

Efforts to Increase Breast Milk Production through Techniques Hypnobreastfeeding in Postpartum Mothers in Tamanan Village, Kediri City in 2023

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ABSTRACT

Hypnobreastfeeding is a relaxation technique that helps smooth the breastfeeding process in a holistic manner that pays attention to the mind, body and soul of breastfeeding mothers. The purpose of this research is to increase breast milk production in postpartum mothers through the hypnobreastfeeding technique. This research design is a pre-experimental one group pretest-posttest design and the population in this study was postpartum mothers. The results showed that half (50%) of the respondents who received good husband support experienced mild anxiety, namely as many as 6 respondents, almost all (76.92%) who received sufficient husband support experienced moderate anxiety, namely as many as 20 respondents. Based on the results of statistical tests using the Wilcoxon signed rank test, it is known that the p value of 0.001 is smaller than the value of $\alpha = 0.05$ ($0.002 < 0.05$) so that H_0 is rejected and H_1 is accepted, meaning that there is an effect of providing hypnobreastfeeding techniques on breast milk production in mothers postpartum in Tamanan Village, Kediri City. Suggestions for research sites to motivate postpartum mothers to try to increase breast milk production by using the hypnobreastfeeding technique.

I. Introduction

Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR) are indicators of the level of public health of a country (Septiani, Arta, Karbito, 2017). The health profile (2018) shows that IMR is 24 per 1,000 live births, and AKABA is 32 per 1,000 live births. This figure is down compared to 2017, namely 32 per 1000 live births. Forms of health efforts undertaken to reduce the risk of death include neonatal health services, routine immunizations for children, health services for school children, and youth care health services. Neonatal health services include counseling on newborn care, exclusive breastfeeding, administration of vitamin K1 injection and Hepatitis B0 injection (if not already given). Exclusive breast milk is milk given to babies up to 6 months of age without any complementary food except medicines and vitamins. Data from the Ministry of Health notes that the rate of early initiation of breastfeeding (IMD) in Indonesia increased from 51.8 percent in 2016 to 57.8 percent in 2017. Even though it has increased, this figure is still far from Indonesia's target of 90 percent. The same increase also occurred in the rate of exclusive breastfeeding, from 29.5 percent in 2016 to 35.7 percent in 2017.

This figure is considered very small considering the important role of breast milk in children's lives (Juniman 2018). Mother's milk (ASI) contains high nutrients which are very beneficial for the baby's health. Mother's milk is the only perfect and best food for babies because it contains the nutritional elements needed by babies for the baby's



growth and development in order to achieve optimal baby growth and development. Breast milk is a very valuable gift that can be given to a baby, in poverty it may be the only gift, in illness it may be a gift that saves his life (United Nations Children's Fund in Dewi 2013). Children who are not breastfed have an increased risk of illness, and can stunt growth and even increase the risk of death or disability. Babies who are breastfed will receive protection (immunity) against various diseases through their mother's milk. If the majority of babies aged 0 - 6 months were only given breast milk, meaning only breast milk and no other fluids or other foods, not even water, then it is estimated that at least 1.2 million children's lives could be saved every year (Ministry of Health of the Republic of Indonesia, 2018). Global studies and facts from the Lancet Breastfeeding Series state that exclusive breastfeeding can reduce the number of infections by up to 88% in babies less than 3 months old. Apart from that, exclusive breastfeeding also contributes to reducing obesity and chronic diseases in children. Preparing pregnant women to breastfeed influences breastfeeding success (Pratiwi, 2012). The reality in the field is that there are still many mothers who experience barriers/obstacles to breastfeeding their babies exclusively for the full 6 months, even though breastfeeding is a natural condition. Preparing pregnant women to breastfeed influences breastfeeding success. One solution that can help overcome obstacles in providing exclusive breastfeeding is hypnobreastfeeding.

