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THE EFFECTIVENESS OF ENDHORPIN MASSAGE TOWARD LABORING PAIN WOMEN IN PHASE 1 AT PMB DJUJUK WINARNI BESORO HAMLET LANTEK VILLAGE GALIS DISTRICT BANGKALAN REGANCY	
ABSTRACT	
<i>Labor pain is a subjective experience of physical sensations due to uterine contractions, dilatation, and cervical thinning, as well as the decline of the fetus during labor. Based on preliminary studies in February - March 2025 most laboring women experienced severe pain at 60% (3 people), and almost half experienced moderate pain at 40% (2 people). The purpose of this study was to see the effectiveness of endhorpin massage on labor pain during the latent phase I.</i> <i>his type of research is quantitative with a quasi-experimental research design with Two Group Pretest - Posttest with control group design. The independent variable is endhorpin massage and the dependent variable is latent phase I labor pain. The population used was all labor data recorded in the register, namely as many as 20 laboring mothers. The number of samples taken was 18 mothers in labor during the active phase I. The sampling technique used Random Sampling. The place of research in the delivery room PMB Djujuk Winarni in May 2025. The instruments in this study used Wong Baker Face Pain Scale and SOP. And using statistical tests paired t-test, wilcoxon, and independent t-test. The research has been declared ethically sound by Noor Huda Mustofa University. No. 2649/KEP/UNIV-NHM/EC/V/2025.</i> <i>The results of the study in the control group were that there was no difference in pain intensity between before and after with a p-value value of $0.157 > 0.05$. While in the treatment group showed the effect of endhorpin massage on labor pain (p-value $0.000 < 0.05$). And there is a difference in pain intensity between the control group and the treatment group with a p-value value = $0.000 < 0.05$.</i> <i>This study recommends Endorphin massage as an effective non-pharmacological method for reducing pain intensity during the active phase of the first stage of labor. This method can be taught to family members, especially husbands, when accompanying the mother during labor.</i>	
Keywords : Labor Pain, Endhorpin Massage, Labor	