



FAMILY EMPOWERMENT IN ACCELERATING COLOSTRUM EXPENDITURE IN POSTPARTUM

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Abstract. Background : Exclusive breastfeeding for babies for the first 6 months is one of the government programs.

The achievement of exclusive breastfeeding in Indonesia has not yet reached the target. Based on data from Riskesdas 2018, the achievement of exclusive breastfeeding has only reached 50% of the target (42% of 80%). One of the factors that cause this problem is that breast milk does not come out immediately after giving birth and there is little milk production. The slow timing of milk expulsion and less milk production in the first days postpartum are caused by low stimulation of the hormones prolactin and oxytocin. One effort to increase the work of the hormone oxytocin in breastfeeding is to provide non-pharmacological stimuli with oxytocin massage techniques. Oxytocin massage is spinal massage on the 5th-6th ribs to the scapula (shoulder bone). Oxytocin massage has not been widely applied in the community because public knowledge about oxytocin massage is still low. Oxytocin massage can be done by pregnant women starting from the third trimester of pregnancy so that after the mother gives birth, breast milk can come out faster

Methods : The community service activities carried out in Sukajadi District, Bandung City amounted to 20 people consisting of third trimester pregnant women and their families. Pregnant women and their families are given education using the lecture method with booklet media which is equipped with video playback of oxytocin massage and direct oxytocin massage practice to pregnant women

Conclusion : The results of the education showed that there was an increase in the knowledge of pregnant women and their families about the lactation process and oxytocin massage. Increased knowledge of pregnant women and their families before and after education, will encourage families to apply oxytocin massage and babies will have the opportunity to get colostrum and exclusive breastfeeding.

Keywords : Family Empowerment, Colostrum, Postpartum

Background

The infant mortality rate (IMR) in Indonesia is still quite high. Based on the Survei Demografi Kesehatan Indonesia (SDKI), the IMR in 2007 was 34/1000 live births and decreased in 2012 to 32/1000 live births.¹ One of the efforts to reduce infant mortality is through exclusive breastfeeding program. Exclusive breastfeeding reduces infant mortality by 6%.²

The government has stipulated Peraturan Pemerintah Number 33 of 2012 concerning Exclusive Breastfeeding, the government regulation states that every baby must be given exclusive breastfeeding, namely breast milk given to babies from birth for 6 (six) months, without

being added and replaced with other drinks except medicines, vitamins and minerals. minerals.³ Basic Data Riset Kesehatan Dasar tahun 2018 (RISKESDAS 2018) shows the coverage of breastfeeding in Indonesia is only 37.3%. This figure is below the WHO target which requires breastfeeding coverage of up to 50%.⁴

The birth rate in Indonesia reaching 4.7 million/year, there are less than two million babies who are breastfed for six months to two years. Low milk production in the first days after giving birth is an obstacle to early breastfeeding.⁴

The decrease in milk production in the first days after giving birth can be caused by a lack of stimulation of the hormones prolactin and oxytocin which play a very important role in the

smooth production of breast milk. The results RISKESDAS 2018 stated that 53.4% of newborns (the first 24 hours after birth) did not get breast milk (colostrum). The inability to express milk on the first day after giving birth can be caused by a lack of stimulation of the hormone oxytocin, which plays a very important role in the smooth release of breast milk.⁵ The impact of this problem results in newborns having to be given formula milk or other food first as a substitute for colostrum that has not come out.

There are various efforts that can be made to increase the production and expenditure of breast milk, including by stimulating the hormones prolactin and oxytocin in the mother after giving birth. The results showed that there were several factors that influenced the expenditure of breast milk in postpartum mothers, namely breast care, maternal anxiety factors, maternal nutritional intake factors, infant breastfeeding factors.^{6,7,8,9}

Oxytocin massage is massage along the spine (vertebrae) to the fifth-sixth rib and is an attempt to stimulate the hormones prolactin and oxytocin after childbirth. In addition to providing comfort to the mother and stimulating the oxytocin reflex, oxytocin massage also has other benefits, namely reducing breast swelling (engorgement), reducing blockages/milk ducts, and helping to maintain milk production when the mother and baby are sick.¹⁰ Oxytocin massage can be done since the mother is still pregnant in the third trimester, based on Rika's research (2019) that oxytocin massage done since the third trimester of pregnancy can speed up colostrum excretion on the first day after giving birth.¹¹

