

**VIDEO BIRTH BALL THERAPY FOR REDUCING PAIN IN PERIOD I LABOR IN
PRIMIGRAVIDA MOTHERS**

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Summary

Background: Labor pain is a physiological process or part of a normal process, while other pain generally indicates an injury or disease. The psychological factor in question is excessive fear and anxiety that will affect the pain. Emotional tension due to anxiety to fear can aggravate the perception of pain during childbirth. The process of childbirth is synonymous with the pain that will be undergone. midwives can provide KIE with the type of output in the form of video media. Video is a collection of image and sound information that is summarized in sequence to give illusions, fantasies in moving images with unique and interesting shapes so that information is easy to understand. **Method:** The media used in this method uses video media that can provide information in increasing knowledge about Birth Ball. **Results:** the output obtained is in the form of a video entitled "Birth Ball Therapy Video for Reducing Childbirth Pain in Phase I in Primigravida Mothers" with a video duration of 06:22 minutes with a file size of 37,27 MB. It has been tested on 3 pregnant women respondents with video results that are acceptable, easy to understand and easy to understand. **Conclusion:** video media has been created to provide information and knowledge for health workers, especially midwives, to improve independent practice and hospitalization about brith ball therapy for the decline of maternal maternity in Period I in Primigravida.

Keywords: Maternity Mother, Childbirth Pain, Birth Ball