

THE EFFECT OF BABY MASSAGE ON BABY'S SLEEP QUALITY THROUGH VIDEO MEDIA

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ESSENCE

Background: In Indonesia, quite a lot of babies experience sleep problems, namely around 55.2% of babies experience sleep disorders such as frequently waking up at night. However, more than 72% of parents consider sleep disturbances in babies as not a problem or only a minor problem. One effort that can be made to help improve the quality and quantity of baby sleep is massage. Massage can stimulate the release of endorphins which can reduce pain so that the baby becomes calm and reduces the frequency of crying, thus massage also improves the quality and quantity of the baby's sleep. Video is a technology for capturing, recording, processing, transmitting and rearranging moving images. The combination of sound and image can form a character that is the same as the original object. **Objective:** This communication, information and education aims to determine the effect of baby massage on baby sleep quality through video media. **Method:** The method used in communication, information and education is video. **Results:** Output in the form of a video about the effect of baby massage on baby sleep quality. **Conclusion:** Can provide a source of knowledge about efforts to improve sleep quality in babies.

Keywords : Baby and Toddlers Massage, Growth and Development, Video