

**INCREASING MOTHER KNOWLEDGE ABOUT OXYTOCIN MASSAGE AS  
AN EFFORT TO INCREASE BREAST MILK PRODUCTION IN POST  
PARTUM MOTHER WITH VIDEO MEDIA**

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**ABSTRACT**

**Background:** WHO data shows that 46% of post partum mothers do not give exclusive breastfeeding for the first 6 months. Breast milk is the best natural nutrition for babies with the most suitable nutritional content for optimal growth. Oxytocin massage is the act of massaging the back area in the spinal area using both thumbs in a circular motion. **Methods:** Management of mothers who experience impaired breast milk production can be handled by means oxytocin massage through video media. **Result :** 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 that it motivates people to do it independently. **Conclusion:** Oxytocin massage video media is expected to increase breast milk production in mothers and the community is expected to be motivated to apply it in daily life.

**Keywords:** Breastmilk, Oxytocin Massage, Video