



HIPNOSI (Lactation Hypnosis) for Improving Breast Milk Production

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ABSTRACT

Background: Problems can arise during the breastfeeding process, including the release of breast milk. Problems with breastfeeding can have an impact on the mother's psychology, which greatly affects the work of the hormone oxytocin. HIPNOSI (Lactation Hypnosis) is a solution to overcome the problem of breastfeeding by programming positive suggestions to stimulate the release of the hormone oxytocin, and lactation problems can be resolved. This study was to determine the effect of HIPNOSI (Lactation Hypnosis) for improving the breast milk production in health care centers in the Cirebon area.

Methods: This type of research is a quasi-experimental, post-test only design with a control group, respondents are breastfeeding mothers. The research sample used the determination of sample size in a simple experimental study of 30 respondents who were divided into treatment and control groups. Sampling used consecutive sampling, milk production was measured once, data was analyzed using the Mann-Whitney test.

Results: Univariate analysis showed that most of the milk output in the intervention group was 15 ml, 16.5 ml, 18 ml, 39 ml, 81 ml, respectively 100%. While the milk output in the control group was mostly 2.5 ml, 5 ml, 6.5 ml, respectively 100%. Statistical test results obtained p value = 0.001 means that there is an effect of the HIPNOSI (Lactation Hypnosis) method on breastfeeding.

Conclusion: HIPNOSI (Lactation Hypnosis) method has an effect in helping to expedite the release of breast milk and can produce more milk production

Keywords: *Breastfeeding mothers; Hypnosis (Lactation Hypno); Breast milk production*

INTRODUCTION

Breast milk is a gift from God, the most appropriate food for babies, because it contains nutrients that are automatically regulated according to the baby's needs. These nutrients are very important needed to support the baby's growth and

development process and prevent stunting¹. The problem of stunting is currently in the world's spotlight. The United Nations International Children's Emergency Fund (UNICEF) estimates that the number of stunted children under the age of five is 149.2 million in 2020.

Efforts that can be done is to provide exclusive breastfeeding until the baby is 6 months old. The results of a study conducted by Hadi Hamam, et al (2021) with the title Exclusive Breastfeeding Protects Young Children from Stunting in a Low-Income Population: A Study from Eastern Indonesia showed that breastfed infants reported growing better than those who were not breastfed. Exclusive breastfeeding can protect children from stunting². Veronika Scherbaum, a nutritionist from the University of Hohenheim, Germany, stated that breast milk has the potential to reduce the chances of stunting in children because its micro and macro nutrients³.

Breastfeeding is a fairly complex process. Breastfeeding should be an enjoyable experience for both mother and baby. However, various problems can arise while breastfeeding both the mother and the baby. The results of research by Karacam Zekiye and Muge Saglik (2018) with the title Breastfeeding problems and interventions performed on problems: systematic review based on studies made in Turkey showed that 15.7% of mothers experienced problems with breast milk not coming out, 10.8% breast swelling, 26, 1% sore nipples⁴.

Problems in the lactation process can affect the success of breastfeeding because it can affect the mother's psychology. After giving birth, the mother will experience physical and physiological changes that result in psychological changes. The hormone oxytocin' production is influenced by psychological conditions. Mother's psychological preparation before breastfeeding is an important factor that affects the success of breastfeeding. Some conditions that can reduce the production of the hormone oxytocin are feelings of anxiety, sadness, anger, upset, or confusion, and pain while breastfeeding. If the oxytocin reflex is not working properly, then the baby has difficulty getting milk. The breasts seem

to have stopped producing milk, even though the breasts are still producing milk but not flowing out⁵.

Currently, complementary therapy methods have been developed to stimulate the release of the hormone oxytocin. These methods include hypnotherapy during lactation (HIPNOSI). This intervention is working by giving positive suggestions in the mother's subconscious mind that lead to stimulate her feelings to be positive, calm, happy and confident.

The importance of the success of the lactation process is to overcome the release of breast milk. Therefore, this study aims to understand the effect of HIPNOSI in the milk production.

METHODS

This type of research is a quasi-experimental, with a post-test only design with a control group. The population in this study were all breastfeeding mothers in those who had problems with breastfeeding at health service centers in the Cirebon area in the period January – December 2022. The research sample was carried out by determining the sample size in a simple experimental study in the treatment and control groups, including 30 respondents⁶. Respondents were divided into the intervention group (HIPNOSI method) (n=15) and the control group (n=15).

