

OPEN UMBILICAL CORD CARE EDUCATION ON IMPROVING MATERNAL KNOWLEDGE THROUGH VIDEO MEDIA

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SUMMARY

Background; The umbilical cord in medical terms umbilical cord. rope that connect the fetus to uri or placenta. **Purpose;** Increasing maternal awareness open umbilical cord care through video media. Video media education can repeat the video at any time if the mother feels the need to clarify or recall certain information. **Method;** Using educational videos about care but the center open to babies by showing firsthand the practice of umbilical cord care, so that mothers can understand better. **Result;** What obtained after being given education with this video helped inform postpartum mothers they could learn and apply umbilical cord care, because just giving warm water accelerates the drying of the umbilical cord. Then, audio-visual media is one of the media used in providing health education in the community, especially new mother have just given birth and considered more acceptable. **Conclusion;** The output achieved in this task the form of Intellectual Property Rights (IPR) for Information Communication and Education (KIE) media products or works in the form video. The author chose video media because used medium of education and health education in the community, especially in the family Post Partum patient practically and easily accessible online using electronic media through YouTube show.

Keywords: Maternal Knowledge, Open Umbilical Cord Care, Educational Video