

**EDUCATION ON LOW IMPACT AEROBIC EXERCISE AS AN EFFORT TO
LOWER BLOOD PRESSURE IN ELDERLY PEOPLE
HYPERTENSION SUFFERERS THROUGH
VIDEO MEDIA**

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ABSTRACT

Background: Over the past decade, the percentage of elderly Indonesians has increased to 33.4 million people. The prevalence of hypertension in Central Java Province reaches 76.5%, making it the most common non-communicable disease among the elderly. The non-pharmacological technique to lower blood pressure in elderly hypertensive patients is low-impact aerobic exercise. **Objective:** To understand the creation of Communication, Information, and Education (KIE) media for Low Impact Aerobic exercise as a promotional medium to lower blood pressure in elderly hypertension patients. **Method:** The method used involves KIE media in the form of a video as a promotional medium containing the understanding, causes, signs and symptoms, and management efforts for hypertension, as well as the understanding, benefits, indications, contraindications, and SOP for Low Impact Aerobics. **Results:** This KIE media in the form of a video can be directly distributed to the community, especially the elderly and elderly posyandu cadres, through social media platforms such as YouTube. **Conclusion:** The educational video media on low-impact aerobic exercise can enhance the knowledge, skills, and motivation of the community, especially hypertensive elderly individuals, to reduce high blood pressure non-pharmacologically.

Keywords: Elderly, Blood Pressure, Hypertension, Low Impact Aerobic Exercise