

ABSTRACT

CAMPAIGN DESIGN PREVENTING HYPERTENSION WITH BANANA FRUIT

By : Aji Bintang Waskito

NIM : 1601140201

Hypertension is classified as a disease that is difficult to cure because it has been treated, and can also damage body parts other than the heart, such as blood vessels, kidneys, eyes, and brain. Increased hypertension by an unhealthy lifestyle. Things that include unhealthy lifestyles include smoking, lack of exercise, eating less nutritious foods, and stress (Nisa, 2012). One effort to control hypertension is non-pharmacological therapy, namely alternative therapy without the use of chemical drugs, one of which is to consume fruits containing high potassium and potassium to meet the needs of the body (Wijayakusuma, 2008). Bananas are fruits that contain high potassium and potassium. Research shows potassium and potassium can allow the circulatory system to control electricity and blood pressure (Schmidt, 2012). The benefits of bananas aside from their benefits, they can be consumed by processing or not being processed, easily consumed anywhere, and can be consumed as food.

Keywords: Campaign, Health, Three Banana Fruits, Hypertension