VIDEO-BASED EDUCATIONAL MEDIA ON OXYTOCIN MASSAGE TO IMPROVE BREAST MILK PRODUCTION

Zalda Ayu Lestari[1], Sri Handayani[2]
zaldaayu0802@gmail.com
Bachelor of Midwifery Study Program
Universitas 'Aisyiyah Surakarta

SUMMARY

Background: Insufficient breast milk production and secretion are common problems experienced by mothers during the postpartum period. If not addressed promptly, inadequate breast milk production may prevent infants from meeting their nutritional needs and may lead mothers to switch to formula feeding, resulting in the failure to achieve exclusive breastfeeding. Oxytocin massage should be performed as early as possible to support exclusive breastfeeding and enhance breast milk production. **Objective:** To develop a Communication, Information, and Education (CIE) medium in the form of a video that can assist mothers in performing oxytocin massage as an effort to improve breast milk production. **Method:** The method used was the development of a video-based CIE medium as a health promotion intervention. **Results:** The video contains information regarding the benefits of oxytocin massage in increasing breast milk production. The trial results showed that respondents considered the video informative and the language easy to understand. The final product was a video entitled **"Oxytocin Massage Educational Video to Improve Breast Milk Production"** with a duration of 2 minutes and 06 seconds.

Keywords: Oxytocin massage, breast milk.