

**EDUCATION ON MC. KENZIE CERVICAL EXERCISE  
THERAPY AS AN EFFORT TO REDUCE NECK  
PAIN IN BATIK ARTISANS THROUGH  
VIDEO MEDIA**

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**SUMMARY**

**Background:** Neck pain is a common musculoskeletal complaint experienced by batik artisans due to non-ergonomic work posture and prolonged sitting, with an incidence rate in Indonesia reaching 46.5%, and nearly 50% of cases potentially becoming chronic. McKenzie therapy has side effects, making it a suitable option for reducing neck pain. **Objective:** To develop educational and training media in the form of a video titled “Overcome Neck Pain with McKenzie Therapy” to enhance the knowledge and skills of batik artisans in managing neck pain independently. **Method:** The video was created using Canva and Capcut as editing tools, facilitating ease of use for batik artisans. **Results:** The video titled “Overcome Neck Pain with McKenzie Therapy” has a duration of 5 minutes and 9 seconds, with a file size of 73.4 MB. It includes pre-production, production, and post-production stages, covering material such as definitions, objectives, benefits, indications, contraindications, tools, duration, and a demonstration of five core McKenzie Cervical Exercises. **Conclusion:** The McKenzie Cervical Exercise video can serve as an applicable educational tool, effectively providing information and reducing neck pain among batik artisans.

**Keywords:** Batik Artisans, Neck Pain, McKenzie Cervical Exerc