

**THE APPLICATION OF OKETANI MASSAGE FOR BREAST MILK
ENGORGEMENT MANAGEMENT IN POSTPARTUM MOTHERS USING
EDUCATIONAL VIDEO MEDIA**

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SUMMARY

Background: Breast engorgement is a common problem experienced by postpartum mothers, characterized by breast swelling, pain, and difficulty in breastfeeding. If not managed properly, this condition may interfere with the breastfeeding process and affect the infant's nutritional intake. One non-pharmacological method proven effective in overcoming breast engorgement is the Oketani massage, a Japanese massage technique that focuses on stimulating the mammary glands and facilitating the flow of breast milk. According to research (Handayani & Fatmawati, 2022), Oketani massage can significantly improve milk production and flow. **Objective:** This study aims to develop an educational video on the application of Oketani massage as an effort to manage breast engorgement in postpartum mothers. **Method:** This study employed a media development method consisting of several stages, including planning, scriptwriting, video shooting, editing, and video analysis. The media was designed scientifically with simple language, attractive visuals, and easy-to-understand narration. **Conclusion:** An educational video was successfully developed to demonstrate the application of Oketani massage in managing breast engorgement among postpartum mothers. This video is expected to improve mothers' knowledge and awareness in breastfeeding.

Keywords: Postpartum Mothers, Breast Engorgement, Oketani Massage, Educational Video.