ABSTRACT

Facing the challenge and target of Millenium Development Goals so necessary existence of health program which could decrease baby's mortality and morbidity rate. The quicken implementation program in processing to decrease baby's mortality rate is exclusive mothermilk program. But the fact, many mothers couldn't give exclusive mothermilk because less of mothermilk production. The objective of this research is knowingeffectiveness of baby massage toward mothermilk production increasing. The increasing of mothermilk production is assesed indirectly through urinate, defecate, and suckle frequency with baby weight increasing. This is quasi experimental research with control group time-series design. Samples are chosen by certain criteria is amount 60 breastfeeding mothers, which 30 samples as intervention group and 30 samples as control group. The research instruments are baby massage's booklet, reins card, and baby weight scale. The average of baby weight increasing from intervention group is 0,94 kgs and from control group is 0,21 kgs. Spearman Rho Test result p value 0,038 and p value 0,042. It means there is influence of baby message toward urinate, defecate, and suckle frequency, also there is influence of baby message toward baby weight increasing. So, baby message is proved effective increasing mothermilk production. Baby who is massaged would make nervus vagus increasing so baby will quick hungry and more often suckling. Consequently, mothermilk production will be in great. Bonding attachment got from mother's massage to their children will stimulate let down reflex and prolactin reflex to produce mothermilk more.

Keywords :   Baby Massage, Mothermilk Production