

MEDIA VIDEO EDUKASI TENTANG PIJAT BAYI DENGAN MENGUNAKAN *VIRGIN COCONUT OIL* (VCO)

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SUMMARY

Background: Baby massage is a touch therapy that involves certain movement techniques given to babies. This therapy has various benefits, such as increasing endurance by increasing the neurotransmitter serotonin which functions to reduce stress hormones. Baby massage can also increase body weight by increasing the production of absorption enzymes such as gastrin and insulin. In addition, this massage helps babies sleep better by reducing alpha waves and increasing beta and theta waves. The use of VCO in baby massage provides additional benefits, such as maintaining skin moisture, providing a cooling effect, and having antibacterial and antifungal properties that prevent skin rashes and reduce irritation. **Method:** The method used in this output is video media using the Canva and Capcut Video Editor applications. **Results:** The output produced is a video entitled "Educational Video Media About Baby Massage Using Virgin Coconut Oil (VCO) with a duration of 12 minutes 56 seconds with a file size of 720,8 MB. **Conclusion:** IEC (Communication, Information, and Education) media in the form of videos is expected to be a source of education for the community to prevent disorders of infant growth and development.

Keywords: Baby Massage, Virgin Coconut Oil, Video Media