

**THE IMPORTANCE OF UMBILICAL CORD CARE IN PREVENTING
INFECTION IN NEWBORN BABIES THROUGH VIDEO MEDIA AT
GRAHA MANDIRI HOSPITAL, PALEMBANG**

Desma Puspita Sari¹, Suparmi²
desmasari880@gmail.com
Universitas 'Aisyiyah Surakarta

SUMMARY

Background: A newborn baby is a baby born between 0 and 28 days old after a pregnancy of 37-42 weeks or 294 days, weighing between 2500-4000 grams. Therefore, from the moment of birth, babies must receive good care as this is essential for their psychosocial and spiritual development as well as their motor development. Umbilical cord care is an action aimed at caring for the umbilical cord of newborns to keep it dry and prevent infection. Incorrect umbilical cord care techniques will cause umbilical cord infection. The signs include a high body temperature, refusal to drink, swelling, redness, and odor of the umbilical cord. **Objective:** To produce an educational video on umbilical cord care to prevent infection of the umbilical cord. This video aims to improve mothers' understanding of proper umbilical cord care. **Method:** The type of media used is an educational video, produced using the Canva application. **Results:** A video entitled "Umbilical Cord Care for Newborns" was successfully produced with a duration of 4 minutes. The video content includes an explanation of newborns, how to clean the umbilical cord, the timing of umbilical cord separation, as well as prevention methods and signs of infection in the umbilical cord. **Conclusion:** With the development of this educational video, it is hoped that it can be used as an educational tool for postpartum mothers who have newborns. Additionally, this video can also be used by midwives in health promotion and education.

Keywords: Education, Umbilical Cord Care, Newborn, Video Media