

APPLICATION OF HYPNOBREASTFEEDING FOR IMPROVEMENT EXPOSURE OF BREAST MILK TO PUBLIC MOTHERS

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SUMMARY

Background: Exclusive breastfeeding for the first 6 months of life is one of the measurement strategies in an effort to improve the nutritional status and survival of children under five. Failure to provide exclusive breastfeeding is often a problem for breastfeeding mothers. This problem can be caused by several factors. The main reason why mothers cannot provide exclusive breastfeeding is psychological changes which will affect the quality of the amount of breast milk produced and the lack of stimulation of the hormones prolactin and oxytocin which can cause a decrease in breast milk production in the first days after giving birth. One way to motivate mothers to provide exclusive breast milk is through hypnobreastfeeding, which is a natural effort to instill an intention in the mind that is conscious of producing enough breast milk for the baby's needs and facilitating the breastfeeding process. **Method:** Produce a video output with the theme "Application of Hypnobreastfeeding to Increase Breast Milk Production in Postpartum Mothers" made using the Adobe Premiere Pro application. **Results:** Video entitled "Application of Hypnobreastfeeding to Increase Breast Milk Production in Postpartum Mothers" with a duration of 11 minutes 55 seconds. **Conclusion:** Video media has been created as an educational medium to increase public knowledge about the application of hypnobreastfeeding which is planned to be IPR, mothers are helped to be more relaxed and calm. Calmness is one of the factors for successful breastfeeding, especially for the exclusive breastfeeding process. **Suggestion:** Hypnobreastfeeding is carried out in a calm environment and the mother feels comfortable.

Keywords: breast milk, hypnobreastfeeding, postpartum mothers