

## **The Effect of Hypnosis Breastfeeding (Hypnobreastfeeding) on Breastfeeding Self Efficacy in Postpartum Mothers at Kediri City**

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### **ABSTRACT**

The benefits of breastfeeding for the health of mothers and children have been substantially proven. However, exclusive breastfeeding for 6 months in Indonesia is still low in achievement, this is associated with low self-efficacy in breastfeeding. Breastfeeding self efficacy (BSE) is a key factor regarding mothers' perceptions of breast milk supply, mothers' beliefs regarding their ability to breastfeed or not, and duration of breastfeeding. The achievement of exclusive breastfeeding and breastfeeding self-efficacy of mothers in Kediri is still quite low at 50%, for that we need a solution to overcome this problem. The purpose of this study was to determine the effect of hypnobreastfeeding on breastfeeding self-efficacy for postpartum mothers in Kediri City in 2021.

The research design used was a quasy experiment with a nonequivalent control group design approach involving 40 postpartum mothers as respondents consisting of 20 treatment groups and 20 control groups, which were taken by purposive sampling. The statistical test used in this study is the Mann Whitney test.

The results showed that the rest-feeding self-efficacy in the control group was mostly in the category of less than 80% (16 people), and in the treatment group mostly in the good category of 85% (17 people). The results of statistical tests using Mann Whitney obtained p-value ( $0.00 < 0.05$ ), which means that there is an effect of giving breastfeeding hypnosis (hypnobreastfeeding) on breastfeeding self-efficacy in postpartum mothers.

Planting positive affirmations through hypnobreastfeeding into one's subconscious mind, can increase the mother's confidence in breastfeeding so that breastfeeding can be optimal for babies and achieve exclusive breastfeeding.

**Keywords:** *Hypnobreastfeeding, Breastfeeding, Self efficacy*

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**BACKGROUND**

Exclusive breastfeeding is adequately proved to be one of the effective interventions that lowered the IMR. Result of the recent research by Indonesian researcher shows that babies who get complementary feeding before 6 months old suffered from diarrhea, constipation, colds, and fever than babies who only get exclusive breastfeeding. Nationally, the scope of exclusive breastfeeding in Indonesia is fluctuating in the last three years. The 2010 Basic Health Research states that babies who are exclusively breastfed until the age of 6 months have only reached 15.3%, the remaining 84.7% of babies do not receive exclusive breastfeeding. According to Riskesdas data in 2018, it was found that infants aged 0-5 months who received exclusive breastfeeding were 37.3%, while partial breastfeeding was 9.3%. In the province of East Java, infants aged 0-5 months who exclusively breastfed were 38%. In Kediri district about 58% of the level of achievement. (Ministry of Health RI, 2018)

The benefits of breastfeeding for the health of mothers and mothers and children have been substantially proven. However, exclusive breastfeeding for 6 months in Indonesia is still low in achievement, this is associated with low self-efficacy in breastfeeding. no, and duration of breastfeeding. (Galipeau R, 2018)

Self-efficacy in breastfeeding is the mother's belief in self-assessment of her ability to breastfeed her baby. Kurniawan's research (2013) states that mothers' beliefs and perceptions about infant satisfaction while breastfeeding are the strongest positive determinants that influence the success of exclusive breastfeeding. The self-efficacy of mothers who feel they do not have sufficient milk production to meet the baby's needs is the main factor for mothers not to exclusively breastfeed or stop breastfeeding prematurely.

Seeing the role and impact of self-efficacy which is quite large on the success of the practice of exclusive breastfeeding, it is necessary to make efforts to increase mother's motivation, self-efficacy for breastfeeding and reduce lactation stress, through appropriate interventions and modifications according to mother's needs such as education, support and education. also from psychological factors. Hypnobreastfeeding is a natural attempt to instill an intention into our subconscious mind, to produce enough breast milk for the benefit of the baby. Another advantage is being able to provide relaxation that brings a sense of relaxation, comfort, and calm during breastfeeding so that the entire system in the body will run much more perfectly so that the breastfeeding process becomes a meaningful and enjoyable process for both the mother and the baby. (Utami, 2018) Only by using positive affirmations into the mother's mind can help succeed in breastfeeding and fulfill breast milk requirements for babies, moreover, hypnobreastfeeding can be done alone at home. During the current covid-19 pandemic, hypnobreastfeeding itself at home through an application media that can be installed on a smartphone can be applied considering the need for physical distancing so as to reduce mother's contact with health workers.

This study aims to analyze the effect of breastfeeding hypnosis (Hypnobreastfeeding) on breastfeeding Self Efficacy in postpartum mothers in the city of Kediri.

**METHOD**

The research design used was a quasy experiment with a nonequivalent control group design approach involving 40 postpartum mothers as respondents consisting of 20 treatment groups and 20 control groups, which were taken by purposive sampling. The statistical test used in this study is the Mann Whitney test. Data were obtained by providing hypnobreastfeeding through audio recording on the mother's smartphone in the

intervention group, then measuring BSE with the BSES-SF questionnaire instrument (breastfeeding self efficacy scale short form) consisting of 14 questions.

