

Effectiveness Method Bomb (Breastcare, Oxytocin Massage, Marmet Technique) On Breast Milk Production In Mother Post Partum In Clinic General Partner Of Mother Of Palu City, Sulawesi Middle

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ABSTRACT

Problem which often occurs in postpartum mother where is breast milk production so little that it is unable to meet needs baby nutrition. This is because due to lack of knowledge about breast care, oxytocin massage and marmet technique. The purpose of this study was to determine the effectiveness of the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) on breast milk production. in postpartum mothers at the Mitra Bunda General Clinic, Palu City, Central Sulawesi. The design of this study was a *posttest without control group design* with a *quasi-experimental approach* . Respondents were taken using a *purposive sampling technique* that met the inclusion and exclusion criteria with a sample of 30 people. The independent variable is the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) and the dependent variable is breast milk production in postpartum mothers. The results of statistical tests using *the Wilcoxon test* . The results of the study showed that breast milk production in postpartum mothers before the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) was known to almost all respondents, 26 (87%) in the category of no increase in breast milk production. and after treatment it was known that almost all respondents 28 (93%) were in the category of increased breast milk production. The results of the data analysis show that the significance level is $0.000 < \alpha = 0.05$ so that H_0 is rejected and H_1 is accepted, thus the BOM method (*breastcare, oxytocin massage, marmet technique*) effective for breast milk production in postpartum mothers. Based on the results of the study, it was concluded that oxytocin massage, breast care and marmet techniques are alternatives to increase breast milk production. It is hoped that midwives will always socialize breast massage, oxytocin massage and marmet techniques to mothers during pregnancy so that they can increase mothers' knowledge in increasing breast milk production.

Keywords: BOM (*Breastcare, Oxytocin*) *Massage, Marmet Technique*), Mrs Post Partum, Breast Milk Production

INTRODUCTION

Breast milk production is the result of breast stimulation by the hormone prolactin. When the baby starts sucking breast milk, there will be two reflexes which will cause breast milk out (Roesli, 2019). Breastfeeding begins immediately after the baby is born while the baby is still awake. Stimulation of the baby's mouth will increase the work of the hormone oxytocin to stimulate breast milk production and the hormone prolactin to release breast milk (Dhany, 2019). Problems that often occur are lack of breast milk production, incorrect methods and positions and methods of breastfeeding the baby, causing sore nipples, even mastitis and breast abscesses (Hotmaria, 2020). The problem that is often complained about by breastfeeding mothers in the first week of postpartum is that breast milk production is low

so that it is unable to meet the baby's nutritional needs, this is because in the first week breast milk often does not come out smoothly so that the mother helps the baby's nutritional intake by giving formula milk (Putri, 2023).

World Health Organization (WHO) (2022), the average coverage of exclusive breastfeeding in the world is 38%. The results of the Basic Health Research (2022) show that the proportion of breastfeeding in infants aged 0-5 months is 37.3% of infants who receive exclusive breastfeeding, while 37.3% receive breast milk. partial as much as 9.3% and babies Which get breast milk predominant as much as 3.3%. Ministry of Health Republic of Indonesia (2022), report percentage exclusive breastfeeding for babies aged 0-6 months in Indonesia is 47.64, a decrease compared to with 2021 being 54.0% and this is still far from wrong One of the targets of the *Sustainable Development Goals* (SDGs) in 2020 regarding exclusive breastfeeding is at least 80%. The percentage of exclusive breastfeeding breast milk exclusive to babies in the city Hammer Central Sulawesi on year 2022 was 54.2%, down compared to 2021, which was 61.6% (Palu City Health Office, 2023).

