

**METHOD OF BABY MASSAGE TO INCREASING FREQUENCY
AND DURATION OF BREASTFEEDING IN BABIES
THROUGH VIDEO MEDIA**

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Background: The problem that often occurs in neonates is the low frequency of breastfeeding. One of the efforts to prevent the high rate of neonatal mortality can be done by giving breast milk. The percentage of exclusive breastfeeding according to the age of the child and its characteristics, the percentage of exclusive breastfeeding was higher for babies only until the age of 0-1 months (45%), 2-3 months (38.3%), and 4-5 months of age (31%). The percentage of exclusive breastfeeding was also higher in rural areas than in urban areas, 41.7% and 50%, respectively. **Purpose:** The purpose of this video is to provide an explanation of the meaning of baby massage, its benefits, baby massage steps, and efforts to increase the duration and frequency of breastfeeding for babies. **Methods:** The method used is to use IEC media, namely video, which is expected to be a source of information about the use of baby massage methods to increase the frequency and duration of breastfeeding in babies. **Conclusion:** As an educational and health media and educational media for the public and the general public, especially mothers who have babies, to increase knowledge about baby massage procedures for increasing duration and breastfeeding for babies.

Keywords: *frequency and duration of breastfeeding, baby massage, video*