

**THE EFFECT OF OXYTOCIN MASSAGE ON
BREAST MILK PRODUCTION IN POST-TERM MOTHERS
IN WARAS WIRIS HOSPITAL**

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ABSTRACT

Background; *Low exclusive breastfeeding can cause growth disorders in infants. In 2021, the percentage of postpartum mothers who did not perform IMD (Early Initiation of Breastfeeding) was still high in Boyolali Regency, reaching 26.6%. This is due to breast milk not coming out immediately due to a lack of stimulation of oxytocin hormone production. Oxytocin massage is a non-pharmacological technique that can stimulate oxytocin hormone production.* **Objective;** *To determine the effect of oxytocin massage on breast milk production in postpartum mothers at Waras Wiris Regional Hospital.* **Method;** *This study used a pre-experimental design with a one-group pretest-posttest approach. The subjects of this study were spontaneous postpartum mothers with a total of 22 respondents selected using the Consecutive sampling technique. Back massage along the spine from the seventh cervical to the 5-6th ribs was carried out for 2 days, morning and evening. Using observation sheet instruments and the Wilcoxon statistical test.* **Results;** *The percentage of postpartum mothers, from (100.0%) experiencing irregular breast milk production, to (86.4%) having moderately smooth breast milk and (13.6%) having smooth breast milk. The results of data analysis obtained a p-value of 0.000 ($p = <0.05$).* **Conclusion:** *There is an effect of oxytocin massage on breast milk production in postpartum mothers at Waras Wiris Regional Hospital.*

Keywords: *Postpartum, Breast Milk Production, Oxytocin Massage.*