IMPLEMENTATION OF OXYTOCIN MASSAGE ON BREAST MILK PRODUCTION IN POSTPARTUM MOTHERS

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ABSTRACT

Background : *Insufficient breast milk production is one of the obstacles to the success of exclusive breastfeeding. This condition may involve delayed lactogenesis, suboptimal breastfeeding techniques, maternal psychological and physiological conditions, and social factors. Oxytocin massage is one of the interventions that can stimulate the release of oxytocin and prolactin hormones.* ***Objective :*** *This study aimed to describe the effect of exytocin massage implementation on breast milk production in postpartum mothers before and after the intervention.* ***Method :*** *This study used a case study method with a pre- and post-intervention design involving oxytocin massage therapy. Oxytocin massage was performed for 2 consecutive days, twice a day, with a duration of 15 minutes per session.* ***Result :*** *Before the intervention, Mrs. L had a score of 40 points and Mrs. E had a score of 30 points, both categorized as insufficient breast milk production. After the oxytocin massage intervention, Mrs. L's score increased to 100 points, while Mrs. E's score increased to 80 points. Both respondents were categorized as having adequate breast milk production.* ***Conclusion :*** *The application of oxytocin massage showed an improvement in breast milk production among postpartum mothers.*

Kaywords : *exclusive breastfeeding, lactation, oxytocin massage, postpartum,*