

***EFFORTS TO INCREASE MOTHERS' KNOWLEDGE ABOUT INFANT
MASSAGE TO IMPROVE INFANT WEIGHT GAIN THROUGH VIDEO
MEDIA***

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SUMMARY

Background: Infant growth remains a major concern in the field of health in Indonesia. One of the efforts to support weight gain in infants, in addition to providing optimal nutrition, is to provide appropriate stimulation. One effective form of stimulation is infant massage. Infant massage plays a crucial role in supporting physical development, such as strengthening muscles and bones, as well as aiding the development of motor skills necessary for interacting with the environment. Approximately 60% of mothers do not understand the correct techniques for infant massage, despite the fact that infant massage can help improve infant weight gain. ***Objective:*** To serve as an information medium to provide mothers with insights into the benefits of infant massage in helping to improve infant weight gain. ***Method:*** Information through audiovisual media in the form of educational videos. The video titled "Let's Aim to Increase Baby Weight with Baby Massage" is designed to provide information that is easy to understand and engaging for mothers. ***Results:*** This educational video on baby massage was well-received by mothers and proven to be beneficial in enhancing their knowledge. 60% of the mothers studied were unaware of the correct baby massage techniques. ***Conclusion:*** The audiovisual media is beneficial as an educational and informational tool to enhance mothers' knowledge about the importance of baby massage in supporting infant growth and weight gain.

Keywords: Baby Weight, Education, Baby Massage, Video