

IMPLEMENTATION OF BABY MASSAGE AS AN EFFORTS TO PREVENT STUNTING AND OPTIMIZE GROWTH AND DEVELOPMENT

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INTISARI

Background; Stunting is a serious health problem in Indonesia and has long-term impacts on the quality of human resources. This condition is caused by chronic malnutrition, especially in the first 1,000 days of life. One physiotherapy approach that has the potential to prevent stunting and support child growth and development is baby massage, because it can stimulate the nervous system, improve digestion, increase appetite, and support motor and sensory development. **Methods:** This research is a communication, information, and education (IEC) project based on educational videos that aims to provide an understanding of the application of baby massage techniques. The stages of video production include pre-production (planning and script writing), production (shooting), and post-production (editing and evaluation). A trial was conducted with three respondents (parents and health cadres) to assess the video content and design. **Results:** The 6-minute 38-second video was successfully produced and received positive responses from all three respondents. All respondents stated that the content was easy to understand, and the visual design was generally attractive, although there were suggestions for improvements in the lighting aspect. The video includes an explanation of the concept of stunting, the benefits of baby massage, implementation techniques, optimal timing, and contraindications for baby massage. **Conclusion;** The use of educational media in the form of videos about baby massage is effective as a health promotion tool for stunting prevention and optimizing child growth and development. This media can be used as an educational tool for parents and health workers to understand and implement simple interventions that are beneficial for supporting child growth and development.

Keywords: stunting, baby massage, growth and development, health education, physiotherapy