

**PENINGKATAN PRODUKSI ASI DENGAN PEMBERIAN PIJAT
OKSITOSIN, DAUN KATUK, KURMA DAN DAUN KELOR
MENGUNAKAN MEDIA BUKU SAKU**

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SUMMARY

Background: Breast milk (ASI) is the primary and best source of nutrition for infants. However, many breastfeeding mothers experience difficulties in its production. Factors such as stress, contraceptive use, and the mother's physical condition can significantly affect breast milk production. Efforts to increase breast milk supply can be made through proven natural methods, such as oxytocin massage, and the consumption of katuk leaves, dates, and moringa leaves. One effective medium to enhance the knowledge of postpartum mothers is through KIE (Communication, Information, and Education) in the form of a pocket book, which serves as a practical printed educational tool that can be read at any time.

Objective: To produce a KIE (Communication, Information, and Education) medium in the form of a pocket book titled "Tips to Increase Breast Milk Production through Oxytocin Massage, Katuk Leaves, Dates, and Moringa Leaves", as a promotive tool and a means for midwives to fulfill their role in maintaining the health of postpartum mothers.

Method: The media used in this method was developed using Canva, with image support obtained through camera photography and resources from Google.

Result: The resulting media is a pocket book titled "Tips to Increase Breast Milk Production through Oxytocin Massage, Katuk Leaves, Dates, and Moringa Leaves", which can be directly read by postpartum mothers as well as midwifery students. This work, created by the author, consists of 24 pages and measures 10 x 13 cm.

Conclusion: The pocket book titled "Tips to Increase Breast Milk Production through Oxytocin Massage, Katuk Leaves, Dates, and Moringa Leaves" can be utilized as a KIE (Communication, Information, and Education) medium developed to improve knowledge and serve as an informational tool for the public, especially breastfeeding mothers, on effective ways to enhance breast milk production.

Keywords: Breast Milk Production, Oxytocin Massage, Katuk Leaves, Dates, Moringa Leaves.