

**VIDEO EDUCATIONAL MEDIA ABOUT THE BENEFITS OF
OLIVE OIL FOR SKIN CARE AND STRETCH MARKS
IN POST- POST MOTHERS**

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SUMMARY

Background : *One of the problems that often arises in postpartum women is stretch marks. Stretch marks generally appear during pregnancy due to skin stretching and hormonal changes, and can persist after childbirth. WHO data (2024) shows that around 66% of pregnant women experience stretch marks, while in Indonesia the figure reaches 90% of pregnant women until the postpartum period. Stretch marks usually appear on the abdomen, breasts, thighs, and buttocks, causing itching, discomfort, and lowering the mother's self-confidence. Therefore, discussing skin care for stretch marks is an important topic that needs to be known by the general public, especially postpartum mothers.* **Objective :** *To create an information, education, and communication (IEC) medium to increase postpartum mothers' knowledge about the benefits of olive oil for skin care and stretch marks in postpartum mothers.* **Method:** *This IEC video was created using the Canva and CupCut applications.* **Results :** *The video titled “The Benefits of Olive Oil for Skin Care and Stretch Marks in Postpartum Mothers,” which is 4 minutes and 5 seconds long, helped postpartum mothers better understand what stretch marks are and how to address them after receiving education.* **Conclusion :** *We have compiled a video educational media about the benefits of olive oil for skin care and stretch marks in postpartum mothers. This can be used to convey information which is much more effective and interesting to watch with education that is equipped with various animated images, videos, and sounds so that it is easier for the public to understand.*

Keyword : *Olive oil, stretch marks, postpartum mothers, Video Media*