

**EFFORTS TO INCREASE THE KNOWLEDGE OF MOTHERS WHO HAVE  
BBLR IN THE USE OF THE KANGAROO METHOD  
VIA VIDEO MEDIA**

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**SUMMARY**

**Background;** Indonesia in 2020, AKB in 2019 reached 29,322 deaths. The cause of the highest IMR is low birth weight (BBLR), of which 7,150 or 35.3% died. The results of the preliminary study were 39 BBLR mothers in BBLR mothers who did not know the kangaroo method of care, which shows the lack of knowledge of BBLR mothers regarding kangaroo method care. Increasing knowledge regarding the kangaroo method of care for BBLR mothers requires efforts, one of which is through video media because it is easy to understand. **The objectives of research;** As an information medium to increase BBLR mothers' knowledge regarding kangaroo care methods. **Methods;** Conveying information through videos made in pre-production, production and post-production stages. . **Result;** Conveying information through videos made in pre-production, production and post-production stages. **Results;** The output that can be obtained is an animated video entitled "Recognize Kangaroo Methods for LBW" video duration 08:52 minutes file size 324 MB. **Summary;** The animated video entitled "Get to Know the Kangaroo Method for LBW" can be used as a medium for educating LBW mothers regarding kangaroo method care.

**Keywords:** BBLR, kangaroo method, video media