

SUMMARY

Background; Only 44 percent of newborns in the world are breastfed within the first hour of birth. Coverage of exclusive breastfeeding in Central Africa is 25%, Latin America and the Caribbean 32%, East Asia 30%, South Asia 47%, and developing countries as much as 46%. Overall, less than 40 percent of children under the age of six months are given exclusive breastfeeding (WHO, 2015). The failure of the breastfeeding process is often caused by several problems, both problems with the mother and the baby. One of the actions taken was oxytocin massage, the results of research conducted by Setiowati (2017) found that the proportion of relactation after the intervention in the successful category was 18 respondents (81.8%) and the unsuccessful category was 4 respondents (18.2%) with research Post partum mothers physiological days 2-3 showed smooth milk production and there was an effect of oxytocin massage on milk production in post partum mothers. Method; Using a booklet entitled "Smooth breastfeeding with oxytocin massage, post partum mothers" was chosen as a medium of communication to provide health information to post partum mothers Result; the resulting project is in the form of a media booklet as information on oxytocin massage in increasing the production of post partum mother's milk so that more production is produced. Conclusion; the booklet entitled "Smooth breastfeeding with post partum oxytocin massage" was chosen as medium of communication to make it easier for writers to provide information to post partum families and the general public, equipped with illustrated images that make it easier for readers to understand the material.

Keywords: Breast milk, oxytocin massage