

## **ABSTRACT**

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*Title : Book as Media Information About Exclusive Breast Milk and Procedures for Breast Feeding in Jakarta*

*Malnutrition that happen in Indonesia today is getting raise, moreover the number of under five years' death is increasing. This thing create some worries of infant death in early birth. But, we don't need hard effort to avoid that, just give exclusively breast milk to the infant along 6 months (minimum time). Giving breast milk in early birth, will decreasing the number of death. Unfortunately, In Indonesia this habit (giving exclusively breast milk) is getting decrease causes of formula milk, bad issues, and complaints that make the mother do not want to have breast feeding. That complain start from when the mother feel pain on the breast. Position and placement must be noted to decrease that complaint. Start from this idea, raised the idea of design that able to give some information about position and placement when breast feeding. By utilizing media illustrated book as the main media to invite the public to read especially the mothers. The book are containing of benefit of breast milk, the nutrients in breast milk, the good position and placement when breast feeding. beside that, in this book there's some illustration that can be followed in home, and that illustration is normative that give some information about well and truly position and replacement.*

**Keywords : Breastmilk, Mother, Position, Attachment, Family, Books, Illustrations**