

**THE DIFFERENCE IN THE EFFECTIVENESS OF BREAST CARE
AND BACK MASSAGE ON THE SMOOTH BREASTFEEDING OF
POSTPARTUM MOTHERS IN THE JAMBUKULON HEALTH
CENTER AREA, CEPER DISTRICT, KLATEN REGENCY**

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ABSTRACT

Background: *The postpartum period is an important phase for mothers in breastfeeding. However, many mothers experience obstacles in the smooth flow of breastfeeding due to a lack of breast stimulation and care.* **Objective:** *This study aims to determine the difference in effectiveness between breast care and back massage on the smooth breastfeeding of postpartum mothers.* **Methods:** *The study used a quasi-experimental design with a pretest-posttest group design. A total of 24 respondents were divided into two intervention groups, namely breast care and back massage, which were carried out six times over two weeks. Data were collected through observation sheets and analyzed with the Wilcoxon test.* **Results:** *After the intervention, the breast care group showed that 83.3% of mothers experienced smooth breastfeeding, while in the back massage group only 50%. The Wilcoxon test showed a significant difference ($p < 0.05$), with the average effectiveness of breast care (0.83) higher than back massage (0.50).* **Conclusion:** *Breast care is more effective than buttocks massage in improving the smooth breastfeeding of postpartum mothers. Therefore, breast care is recommended as the main intervention in overcoming the problem of irregular breastfeeding.*

Keywords: *Breast care, Buttock Massage, Smooth Breastfeeding.*