

GIVING BRAIN GYM TO IMPROVE COGNITIVE FUNCTION IN THE ELDERLY

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SUMMARY

Background : Every elderly will experience a period of growth and development that will definitely occur in everyone, during this phase the elderly will experience impaired decline in function in short-term and long-term memory. The disorder is called cognitive impairment from these factors, problems that are often faced by the elderly who experience mental changes (cognitive impairment) include impaired orientation of time, space, place and not easily accepting new things/ideas, by doing light exercises such as brain gym exercises to move hands, move legs, follow exercises quickly can train brain performance in the improvement of cognitive impairment in the elderly. **Purpose :** Making Communication, Information, Education (IEC) Media regarding the provision of brain gym to improve cognitive function in the elderly. **Method :** the method used using IEC media is Video as a tool for promotional media and information to the public. **Results :** IEC media in the form of videos will be disseminated on Youtube for the elderly or for children whose parents are cognitively impaired. **Conclusion :** IEC media is used for promotional media, communication of educational information to the elderly regarding the provision of brain gym to improve cognitive in the elderly.

Keyword : Brain gym, Cognitive, Elderly.