

VIDEO ON PROPER BREASTFEEDING TECHNIQUES

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SUMMARY

Background Exclusive breastfeeding during the first six months of a baby's life has been proven to have a positive impact on child growth and the prevention of stunting. However, challenges remain in the field, such as the low level of maternal knowledge regarding proper breastfeeding techniques, particularly in the Ciputat area, South Tangerang. The significant decline in the number of mothers providing exclusive breastfeeding prompted the development of video-based educational media. **Objective** This project aims to produce an educational video that is simple, communicative, and easy to understand regarding proper breastfeeding techniques. **Method** The method used in this Communication, Information, and Education (CIE) media involves producing a video as part of an exclusive breastfeeding promotion effort that helps mothers understand and directly practice proper breastfeeding techniques. **Result** The resulting CIE media is a video that is easily accessible and can be viewed directly by the public and fellow professionals. **Conclusion** This video can be used as an educational, promotional, communication, and informational medium for new mothers who wish to breastfeed, the general public, and fellow healthcare providers.

Keywords Exclusive Breastfeeding, Breastfeeding Technique, Educational Video