

EFFORTS TO IMPROVE THE KNOWLEDGE OF POST PARTUM MOTHERS ABOUT

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SUMMARY

Background: According to global data, only 44% of infants under six months received exclusive breastfeeding during the 2015–2020 period. The postpartum period is a critical time for breastfeeding, but milk production is often hindered by low levels of the hormone oxytocin. Oxytocin massage is an effective method to stimulate the release of oxytocin and improve breast milk production. **Objective:** This final project aims to increase postpartum mothers' knowledge through an engaging and practical educational video about oxytocin massage therapy. **Method:** The media developed is an animated Communication, Information, and Education (CIE) video demonstrating oxytocin massage techniques. The video was created using Toon Boom Harmony and capcut, following pre-production, production, and post-production stages, and tested on three respondents. **Result:** Video entitled "Oxytocin massage, a touch of love for smooth breast milk" with a duration of 7.00 minutes and a size of 379.5 MB. **Conclusion:** This educational video can provide information that is easy for postpartum mothers to understand about oxytocin massage and become a guide for independent practice to smooth breast milk.

Keywords: Breast Milk, Health Education, Oxytocin Massage, Postpartum, Video