APPLICATION OF ACTIVE STRETCHING AND STRENGTHENING TO PLANTAR FASCIITIS PAIN IN SALES PROMOTION GIRL

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SUMMARY

Background: Pain in the soles of the feet is a very disturbing complaint in daily activities because the soles of the feet play a role in body movements such as walking and standing. Lack of physical activity and prolonged standing habits, especially for Sales Promotion Girls, can cause plantar fasciitis pain. This condition has an impact on decreased flexibility, heel pain, and increases the risk of musculoskeletal injuries. Research shows a high prevalence of plantar fasciitis among Sales Promotion Girls. **Objective**: To increase knowledge and awareness of high heel users, especially Sales Promotion Girls or other workers who use high heels, regarding plantar fasciitis pain and its prevention and treatment efforts through proper stretching and strengthening. For this reason, educational media in the form of a booklet was developed as a means of Communication, Information, and Education (IEC). **Method**: The creation of educational media in the form of a booklet containing information about plantar fasciitis, as well as stretching and strengthening guides, which can be done independently. **Results**: After being tested on respondents, the booklet media provided showed good results in helping to reduce plantar fasciitis pain. **Conclusion**: The booklet media entitled "Application of Active Stretching and Strengthening for Plantar Fasciitis Pain in Sales Promotion Girls" was chosen as a health education and promotion media targeting SPGs (Sales Promotion Girls).

Keywords: Sales Promotion Girl, Plantar Fasciitis, pain