

THE EFFECT OF OXYTOCIN MASSAGE ON BREAST MILK EXPLOSION FOR PUBTER MOTHERS

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ABSTRACT

Background; According to the 2020 Indonesian Demographic and Health Survey data, it is stated that 35,685 or 14.60% of postpartum mothers experienced problems with expressing breast milk, and in 2021, 77,231 or 37.12% of postpartum mothers experienced problems with expressing breast milk (SKDI, 2021). Mothers who do not breastfeed will have an impact on the baby's health and growth and development because the baby does not get nutrition from breast milk so the baby's morbidity rate will also increase. Efforts to stimulate the hormones prolactin and oxytocin in the mother after giving birth using the oxytocin massage method, which is a massage on the baby's mother's spine, so that the oxytocin hormone comes out, namely massage which is carried out along the spine (vertebrae) up to the fifth or sixth rib bone. **Objective:** To determine the effect of oxytocin massage on breast milk production in postpartum mothers. **Method;** This research used a Pre Experiment with a One Group Pretest-Posttest design. The sampling method was "Non Probability Sampling" with the "Consecutive sampling" sampling technique. The sample in this study was all postpartum mothers at the Nirmala Suri Sukoharjo Hospital in April 2024 with a total of 27 respondents. **Results;** significance value or $p 0.000 < 0.05$ at a significance level of 5%, it is decided that H_0 is rejected or H_a is accepted. **Conclusion;** there is an effect of oxytocin massage on breast milk production in postpartum mothers.

Key Words : Oxytocin massage, breast milk production, postpartum mothers