

ABSTRACT

The design of android applications ASI 4M is intended that mothers who return to work after maternity leave have been exhausted can still give exclusive breastfeeding to his son. This design is used in order to change the behavior of most mothers returning from maternity leave stop exclusive breastfeeding on the grounds back to work so there is no time to give exclusive breastmilk. This application is required in order to facilitate the working mother to still be able to meet its exclusive breastfeeding does not interfere at all with her work. The design about android applications ASI 4M is focused to the application as the primary media ASI 4M, and supported by other supporting media such as door early event related to the intellectual level ASI 4M, and other supporting media from the media, both print and digital. Android applications ASI 4 m is designed for Working Moms and breastfeeding with keyword "With ASI 4M, healthy child, the mother remains active" combining work with breastfeeding is in line with the work of the mother. Research methods of observational research is done with a hand out questionnaires to Working Moms, breast feeding, or expectant mother who later would feel when her son's presence. The conclusion that can be drawn from this design is the presence of 4M ASI android application design is for working mothers and breastfeeding mothers can help to avoid confusion when having to work when they should breastfeed the child.

Keywords: campaign, exclusive breastfeeding, mother