The initial data survey was conducted by researchers on November 30, 2023 at the Mitra Bunda General Clinic, Palu City, Central Sulawesi. It is known that the number of postpartum mothers is 33 mothers. Based on the results of the preliminary study It is known that 5 (50%) postpartum mothers complained about breast milk not come out on the first day of giving birth so the mother gave her baby formula milk because her child kept crying while the mother's breast milk had not come out. The mother also said that on the third to fifth day she experienced breast swelling, her breasts were hard so the method used by the mother was using warm water to compress her nipples. The mother also did not know effective methods to increase breast milk production such as oxytocin massage, breast care and the marmet technique. The mother also did not do breast care after giving birth because the nipples were still sore. 3 (30%) Mother said that she had never done breast care, oxytocin massage and expressed breast milk after giving birth. postpartum mother feel sad if the baby does not get enough breast milk, so the mother gives additional food such as formula milk. 2 (20%) mothers said that their husbands and families often massage the mother's shoulders and spine, often express breast milk by hand without using a pump, and even the mother also routinely does breast care (Results of Researcher Interviews with Respondents at the Mitra Bunda General Clinic, Palu City, Central Sulawesi, 2023).

Some efforts that can be made done to help increase breast milk production on postpartum mothers are breast care, oxytocin massage and marmet techniques. Breast care is a breast care action carried out, either by postpartum mothers or assisted by others which is carried out starting from the first or second day after giving birth (Saryono, 2019). Breast care is a very important action to care for the breasts, especially to facilitate Breast milk, maintains breast hygiene, especially the cleanliness of the nipples to avoid infection, softens and improves the shape of the nipples so that the baby can breastfeed well, stimulate the glands and hormones prolactin and oxytocin to increase smooth breast milk production (Astutik, 2019). Breast care after childbirth aims to keep the breasts clean and easy for the baby to suck. After giving birth, lactation is controlled by two types of reflexes. *First* , the milk production reflex (*Hotmaria* , 2020). *When the baby sucks the nipple, a hormone called prolactin is produced* , which regulates the cells in the alveoli to produce milk. The milk is collected in the milk ducts. *Second* , the *let down reflex* . The baby's sucking also stimulates the production of other hormones that named oxytocin , *which* create muscle cells around the alveoli contract, so that water milk is pushed towards the nipple. So, the more the baby sucks, the more milk is produced (Prawiroharjo, 2019).

Oxytocin massage is also an alternative to overcome the irregularity of breast milk production. Oxytocin massage is a massage along the spine (*vertebrae*) to the fifth-sixth *costae bones* and is an effort to stimulate the hormones prolactin and oxytocin after giving

birth (Proverawati, 2019). This massage functions to increase the hormone oxytocin which can calm the mother, so that breast milk automatically comes out (Sulistyawati, 2019). In addition, the work of oxytocin can also be inhibited by several factors, including other such as : stress because it doesn't get support from husband and family, fear of not having enough breast milk, fear that the mother's weight will not return to its original state, lack of preparation for working mothers and all the negative things and affects the psyche mother (Roesli, 2019). The way oxytocin massage works to influence colostrum secretion is by providing a stimulus on the vertebra to the costa 5-6, thus increasing *pituitary stimulation posterior* to release the hormone oxytocin, oxytocin will then stimulate the contraction of *myoepithelial cells* in the breast for milk spraying (Saleha, 2019). This stimulation is then continued to *the hypothalamus* through *the spinal cord* , so that *the hypothalamus* will suppress the release of factors that inhibit prolactin secretion and conversely stimulate the release of factors that trigger prolactin secretion, then it will stimulate anterior pituitary to exit prolactin And next hormone prolactin will stimulates alveoli cells which function to make milk (Saifuddin, 2019).

Apart from that, the marmet technique can be used to express breast milk which can be applied practically by mother. The marmet technique is a the technique that used to take out Breast milk. This technique provides relaxing effect And also activate back reflex milk *ejection reflex* (MER) so that the milk starts to drip. By activating MER, breast milk will often spray out automatically. Marmet technique is massage by using two fingers. How to This is often referred to as back to nature because the method is simple and does not require costs. This marmet technique is one of the safe ways that can be done to stimulate the breasts to produce more breast milk (Manuaba, 2019). The combination of *breastcare* , oxytocin massage and marmet is a combination of three methods, namely breast massage by stimulating the breast muscles, the back to stimulate the mammary glands to produce breast milk and trigger an increase in the hormone oxytocin for breast milk production which aims to empty breast milk so that it will stimulate the release of the hormone prolactin to produce breast milk (Purnawati, 2023).

