The Benefits of Pregnancy Exercises To Reduce Back Pain In Pregnant Women In The Third Trimester With Video Media

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Background: *Pregnancy is a natural process experienced by women, and physical and psychological changes are common experiences for mothers. One physical change that often occurs and can cause discomfort is back pain. This phenomenon usually occurs in pregnant women due to changes in pregnancy hormones that increase the hormone relaxin (a hormone that causes relaxation and weakness). Other predisposing factors that cause back pain are related to weight gain, changes in body posture due to uterine enlargement, previous back pain, and repetitive stretching. Videos are effective for psychomotor skills, can be replayed, have clear demonstrations, are time-flexible, and are suitable for pregnant women with limited mobility.* ***Objective:*** *To produce a Communication, Information, and Education (KIE) media in the form of a video containing education on managing back pain through non-pharmacological methods, namely prenatal exercise.* ***Method:*** *Developing health education media through pre-production, production, and post-production stages, as well as testing with respondents to obtain feedback regarding the content and appearance of the media.* ***Results:*** *The output produced is a video in MP4 format, lasting 7 minutes and 19 seconds, with a storage capacity of 422 MB.* ***Conclusion:*** *A video media has been created to educate the public, especially pregnant women, and can be used as an alternative for reducing back pain in pregnant women in the third trimester.*

Keywords: *Third-Trimester Pregnant Women, Back Pain, Video Media*