

GUIDELINES FOR OXYTOCIN MASSAGE TECHNIQUE TO SUPPORT EXCLUSIVE BREASTFEEDING SUCCESS IN BREASTFEEDING MOTHERS THROUGH VIDEO MEDIA

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ABSTRACT

Background: Breast milk (ASI) is the best food for newborns and is a healthy food that babies need in the early stages of life. Exclusive breastfeeding is the provision of breast milk as early as possible after birth until the baby is 6 months old. Failure of exclusive breastfeeding is due to problems with low milk production or no milk production at all. Oxytocin massage has the effect of releasing oxytocin hormone, which facilitates breast milk production. **Objective** Communication, Information, and Education Media in the form of videos to increase knowledge of breastfeeding mothers and the community about oxytocin massage as one of the ways to increase breast milk production. **Methods:** This study used a video description output with the theme "Success with Exclusive Breastfeeding through Oxytocin Massage" created using the Canva software application. **Results:** A video titled "Success with Exclusive Breastfeeding through Oxytocin Massage" was produced. **Conclusion:** A video media has been created as an educational tool to provide knowledge to the public about the effort to increase breast milk production through oxytocin massage.

Keywords: oxytocin massage, eksklusive breastfeeding, breast milk production