

SUMMARY

APPLICATION OF OXYTOCIN AND BREASTCARE MASSAGE FOR ASSEMBLY EXPENDITURE IN PUBLIC MOTHER

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Background: Breast milk is the best food for babies. It contains white blood cells, proteins and immune substances that are suitable for babies. Breast milk helps the child's growth and development. Post-partum mothers who breastfeed do not always run normally. Especially in conditions that are still adjusting to the presence of a baby. Efforts to release breastmilk, namely oxytocin massage, are massage in the area along the spine to relax the mother and make the mother's mind calm so that the milk comes out immediately and Breastcare, namely the provision of stimulation to the mother's chest muscles, by means of sequencing. Which is expected to stimulate the breast milk glands to produce. **Purpose:** Providing another alternative for expressing breastmilk to postpartum mothers by doing oxytocin massage and breastcare. **Methods:** Provide information to the public, health workers and especially mothers who are breastfeeding. By doing oxytocin massage and breastcare 2 times a day for 2-3 minutes. **Results:** The resulting pocket book media will be published and given directly to postpartum mothers, the community and health workers so that postpartum or breastfeeding mothers can increase their milk output by performing oxytocin massage and breastcare.

Conclusion: Educational media Pocket Book has been created with the theme "Oxytocin Massage and Breastcare for Expressing Breastfeeding in Post-partum Mothers"

Keywords: postpartum mothers, breast milk, oxytocin massage, breastcare