

DEVELOPMENT OF POCKET BOOK AS INFORMATION SERVICE ABOUT ANTI *STUNTING* MOVEMENTS WITH EXCLUSIVE ASI

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SUMMARY

The incidence of *stunting* is one of the nutritional problems experienced by children under five in the world today. In 2017, 22.2% or around 150.8 million children were stunted. Prevalensi balita *stunting* di Indonesia pada tahun 2017 ada sebanyak 29,6%. Central Java itself under five who experienced *stunting* in 2013 experienced an increase of 2%, which previously in 2010 the incidence of *stunting* was 33.9%. The highest prevalence of *stunting* in the city of Surakarta is at the Sangkrah Health Center, which is 3.35%. Then based on the results of preliminary studies, there are still few mothers who give exclusive breastfeeding and who know about *stunting*, which is by using pocket books. Which is the purpose of making this media to provide information to the public about the importance of exclusive breastfeeding in preventing *stunting*. The benefits of making this media are providing information about exclusive breastfeeding in the anti-*stunting* movement. This pocket book is small in size that can be put in a pocket and is easy to carry anywhere, its contents are concise, and is equipped with illustrations so that readers can easily understand. *Stunting* itself is a growth disorder in which a child's height is shorter than the height for his age. One of the factors that influence the incidence of *stunting* is exclusive breastfeeding. Exclusive breastfeeding is giving breast milk exclusively from birth until the baby is 6 months old. The benefits of breast milk are as an antibody for babies, breast milk helps better teeth growth, breastfeeding can reduce bleeding in the mother after childbirth, the mother's health recovery is faster, breastfeeding can be a natural contraceptive and others. Pocket book media with the title "Anti-*Stunting* Movement with Exclusive Breastfeeding".