

EFFLEURAGE MASSAGE TO REDUCE LABOR PAIN USING VIDEO

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SUMMARY

Background: Labor pain is a physiological phenomenon experienced by most women, especially during the first active phase, and can cause tension, anxiety, and fatigue if not managed appropriately. One non-pharmacological method that has been proven effective in reducing labor pain is the effleurage massage technique, a light, rhythmic massage of the back or abdomen that can stimulate the nervous system to reduce pain perception. However, knowledge of this technique among mothers and health workers is still limited, so interesting and easy-to-understand educational media are needed to improve understanding in applying this technique. **Objective:** To create media in the form of videos to increase knowledge about Effleurage massage to reduce labor pain **Method:** the output method is in the form of animated video-based information and education communication media (KIE) created using the Canva application and supporting editing tools, with Indonesian-language female narration, equipped with animated motion illustrations and adapted to the principles of communicative and innovative visual education. **Results:** The video media contains a 5-minute 23-second file with a size of 104 MB titled "Effleurage massage to reduce labor pain with video media," which contains information about the benefits of effleurage massage in reducing labor pain. The video content includes the video title, the content of the material discussed, and the references used. **Conclusion:** Educational video media about effleurage massage is effective as an educational tool for non-pharmacological pain relief in labor. Through the use of this video, it is hoped that it will improve the knowledge of pregnant women and the skills of healthcare workers in applying effleurage massage techniques appropriately, thus creating a more comfortable, safe, and less traumatic birthing experience.

Keywords: *Labor pain, Effleurage massage, Video media*