

# EFFORTS TO REDUCE BLOOD PRESSURE IN HYPERTENSION PATIENTS WITH ISOMETRIC HANDGRIP THERAPY USING VIDEO MEDIA

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## ABSTRACT

**Background:** Hypertension, also known as high blood pressure, occurs because blood pressure rises above the normal level of 120/80 MmHg. Riskesdas 2018 shows that the prevalence of the population in Central Java province with hypertension is 37.57%. The 2019 Central Java Health Service, based on data obtained from the 2022 Sragen Regional Health Service recap, consists of 25 community health centers which experienced a prevalence of hypertension in the general public reaching 40.6%, the realization in Sragen Regency was 110,819, while the target for hypertension in Sragen Regency was 275,439. Non-pharmacological management of hypertension can be done using isometric handgrip therapy techniques which can reduce high blood pressure with the aim of providing information to the general public regarding education on isometric handgrip therapy to reduce high blood pressure. **Method:** The IEC output method is a video of efforts to reduce high blood pressure with isometric handgrip therapy. **Results:** The method used in this outcome, namely using video media, is expected to provide knowledge to the public on how to lower blood pressure with non-pharmacological isometric handgrip therapy. **Conclusion :** By using video media, it is hoped that information regarding isometric handgrip therapy can be used as an effort to reduce high blood pressure in the general public.

**Keywords :** *Isometric Handgrip*, Hypertension, Video