## RESULTS

Table 1. The Characteristics of respondent

Age category	Control		Intervention	
	Frequency	Percentage	Frequency	Percentage
20-35 years	14	70%	17	85%
<20->35 years	6	30%	3	15%
<b>Education</b>				
Basic School	15	75%	17	85%
College	5	25%	3	15%
<b>Profession</b>				
Working	7	35%	7	35%
Housewife	13	65%	13	65%
<b>Paritas</b>				
Primipara	11	55%	15	75%
Multipara	9	45%	5	25%
<b>Pendapatan</b>				
≥ UMR	11	55%	18	90%
< UMR	9	45%	2	10%

Based on the table above, it is found that the characteristics of the control group respondents based on age are dominated by the age of 20-35 years as many as 14 (70%), based on parity most of them are primiparas as many as 11 (55%), based on the education of the respondents most of them have basic education (junior high school, high school). as many as 15 (75%), based on occupation most of the IRT (housewives) as many as 13 (65%), based on family income most of the income is more than the minimum wage in Kediri city as much as 11 (55%). Characteristics of respondents in the intervention group based on age, most of the respondents aged 20-35 years were 17 (85%), at parity most were primiparas as many as 15 (75%), at the level of education most of them had basic education (junior high school, high school) as many as 17 (85%), the majority of respondents' occupations are household workers as many as 13 (65%), based on income, most of them are basic income Kediri as many as 18 (90%).

Table 2. Changes in self efficacy before and after the Implementation giving Hypnobreastfeeding in Kediri City

Self Efficacy	Control		Intervention	
	Total	%	Total	%
<b>Pre-</b>				
Good	0			
Enough	2	10	4	15
Less	18	90	16	85
total	20	100	20	100
<b>Post-</b>				
Good			17	85
Enough	4	20	3	15
Less	16	80		
total	20	100	20	100

Table 2 shows that Breastfeeding self efficacy in the control group respondents before mostly in the less category as much as 18 (90%), and after most in the less category as much as 16 (80%). The results of breastfeeding self efficacy in the group before the intervention were mostly in the less category as much as 16 (80%), in the group after the intervention mostly in the Good category as much as 17 (85%).

Table 3. Test Results Data Analysis Effect of Hypnosis Breastfeeding (Hypnobreastfeeding) on Breastfeeding Self Efficacy Postpartum Mothers in the City of Kediri

Test Statistics <sup>b</sup>	
	Post Control – Post Intervensi
Mann-whitney U	3.000
Wilcoxon W	-5.138 <sup>a</sup>
Z	-5.847
Asymp. Sig. (2-tailed)	.000
Exact sig. [2*(1-tailed sig.)]	.000 <sup>a</sup>

The results of the statistical test using Mann Whitney obtained a p-value (0.000<0.05), a significance value or p-value (0.000) which means that there is an effect of hypnobreastfeeding on breastfeeding self-efficacy for postpartum mothers in the city of Kediri. The average rest-feeding self-efficacy in the post-intervention group was shown to be higher than the rest-feeding self-efficacy in the post-control group

**DISCUSSION**

The Effect Of Breastfeeding Hypnosis (Hypnobreastfeeding) on Breastfeeding Self Efficacy In Postpartum Mothers at City of Kediri

The results showed that giving hypnobreastfeeding to postpartum mothers affected the mother's self-efficacy in breastfeeding. Breastfeeding self-efficacy in the intervention group was higher than the control group who were not given hypnobreastfeeding. This is

due to positive suggestions implanted in the mother's subconscious, and can make anxiety levels decrease and self-confidence levels increase.

There are many factors that influence the success of exclusive breastfeeding in postpartum mothers. Kurniawan's research (2013) shows that there are three factors that influence the success of postpartum mothers in providing exclusive breastfeeding to their babies, the first is psychosocial factors (strong desire and belief or self-efficacy to breastfeed and provide exclusive breastfeeding and a social support system), the second factor namely sociodemographic (mother's age, education, employment status) and the third is pre/postnatal factors (factors for giving formula milk during postpartum care in health care agencies, breastfeeding problems, etc.).

The self-efficacy factor is very important as the main domain, so that the self-efficacy of breastfeeding mothers must be improved. One way to increase self-efficacy is by giving hypnobreastfeeding. In accordance with the theory which states that the notion of hypnobreastfeeding is a natural effort to use subconscious energy so that the breastfeeding process runs comfortably and smoothly, and mothers can produce breast milk that meets the needs of the baby's growth and development and early initiation of breastfeeding will be very helpful in the context of continuing exclusive breastfeeding. With hypnobreastfeeding, mothers can be more relaxed and confident and can establish a close inner relationship with their baby.

According to researchers, 88% of thoughts and behavior in a human being are dominated by the subconscious mind, while the conscious mind of a human being is only 12%, therefore it is very important to instill positive things in one's mind, especially breastfeeding mothers. The mind is the engine for us. It is important to understand that the mind is always present with the body because the two are one. Therefore, when a thought is instilled that the breastfeeding process is a comfortable process and the mother is able to go through it, the body will express everything that is experienced with a sense of comfort. In this situation, it will stimulate the release of natural pain-relieving endorphins and the hormone oxytocin which plays a role in the milk production process.

## CONCLUSION

Based on the results of the study, it showed that there was an effect of giving breastfeeding hypnosis (hypnobreastfeeding) on breastfeeding self-efficacy in postpartum mothers in the city of Kediri. Giving positive suggestions to the postpartum mother's subconscious can reduce maternal tension and anxiety so that the mother's confidence level increases.

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