

ABSTRACT

THE EFFECT OF OXYTOCIN MASSAGE ON POSTPARTUM MOTHERS ON INFANT BREAST MILK SUFFICIENCY

BY: GITA ANJAR WATI

Insufficient breast milk production during the early postpartum period is frequently caused by the inhibition of the let-down reflex due to maternal fatigue and anxiety, particularly in primiparous mothers. Physiologically, stress triggers adrenaline, which inhibits oxytocin release, making milk ejection difficult. Oxytocin massage serves as a stimulus to induce relaxation and trigger the neural centers to secrete oxytocin. This study aims to determine the effect of oxytocin massage on infant breast milk sufficiency among postpartum mothers at the Independent Midwifery Practice (PMB) of Lilis Suryawati, Jombang Regency. This study employed a Pre-Experimental design with a One Group Pretest-Posttest approach. The population comprised all postpartum mothers who gave birth and/or visited PMB Lilis Suryawati for postpartum care. The sample consisted of 24 postpartum mothers (days 1–3), selected using a purposive sampling technique. The intervention was performed twice daily (with a duration of 3–5 minutes). The instruments utilized were breast milk sufficiency observation sheets and the Standard Operating Procedure (SOP) for oxytocin massage. Data analysis was conducted using the Wilcoxon Signed Rank Test. The results showed that prior to the intervention (pre-test), almost all respondents (91.7%) experienced breast milk production in the insufficient category. After the oxytocin massage intervention (post-test), there was an improvement, with the majority of respondents (87.5%) having breast milk production in the sufficient category. Statistical test results indicated a p-value of 0.000 (< 0.05). There is a significant effect of oxytocin massage on infant breast milk sufficiency among postpartum mothers. Oxytocin massage was proven effective in providing a relaxation effect and stimulating the release of the oxytocin hormone to facilitate breast milk production.

Keywords: *Breast Milk Sufficiency, Postpartum Mothers, Oxytocin Massage.*

ABSTRAK
**PENGARUH PIJAT OKSITOSIN PADA IBU NIFAS TERHADAP
KECUKUPAN ASI BAYI**

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Ketidakcukupan produksi ASI pada awal nifas sering disebabkan terhambatnya refleksi oksitosin (*let down reflex*) akibat kelelahan dan kecemasan, khususnya pada ibu primipara. Secara fisiologis, stres memicu adrenalin yang menghambat pengeluaran oksitosin, sehingga ASI sulit keluar. Pijat oksitosin merupakan stimulasi untuk memberikan efek relaksasi dan memicu pusat saraf menyekresi hormon oksitosin. Penelitian ini bertujuan untuk mengetahui pengaruh pijat *oksitosin* pada ibu nifas terhadap kecukupan ASI bayi di PMB Lilis Suryawati, Kabupaten Jombang. Desain *Pre-Experimental* pendekatan *One Group Pretest-Posttest*. Populasi penelitian ini adalah seluruh ibu nifas yang bersalin dan/atau melakukan kunjungan nifas di PMB Lilis Suryawati. Sampel penelitian berjumlah 24 ibu nifas hari ke-1-3 dengan teknik *purposive sampling*. Intervensi dilakukan sebanyak 2 kali sehari (durasi 3-5 menit). Instrumen yaitu lembar observasi kecukupan ASI dan SOP pijat oksitosin. Analisis data dilakukan menggunakan uji statistik *Wilcoxon Signed Rank Test*. Hasil penelitian sebelum dilakukan intervensi (*pre-test*), hampir seluruh responden (91,7%) mengalami produksi ASI dengan kategori tidak cukup. Setelah diberikan intervensi pijat *oksitosin* (*post-test*), terjadi peningkatan dimana sebagian besar responden (87,5%) memiliki produksi ASI kategori cukup. Hasil uji statistik menunjukkan nilai *p-value* sebesar 0,000 ($< 0,05$). Terdapat pengaruh yang signifikan pijat oksitosin terhadap kecukupan ASI bayi pada ibu nifas. Pijat *oksitosin* terbukti efektif memberikan efek relaksasi dan menstimulasi pengeluaran hormon oksitosin untuk memperlancar produksi ASI.

Kata Kunci: Kecukupan ASI, Ibu Nifas, Pijat *Oksitosin*