

**PENGARUH PEMBERIAN *MYOFASCIAL RELEASE* TERHADAP
PENURUNAN NYERI OTOT *GASTROCNEMIUS* PADA SALES
*PROMOTION GIRL***

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ABSTRACT

Background: As the times evolve, many women are required to look beautiful and attractive in several jobs, one of which is the *Sales Promotion Girl* (SPG) profession which requires female employees to look attractive to attract purchases from customers. High heels are one of the fashion icons that can support their appearance. However, prolonged use of high heels can cause pain in the *Gastrocnemius* muscle. Research shows that most women who wear high heels experience pain in the leg muscles, including the *Gastrocnemius*, due to the position of the foot that is always on tiptoe and triggers continuous muscle contraction. *Myofascial Release* (MFR) is a physiotherapy technique that can help relax stiff muscles and reduce pain through continuous stretching and slow, controlled mechanical pressure. **Objective:** to determine the effect of *Myofascial Release* on reducing pain in the *Gastrocnemius* muscle in *Sales Promotion Girl* (SPG) who uses high heels. **Methods:** The research design used is an experiment with a Quasi Experiment approach and uses a One-group Pretest-Posttest design. The subjects of this study were 33 SPG at Sami Laris Swalayan Klaten who were selected based on the inclusion criteria. **Results:** The study showed that there was a significant effect of giving *Myofascial Release* on reducing pain in the *Gastrocnemius* muscle, with a significance value of $p = 0.002$ ($p < 0.05$). **Conclusion:** This study proves that *Myofascial Release* given three times a week for four weeks can effectively reduce *Gastrocnemius* muscle pain in SPGs who use high heels.

Keywords: *High Heels, Myofascial Release, Gastrocnemius Muscle Pain, Sales Promotion Girl.*