ABSTRACT

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THE IMPLEMENTATION OF ENDORPHIN MASSAGE METHOD, OXYTOCIN AND SUGESTION ON THE PRODUCTION OF BREAST MILK IN POST PARTUM MOTHER IN INDEPENDENT PRACTICE NURSING FINULIA SURAKARTA 2018

ABSTRACT

Background of study; Giving breast milk to the babies is important, but not all mothers feed the breast milk to their babies. Less breast Milk production or not production of breast milk is one of the factor of mothers to not feed exclusive breast milk to the babies. The problematic of less or not production of breast milk could be solved, one of the solution is by implementing Stimulation of Endorphins, Oxytocin and Suggestions Method. This method is breast care method by combining endorphin and oxytocin massage, and giving suggestions to the mother. *Objective of the study;* Identifying and describing the application of the Stimulation of Endorphins, Oxytocin and Suggestions method to breast milk production in postpartum mothers. *Method;* The study used a case study with descriptive research design, with 2 respondents, while the research instrument used observation and interview sheets. This research was conducted for 3 days with 1 implementation in a day. Results; Respondents complained that breast milk had not been released before the implementation was carried out and the baby had not urinated. Whereas after the implementation of the respondent said that breast milk had come out, and from the observation result the average urination of the baby became 4. There was an increasing in breastfeeding after and before the implementation was carried out with marked urination increased daily and breast milk began to radiate. *Conclusion;* There are differences in breastfeeding production before and after implementation.

Keywords Postpartum mother, breast milk production**,** Stimulation of Endorphins, Oxytocin and Suggestions Method