

NEED AND DEMAND FOR THE DEVELOPMENT OF SELF-RELIANT HEALTH AND FITNESS PROMOTION EDUCATIONAL MEDIA BASED ON BOOKS

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ABSTRACT

This research aims to develop a health and fitness promotion educational media based on an ebook to provide accurate and precise information about health and fitness to the general public. This ebook will also provide accurate and precise information about various health and fitness products and services available, as well as tips and tricks for maintaining health. The research method used in this study is the Research and Development (R&D) model. The purpose of this research is a method based on the goal of developing new products, processes, or technologies. This method typically uses a combination of various research methods, such as experiments, surveys, mathematical model analysis, and literature reviews. The preliminary study results in this research show that, from the urgency indicator of the research product, the findings indicate that 110 respondents, or 85%, stated it as very urgent, and 19 respondents, or 15%, stated it as not urgent. For the awareness indicator of maintaining health and fitness independently, the results show that 32 respondents, or 25%, have a high level of awareness, and 97 respondents, or 75%, have not yet developed awareness. The indicator of education materials during the pandemic and endemic situation yielded results with 103 respondents, or 80%, stating it as highly relevant, and 26 respondents, or 20%, stating it as not relevant. The indicator of solutions in the form of independent health and fitness maintenance activities yielded results with 103 respondents, or 80%, stating it as highly educational, and 26 respondents, or 20%, stating it as less educational.

Kata Kunci: *Development, Media, Book*