



The effectivity of hypnobreastfeeding on the success of exclusive breastfeeding by mothers giving birth at Dian Dwi Anggraini Independent Midwifery Practice in Bogor Regency

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ABSTRAK

Latar Belakang: *Stunting merupakan indikator kekurangan gizi kronis akibat ketidakcukupan asupan makanan dalam waktu yang lama, angka prevalensi stunting di Indonesia pada tahun 2021 sebesar 24,4%. Umumnya, masalah yang berkaitan dengan pertumbuhan linier pada balita sering diabaikan karena masih dianggap normal selama berat badan anak telah memenuhi standar. Beberapa penelitian menyatakan bahwa stunting dikaitkan dengan peningkatan risiko morbiditas dan mortalitas, serta menghambat perkembangan kemampuan motorik dan mental. Dalam upaya penurunan angka prevalensi stunting perlu dilakukan intervensi spesifik yaitu pemberian ASI eksklusif. Cakupan pemberian ASI eksklusif di Indonesia yaitu sebesar 52,5%, pemberian air susu ibu (ASI) secara eksklusif telah direkomendasikan oleh World Health Organization (WHO) untuk diberikan sampai umur bayi 6 bulan, namun munculnya berbagai hambatan dalam proses menyusui membuat ibu tidak memberikan ASI eksklusif. Salah satu faktor yang menghambat terjadinya pengeluaran ASI adalah faktor psikologis, muncul nya stressor pada ibu menyusui. Salah satu upaya untuk menghilangkan stres pada ibu menyusui adalah dengan hypnobreastfeeding, Hypnobreastfeeding adalah upaya alami menggunakan kalimat afirmasi positif untuk proses menyusui dimana ibu dalam keadaan sangat rileks atau sangat berkonsentrasi.*

Tujuan : *Untuk mengetahui pengaruh hypnobreastfeeding terhadap keberhasilan ASI eksklusif.*

Metode : *Desain dalam penelitian ini adalah analisis kuantitatif deskriptif dengan rancangan quasy experimental design dengan teknik posttest only control group design.*

Hasil: *Hasil penelitian ini diperoleh efektifitas hypnobreastfeeding terhadap keberhasilan ASI Eksklusif. Hal ini ditunjukkan dengan nilai statistik dengan p-value < 0,05., dan efeknya 5,5 kali lebih besar dari kelompok tanpa hypnobreastfeeding.*

Kesimpulan: *Merujuk tingginya efektifitas hypnobreastfeeding terhadap keberhasilan pemberian ASI eksklusif yang ditunjukkan dalam penelitian ini, para peneliti memastikan bahwa hypnobreastfeeding merupakan tindakan yang harus diberikan oleh tenaga kesehatan saat mendampingi ibu dalam persalinan.*

KATA KUNCI: *stunting; hypnobreastfeeding; ASI eksklusif*

ABSTRACT

Background: *Stunting is an indicator of chronic malnutrition due to a long period of insufficient food intake. The prevalence rate of stunting in Indonesia reached 24.4% in 2021. Generally, problems related to linear growth in toddlers are frequently disregarded because it is still considered as normal as long as the child's weight has met the standard. Several studies stated that stunting is associated with an increased risk of morbidity and*

mortality, as well as inhibited development of motoric and mental abilities. To decrease the prevalence of stunting, specific intervention in the form of exclusive breastfeeding needs to be carried out. The coverage of exclusive breastfeeding in Indonesia was 52.5%. Feeding the baby exclusively with breast milk up to the age of 6 months has been recommended by the World Health Organization (WHO). However, various obstacles occurred in the breastfeeding process cause the mothers unable to provide the babies with exclusive breast milk. One of the inhibiting factors of breast milk production is the psychological factor, which is the occurrence of stressors in breastfeeding mothers. One of the efforts which can be done to relieve stress in breastfeeding mothers is by applying hypnobreastfeeding. It is a natural effort carried out by providing positive affirmations for the breastfeeding process when mothers are in a very relaxed or very concentrated state.

Objectives : This study aims to figure out the effect of hypnobreastfeeding on the success of giving exclusive breastfeeding.

Methods: This research employed quantitative descriptive analysis with a quasi-experimental and control group post-test-only design.

Results : The results of this study obtained the effectiveness of hypnobreastfeeding on the success of exclusive breastfeeding. It is indicated by statistical values with a p-value of < 0.05., and the effect is 5.5 times greater than that of the group without hynobreastfeeding.

Conclusions : Referring to the high effectiveness of hypnobreastfeeding on the success of exclusive breastfeeding shown in this study, the researchers confirmed that hypnobreastfeeding is an action that must be given by health workers when accompanying mothers in labor.

