

ABSTRACT

PILATES GYMNASTIC CHAMPAIGN FOR PREGNANT WOMEN IN BANDUNG

Maternal mortality is still a problem in Bandung. One of the causes of maternal death is obstructed labor. Efforts could be made pregnant women to delivery goes smoothly is with gymnastic pregnancy. Gymnastic pregnancy with Pilates method is one of the gymnastic pregnancy could be an option for pregnant women. This campaign will be held Pilates gymnastics activity program for pregnant women in the city of Bandung. By providing information to the public and video tutorials gymnastics as an information medium. target in this campaign that pregnant women ages 17 to 25 years old in the city of Bandung. through appropriate approaches and strategies carried out using creative media campaigns that are directed to the main media that a solution to the problems.

Keywords: Pilates, Campaign, Video tutorial gymnastic