The solution to overcome the above problems is where health workers always provide information to mothers to pay more attention to providing exclusive breastfeeding and the benefits of the BOM method because it can increase breast milk production and smooth breastfeeding. In addition, information about the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) can be provided by midwives through pregnancy classes, when pregnant women undergo examinations pregnancy even at the posyandu, so that mothers can know the purpose and benefits of the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) after giving birth and breastfeeding later. So that with the information given to the mother, she can carry it out method BOMB at home in order not to happen dam breast milk, and can increase breast milk production .

Based on the background of the problem above, the researcher is interested in conducting a study entitled "Effectiveness of the BOM Method (*Breastcare, Oxytocin Massage, Marmet Technique*) on Breast Milk Production in Postpartum Mothers at the Mitra Bunda General Clinic, Palu City, Central Sulawesi".

METHOD

The research design used in this study is *a posttest without control group design* with a *quasi-experimental approach* . The sampling technique used is *purposive sampling*. who meet the inclusion and exclusion criteria with a sample of 30 people. In this study the independent variable is the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) and the dependent variable is breast milk production in postpartum mothers. The statistical test used is *the Wilcoxon test* with a value of $\alpha = 0.05$.

RESULTS STUDY

A. Data General

Usia	Frekuensi	Prosentase (%)
≤ 25 Tahun	2	7
25-35 Tahun	24	80
≥ 35 Tahun	4	13
Jumlah	30	100
Pendidikan	Frekuensi	Prosentase (%)
SD	4	13
SMP	7	23
SMA	19	64
Diploma/Sarjana	0	0
Jumlah	30	100
Pekerjaan	Frekuensi	Prosentase (%)
Petani/IRT	19	63
Pengusaha/Berdagang/Wiraswasta	6	20
Pegawai Swasta	5	17
Pegawai Negeri Sipil (PNS/TNI/POLRI)	0	0
Jumlah	30	100

Based on the table above, it shows that the age of postpartum mothers is known by almost all respondents with the age 25-35 years, namely as many as 24 (80%) respondents. The education of postpartum mothers is known to be mostly respondents with a high school education level of 19 (64%) respondents. The occupation of postpartum mothers is known to be mostly respondents working as Farmers/Housewives, as many as 19 (63%) respondents.

B. Data Special

No	ction breast milk On Mother PostPartum before BOM method	Frequency	Percentage (%)
1	No Happen Improvement Production breast milk	26	87
2	Happen Improvement Production breast milk	4	13
	Amount	30	30
No	ction breast milk On Mother PostPartum after BOM method	Frequency	Percentage (%)
1	No Happen Improvement Production breast milk	2	7
2	Happen Improvement Production breast milk	28	93
	Amount	30	30

Based on the table on shows that breast milk production in postpartum mothers before The BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) was known to almost all respondents, as many as 26 (87%) respondents in the category of no increase in breast milk production. Breast milk production in postpartum mothers after the BOM method

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(*Breastcare, Oxytocin Massage, Marmet Technique*) was known to almost all respondents, as many as 28 (93%) respondents in the category experienced an increase in breast milk production.

C. Results Tabulation Cross Between Variables Independent And Dependent

nilk On Mother Post Partum after BOM method

			No Happen Improvement Breast milk production	Happen Improvement Breast milk production	Total milk
Breast milk production In Postpartum Mothers before method BOMB	No There is an increase Production breast milk	Frequency %	2 8%	24 92%	26 100%
Mothers before the method BOMB	There is an Increase Production breast milk	Frequency %	0 .0%	4 100%	4 100%
Total		Frequency %	2 7%	28 93%	30 100%

Based on the table above, it shows that the results of the cross-tabulation between breast milk production in postpartum mothers before and after the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) show that almost all respondents, 24 (92%) are in the category of increased breast milk production.