KEYWORD : *stunting; hypnobreastfeeding; exclusive breast milk*

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INTRODUCTION

Stunting is regarded as an indicator of chronic malnutrition as a result of inadequate food intake happened in a long period of time, increased morbidity, as well as increased height that does not match the age (Height/Age) (1). Generally, problems related to linear growth in toddlers are frequently disregarded because it is still considered as normal as long as the child's weight has met the standard. Several studies stated that stunting is associated with an increased risk of morbidity and mortality, as well as inhibited development of motoric and mental abilities (2,3).

In 2021, the prevalence of stunting in Indonesia was 24.4%. In order to decrease the prevalence rate of stunting, it is necessary to

conduct a specific intervention before and after birth, one of which is exclusive breastfeeding (4). The provision of exclusive breast milk to babies up to 6 months has been recommended by the World Health Organization (WHO), but various obstacles during the breastfeeding process cause the mother unable to do so(5).

Early and exclusive breastfeeding is crucial for a child's survival. It can protect children from various diseases that can be fatal. Children who received breast milk were shown to possess higher intelligence test results and have a lower probability of being overweight(6,4' ,7).

According to the Basic Health Research (Riskesdas) in 2021 (UNICEF,

2022), there was 52.5% or only half of 2.3 million babies under 6 months who received exclusive breast milk in Indonesia, which decreased by 12% compared to that in 2019. The number of early initiation of breastfeeding (IMD) also experienced a decrease from 58.2% in 2019 to 48.6% in 2021. Meanwhile, in Bogor regency, the coverage rate for exclusive breastfeeding only reached 53.12% in 2020.

The low rate of breastfeeding was attributable to predisposing factors, the mother's lack of knowledge, health workers who do not understand the importance of providing counseling about exclusive breastfeeding, numerous promotions of formula milk, and the lack of support from the community. One of the factors which inhibit breast milk production is the psychological factor, particularly the stressors arising in breastfeeding mothers(8).

As many as 80% of mothers experience postpartum stress, feelings of sadness or annoyance that hit mothers arise within 2 days to 2 weeks postpartum. The stressful condition of the mother can interfere with the breastfeeding process so that it can affect the amount of breast milk production because stress can inhibit the work of the hormones oxytocin and prolactin as hormones that work in the lactation process. One of the efforts that can be carried out to relieve stress in breastfeeding mothers is by giving hypnobreastfeeding treatment. It is regarded as a natural effort conducted by using subconscious energy so that the breastfeeding process runs comfortably and smoothly, and the mother can produce sufficient milk to meet the baby's needs; it was done by giving positive affirmation for the

breastfeeding process where the mother is in a very relaxed or very concentrated state(9).

Hypnobreastfeeding can stimulate the brain to release neurotransmitter, chemicals in the brain, such as enkephalin and endorphin whose function is to improve mood so that it can change an individual's acceptance of illness or other physical symptoms, in this case, is to help smoothen breast milk production (10)

Hypnobreastfeeding intervention has been shown to be effective in assisting breastfeeding mothers exclusive breastfeeding compared to oxytocin massage, with hypnobreastfeeding obtained the benefit of increasing maternal self-confidence in the long term in contrast to oxytocin massage can increase breast milk production in the short term

In her research entitled "Effect of Hypnobreastfeeding on the Success of Exclusive Breastfeeding in Pregnant Women Trimester III in Puskesmas Bungursari, Tasikmalaya", Sri Wahyuni stated that mothers given hypnobreastfeeding had a higher chance of providing exclusive breast milk compared to those without the treatment (11).

Based on the description above, the researchers were concerned to further discuss the effectiveness of hypnobreastfeeding on the success of exclusive breastfeeding by mothers giving birth at Dian Dwi Anggraini Independent Midwifery Practice in Bogor Regency, in 2022.

MATERIALS AND METHODS

The current research utilized descriptive qualitative with a quasi-experimental and control group post-test-only

design. This design allowed the researchers to measure the effect of treatment on the experimental group by comparing it to the control group. This research was conducted at Dian Dwi Anggraini Independent Midwifery Practice in Bogor regency from January to July. There were 30 respondents involved consisting of 15 people in the control group and 15 people in the intervention group. The intervention group was given health education on breastfeeding based on the Maternal and Child Health (KIA) book and hypnobreastfeeding. Meanwhile, the control group was only given health education on breastfeeding based on the KIA book. In order to test the hypothesis, the difference between the two groups was measured through an independent t-test(12).

The characteristics data were collected after the respondents signed the informed consent stating their willingness to be involved in the research. The hypnobreastfeeding was carried out by providing direct guidance by a certified breastfeeding counselor. After that, online counseling was conducted up to one month postpartum. The hypnobreastfeeding

intervention was carried out directly by a certified breastfeeding counselor when the mothers entered the latent phase of labor. Direct guidance was given until early breastfeeding 6 hours after labor. Subsequently, online counseling was conducted up to one month postpartum

The measurement of exclusive breastfeeding, both in the intervention and control group, is regarded as successful if the babies are only given breast milk without other additional fluids or foods from the first hour after birth until 6 months old (unless there is a medical indication such as giving medicine to a sick baby). The research was carried out for 7 months, starting from the mother entering the labor phase until the baby was 6 months old.

