APPLICATION OF LACTATION MASSAGE ON BREST MILK PRODUCTION IN POST PARTUM MOTERS

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ABSTRAK

Background: Breast milk (ASI) is a type of food that covers all aspects of the baby's needs both in terms of physical, psychological, social and spiritual aspects. Breast milk contains nutrients, hormones, immune elements, baby growth factors, anti-allergic and anti-inflammatory. The postpartum period is the period after childbirth and the birth of the baby, the placenta, and the membranes that are needed to restore the uterine organs. Factors that influence the behavior of mothers in breastfeeding their babies include the lack of mother's knowledge about the benefits of breastfeeding and correct breastfeeding techniques, the baby is difficult to suckle. Therapeutic massage that can be done simply according to postpartum mothers is oxytocin massage, back massage, relaxation massage and lactation massage because it aims to increase milk production. Lactation massage is a massage technique performed on the head, neck, back, spine, and breasts that aims to stimulate hormones. Objective: To find out the results of applying lactation massage to breast milk production there is an increase in post partum mothers. Methods: the type of research used in this research is an experimental research design with a case study. Which was done on 2 postpartum mothers. Lactation massage was carried out for 7 days and for the measurements on day 1 and day 7. result: the results of the researchers showed an increase in breast milk production after massage. conclusion: We hope that midwives and nurses or other health members always apply lactation massage to produce breast milk. **Keywords**: lactation massage, breast milk production, post partum.