D. Analysis Data

Results Test Statistics Will	coxon Test
Variables	Level Significance
Production breast milk To Mother Post Partum before BOM method	0.000
Production breast milk On Mother Post Partum after method BOMB	

The results of the data analysis show that the significance level is $0.000 < \alpha = 0.05$ so that H_0 is rejected and H_1 is accepted, thus the BOM method (*breastcare, oxytocin massage, marmet technique*) is effective. on breast milk production in postpartum mothers at the Mitra Bunda General Clinic, Palu City, Central Sulawesi.

DISCUSSION

A. Breast Milk Production in Postpartum Mothers before the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) at the Mitra Bunda General Clinic, Palu City, Central Sulawesi

Based on the research results, it is known that breast milk production in postpartum mothers before BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) at Mitra Bunda General Clinic Palu City, Central Sulawesi, is known to almost all respondents, as many as 26 (87%) respondents in the category of no increase in breast milk production. This is in line with Triana's research (2019), in her research journal it shows that breast milk production in the treatment group before oxytocin massage and breast massage was the largest in the less category of 6 (60%) respondents. In line with study Ernawati (2020), in his research journal shows that all respondents, namely 6 (100%) respondents before oxytocin massage, had less breast milk production. Vidiya (2019), in his research journal, showed that

before the marmet technique was carried out, it was known No there is an increase in breast milk production. Khusnul (2020), in The research journal also shows that before the Marmet technique was carried out, it was known that 5 (25%) respondents' breast milk production was in the low category.

The theory that supports the findings of researchers according to Prawirohardjo's theory (2019), states that increasing breast milk production is greatly influenced by the peace of mind and soul of the mother because if the mother's condition is depressed, sad, lacks self-confidence and various forms of emotional tension will reduce the volume of breast milk or even no breast milk production will occur. Factors that inhibit the release of the hormone oxytocin and also inhibit *the let down reflex* so that breast milk does not come out are such as stress, confusion/chaotic thoughts, fear and anxiety (Zuhrotunida, 2022).

Increased breast milk production can be stimulated in various ways, including the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*). Breast care after childbirth aims to keep the breasts clean and easy for the baby to suck. After giving birth, lactation is controlled by two types of reflexes. *First* , the milk production reflex (Saryono, 2019). When the baby sucks the nipple, a hormone called prolactin is produced , which regulates the cells in the alveoli to produce milk. The milk is collected in the milk ducts. *Second* , the *let down reflex* . The baby's sucking also stimulates the production of another hormone called oxytocin. (*oxytocin*), which causes the muscle cells around the alveoli to contract, so that the milk is pushed towards the nipple. So, the more the baby sucks, the more milk is produced (Prawiroharjo, 2019). In addition, oxytocin massage is also a form of *hypno breastfeeding* where with oxytocin massage the mother will be more comfortable, relaxed, and more confident to be able to breastfeed her baby optimally. This will make the mother's psychology stronger and stimulate the release of the hormone oxytocin which will be very helpful in lactation process, namely it can increase breast milk production (Vita, 2020). Oxytocin massage will provide comfort to the mother so that it will provide comfort to the breastfed baby. Physiologically, this increases the oxytocin hormone sent to the brain so that the oxytocin hormone is released and flows into the blood, then enters the mother's breasts causing the muscles around the alveoli to contract and make breast milk flow in the milk ducts (Umma, 2022).

