

**MINISTRY OF HEALTH OF REPUBLIC OF INDONESIA
HEALTH POLYTECHNIC OF RIAU
D IV MIDWIFERY STUDY PROGRAM**

GRADUATING PAPER, MAY 2020

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The Difference between Woolwich Method and Endorphin-inducing Massage on Postpartum Breastmilk Production in Rosita Privately Practicing Midwife of Pekanbaru

viii+ 54 Pages, 4 Tables, 7 Figures + Attachments

ABSTRACT

Riau Province is one of 7 provinces that have not yet reached the WHO target for exclusive breastfeeding at 37.3% in 2018. Lack breast milk production in the first week after giving birth is the main reason why mothers switch to giving formula milk and is the beginning of failure on exclusive breastfeeding. To help mothers grow a sense of confidence and increase hormones that can help in the production of breast milk can be done with the application of Woolwich method and endorphin-inducing massage. The purpose of this study was to determine the differences in Woolwich method and endorphin-inducing massage on breast milk production in postpartum mothers at Rosita Privately Practicing Midwife of Pekanbaru in January-May 2020. This pre-experimental study used a posttest only control group design. The population was normal postpartum mothers in day 1-3 totaling 20 taken using purposive sampling techniques. Data analysis used a t-independent statistical test. The results showed that the average milk production of postpartum mothers who were given Woolwich method and endorphin-inducing massage was respectively 99.80 ml and 125.30 ml. It is concluded that there was a significant difference in breast milk production of postpartum mothers who were given Woolwich method and endorphin-inducing massage (p value = 0.025). It is recommended that health workers be able to socialize and apply the endorphin-inducing massage as one method to increase milk production.

Keywords : Postpartum, Woolwich Method, Endorphin-inducing massage
Reference : 27 (2001-2019)