently at home as an alternative to lowering blood pressure.

Keywords : Hypertension, Swedish Massage, *Booklet*