

## ABSTRACT

### EFFECTS OF BREAST CARE AND OXYTOCIN MASSAGE TOWARD BREAST MILK PRODUCTION OF POST PARTUM MOTHERS IN PUSKESMAS JATIWATES' WORK AREA

Quasy Experimental Study

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Breastfeeding is a natural process, but post partum mothers often complain of problems in breastfeeding. Problem that is often complained by post partum mothers are less of breastmilk supply. Lack of breast milk production will interrupt breastfeeding process, that becomes one of the factors mothers do not exclusively breastfeeding. Purpose of this study was to explain the effect of breast care and oxytocin massage in intention to increase breast milk of post partum mothers. The study used quasy experimental design. The populations were all post partum of primipara mothers lactation period 0-7 day in Puskesmas Jatiwates area. 20 mothers participated divided into two groups: intervention group and comparison group . The sample were taken by purposive sampling method. There were independent variable (breast care and oxytocin massage) and dependent variable (breast milk production). Data were collected by using questionnaire, and analyzed by using *Wilcoxon Signed Rank Test* with significant level of  $\alpha \leq 0.05$  and *Mann Whitney Test* with significant level of  $\alpha \leq 0.05$ . The results of *Wilcoxon Signed Rank Test* was breast milk production in intervention group ( $p=0.003$ ) and in comparison group, breast milk production ( $p=0.014$ ). The result of *Mann Whitney Test* showed that  $p=0.004$ . It can be concluded that breast care and oxytocin massage is effective to increase breast milk production of post partum mothers. It is recommended for nurses to apply breast care and oxytocin massage to increase milk production in mothers who have less breast milk production.

**Keywords:** Breast care, Oxytocin massage, post partum mothers, Breast milk production