

## **OXYTOCIN MESSAGE TO INCREASE BREAST MILK PRODUCTION WITH A VIDIO**

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### **SUMARRY**

**Background:** Postpartum is the period from childbirth and immediately after birth until the reproductive organs return to their pre-pregnancy state. Postpartum begins after the placenta is delivered and ends when the uterus returns to its pre-pregnancy state, lasting for 40 days. Changes that occur in postpartum mothers encompass all body systems, one of which is increased breast milk production. The failure to achieve breastfeeding is influenced by several factors, one of which is insufficient breast milk production due to insufficient stimulation of the hormones oxytocin and prolactin. Therefore, alternative interventions, such as oxytocin massage, are needed, as oxytocin massage is very effective in stimulating breast milk production. **Objective:** Creating communication, information, and Edukation (KIE) media in the form of Vidio taat can increase the knowledge of postpartum mothers regarding the importance of oxytosin massage to increase breast milk production. **Method:** The output description of the Vidio titled "Oxytocin massage guides to increase breast milk production with Vidio media" was created using a Canva application with a size of 3.5 x 8.5 inches. **Result:** The Vidio titled "Oxytocin massage to increase breast milk production with booklet media". **Conclusion:** It is hoped that the creation of this booklet media will increase public knowledge about Oxytocin Massage to facilitate breast milk production.

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