

EDUCATIONAL MEDIA BOOKLET ON BREASTFEEDING TECHNIQUE GUIDE FOR SMOOTHNESS BREAST MILK

Siti Nur Oktavia¹, Yuyun Triyani²

Oktavias153@gmail.com

1,2 : Universitas 'Aisyiyah Surakarta

SUMMARY

Background : Breast milk (ASI) is a liquid that comes out of a mother's breast which is specially created to contain various nutrients including white blood cells, immune substances, digestive enzymes, hormones and proteins which are very suitable to meet the needs of babies up to 6 months old. (Yusrina, 2016) Based on data from the 2023 Indonesia Health Survey (SKI), the proportion of breastfeeding in Indonesia for infants aged 0-5 months in Indonesia is 68.6% Exclusive Breastfeeding. **Method:** The IEC output method was applied in the form of booklet media on breastcare technique for postpartum mothers with the aim of providing information and education so that they can perform self-care during independently. **Result:** The IEC media with the title "Educational Media Booklet On Breastfeeding Technique Guide For Smoothness Breast Milk" in the form of booklet is much more effective and interesting to read. Its information delivery using various animated images makes it easier to understand. **Conclusion:** This booklet media about breastcare technique can improve such knowledge in postpartum mothers. It can be useful to provide information for the public in order to improve understanding of breastcare technique.

Kata Kunci : Booklet Media, Breastcare Technique, Postpartum Mothers, To Smooth The Process Of Releasing Breast Milk,