

**EDUCATION ON THE APPLICATION OF WOOLWICH MASSAGE
TECHNIQUES TOWARDS THE EXPUTATION OF THE
BREAST MILK IN POSTPARTUM MOTHERS
WITH VIDEO MEDIA**

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SUMMARY

Background: According to the World Health Organization (WHO) (2019), indicates the number of postpartum mothers who have breast milk dams is around 8,242. Some breastfeeding problems can happen including not fluent the milk production. Efforts that can be made as a non-pharmacological therapy technique to launch breast milk production is by massaging the breasts. One massage that can be applied is the Woolwich massage. **Methods:** Woolwich massage can be applied to postpartum mothers who have problems with milk production. Woolwich massage applied to the lactiterus sinus area about 1-1.5 cm above the areola mammae. This method effectively used because there are research journals that prove the effectiveness of the Woolwich massage technique to launch milk production. **Result:** Woolwich massage through video media can be used with the aim of increasing knowledge and providing clearer and more specific information because it contains images, sounds and writing together so as to motivate people to do it independently. **Conclusion:** Woolwich massage video media is expected to help increase and expedite the production of breast milk in the community, especially postpartum mothers, so that they can apply Woolwich massage in daily life.

Key Words: *postpartum mothers, breastfeeding, Woolwich massage, video*