

Brain Gym Education as an Effort to Enhance Cognitive Function in the Elderly through Video Media

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ABSTRACT

Background: The Ministry of Health predicts that by 2025, the number of elderly people will increase by 33.7 million. The city of Surakarta in 2024 will have a population of 28.032 million elderly people. Changes in cognitive function become a problem for the elderly due to degenerative processes. These changes will disrupt the elderly in carrying out their daily activities. One of the non-pharmacological therapies to improve cognitive function is brain gym with simple exercises that can stimulate the brain through movement. **Objective:** As an information medium to enhance knowledge and motivate the elderly about brain gym as an effort to improve cognitive function. **Method:** The method of creating this media goes through the pre-production stage, the production stage which includes script discussions and team formation, and the post-production stage which involves editing and testing until distribution. **Results:** The KIE media in the form of a video has a duration of 39.53 minutes and a file size of 914.1 MB. After testing with 3 respondents, this media can be directly distributed through social media platforms. **Conclusion:** This educational video media can provide information and motivate the elderly to perform brain gym independently.

Keywords : Elderly, Cognitive Function, Brain Gym.