In the intervention group, the Hypnosis method was carried out in the following stages: 1) determining respondents who met the inclusion criteria; 2) provide hypnosis therapy by programming positive suggestions for breastfeeding mothers with an adapted script. After the HIPNOSI method was carried out, the respondent filled out the breast milk removal instrument through a checklist sheet and then the respondent was guided to express breast milk using the expressing technique. The milk produced is then measured using a measuring cup.

The sampling technique used was consecutive sampling, namely breastfeeding mothers who came sequentially and met the selection criteria and then included in the study the required number of subjects was met. The inclusion criteria in this study were: 1) Breastfeeding mothers with milk production problems namely low milk production, 2) primiparous, multiparity and grande multiparity mothers, 3) Babies were not given formula milk at the time of the study, 4) Baby's weight \geq 2500 grams. Exclusion criteria in this study are: 1) Mother who refuses to be a respondent, 2) Mother with hearing impairment (deaf). Analysis of research data was carried out in two ways, namely: 1) Univariate analysis, by identifying breast milk production in the treatment and control groups. The researcher also includes a descriptive description of the respondent's characteristics, namely age, parity, education level. 2) Bivariate analysis, in this study the effect of hypnosis therapy on milk production. This study using Mann-Whitney for the statistical test.

RESULT

The results of the univariate analysis showed that most of the milk output in the intervention group was 15 ml, 16.5 ml, 18 ml, 39 ml, and 81 ml, each of which was 100%. While the milk output in the control group was mostly 2.5 ml, 5 ml, 6.5 ml, respectively 100%. Most of the breastfeeding mothers in the intervention group were 35 and 37 years old, each at 100%. Not much different in the control group, most of the breastfeeding mothers aged 27, 36 and 38 years were 100% respectively. The parity of breastfeeding mothers in the intervention group was mostly multiparous, namely 55.6%, while in the control group the majority of parity was primiparous, namely 44.4%. The education of breastfeeding mothers in the intervention group was mostly at the high school level by 54.5%, while in the

control group most of the elementary education levels were 60%.

Table 1. Distribution of respondents according to breast milk production, age, parity, education level

Characteristics	n (%)	
	Intervention	Control
Breast Milk Production (ml)		
2,5	0 (0%)	1 (100%)
5,0	0 (0%)	5 (100%)
6,0	6 (50%)	3 (50%)
6,5	0 (0%)	3 (100%)
7,5	4 (80%)	1 (20%)
10,5	1 (50%)	1 (50%)
11,0	1 (50%)	1 (50%)
15,0	2 (100%)	0 (0%)
16,5	1 (100%)	0 (0%)
18,0	1 (100%)	0 (0%)
39,0	1 (100%)	0 (0%)
81,0	1 (100%)	0 (0%)
Age of the breastfeeding mother (years old)		
20-25	7 (46.7%)	8 (53.3%)
26-31	5 (55.6%)	4 (44.4%)
>31	3 (50%)	3 (50%)
Parity / number of birth		
Primiparity	5 (41.7%)	7 (58.3%)
Multiparity	10 (55.6%)	8 (44.4%)
Education stage		
Primary School	2 (40%)	3 (60%)
Junior High School	7 (50%)	7 (50%)
Senior High School	6 (54.5%)	5 (45.5%)

The results of the analysis of the effect of the HIPNOSI (Lactation Hypnosis) on breast milk production indicate that breastfeeding mothers are given HIPNOSI intervention/treatment (Lactation Hypnosis) resulted in the mean/mean rank of breast milk expulsion 20.70 more than the mean/mean rank of the control group, which was 10.30.

Table 2. Distribution of Effects of HIPNOSI (Lactation Hypnosis) on Breastmilk Production

Variabel	Mean Rank	p-value	N
HIPNOSI Intervention	20,70	0,001*	15
Control	10,30		15

**** = $p < 0.001$ (2-tailed)

Statistical test results obtained p-value = 0.001 means at 5% alpha The final hypothesis is accepted, meaning that there is an effect of the HIPNOSI (Lactation Hypnosis) method on breastfeeding.

DISCUSSION

HIPNOSI is an abbreviation of Lactation Hypnosis, which is a method designed with the aim of finding alternative solutions to assist breastfeeding mothers in overcoming the problem of breastfeeding. Problems expressing breast milk can have a bad and prolonged impact on the mother and baby both physically and psychologically. This is supported by research conducted by Krol M Kathleen, Grossmann Tobiati (2018) entitled Psychological effects of breastfeeding on children and mothers, the results show that breastfeeding can have an impact on children's brain, cognitive and socio-emotional development. While the impact on the mother, namely breastfeeding can affect mood, stress and maternal care⁷.