Efforts to increase milk production are still low, the results of Kurniat devi's research (2020) show that the application of oxytocin massage to postpartum mothers is still lacking.¹² Similarly, the application of oxytocin massage to pregnant women, the results of a preliminary study by observing ten pregnant women, showed that none of the third trimester pregnant women did oxytocin massage. This shows that efforts to accelerate the release of breast milk after childbirth and efforts to increase milk production are still low. Several other research results show the same thing, namely 43.3% of postpartum mothers have less knowledge about oxytocin massage.¹³

Knowledge or cognitive is a very important domain in shaping one's actions (over behavior) from experience and research turns out that behavior based on knowledge will be more lasting than behavior that is not based on knowledge.¹⁴

Likewise with the application of oxytocin massage, so that it can be carried out effectively properly, good knowledge is also needed so that nursing mothers can do oxytocin massage properly and correctly. Lack of knowledge of mothers about efforts that can be made to increase breast milk, one of which is oxytocin massage, is one of the reasons mothers decide to give formula milk. So that it has an impact on the success of exclusive breastfeeding which is still below the target.

Method

The community service activities carried out in Sukajadi District, Bandung City amounted to 20 people consisting of third trimester pregnant women and their families. Pregnant women and their families are given education using the lecture method with booklet media which is equipped with video playback of oxytocin massage and direct oxytocin massage practice to pregnant women.

Results and Discussion

This community service activity aims to increase partners' knowledge about the process of lactation and oxytocin massage and also aims to carry out oxytocin massage, so that when the mother has given birth, colostrum can come out immediately. Partner knowledge assessment is carried out by conducting pretest and posttest on partners. The results of the knowledge assessment are shown in table 1 :

Table 1. Description of Partners' Average Knowledge Values Before and After Education

Mitra	Average Knowledge Values		Increase in Average Knowledge Value
	Befor Education	Aftaer Education	
Pregnant women	81,9	91,9	10,0
Families of pregnant women	80,6	91,2	10,6

The results of pretest and posttest data processing to measure partners' level of knowledge regarding the process of lactation and oxytocin massage show an increase in knowledge from before the counseling was

carried out compared to after the counseling was carried out.

The increase in the average value of knowledge in the group of pregnant women and the family group of pregnant women has almost the same value. Both groups had an increase of 10%.

It is hoped that the knowledge of partners about the lactation process and oxytocin massage will encourage families to apply oxytocin massage and babies have the opportunity to get colostrum and exclusive breastfeeding.

Oxytocin massage is massage along the spine (vertebrae) to the fifth-sixth rib and is an attempt to stimulate the hormones prolactin and oxytocin after childbirth. In addition to providing comfort to the mother and stimulating the oxytocin reflex, oxytocin massage also has other benefits, namely reducing breast swelling (engorgement), reducing blockages/milk ducts, and helping to maintain milk production when the mother and baby are sick.¹⁰ Oxytocin massage can be done since the mother is still pregnant in the third trimester, based on Rika's research (2019) that oxytocin massage done since the third trimester of pregnancy can speed up colostrum excretion on the first day after giving birth.¹¹

Efforts to increase milk production carried out by family partners for pregnant women, namely by doing oxytocin massage for pregnant women and postpartum mothers can be carried out by families, so that colostrum can be given by mothers to their babies.

Several research results state the same thing, that there is a relationship between knowledge and attitudes of postpartum mothers about oxytocin massage at the Bergas Health Center.¹⁵ Knowledge is related to attitudes to obtain good behavior in oxytocin massage because oxytocin massage has many uses for smooth breastfeeding.

Knowledge or cognitive is a very important domain in shaping one's actions (over behavior) from experience and research turns out that behavior based on knowledge will be more lasting than behavior that is not based on knowledge.¹⁴ Likewise with the application of oxytocin massage, so that it can be carried out effectively properly, good knowledge is also needed so that nursing mothers can do oxytocin massage properly and correctly. Lack of knowledge of mothers about efforts that can be made to increase breast milk, one of which is oxytocin massage, is one of the reasons mothers decide to give formula milk. So that it has an impact on the

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Likewise, husband or family support affects the implementation of oxytocin massage. The results of the research by Septi Komala, 2018 stated that there was an influence between the husband's role in doing oxytocin massage for postpartum mothers in Jombang Regency.¹⁶

This shows that the application of oxytocin massage can work well in groups of mothers who have good support from the family.

Conclusion

Educational activities have provided increased knowledge for pregnant women and their families. Increased knowledge about the lactation process and oxytocin massage has encouraged families to apply oxytocin massage. Family support for the lactation process and good knowledge have a major role in the success of the exclusive breastfeeding program.

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