**APPLICATION OKETANI MASSAGE FOR INCREASING BREAST MILK PRODUCTION IN POSTPARTUM PRIMIPAROUS MOTHERS IN THE WORKING AREA OF KENALI BESAR HEALTH CENTER JAMBI CITY**

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**ABSTRACT**

**Background:** The Ministry of Health aims to increase exclusive breastfeeding rates to 80%. However, exclusive breastfeeding in Indonesia is only at 74.5%. Efforts to increase breast milk production can be done through "oketani massage".

**Objective:** This study aims to determine the effectiveness of "oketani massage" in increasing breast milk production in postpartum primiparous mothers in the working area of Kenali Besar Health Center, Jambi City.

**Method:** This descriptive research was conducted in the working area of Kenali Besar Health Center, Jambi City from May 27-31, 2024, with 2 participants who were primiparous mothers categorized with low breast milk production. Observational sheets were used as measuring tools to assess the increase in breast milk production.

**Results :** The observation results of Mrs. W and Mrs. S show that before the Oketani massage, the breast milk production score was 0, while after the Oketani massage, the breast milk production score increased to 4.

**Conclusion:** Oketani massage given for 3 days can enhance breast milk production.

**Suggestion :** It is hoped that the results of this study can serve as a source of information regarding Oketani massage for increasing breast milk production in primiparous postpartum mothers.

**Keywords:** breast milk, Oketani massage, post partum

**References:** 12 (Books), 19 (Journals)