Mothers who experience breastfeeding problems have a tendency to end the breastfeeding process. Seeing that the impact is very large, it is important for babies to get breast milk from their mothers, because every problem with breastfeeding can be found a solution. But in reality, mothers who experience breastfeeding problems tend to feel panicked, anxious so that it affects the mother's psychology and finally the mother gives up breastfeeding for her baby.

The formation and release of breast milk is caused by the collaboration of hormonal factors with nerves. The process of forming breast milk occurs physiologically, but does not automatically come out. The hormonal factor that plays a role in the production of breast milk is the hormone oxytocin. Oxytocin is produced in the hypothalamus and stored in the posterior pituitary gland. When the baby sucks the mother's nipple, the stimulus will be sent to the brain so that the oxytocin hormone is released and flows into the blood, then enters the breast causing the muscles around the alveoli to contract and make milk flow⁸. When the milk ejection reflex (Oxytocin Reflex) is released, the mother can feel a tingling sensation, namely a tingling or tingling feeling in the breast, thirst, uterine contractions⁹.

The work of the oxytocin hormone is influenced by the mother's psychology. Mother's psychological preparation before breastfeeding is an important thing that must be considered¹⁰. Conditions of stress, anxiety, feelings of unhappiness, excessive worry play a very important role in the success of breastfeeding. This is supported by the results of a literature review conducted by Wina Sugianty (2020) entitled the relationship between anxiety and breastfeeding in postpartum mothers. It can be concluded that maternal anxiety can affect breastfeeding, because when the mother feels anxious, the release of oxytocin will be inhibited¹¹. This research is in line with the research conducted by Demilade A. Adedinsewo et al. (2013) entitled Maternal Anxiety and Breastfeeding Findings from the MAVAN (Maternal Adversity, Vulnerability and Neurodevelopment) Study, the results showed a relationship between maternal anxiety and reduced exclusivity and continuation of breastfeeding¹².

One of the efforts that can be done to reduce the express of breast milk is by using the Hypnosi method (Lactation Hypno). Hypno Lactation was developed

from the hypnotherapy method. Hypnotherapy is a therapy that is carried out by someone using hypnosis¹³. Hypnosis is entering information into the human mind, while lactation is all processes related to breastfeeding¹⁴. Hypnosis is the process of entering information through positive suggestions and affirmations in the human subconscious mind to overcome lactation problems, in this case breast milk production by releasing maternal stress so as to stimulate the hormone oxytocin. This is supported by literature research conducted by Gomed, Lidia, Verd Sergio et al (2021) entitled Perinatal psychological interventions to promote breastfeeding: a narrative review. Results indicated that 17 (85%) analyzes supported stress-relief techniques to facilitate breastfeeding¹⁵.

The concept of hypnosis is to instill positive thoughts in mothers with breastfeeding problems. Positive thinking implies "if I always think that it is good for me, stress will not come". Body and soul never stop synergizing. So, the things that are in the mind can be realized physically. Substances formed in the body, depending on the mindset of a person. These substances are known as hormones. Noradrenaline is produced in the brain when we are anxious or stressed. When you feel afraid, adrenaline will appear. If we always face everything with a smile and in a positive way, beneficial hormones will flow and activate brain cells. This kind of hormone can improve mood¹⁶. This statement is supported by research conducted by Windayanti, Hapsari et al (2020) entitled Hypnobreastfeeding and Sleep Quality in Breastfeeding Mothers. The conclusion of the study states that hypnobreastfeeding can increase feelings of happiness so that it can change one's acceptance of current conditions¹⁷.

The belief of a mother to be able to breastfeed her baby is a factor that supports the success of breastfeeding.

What is experienced by a person's body depends on what is in his subconscious mind. According to experts, the soul / subconscious mind of humans plays a role in 82% of his function, while the conscious soul plays a role in 18%. How strong is the recording in the subconscious soul. However, if the recording is negative, it can be neutralized and then reprogrammed¹⁸.

Breast milk production is the process of forming breast milk which is influenced by the hormones prolactin and oxytocin. Through HIPNOSI there is an increase in milk production because the oxytocin hormone in the mother's body is stimulated through positive suggestions which can make mothers more confident, relaxed, and accept the role of a mother.

CONCLUSION

The HIPNOSI method (Lactation Hypno) has an effect in helping to facilitate the release of breast milk in breastfeeding mothers. Mothers who were given the hypnosis method produced more milk than those who were not given the hypnosis method.

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