

# VIDEO EDUCATIONAL MEDIA ABOUT OKETANI MASSAGE WITH OLIVE OIL TO INCREASE MILK PRODUCTION IN BREASTFEEDING MOTHERS

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## SUMMARY

**Background:** Breast milk (ASI) is the best source of nutrition for babies and ideal food, safe, clean, and contains antibodies that help protect against various diseases. Therefore, the United Nations Emergency Children's Fund (UNICEF) recommends that babies start breastfeeding in the first hour of birth and continue with exclusive breastfeeding. However, Indonesia's exclusive breastfeeding coverage in 2022 was recorded to have decreased to 67.96%, from 2021, namely, 69.7%. One of the causes of the decline in exclusive breastfeeding coverage is because breast milk production in mothers is hampered in the first days after delivery. One of the complementary therapies that can increase breast milk production is oketani massage. Oketani massage can make postpartum mothers' breasts much softer, even the mother's areola and nipples also become more elastic which can make it easier for the baby to suckle on the mother's breasts. The flow of breast milk can become smoother because the oketani massage puts certain pressure on the mother's alveoli. Oketani massage will provide a strength stimulus to the pectoralis muscles to increase breast milk production. (Machmudah, 2019) **Purpose:** Communication, Information and Education aims to provide video media for oketani massage using olive oil to increase breast milk production in breastfeeding mothers. **Method:** The method used in Communication, Information and Education is to create video educational media. **Results:** Video educational media has been created about oketani massage using olive oil to increase breast milk production in breastfeeding mothers. **Conclusion:** From the respondent's research, it can be concluded that the content of this video really helps respondents in increasing breast milk. Respondents considered this video to be presented quite well and easy to understand.

**Keywords:** oketani massage, breast milk, video media

