

# EDUCATIONAL VIDEO MEDIA ON THE USE OF TELEMEDICINE IN MIDWIFERY SERVICES FOR PREGNANT WOMEN

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## ABSTRACT

**Background:** Technology-based midwifery services are increasingly developing, one of which is through telemedicine which allows pregnant women to get health services without having to come directly to health facilities. However, there are still limitations in the understanding of pregnant women regarding how to use and the benefits of telemedicine in midwifery services. **Objective:** to evaluate the effect of animation video as a medium of Communication, Information, and Education (KIE) in improving the understanding of pregnant women regarding the use of telemedicine. **Method:** The media used in this method is animated videos that can educate and increase public knowledge, especially for pregnant women. **Results:** The study showed that there was a significant increase in pregnant women's understanding of telemedicine after being given an intervention in the form of animated videos. Respondents felt they understood the benefits, procedures, and how to access telemedicine services better than before being given education through videos. Animated video media has proven to be more effective in conveying information than conventional education methods. **Conclusion:** It was concluded that animated videos are an effective educational media in increasing pregnant women's understanding of telemedicine in obstetric services. Therefore, the use of this media is recommended as one of the educational strategies for health workers in increasing pregnant women's health literacy related to digital-based obstetric services.