

OXYTOSIN MASSAGE TO IMPROVE PRODUCTION BREAST MILK IN POSTPARTUM MOTHERS

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SUMMARY

Oxytocin massage is one solution to overcome the improper production of breast milk. Oxytocin massage is a massage along the spine (vertebrae) to the fifth to sixth rib and is an attempt to stimulate the hormones prolactin and oxytocin after giving birth. This massage functions to increase the oxytocin hormone which can calm the mother, so that breast milk automatically comes out (Wulandari et al, 2018: 46). One of the things that can seek to increase breast milk production is by doing oxytocin massage, because it can increase the production of the hormones prolactin and oxytocin after childbirth, which aims to increase milk production (Rahayu, D., Yunarsih, 2018: 11). Media that can be used in providing information is poster media. Posters can be used with the aim of increasing the knowledge and skills of mothers in doing oxytocin massage to increase breast milk production in postpartum mothers and can be used as IEC (Information and Education Communication) to the general public.

Keywords : Massage, Oxytocin, Breast Milk, Mother, Postpartum