

EFFORT OPTIMIZATION OF BABY GROWTH THROUGH BABY MASSAGE THERAPY USING THE VIDEO METHOD

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SUMMARY

Background; *The development of a baby does not look at the concept of growth and development. Growth is a physical change and an increase in the size of the body parts of a person who is different, while development is the increase in skills and body functions that are more complex in gross motor skills, fine motor skills, speech and language as well as socialization and independence that individuals have to adapt. with the environment. In 2015, about 30% of babies appear to have mild gross motor difficulties such as going back and forth, which should be at the age of 3-4 will be getting older than 5 months. late developmental problems are detected early. Increasing knowledge can be obtained through education with video media. **Method;** Making a video media output project using the VN and Kindmaster applications for editing. **Result;** The output project that is produced is the media "to improve the development of babies through baby massage". **Conclusion;** It is hoped that through the video parents, especially mothers, will understand more about babies, because at this time the growth and development of babies is very important.*

Key words: *infant growth and development, baby massage, video*