IMPLEMENTATION OF OXYTOCIN MASSAGE AND BREASTFEEDING TECHNIQUES EDUCATION TO IMPROVE BREAST MILK PRODUCTION IN POSTPARTUM MOTHERS AT JOMBANG REGIONAL GENERAL HOSPITAL

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ABSTRACT

Background : Suboptimal breast milk production during the first few days postpartum is a common problem experienced by mothers after childbirth. This condition may lead to ineffective breastfeeding and potentially hinder the success of exclusive breastfeeding. Oxytocin massage and proper breastfeeding techniques are non-pharmacological interventions that can stimulate the release of prolactin and oxytocin hormones, thereby increasing breast milk production and secretion. **Research Objectives :** To analyze the implementation of oxytocin massage and breastfeeding techniques in improving breast milk production among postpartum mothers at Jombang Regional General Hospital. **Research Methods :** This study employed a case study design involving a postpartum mother who experienced problems with breast milk production. Data were collected through interviews, observations, physical examinations, and documentation studies. The interventions provided included education on breastfeeding techniques, observation of the breastfeeding process, lactation support, and oxytocin massage for three days of nursing care. **Research Results** : After three days of intervention, improvements were observed in the mother's ability to perform breastfeeding techniques, breastfeeding position and infant latch, self-confidence in breastfeeding, as well as breast milk production and secretion. At the final evaluation, the patient reported increased breast milk production, was able to breastfeed independently, and showed no signs of nipple trauma. The nursing problem of ineffective breastfeeding was considered resolved. **Conclusion** : Oxytocin massage and proper breastfeeding techniques were effective in improving breast milk production and overcoming ineffective breastfeeding in postpartum mothers. These interventions can be utilized as independent nursing actions to support successful breastfeeding. **Suggestion** : Postpartum mothers are encouraged to apply oxytocin massage and proper breastfeeding techniques to optimize breast milk production.

Key Words : oxytocin massage, breastfeeding techniques, post partum mother, breastmilk production.