

The Influence Of Hypnobreastfeeding On Breast Milk Explosion In Public Women At The Karnila Nasution Midwifery Clinic, Panyabungan District, Mandailing Natal District

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ABSTRACT

One of the keys to success in breastfeeding is the mother's confidence and intention to be able to breastfeed her baby. Unfortunately, not all mothers have a calm mind or always think positively about breastfeeding their babies. If the mother is stressed and has negative thoughts, the work of the hormone oxytocin will be hampered. To overcome this, hypnobreastfeeding therapy can be done. The aim of this research is to determine the effect of hypnobreastfeeding techniques on breast milk production during the postpartum period. This type of research is quantitative using the experimental method with a two group pre-test and post-test design research design approach. The population is all postpartum mothers who have difficulty breastfeeding their children, totaling 20 people. The sampling technique for this research is to use a total sampling technique. Data collection uses questionnaires and observation sheets. Data analysis used the Wilcoxon test. The results of research on breast milk production before the hypnobreastfeeding technique was carried out were mostly in the insufficient category (70%), while in the post-intervention phase, the largest distribution was in the sufficient category (75.0%). The Wilcoxon test results show a p value = 0.003, so it can be interpreted that there is a difference in the smoothness of breast milk production between before and after the hypnobreastfeeding technique. The conclusion of this research is that there is a positive influence of hypnobreastfeeding on breast milk production in postpartum mothers. It is hoped that health workers can provide services for maternal health at the clinic and can provide education on hypnobreastfeeding techniques to increase breast milk production.

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1. INTRODUCTION

Mother's milk (ASI) is milk produced by the mother and contains all the nutrients needed by the baby for the baby's growth and development. Exclusive breastfeeding is a baby who is only given breast milk without additional fluids such as formula milk, orange juice, honey, tea water, water and without additional solid foods such as bananas, papaya, milk porridge, biscuits, rice porridge and tim for 6 months (Mufdillah et al., 2019). Breast milk is an emulsion of fat in a solution of protein, lactose and organic salts secreted by both mother's breast glands, as the main food for babies. The composition of this fluid has a biochemical balance that is very appropriate for baby growth so that it cannot be imitated by man-made products. Breast milk varies from one mother to another. The composition of breast milk is not the same from time to time because the concept of how breast milk works is based on the stage of lactation (Sutanto, 2019).

Conditions that make it difficult to express breast milk often occur in primiparas which results in stress. Stress experienced by primiparous mothers can increase levels of the hormone cortisol which causes a decrease in levels of the hormone oxytocin, resulting in a delay in the onset of lactation (Sulaeman et al., 2019). An alternative that can strengthen breast milk production is the hypnobreastfeeding technique. The hypnobreastfeeding technique is a natural effort that is carried out using therapy by giving positive suggestions so that when breastfeeding there are no obstacles in the

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production of breast milk. By using positive and motivating suggestions when the mother is calm and focused on something/a state of hypnosis, the milk produced will be able to meet the baby's needs (Kuswandi, 2009, quoted in Hanum et al., 2021).

Hypnobreastfeeding As one of the therapies that utilizes the subconscious mind, it is a non-pharmacological therapy which aims to increase or facilitate breast milk. Hypnobreastfeeding therapy is given once a day for 14 days to give the mother a calmer feeling and increase the baby's weight for 14 days, plus consuming green vegetables and nutritious food (Intan Suci Sugiyono, 2021).

Psychological changes during the postpartum period are a phase that needs attention from both health workers and the family environment. If the psychological condition of the postpartum mother is not paid attention to, the postpartum mother can experience increasing anxiety, if it is not handled properly, it will result in postpartum blues, postpartum depression and postpartum psychosis. This will affect the smooth flow of breast milk in breastfeeding mothers so that serious treatment efforts need to be made to prevent and overcome symptoms of postpartum depression (Dewi Qurrotul A'yun et al, 2020).

Obstacles in the field related to exclusive breastfeeding include the lack of support from husbands and families for mothers to breastfeed their babies, this causes psychological disturbances to mothers which can affect breast milk production. Influenced by promotions and advertising of formula milk, people are easily influenced by promotions of breast milk substitutes (Situbondo Health Service, 2021). Research conducted by Asih showed that Hypnobreastfeeding and motivation for breastfeeding were found to have significant differences in motivation for breastfeeding mothers before and after hypnobreastfeeding could increase motivation and scope for exclusive breastfeeding (Asih, 2020).

The World Health Organization (WHO) reports that globally the average rate of exclusive breastfeeding in the world in 2019 was only 38%. WHO targets that by 2025 the rate of exclusive breastfeeding in the first 6 months of birth will increase by at least 50% (WHO, 2019). Breastfeeding is an unbeatable way to provide ideal food for healthy baby growth and development. Breast milk should be given until the age of 6 months, but the emergence of various obstacles in the breastfeeding process means that mothers do not give exclusive breast milk. The main reason why mothers cannot provide exclusive breast milk is because emotional factors and the mother's attitude will affect the quality of the amount of breast milk produced (Astuti, 2019).

