

**FAKULTAS ILMU KESEHATAN  
UNIVERSITAS SILIWANGI  
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PEMINATAN PROMOSI KESEHATAN  
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***ABSTRACT***

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***THE EFFECT OF AUDIO VISUAL MEDIA ON HYPERTENSION KNOWLEDGE*** (Study on Pre-elderly Posbindu PSGI Mangkubumi Village, Mangkubumi District, Tasikmalaya City)

*Hypertension or high blood pressure is one of the many health problems suffered throughout the world, including Indonesia. Hypertension is a condition where a person's blood pressure is above the normal number, which is 120/80 mmHg. Someone who suffers from hypertension if they have a blood pressure of 140/90 mmHg, this blood pressure is included in level 1 or the initial limit of a person's hypertension. So it can be concluded that someone who suffers from hypertension has a blood pressure of 140/90 mmHg. Based on data from the Tasikmalaya City Health Office, there has been an increase in hypertension cases for the past three years, in 2018, the incidence of hypertension was 23,617 cases. In 2019, the incidence of hypertension increased by 36,466 cases. In 2020, there was a decrease of 7020 cases. In 2019, hypertension was ranked 2nd in the City of Tasikmalaya. Based on the initial survey to 10 posbindu and each of the 5 respondents who suffer from hypertension, 80% of respondents' knowledge about hypertension is still lacking, 80% of respondents do not know about hypertension blood pressure, 80% of respondents do not know what factors cause hypertension. hypertension or elevated blood pressure. One respondent said that there was no self-awareness of hypertension because high blood pressure was considered normal with age. Posbindu PSGI Mangkubumi Village is the most active Posbindu. Some people in the area still pay less attention to the culture of healthy living even though they have been given counseling by health workers or the slide show that is shown.*

***Keywords:*** hypertension, health promotion, audio visual media.