

# "OXYTOCIN MASSAGE TO INCREASE BREAST MILK PRODUCTION IN BREASTFEEDING MOTHERS."

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## ABSTRACT

**Background:** Breast milk (ASI or Air Susu Ibu) stands as the sole nourishment that profoundly influences the infant's immune system and overall developmental trajectory. Exclusive breastfeeding promotes infant health and mitigates stunting during the critical first 1000 days of life. However, challenges in achieving exclusive breastfeeding often stem from inadequate milk production, which can be intricately tied to the mother's psychological state. Oxytocin massage, a method involving targeted back massage, aims to alleviate postpartum stress and fatigue, thereby stimulating the release of oxytocin—the hormone associated with bonding—and subsequently enhancing breast milk production. **Methodology:** This study employed a descriptive video format, titled "Oxytocin Massage To Increase Breast Milk Production In Breastfeeding Mothers" created using the Capcut software application and which was tested on 3 respondents regarding design and content. **Results:** KIE media in the form of videos presentation titled "Oxytocin Massage to Augment Breast Milk Production (ASI or Air Susu Ibu) in Breastfeeding Mothers." **Conclusion:** This KIE media in the form of video presentation is ineffective in increasing public knowledge about oxytocin massage as an effort to increase breast milk production.

**Keywords:** oxytocin massage, breast milk production, breastfeeding