Hypnobreastfeeding is a natural effort to use subconscious energy so that the breastfeeding process runs smoothly and comfortably, and the mother can produce breast milk that meets the baby's needs. The principle of Hypnobreastfeeding is to include positive affirmation sentences for the breastfeeding process when the mother is very relaxed or very concentrated. The hypnobreastfeeding method is very appropriate for postpartum mothers to become confident and more ready to breastfeed their babies so that breast milk production increases (Aprilia, 2019). Hypnobreastfeeding is a relaxation technique that helps smooth the breastfeeding process in a holistic manner that pays attention to the mind, body and soul of breastfeeding mothers. Hypnobreastfeeding makes mothers more relaxed, calm and comfortable during breastfeeding so that positive feedback appears, namely increased release of oxytocin and prolactin by the pituitary. The prolactin hormone plays a role in stimulating nutrients for milk synthesis in the alveoli secretory cells. Oxytocin causes myoepithelial contractions around the alveoli and secretes milk. The basis of hypnobreastfeeding is relaxation, with relaxation the feelings of stress, anxiety or psychological pressure that often occur in working mothers will be resolved. Relaxation creates feelings of calm, comfort and happiness which can ultimately increase the hormones prolactin and oxytocin for smooth breast milk production. The state of relaxation will also activate the mother's subconscious mind so that the mother will be easily influenced by positive suggestions which will increase the mother's confidence in the breastfeeding process. The mother's confidence or confidence in the adequacy of her breast milk production can increase or maintain the mother's breast milk production (Syamsinar, 2013).

The purpose of this research is to increase breast milk production through the hypnobreastfeeding technique so that it is hoped that there will be an increase in the number of postpartum mothers who breastfeed their babies so that exclusive breastfeeding coverage will be higher, thus having a long-term impact on reducing infant mortality rates due to malnutrition.

II. Methods

Design and Samples

This research design is a pre-experimental one group pretest-posttest design. The independent variable in this research is the provision of hypnobreastfeeding techniques. The dependent variable in this study is breast milk production in postpartum mothers. The research instruments were observation sheets and questionnaires. The population in this study

were all postpartum mothers in Tamanan Village, Kediri City, based on data in November 2023 of 37 postpartum mothers. The sample in this study was 16 postpartum mothers in Tamanan Village, Kediri City, calculated using the Federer Formula. In this research, the sampling technique used purposive sampling.

Data Collections

Respondents consisting of breastfeeding mothers were given a questionnaire to determine breast milk production and researchers also carried out direct observations to determine breast milk production. Next, respondents were given hypnobreastfeeding intervention for 7 days with a duration of ± 30 minutes per meeting and then observed breast milk production during the treatment. After 7 days, an evaluation is carried out regarding the increase in breast milk production. Data collection procedures include asking permission from the Head of Tamanan Subdistrict, Kediri City. After obtaining permission from the Head of Tamanan Subdistrict, Kediri City, then conducting the research, the researcher provided an explanation to potential respondents about the purpose of the research and if they were willing to become respondents, they were invited to sign a consent form. The questionnaire sheet was kept by the researcher for data processing, which was carried out after the intervention was completed.

Data Analysis

Statistical test for both variables using Wilcoxon test.

III. Results and Discussion

1. General Data

Characteristics of respondents based on parity level are presented in the following table:

Table 1. Frequency Distribution of Respondent Characteristics Based on parity Level in Postpartum Mother's

No.	Parity	Frequency(n)	Prosentase (%)
1.	Primipara	9	56,25
2.	Multipara	7	43,75
3.	Grandemultipara	0	0
Total		16	100

The table above shows that most of the respondents are primiparas, namely 9 respondents (56.25%).

Table 2. Frequency Distribution Based on Respondent Characteristics Based on Education in Postpartum Mother's

No.	Education	Frequency(n)	Prosentase (%)
1.	No School	0	0
2.	Primary High School	3	18,75
3.	Junior High School	8	50
4.	Senior High School	5	31,25
5.	College	0	0
Total		16	100

The table above shows that half of the respondents have a high school education, namely 8 respondents (50%).

Table 3. Frequency Distribution Based on Respondent Characteristics Based on Work in Postpartum Mother's

No	Work	Frequency(n)	Prosentase (%)
1.	IRT	10	62,5
2.	Civil Servant	2	12,5
3.	Private	4	25
4.	Farmer/Labour	0	0
Total		16	100

Based on the table above, most of the respondents are IRT, namely 10 respondents (62.5%).

2. Special Data

Table 4. Frequency Distribution of Respondent Characteristics Based on Breast Milk Production in postpartum mother's Before is Given About Hypnobreastfeeding Technique

No.	Breast Milk Production	Frequency	Prosentase
1.	Good	3	18,75
2.	Enough	8	50
3.	Not Enough	5	31,25
Total		16	100%

Characteristics of respondents based on breast milk production before is given about Hypnobreastfeeding technique half (50%) are enough.

