

**TOWEL TOE CURL TO REDUCE PAIN FASCIITIS PLANTARIS IN SALES  
PROMOTION GIRLS**

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**SUMMARY**

**Back Ground;** Nowadays, there are many companies engaged in the retail sector that require the assistance of female Human Resources (SDM) or Sales Promotion Girls (SPG) which can improve the economy. SPG is required to look beautiful and attractive, some of them are also required to wear high heels. The use of high heels of approximately 5 cm makes the feet constantly tiptoe and lasts for a period of approximately 6-8 hours per day can cause musculoskeletal disorders and inflammation in the area. plantar fascia. In an effort to overcome the problem of pain plantar fasciitis in spg, a Communication, Education and Information (KIE). **Objective:** To increase knowledge especially for physiotherapists about towel toe curl exercise to reduce pain plantar fasciitis in spg. **Method;** The KIE media is a pocket book. Pocket Books were chosen as KIE media because they have several advantages. The Pocket Book was made by taking into account the guidelines of the `Aisyiyah University Surakarta. **Result;** KIE media is in the form of a pocket book entitled "Towel Toe Curl Exercise to Reduce Pain Plantar Fasciitis in SPG". **Conclusion:** A pocket book entitled "Towel Toe Curl Exercise To Reduce Pain Plantar Fasciitis in SPG" was chosen as a health promotion media targeting health practitioners, especially physiotherapists.

**Keywords :** towel toe curl exercise, sales promotion girl, plantaris fasciitis