

EFFORTS TO IMPROVE KNOWLEDGE OF PROLANI EXERCISE AMON HYPERTENSION PATIENT THROUGH VIDEO MEDIA

Anisa Octaviani, Tri Susilowati
anisa.octaviani.carlim@gmail.com
Universitas 'Aisyiyah Surakarta

ABSTRACT

Background: Hypertension is a non-communicable disease known as the “silent killer” because it often presents without symptoms but has serious health impacts. WHO data (2023) shows that 1.28 billion adults worldwide suffer from hypertension, with a prevalence in Indonesia of 30.8% (SKI, 2023). In Cilegon City, the prevalence reaches 30.46% with 15,501 recorded cases. One non-pharmacological therapy to lower blood pressure is the Prolanis exercise, part of the Chronic Disease Management Program (Program Pengelolaan Penyakit Kronis) of BPJS Health. Previous studies have shown that Prolanis exercise is effective in reducing blood pressure when performed regularly. However, in the Citangkil Public Health Center area, public knowledge about the benefits of Prolanis exercise remains low. **Method:** This study involved the development of Communication, Information, and Education (CIE) media in the form of a Prolanis exercise video. The media was designed based on literature related to the benefits of Prolanis exercise for lowering blood pressure and packaged in a video format that is easily accessible and understandable for people with hypertension. **Results:** The findings indicate that video as an educational medium has advantages in reaching a wider audience, including those who have difficulty attending health facilities in person. Video-based education was found to be effective in increasing knowledge and encouraging community participation in Prolanis exercise activities. **Conclusion:** The Prolanis exercise video has the potential to be a practical, low-cost, and impactful educational tool for people with hypertension in controlling blood pressure. **Suggestion:** Health facilities such as public health centers are advised to utilize video media as part of their health education strategies. Further research is needed to measure the direct effectiveness of video-based interventions in reducing blood pressure.

Keywords: Hypertension, Prolanis Exercise, Video-based education