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## ***INCREASE WORKING MOTHER KNOWLEDGE ABOUT ASIP MANAGEMENT***

### ***ESSENCE***

***Background*** : The practice of breastfeeding in Indonesia is still relatively low. Central Java Province occupies the 20th position with a percentage of 64.19%. One of the problems related to the low achievement of exclusive breastfeeding is that there are still companies that employ women who don't provide opportunities for mothers who have babies 0-6 months to carry out exclusive breastfeeding. Actually, working mothers can still give breast milk to their babies by expressing the milk. Expressed milk can be stored in the refrigerator or freezer. Exclusive breastfeeding requires good management and planning in the breastfeeding process. Mothers must have good knowledge about exclusive breastfeeding and also about lactation management including breastfeeding storage, if working mothers don't have good knowledge about breastfeeding storage then they can still inhibit exclusive breastfeeding. Information of ASIP Management can be provided by poster. Poster is a printed media containing health messages. Poster contains a message that is concise, and clear so that it is easy to understand. In addition, there are interesting pictures to clarify the meaning of the message on the poster. ***Purpose*** : To increase knowledge of working mothers so that they continue to exclusively breastfeed their babies even though they are working. ***Conclusion*** : The Practice of exclusive breastfeeding for working mothers is still low, this is due to company regulations that do not provide opportunities for mothers with babies 0-6 months to carry out exclusive breastfeeding. One of the efforts to overcome the problems by providing education and health promotion through a media poster entitled "ASIP Management"

**Key Words** : *Exclusive Breastfeeding; ASIP Management; Working Mother; Poster*