

**BABY MASSAGE TO IMPROVE BABY'S SLEEP QUANTITY
THROUGH VIDEO MEDIA**

Anisa Anas Tasya Hamidah¹, Rita Riyanti Kusumadewi²

anisaskh32@gmail.com

Universitas 'Aisyiyah Surakarta

ABSTRACT

Background: Sleep disorders are a problem that every parent must pay attention to because they can affect physical and cognitive development. As many as 44.2% of babies in Indonesia experience sleep disorders and 72% of parents do not know that their babies have sleep disorders. Baby's sleep is a time to rest the body and causes the body's metabolism to increase. Baby massage stimulates the body through gentle touches which have the effect of relaxing the baby's muscles and improving blood circulation so that the baby can fall asleep soundly. The important benefits of baby massage are to increase the quantity of baby sleep, so there is a need for media that can be used to educate mothers so they can do baby massage independently and regularly. **Objective:** to create baby massage IEC media to increase the quantity of baby sleep. **Method:** The output of the KIE project is a video of baby massage to increase the quantity of baby sleep which was created using the Canva and Capcut applications. **Results:** The resulting video is entitled "Baby Massage to Increase Baby's Sleep Quantity, with a duration of 18.04 minutes with a file size of 845,6 MB. The baby massage video to increase the baby's sleep quantity is easy to understand and the video design is attractive according to the respondents. **Conclusion:** An output product was created in the form of a baby massage video to increase the quantity of baby sleep which is easy to understand and interesting for mothers to see so that it is easy for mothers to remember or practice baby massage in everyday life.

Keywords: baby, baby massage, quantity sleep, educational video