

# COUGH AND COLD MASSAGE EDUCATION TO OVERCOME COUGH AND COLD COMPLAINTS IN BABIES THROUGH VIDEO MEDIA

Monica Anjela

[tatabltg657@gmail.com](mailto:tatabltg657@gmail.com)

Universitas 'Aisyiyah Surakarta

## ABSTRAC

**Background :** According to the Indonesian Ministry of Health (2023) the number of ISPA cases in Indonesia is increasing and has reached 200,000 cases from 2021-2023, in 2021 there will be less than 3000 ISPA cases, in 2022 there will be an increase of 50,000 – 70,000 cases. Meanwhile, in early January 2023, ARI cases will have reached 200,000 cases. There are many efforts that can be made to treat coughs and colds, such as pharmacological efforts, namely administering drugs and non-pharmacological such as cough and cold massage therapy, so that cough and cold symptoms do not become worse, baby massage is carried out. which is a solution in the form of touch that has a positive or good effect on the growth and development of babies and the output in the form of a video aims to enable mothers to apply each cough and cold massage movement independently to treat coughs and colds in babies and is expected to increase knowledge. **Method :** The Information Communication and Education (KIE) output method used is a video containing education on the mother's skills in carrying out cough and cold massage on babies. **Results:** The IEC media produced is in the form of a video entitled "Education on Increasing Mothers' Skills in Providing Massage for Coughs and Colds to Babies Through Video Media" which is expected to be a therapeutic guide to reduce the intensity of coughs and colds in babies. **Conclusion:** The video entitled "Education on Increasing Mothers' Skills in Providing Cough and Cold Massage to Babies Through Video Media" was created to increase knowledge and motivate mothers to apply cough and cold massage to reduce the intensity of coughs and colds in babies.

**Keywords:** *Cough and Cold, Baby, Cough and Cold Massage, Video Media*