

ABSTRACT

Malnutrition that occurred in Indonesia seemed endless. This raises concerns about the mortality rate of toddlers that will increase. But it can actually be avoided by giving Exclusive Breast Milk to the baby since she was born until at least 6 months and continued until toddler age 2 years or more. Breastfeeding is an obligation for a mother who has recently had a baby, but breastfeeding is a very hard job if the mother is alone and there is no support from the husband and the family. The fulfillment of breastfeeding rights to the baby depends on how a family, especially a father fully supports the mother to give exclusive breastfeeding for 6 months. It is unfortunate that the level of exclusive breastfeeding in Indonesia is still very low. This is because for various reasons the mother can not breast feed the baby. Starting from this came an idea of information media design to inform parents, especially fathers to be able to know how to support mothers in terms of exclusive breastfeeding. Also how to help reduce under-five mortality due to malnutrition and help increase the percentage of exclusive breastfeeding in Indonesia. This media is targeted to new parents who have children, especially dads who are busy working so do not have much time at home to always accompany mothers in exclusive breastfeeding. This medium contains various information on breastfeeding benefits for maternal and infant health and the ordinance of a father supporting mothers in breastfeeding.

Keywords: Father, Breastfeeding, Support