Table 5. Frequency Distribution of Respondent Characteristics Based on Breast Milk Production in postpartum mother's After is Given About Hypnobreastfeeding Technique

No.	Breast Milk Production	Frequency	Prosentase
1.	Good	10	62,5
2.	Enough	4	25
3.	Not Enough	2	12,5
Total		16	100%

Characteristics of respondents based on breast milk production after is given about Hypnobreastfeeding technique most of the respondent (62,5%) are good.

Table 6. Cross-tabulation of the effect of hypnobreastfeeding techniques on breast milk production in postpartum mothers

Hypnobreastfeeding Technique	Breast Milk Production						Total	
	Good		Enough		Not Enough			
	F	%	F	%	F	%	F	%
Before	2	12,5	2	12,5	12	75	16	100
After	11	68,75	3	18,75	2	12,5	16	100
<i>p</i> value = 0,001	$\alpha=0,05$							

Based on table 6, it can be interpreted that the majority of respondents (75%) before being given the hypnobreastfeeding technique, their breast milk production was not enough, namely 12 respondents, a small percentage (12.5%) not enough breast milk production, namely 2 respondents. Meanwhile, the majority of breast milk production after being given the

hypnobreastfeeding technique (68.75%) was good, namely 11 respondents, a small portion (18.75%) was enough, namely 3 respondents and a small portion (12.5%) was not enough, namely 2 respondents.

The results showed that half (50%) of the respondents who received good husband support experienced mild anxiety, namely as many as 6 respondents, almost all (76.92%) who received sufficient husband support experienced moderate anxiety, namely as many as 20 respondents. Based on the results of statistical tests using the Wilcoxon signed rank test, it is known that the p value of 0.001 is smaller than the value of $\alpha = 0.05$ ($0.002 < 0.05$) so that H_0 is rejected and H_1 is accepted, meaning that there is an effect of providing Hypnobreastfeeding techniques on breast milk production in mothers. postpartum in Tamanan Village, Kediri City.

The postpartum period is a period when the mother's body makes postpartum adaptations, including changing the condition of the pregnant woman's body back to its pre-pregnancy condition. This period begins after the placenta is born, and marks the end of the postpartum period when the uterine organs have returned to their pre-pregnancy state (Astuti, 2015). The postpartum period is labor and birth of the baby, placenta and membranes needed to restore the uterine organs to their pre-pregnancy state in approximately 6 weeks. This process begins after the completion of childbirth and ends after the reproductive organs return to their pre-pregnant or non-pregnant state as a result of physiological and psychological changes due to the birth process (Pitriyani & Andriyani, 2014). The postpartum period begins after the placenta is born and ends when the bladder organs return to their pre-pregnancy state. The postpartum period lasts approximately 6 weeks or 42 days, but overall recovery will take 3 months (Sari, 2014). Not all mothers during the postpartum period can breastfeed their babies smoothly. Meanwhile, breast milk is the best food that should be given to babies. Breast milk (ASI) is the single and best food that meets all the growth and development needs of babies up to 6 months of age. The first breast milk that comes out is yellow, contains important substances that cannot be obtained from other sources, called colostrum. Breast milk is an emulsion of fat in a solution of protein, lactose and organic salts secreted by both mother's breast glands which is useful as the main food for babies (Astuti, 2015). Breast milk (ASI) has many benefits for babies and mothers who breastfeed, including babies being able to start their lives well, babies who get breast milk have good weight gain after birth, growth after the perinatal period is good and reduces the possibility of obesity, contains new baby antibodies. born naturally get immunoglobulin (an immune or immune substance) from the mother through the placenta, but the levels of this substance will quickly decrease immediately after birth. Breast milk contains the right composition. Breast milk comes from various food ingredients that are good for babies consisting of balanced proportions. and sufficient quantity of all the nutrients needed for the first 6 months of life, gives a sense of security and comfort to the baby and creates a bond between mother and baby, avoids allergies, breast milk increases intelligence for the baby. The reality in the field is that there are still many mothers who experience barriers/obstacles to breastfeeding their babies exclusively for the full 6 months, even though breastfeeding is a natural condition. Preparing pregnant women to breastfeed influences breastfeeding success. One solution that can help overcome obstacles in providing exclusive breastfeeding is hypnobreastfeeding.