The marmet technique is also very effective in increasing breast milk production. The marmet technique is a technique for expressing breast milk using fingers. This technique is quite practical and not a hassle to prepare. equipment, Enough provide hand And receptacle Which clean for squeezing Breast milk. By massaging the areola area so that it can stimulate the release of prolactin. The release of the hormone prolactin will stimulate the mammary alveoli to produce breast milk, so when the alveoli stimulated cells will produce breast milk into the let-down reflex duct system reflex with technique this is why breast milk will go out from the mother's breast with fluent. The marmet technique is done by manually massaging the areola and nipple and stimulating the let-down reflex so that a lot of breast milk comes out (Saifuddin, 2019).

Results from fact And theory Which Already explained, then Researchers argue that oxytocin massage, breast care and Marmet technique is one alternative to increase breast milk production. For the sake of sustainability process breast-feed, breast must treated with Good And appropriate so that

avoid disorders and diseases that may befall the mother during the breastfeeding process. In addition to making the breasts beautiful again, proper care and regular maintenance will make it easier for the baby to breastfeed, stimulate breast milk production and prevent the breasts from being injured during the breastfeeding process.

B. Breast Milk Production in Postpartum Mothers after the BOM (*Breastcare, Oxytocin Massage, Marmet Technique*) Method at the Mitra Bunda General Clinic in Palu City, Central Sulawesi

Based on the research results it is known that breast milk production in postpartum mothers after the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) at the Mitra Bunda General Clinic in Palu City, Central Sulawesi, it was found that almost all respondents, 28 (93%) respondents in the category experienced an increase in breast milk production. The results of this study are in line with Hotmaria's research (2020), in her research journal showing that after being given breast care, it was found that 14 (87.5%) respondents in the breast care treatment group experienced an increase in the smoothness of colostrum production. from less fluent to more fluent. Arum (2020), in His research journal shows that the time for colostrum release in postpartum mothers who received oxytocin massage was an average of <1.5 days. The theory that supports the researcher's findings according to Prawirohardjo's theory (2019) states that breast care is a way to care for the breasts so that milk flows smoothly. Breast care should be started as early as possible, namely 1-2 days after the baby is born and done twice a day, because during this postpartum period the possibility of difficulty in breastfeeding will be greater (Ramaiah, 2020).

Breast care plays an important role in preventing problems in breastfeeding. With breast care will stimulate the production of the hormone oxytocin so that mothers can produce breast milk as early as possible. With massage techniques in breast care that are done correctly will stimulate the release of breast milk, because the stimulation exercise on the nipples in breast care is like the sucking exercise done by babies. The hormone oxytocin is a hormone that is stored in the *posterior lobe of the pituitary* and formed by hypothalamic neuronal nuclei cells. Oxytocin works as a breast milk injector and causes the uterus to contract (Rahmawati, 2021). Likewise, oxytocin massage increases breast milk production. Where oxytocin massage is performed on the vertebrae bones up to the fifth and sixth costae bones to stimulate the oxytocin reflex (*reflex let down*). Feeling relaxed in breastfeeding mothers who do Oxytocin massage will result in increased production of the hormone oxytocin. Oxytocin itself will stimulate the muscle cells around the milk ducts to contract so that it can push breast milk out and ready to be sucked by the baby. With oxytocin massage can provide comfort to breastfeeding mothers, prevent breast swelling, reduce blockages in the milk ducts, can maintain breast milk production and can stimulate the release of the hormone oxytocin (Proverawati, 2019).

The marmet technique is also an alternative in increasing breast milk production. Therefore, by doing the marmet technique, it can Manually expressing breast milk and assisting the milk ejection reflex *has* worked for thousands of mothers in a way that it never has before. Even experienced breastfeeding mothers who have been able to express breast milk have reported producing more milk with this method. Mothers who have previously been able to express only a little, or none at all, have had excellent results with this technique (Dewi, 2021). The Marmet technique develops massage and stimulation methods to help lock in the milk ejection reflex. Success of this technique is a combination of massage and breast milk release methods. This technique is effective and does not cause problems. This marmet technique is one of the safe ways that can be done to stimulate the breasts to produce more breast milk (Jenny, 2020).

