

OXYTOCIN MASSAGE ON BREAST MILK EXPLOSION IN BREASTFEEDING MOTHERS

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SUMMARY

Background: Optimal breastfeeding is very important because it can save the lives of more than 800,000 children under the age of 5 each year. The right way to maintain breast milk production is to breastfeed babies frequently. In Indonesia, the proportion of breastfeeding patterns in babies aged 0-5 months is only 37.3%, this percentage is still very low when compared to Indonesia's target of 80% of mothers to breastfeed their babies exclusively. The coverage of exclusive breastfeeding is inseparable from the problems that occur, including the false belief that breast milk comes out a little or breast milk is not sufficient for the baby's needs. This condition is caused by factors such as food and drink consumed by the mother, the mother's psychological or emotional condition, abnormal breast shape so that it cannot play a role in the breastfeeding process, and baby sucking can also affect breast milk production. **Objective:** Communication of educational information can provide information about how to do oxytocin massage for breastfeeding mothers which is useful for facilitating the release of breast milk. **Method:** The media used is video media which can provide information about the importance of oxytocin massage. **Result:** The output obtained is a video entitled "Oxytocin Massage on Breast Milk Release in Breastfeeding Mothers" with a duration of 9.03 minutes and a file size of 803 MB. It has been tested on 3 respondents, husbands of breastfeeding mothers, with the results being able to increase knowledge and practice regarding oxytocin massage. **Conclusion:** This video media can be used as a reference material to be able to perform oxytocin massage which is useful for breast milk production in breastfeeding mothers.

Keywords: Oxytocin Massage, Breast Milk Extraction