The hypnotic relaxation technique known as hypno-breastfeeding is the latest method/method that is very good for building positive intentions and motivation in breastfeeding and is able to maximize the quantity and quality of breast milk.

Physiologically, it can increase the release of the hormone oxytocin which is sent to the brain so that the hormone is released and flows into the blood, then into the breast which causes the muscles around the alveoli to contract and makes the milk flow in the milk ducts wider and makes the milk flow more freely. easy (Lanny Kuswandi, 2013). The hypnobreastfeeding technique will provide comfort and relax the mother which can facilitate blood flow so that the flow of blood and energy in the body will return smoothly, this can stimulate the release of endorphin hormones and can stimulate the oxytocin reflex (Dalimartha, 2009). Hypnobreastfeeding is a natural effort to use subconscious energy so that the breastfeeding process runs safely and smoothly, by inserting sentences of affirmation or positive suggestions when the mother is in a very relaxed state or very concentrated on something/a state of hypnosis so that the mother can produce sufficient breast milk for her needs. baby growth and development (Kuswandi, 2009). Hypno-breastfeeding, the desired changes are anything that makes the breastfeeding process easier and smoother. Hypno-breastfeeding consists of two words, namely hypno=hypnosis, which means an unconscious condition that occurs naturally, where a person becomes able to internalize certain thoughts and suggestions to achieve the desired psychological, physical and spiritual changes. For your information, the subconscious mind (subconscious mind) plays a role of 88% in self-function. Meanwhile, breastfeeding means breastfeeding. So, the breastfeeding process can be comfortable because the mother records her subconscious mind that breastfeeding is a natural and comfortable process. So, the basis for doing hypno-breastfeeding is relaxation which is achieved when the body and soul are in a calm condition. Relaxation is a skill. So it needs to be repeated several times to determine its success. The emergence of a relaxed atmosphere can be supported by a calm room/atmosphere, using music for relaxation, plus aromatherapy, a guide to relaxing the muscles, breath and mind. Hypno-breastfeeding is a natural effort to instill an intention into our subconscious mind, to produce enough breast milk for the benefit of the baby. The way to do this is to believe that "you can breastfeed your baby exclusively without additional formula milk." This can be achieved by thinking about positive things that can create feelings of affection and love for the baby. Hypnobreastfeeding is an excellent method for building positive intentions and motivation in breastfeeding.

The advantages and benefits that can be obtained from the use of hypnosis in hypno-breastfeeding are: As a means of relaxation, the costs are relatively low because without the use of drugs, the method used is relatively simple so that it is easy to understand and practiced by many people, including the subject, it can be done alone by subject (nursing mother) and simply assisted by a therapist (nurse), can nourish the elements of action, behavior, desire, enthusiasm, motivation, initiative, bad habits, etc., prepare the mother to be successful during breastfeeding, prepare the baby to become the next generation healthy, intelligent and creative. The steps for doing hypnobreastfeeding include thoroughly preparing the body, mind and soul so that the breastfeeding process is successful, prepare the mind and positive thoughts, the mother must empty her mind and not think negatively, the mother is in a relaxed condition, have sincere intentions from the inside to give exclusive breast milk to the babies we love and believe that all mothers, working or at home, have the ability to breastfeed/give breast milk to their babies, with the intention that a breastfeeding mother's mind will become calmer, all cells, organs, hormones will be balanced so that breast milk production is sufficient for the baby's needs, start giving positive suggestions. Examples of sentences of suggestion or affirmation, for example "I have enough breast milk for my baby according to his needs" or "I always feel calm and relaxed when I start to express." The

mother is asked to imagine that she is in the position of breastfeeding her baby, the production of abundant breast milk, the breasts feeling hard, the breast milk dripping from the mother's two nipples, suggestions when doing hypnotherapy can also be given by the husband when accompanying the wife to do it, a comfortable atmosphere really must be created during therapy hypnobreastfeeding. The surrounding environment must be able to help mothers create a comfortable atmosphere, this can also be done by pregnant mothers to prepare exclusive breast milk for their babies. The purpose of these positive affirmations is to make breastfeeding an easy, simple and enjoyable activity.

IV. Conclusion

Based on the research results, there is an influence of hypnobreastfeeding on breast milk production in postpartum mothers in Tamanan Village, Kediri City in 2022. Suggestions for research sites to motivate postpartum mothers to try to increase breast milk production by using the hypnobreastfeeding technique.

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