RESULTS AND DISCUSSION RESULTS

As can be seen from **Table 1**, there is no significant difference of respondents' characteristics between the intervention group and the control group with $p > 0.05$ (0.448). Thus, both groups can be regarded as homogenous and can be compared.

Table 1. Frequency distribution of subjects' characteristics and research variables

Characteristics	Group				Value
	Intervention N=15		Control N=15		
		%		%	
Age					
17-35	13	86.6	12	80	
36-45	2	13.4	3	20	
Parity					
Primipara	7	46.7	7	46.7	
Multipara	8	53.3	8	53.3	
Early Initiation of Breastfeeding					
Yes	10	66.7	11	73.3	0.448
No	5	33.3	4	26.7	
Working					
Yes	8	53.3	9	60	
No	7	46.7	6	40	
Husband/family support					
Yes	9	60	10	66.7	
No	6	40	5	33.3	

Table 2. The effect of free variables (hypnobreastfeeding-without hypnobreastfeeding)

Variables	Exclusive Breastfeeding				P	OR	95%CI
	Yes		No				
	N=15	%	N=15	%			
Intervention with Hypnobreastfeeding	12	80	3	20	0.03	5.5	0.28-0.66
Without Hypnobreastfeeding	4	26.6	11	73.4			

Referring to **Table 2**, 80% of the 15 respondents who were treated with hypnobreastfeeding were successful in carrying out exclusive breastfeeding, while in the control group there was only 26.6% of 15 respondents who were able to successfully provide exclusive breastfeeding to their babies. Hypnobreastfeeding was statistically and clinically significant with a p-value < 0.05., and the effect was 5.5 times greater than that without hypnobreastfeeding.

DISCUSSION

The current research was conducted to determine the effectiveness of hypnobreastfeeding on the success of exclusive breastfeeding.

The result of this study obtained the effectiveness of hypnobreastfeeding on the success of exclusive breastfeeding, showing that of the 30 respondents, the intervention group consisted of 15 respondents, 12 of whom were successful in exclusive breastfeeding and of the 15 respondents in the control group, 3 of them were successful in exclusive breastfeeding. Based on the statistical T Test, hypnobreastfeeding was statistically and clinically significant with a p values <0,05 and the effect was 5,5 times greater than without hypnobreastfeeding.

The results are in accordance to that

found by Igna Siti Nafilah, stating that babies whose mothers were provided with hypnobreastfeeding showed a sign of receiving sufficient breast milk (13). Similarly, Yusari Asih pointed out that hypnobreastfeeding was able to increase mothers' self-confidence and decrease their anxiety about inadequate production of breast milk (9). Hypnobreastfeeding is a safe natural process of transmitting positive energy to mothers by giving positive affirmations or suggestions to convince them to be able to provide exclusive breastfeeding (10)

Breastfeeding preparation consists of three things, including physical, mind, and soul. They are inseparable because a mother's mindset plays a pivotal role in the breastfeeding process. If she is already feeling pessimistic and think that she is unable to provide breast milk for her baby, it will affect her breast milk production. Hypnobreastfeeding is very helpful for the mother by giving positive suggestions that she is able to properly provide breast milk for her baby (14) hypnobreastfeeding as a part of Hypnotherapy has a mechanism of action that can stimulate the brain to release chemical neurotransmitters found in the brain, namely enkephalin and endorphin which have a function to improve mood so that it can change the individual's acceptance of pain or other

physical symptoms, can increase maternal self-confidence so that breast milk production increases(14).

The more often the Hypnobreastfeeding activities are carried out, the more sufficient the breast milk production will be. This is because the treatment causes the mother's body to become more relaxed and leads her to have a calmer mind. It will help increase the oxytocin hormone whose function is to smoothen breast milk production. Thus, the mother will have sufficient breast milk that can be measured from the baby's more frequent urination at least six times a day and the increased body weight(9)

Breast milk possesses tremendous benefits for the baby's survival. If these benefits are known to women during pregnancy and maternity period, they will try to provide breast milk to their babies. The breastfeeding process is inseparable from the mother's confidence in breastfeeding. The mother's belief and self-confidence in breastfeeding will determine the success of breastfeeding, one of which is by applying the hypnolactation technique or hypnobreastfeeding(11).

CONCLUSION AND RECOMMENDATION

Based on the research's objectives, the hypotheses drawn, and the results obtained, it can be concluded that mothers given the hypnobreastfeeding treatment had a higher chance of providing exclusive breastfeeding compared to those without treatment. According to the high effectiveness of hypnobreastfeeding on the success of exclusive breastfeeding shown in this study, the researchers assure that hypnobreastfeeding is a treatment that must

be given by health workers when accompanying mothers in labor.

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