

ESSENCE

Zulina Zulaika NIM C2016136 Nursing Undergraduate Study Program	Supervisor Maryatun, S.Kep., Ns., M.Kes. Dyah Rahmawatie RBU, S.Kep., Ns., M.Kep.
DEVELOPMENT OF POCKETBOOK AS A MEDIA OF INFORMATION SERVICE ABOUT BREASTFEEDING TECHNIQUE IN SOCIETY	
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<p>Summary : The infant mortality rate in Indonesia is still high compared with other countries, the way to reduce the infant mortality is giving breast milk, however many breastfeeding mother are still wrong in giving breast milk. 75% breastfeeding technique that do by mothers are still wrong, many breastfeeding mother can't practice breastfeeding well. Purpose : To gave information and increased society's knowledge about the correct technique in breastfeeding. Method : Used a media of pocket book which title "Famous Busui (True Techniques For Breasfeeding Mothers)". Conclusion : The pocket book totalling 24 pages, contain the definition of breastfeeding technique, the correct breastfeeding technique, how to observe the correct breastfeeding technique, factors that affect breastfeeding success, factors that affect breast milk production, the duration and frequency of breastfeeding, impact that appear if the mother can't breastfeeding properly, the position of breastfeeding. In this pocket book there are also interesting pictures. It's expected that the existence of pocketbook can increase the society's knowledge.</p>	
Keyword : Breastfeeding technique, Breast milk.	