The result of the fact And the theory that Already explained, then the researcher argue that oxytocin massage, breast care and marmet techniques are effective in increasing breast milk production. This is supported by the results of researchers' observations that the breasts feel tense before being breastfed, breast milk can seeping out because of the large production. In addition, the mother also felt happy with the treatment given because it started from a lack of knowledge, information about the importance of *breastcare methods, oxytocin*

massage, marmet technique so Mother can know And can applied

at home after the delivery process, joint care even upon arrival home with the baby. Health workers, especially midwives, must always provide information and knowledge as an improvement in the quality of postpartum maternal services by paying attention to breast milk production which can have an impact on the breastfeeding process, for example by holding a socialization of breast massage, massage oxytocin and Marmet technique in mothers during ANC/pregnancy. So that it can improve the mother's understanding for the better.

C. The Effectiveness of the BOM Method (*Breastcare, Oxytocin Massage, Marmet Technique*) Against Breast Milk Production in Mothers Postpartum At the Clinic General Partners of the City of Palu, Central Sulawesi

The results of the data analysis show that the significance level is $0.000 < \alpha = 0.05$ so that H_0 is rejected and H_1 is accepted, thus the BOM method (*breastcare, oxytocin massage, marmet technique*) is effective. on breast milk production in postpartum mothers at the Mitra Bunda General Clinic in Palu City, Central Sulawesi. Cross-tabulation results between breast milk production in postpartum mothers before and after the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) it is known that almost all over 24 respondents (92%) were in the category of increased breast milk production.

The combination of *breastcare* , oxytocin massage and marmet is a combination of three methods, namely breast massage by providing stimulation to the breast muscles, the back to provide stimulation to the mammary glands to produce breast milk and trigger an increase in hormones. oxytocin for expenses breast milk Which aiming For empty breast milk so that it will stimulates the release of the hormone prolactin to produce breast milk (Purnawati, 2023).

The results of the facts and theories that have been explained, the researcher argues that health workers always provide information to mothers to pay more attention to providing Exclusive Breastfeeding and the benefits of the BOM method because it can increase breast milk production and smooth breastfeeding. In addition, information about the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) can be provided by midwives through pregnancy classes, when pregnant women do pregnancy checks and even at the integrated health post, so that mothers can know the purpose and benefits of the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) after giving birth and breastfeeding later. So that with the information given to mothers, they can implement the BOM method at home so that there is no breast milk blockage, and can increase breast milk production.

CONCLUSION

Based on the research results, it can be concluded that breast milk production in postpartum mothers before the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) was known to almost all respondents, as many as 26 (87%) respondents were in the category of no increase. Breast milk production. Breast milk production in postpartum mothers after the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) was known by almost all respondents, as many as 28 (93%) respondents in the category of increased breast milk production. The results of data analysis showed that the significance level was $0.000 < \alpha = 0.05$ so that H_0 was rejected And H_1 accepted with this is the method BOM (*breastcare, oxytocin massage, marmet technique*) is effective for breast milk production in postpartum mothers at the Mitra Bunda General Clinic, Palu City, Central Sulawesi. It is recommended so that postpartum mothers need to access various information related to breast milk production during the breastfeeding process, both from the internet, print media, fellow breastfeeding mothers, health workers about the importance of the BOM method (*Breastcare, Oxytocin Massage, Marmet Technique*) to increase breast milk production. Mothers can also implement the BOM method at home so that there is no breast milk blockage, and can increase breast milk production. In addition, health workers always

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provide information to mothers to pay more attention to providing Exclusive Breast Milk and the benefits BOM method because it can increase breast milk production and smooth breastfeeding. In addition, information about the BOM method can be provided by midwives through pregnancy classes, when pregnant women undergo examinations. pregnancy even at the integrated health post, so that mothers can know the purpose And the benefits of the BOM method after giving birth and breastfeeding later.

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