

***Making Educational Videos Based on Local Wisdom for Pregnant Women in Efforts to Prevent Preeclampsia***

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***ABSTRACT***

*Preeclampsia is the second leading cause of maternal death in Indonesia after hemorrhage. At the Banjarsengon Community Health Center, Jember Regency, educational efforts have relied on print media (posters and leaflets), which are considered less engaging and less effective in conveying information to pregnant women. This study aims to develop a local wisdom-based educational video as an alternative medium that is more attractive, efficient, and appropriate to the local cultural characteristics in efforts to prevent preeclampsia among pregnant women. This study employed the Research and Development (R&D) method with the ADDIE development model (Analyze, Design, Development, Implementation, Evaluation). The stages included needs analysis, material and storyboard design, video production, validation by material and media experts, and user response evaluation. The video was developed using Javanese narration and visual content adapted to the local context. An educational video titled "Let's Prevent Preeclampsia" was successfully developed with a duration of approximately 2 minutes. Material expert validation resulted in an average score of 4.77 ("Very Good" category) with an 95.5% feasibility percentage, while media expert validation yielded an average score of 4.72 ("Very Good" category) with a 94.5% feasibility percentage. Responses from 15 pregnant women as users showed very positive results with an average score of 4.4 ("Very Good" category) and an acceptability percentage of 90.27%. Users considered the video interesting, easy to understand, and relevant to the needs of pregnant women. The local wisdom-based educational video developed in this study is declared highly feasible for use as an educational medium for preeclampsia prevention among pregnant women. This video can also serve as a supporting medium for health promotion programs at the Banjarsengon Community Health Center, particularly the "Srikandi Beraksi" program.*

**Keywords:** *Video Edukatif, Local Wisdom, Pregnant Woman, Preeclampsia, ADDIE*