

EDUCATION OF CORRECT BREASTFEEDING TECHNIQUES TO IMPROVE KNOWLEDGE OF POST PARTUM MOTHERS USING VIDEO MEDIA

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SUMMARY

Background : *Breastfeeding is an ideal way of providing food for the growth and development of babies. However, there are still many mothers who experience failure in breastfeeding. One of the failures of mothers in breastfeeding is due to lack or complete lack of experience and knowledge about correct breastfeeding techniques.* **Method :** *Management in increasing mothers' knowledge of breastfeeding with the correct technique, one of which is using video media.* **Results :** *Video media can be used with the aim of increasing knowledge and also information that is clearer and easier to understand because it contains images, sound and writing so that it can motivate people to do it independently at home.* **Conclusion :** *The video media for successful breastfeeding with the correct attachment and position is expected to help increase post partum mothers' knowledge of breastfeeding and provide optimal breast milk and it is hoped that people at home can practice independently.*

Keywords : *Knowledge, Breastfeeding Techniques, Breast Milk, Videos*