

**PROGRAM STUDI S1 KEBIDANAN DAN PENDIDIKAN PROFESI
BIDAN FAKULTAS KEBIDANAN
INSTITUT KESEHATAN PAYUNG NEGERI PEKANBARU
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Pregnancy Pillow Therapy

Xii + 43 Halaman + 2 Tabel + 8 Lampiran

ABSTRAK

Kehamilan merupakan proses fisiologis yang sering disertai berbagai perubahan fisik dan psikologis yang dapat menimbulkan ketidaknyamanan, seperti nyeri punggung, sulit tidur, dan kelelahan, terutama pada ibu hamil trimester II dan III. Di sisi lain, limbah daun nanas di wilayah Pekanbaru masih belum dimanfaatkan secara optimal dan berpotensi menimbulkan pencemaran lingkungan. Program Kelompok Usaha Mahasiswa *Pregnancy Pillow Therapy* dikembangkan sebagai inovasi produk kesehatan yang memanfaatkan serat alami daun nanas sebagai bahan utama pembuatan bantal kehamilan yang ergonomis dan ramah lingkungan. Produk ini juga dilengkapi dengan aromaterapi yang aman bagi ibu hamil untuk memberikan efek relaksasi dan meningkatkan kenyamanan saat beristirahat. Pelaksanaan program meliputi tahap perencanaan, persiapan bahan dan alat, proses produksi, hingga pemasaran secara daring dan luring. Sasaran konsumen utama adalah ibu hamil trimester II dan III serta fasilitas pelayanan kesehatan seperti klinik bidan dan toko perlengkapan ibu dan bayi. Hasil program menunjukkan bahwa produk *Pregnancy Pillow Therapy* memiliki potensi pasar yang baik, sekaligus memberikan manfaat dalam meningkatkan kenyamanan ibu hamil, memanfaatkan limbah daun nanas, serta menumbuhkan jiwa kewirausahaan mahasiswa.

Kata Kunci : Kehamilan, bantal kehamilan, serat daun nanas, aromaterapi
Daftar Bacaan : 5(2008-2019)

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ABSTRACT

Pregnancy is a physiological process often accompanied by various physical and psychological changes that may cause discomfort, such as back pain, sleep disturbances, and fatigue, particularly during the second and third trimesters. Meanwhile, pineapple leaf waste in the Pekanbaru area has not been optimally utilized and may contribute to environmental pollution. The Student Business Group Program Pregnancy Pillow Therapy was developed as an innovative health product that utilizes natural pineapple leaf fibers as the main material for producing ergonomic and eco-friendly pregnancy pillows. The product is also equipped with aromatherapy that is safe for pregnant women to provide relaxation and improve comfort during rest. The program implementation includes planning, preparation of materials and tools, production processes, and both online and offline marketing strategies. The main target consumers are pregnant women in the second and third trimesters as well as health service facilities such as midwife clinics and baby supply stores. The results indicate that the Pregnancy Pillow Therapy product has promising market potential while also contributing to improving pregnant women's comfort, utilizing pineapple leaf waste, and fostering students' entrepreneurial skills.

Keywords : Pregnancy, pregnancy pillow, pineapple leaf fiber, aromatherapy
Reading List : 5(2008-2019)