

ABSTRACT

Breast milk needed for infants is an obligation that must be fulfilled for his health. Giving breast milk exclusively has many benefits for baby and mother. But not all mothers can breastfeed their babies. One of the solutions is to share breast milk. In fact sharing breast milk is become a new problem. There is a lot news appear about breast milk siblings become a blood siblings that is scared people. With qualitative methods, found the best way to deliver information and knowledge about breast milk sharing is with design of campaign media for activity breast milk sharing. It can be in many forms, public service advertisement, radio advertisement, mobile application and the other media.

Keyword: Breast Milk, Sharing, Mobile Application, Campaign.