

APPLICATION OF OXYTOCIN MASSAGE TO LAUNCH POSTPARTUM  
MATERNAL BREAST MILK PRODUCTION AT BPM SRI WAHYUNI  
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ABSTRACT

**Background:** Mother's milk (ASI) is the first, main, and best food for babies, which is natural. Breast milk contains various substances. which is needed in the process of baby's growth and development. Many mothers complain that their milk does not come out so they cannot give milk to the baby. One effort that can be done to launch ASI is by oxytocin massage. **Objective:** To describe the results of the application of oxytocin massage for the smooth production of breast milk in postpartum mothers. **Research Methods:** a descriptive study of case studies describing the application before and after the study, with two respondents massage performed on the spine at the cost of the 5-6 to the cephalic, two times a morning and evening for three days with a 15-minute massage duration. **Results:** before the massage of oxytocin for breastfeeding the two respondents were not smooth, after the oxytocin massage of both breastfeeding of the two respondents was done smoothly. **Conclusion:** there was an increase in breast milk production after postpartum after oxytocin massage.

**Keywords:** Oxytocin Massage, breast milk production