

ABSTRACT

Pregnancy is a period that starts from the formation of the fetus, and it's growth and development in the uterus until the birth of the fetus. During pregnancy, there are continuous physical and psychological changes that can cause discomfort for some pregnant women. Prenatal yoga is a modification of basic yoga exercises that are adjusted to the condition of pregnant women. However, the number of prenatal yoga class providers, both online and offline classes, is still small and the high price of prenatal yoga classes means that not all pregnant women can participate in prenatal yoga. According to the results of a survey conducted by APJII, there are 63.1 million (47.6 percent) internet users who use mobile devices to access the internet and 1 in 4 internet users in Indonesia are mothers, so the design of prenatal yoga information media for pregnant women is considered sufficiently effective to help introduce the benefits of prenatal yoga and help pregnant women to do yoga independently. Methods that are used to collect data are literature review, observation and interview, and the data analysis method used is the matrix analysis and descriptive analysis. The design of prenatal yoga information media is expected to be able to help inform benefits of doing prenatal yoga , as well as prepare mothers' physic and mental and reduce physical disturbances that are felt during pregnancy by making it easier for pregnant women to do prenatal yoga on their own.

Keywords: *Pregnancy, prenatal yoga , information media*