EDUCATION ON THE IMPORTANCE OF PERSONAL HYGIENE DURING MENSTRUATION AS AN EFFORT TO PREVENT PRURITUS VULVAE IN ADOLESCENTS USING VIDEO MEDIA

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SUMMARY

Background: *Personal hygiene during menstruation is an important factor in maintaining reproductive health among adolescent girls. Lack of knowledge and awareness regarding proper hygiene practices can increase the risk of reproductive health problems, including pruritus vulvae. This condition is characterized by itching and irritation in the external genital area, which can cause discomfort and lead to infection. Therefore, appropriate Communication, Information, and Education (KIE) media that are attractive and easy to understand are needed, one of which is video media.****Objective :****To produce an educational video about the importance of personal hygiene during menstruation as an effort to prevent pruritus vulvae in adolescent girls.****Method :****The method used is the development of KIE media through several stages, including problem identification, material preparation, video design, and media trial on adolescent respondents.****Results :****The resulting video contains information about the definition of pruritus vulvae, its causes, and proper personal hygiene practices during menstruation. The video is designed using a combination of audio and visual elements, making it more attractive and easier to understand. The trial results showed that the video media helped improve adolescents' understanding of the importance of maintaining personal hygiene during menstruation.****Conclusion :****Video media is effective as a KIE tool in increasing knowledge and awareness among adolescent girls regarding personal hygiene during menstruation as an effort to prevent pruritus vulvae.*

Keywords:*personal hygiene, menstruation, pruritus vulvae, adolescent girls, video media, health education*