

# OXYTOCIN MASSAGE TO REDUCE PROBLEM OF BREASTFEEDING IN PUBLIC MOM

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## ESSENCE

**Background** : Breastmilk (ASI) is the first, main and best food for babies which is natural. Breast milk contains various substances that are needed in the process of baby growth, development, health and immunity. The puerperium (puerperium) is a period that begins after the placenta is born and ends when the implants return before pregnancy which lasts 6-8 weeks and a problem that often arises is the improperness of breast milk (ASI). Oxytocin massage is a solution to overcome the improper milk production, namely massage the vertebrae to the fifth-sixth rib to the breast for 2-3 minutes. Information about oxytocin massage to reduce breastfeeding problem in postpartum mothers can be socialized through the media. One of them is poster media. **Aim** : Posters can be used as a media for health guidelines in the community, especially postpartum mothers who have breastfeeding problems to find out how to reduce breastfeeding problems through oxytocin massage. **External description** : The theme of this poster is oxytocin massage to reduce breastfeeding problem in postpartum mothers and was created using Microsoft Word 2007 with a size of 80 x 60 cm. **Conclusion** : Oxytocin massage can reduce breastfeeding problems and oxytocin massage posters to reduce breastfeeding problem in postpartum mothers can be used as a medium of education, communication, and information.

**Keywords** : Breast milk, breastfeeding, oxytocin massage, post partum