

## SUMNARY

Mother's Milk (ASI) is the baby's natural nutrition with the most suitable nutritional content for optimal growth. The importance of breastfeeding for babies is reflected in the recommendations of the World Health Organization (WHO) recommending that every newborn get exclusive breastfeeding for six months according to data from UNICEF.

Lactation occurs under the influence of various endocrine glands, especially the pituitary hormones prolactin and oxytocin. Looking at the physiological process of lactation itself, namely the production and secretion of breast milk, the factors that influence it are the correct position and fixation of the baby on the breast as well as the frequency and duration of breastfeeding, emptying of the breast, nutrition.

In dealing with the issue of breastfeeding, it was found that the combination of the Woolwich massage method and endorphine had an effect on increasing prolactin hormone levels and postpartum mother's milk volume.

The purpose of this poster is to provide education on the acupressure method to facilitate breast milk production to the public so that people who do not know this method can increase their insight and knowledge so that they can apply it. The benefits of making this poster are theoretically expected to add and develop insight, information, thoughts, and knowledge to people who read this paper and as a reference and consideration for making future projects.

The conclusion of the output project in the form of a poster made is expected to educate the public who read the poster, especially postpartum mothers and can be used as an alternative for handling complaints in the production of breast milk experienced by postpartum women with non-pharmacological therapy in the form of a combination of Woolwich massage acupressure and endorphins to facilitate milk production.