

**EDUCATIONAL MEDIA POCKET BOOK ON EFFORTS TO REDUCE STRIAE GRAVIDARUM IN PREGNANT WOMEN BY OLIVE OIL**

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**Background :** WHO (World Health Organization) states that the number of pregnant women who experience striae gravidarum has increased from the previous year, namely 5%. Pregnant women who experience striae gravidarum on average have complaints of annoying burning and itching around the stomach, thighs and breasts. Itching if scratched will cause wounds, skin irritation, disrupted skin regeneration, skin becomes rough and dry, so striae gravidarum needs to be treated to reduce discomfort and worry for some pregnant women. One effort to overcome striae gravidarum is by giving olive oil. Olive oil was chosen because it is rich in vitamin E. 100g of extra virgin olive oil contains 14.39 mcg (around 96%) alpha tocophenol, which is needed to protect cell membranes, mucous membranes and skin from dangerous free radicals. **Method :** Using a description of the output of a pocket book entitled "Educational Media Pocket Book About Efforts to Reduce Striae Gravidarum in Pregnant Women by Giving Olive Oil" created using the Canva application. **Results:** Pocket book entitled "Educational Media Pocket Book about Efforts to Reduce Striae Gravidarum in Pregnant Women by Giving Olive Oil". **Conclusion:** This pocket book has been created and can be used as a medium to increase pregnant women's knowledge of how to reduce Striae Gravidarum. **Suggestion:** It is hoped that this pocket book can be used to increase pregnant women's knowledge about reducing Striae Gravidarum.

**Keywords:** Pregnant women, Olive oil, Striae Gravidarum