

EDUCATIONAL MESSAGE OF LACTATION IN THE SMOOTH BREASTFEEDING MOTHER

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Background: : Water Mother Milk (ASI) is one who includes all elements of the need for babies both in terms of physical, psychology, social and spiritual aspects. Breast milk 30 minutes after a baby was born had to be fostered, then the baby was given breast milk only until the age of 6 months was given exclusive breastfeeding, then babies were given breast milk complementary foods until 2 years. And a lazy mother found to breastfeed her baby because she was busy working. **Methods:** One way to be done to increase milk production with a lactation massage. Lactation massage is a massaging technique carried out in the head, neck, backbone, spine and breast bones which aims to stimulate prolactin hormones and oxytocin. **Results:** Education of the lactation massage conveyed through the outer form of video media aims to as a medium of information and education to the public, when watching a video of lactation massage, the public will be interested, easily understand and easily practice massage while watching the video of lactation in breastfeeding mothers can. **Conclusion:** Video media regarding lactation massage of the Flactation for Breastfeeding Mothers can be used as an educational material in the public, especially in breastfeeding mothers to obtain information and knowledge about lactation massage.

Keyword: Massage, Lactation, ASI, Education.