

BREAST CARE GUIDE FOR SUCCESSFUL BREASTFEEDING WITH VIDEO MEDIA

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Background: Breast milk (ASI) is the first, main and best food for babies which is natural and contains various nutrients needed in the growth and development process of newborns which aims to reduce mortality rates. One of the efforts carried out to facilitate the release of breast milk is through breast care. Breast care or often called Breast Care aims to maintain breast cleanliness, increase or facilitate the release of breast milk. The purpose of care is to facilitate the production of breast milk by stimulating the milk glands through massage, preventing breast milk dams or breast swelling, flexing and strengthening the nipples. **Method:** Using video output descriptions with the theme entitled "Breast Care to Facilitate Breast Milk Production in Postpartum Mothers with Video Media" created using the Canva and Inshot software applications. **Results:** A video entitled "Breast Care to Facilitate Breast Milk in Postpartum Mothers with Video Media". **Conclusion:** Video media as a means of education to provide a source of knowledge to the public about good and correct techniques in breast care (Breast Care) for postpartum mothers. **Suggestion:** It is expected that postpartum mothers are able to care for their breasts properly and correctly to facilitate breast milk.

Keywords: ASI, Breastfeeding, Breast Care,