Mother's milk (ASI) is the best and most appropriate nutrition for newborns up to 6 months of age, because the baby's intestines cannot digest food at that time other than breastfeeding. Breast milk can reduce gastrointestinal disorders in babies because breast milk is produced directly by the mother so it is fresh and sterile (Nurainun & Susilowati, 2021). One of the keys to success in breastfeeding is the mother's confidence and intention to be able to breastfeed her baby. Conditions like this increase the hormones prolactin and oxytocin, which are hormones that are produced for the production and release of breast milk. Unfortunately, not all mothers have a calm mind or always think positively about breastfeeding their babies. If the mother is stressed and has negative thoughts, the work of the hormone oxytocin will be hampered. To overcome this, hypnobreastfeeding therapy can be done (Handayani, Rahayu, & Hasina 2021).

United Nations International Children's Emergency Fund (UNICEF) Exclusive breastfeeding can reduce infant deaths by up to 1.3 million per year. However, in Boyolali the coverage rate for exclusive breastfeeding is still low. One effort that can be made to increase breast milk production is by providing hypnobreastfeeding to breastfeeding mothers. Hypnobreastfeeding can increase breast milk production, because positive affirmations given to breastfeeding mothers can reduce anxiety which is an inhibiting factor in breast milk production (Dewi Yuliana, 2020).

In Indonesia, exclusive breast milk (ASI) is given in Article 6 which states "Every mother who gives birth must give exclusive breast milk to the baby she gives birth to." Even though a large number of women breastfeed their babies, only 42% of those under 6 months old receive exclusive breast milk. . Nationally, the coverage of babies receiving breast milk in 2019 was 67.74%. The highest percentage of exclusive breastfeeding coverage is found in West Nusa Tenggara Province (86.26%). Meanwhile, the lowest percentage is in West Papua Province (41.12%) (Indonesian Health Profile, 2019).

The coverage of babies receiving exclusive breastfeeding in North Sumatra is 50.35% and the percentage of coverage <6 months receiving exclusive breastfeeding in Mandailing Natal Regency is 62.5% or 3,502 babies (Madina District Health Profile, 2019). Based on an initial survey conducted by researchers on October 22 2023 at the Karnila Midwife Clinic, Panyabungan District, Mandailing Natal Regency. Researchers obtained data on the achievement of exclusive breastfeeding until October 2023 for 10 babies. The results of the research conducted show that there are still many mothers who do not breastfeed their babies, which was carried out on 4 mothers, 3 of whom did not want to breastfeed their babies because the mothers felt that their milk would not be enough to meet their babies' needs. Because there was too little breast milk, and the other 3 mothers experienced very severe sore nipples and fussy babies. And all mothers don't know about the existence of hypnobreastfeeding techniques for breast milk production in postpartum mothers.

2. METHOD

This type of research is quantitative using an experimental method with a two group pre-test and post-test research design approach regarding the effect of hypnobreastfeeding on breast milk production in postpartum mothers. This research was conducted at the Karnila S Midwife Clinic, Panyabungan District, Mandailing Natal Regency. This research was carried out from October 2022 to January 2023. The population is all research objects or objects that will be studied. The population in this study was all data from 20 postpartum mothers who had difficulty breastfeeding their children at the Karnila Midwife Clinic, Panyabungan District, Mandailing Natal Regency. The sampling technique for this research is to use a total sampling technique, which means the entire population is sampled. totaling 20 people.

3. RESULTS

Univariate Analysis

Distribution of Respondent Characteristics Based on Age at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Natal Regency, 2023

No	Age	F	(%)
1	< 20 Years	2	10.0
2	20 – 35 Years	15	75.0
3	>35 Years	3	15.0
	Total	20	100.0

The table above shows that the majority of respondents aged between 20-35 years were 15 people (75.0%) and the minority of respondents aged < 20 years were 2 people (10.0%).

Distribution of Respondent Characteristics based on Education at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Natal Regency, 2023

No	Education	F	(%)
1	elementary school	1	5.0
2	JUNIOR HIGH SCHOOL	9	45.0
3	SENIOR HIGH SCHOOL	10	50.0
4	College	0	0
	Total	20	100.0

The table above shows that the majority of respondents had a high school education of 10 people (50.0%) and the minority of respondents had an elementary school education of 1 person (5.0%).

Distribution of Respondent Characteristics based on Occupation at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Natal Regency, 2023

No	Work	F	(%)
1	IRT	14	70.0
2	Self-employed	6	30.0
	Total	20	100.0

The table above shows that the majority of respondents are 14 housewives (70.0%) and the minority of respondents work as entrepreneurs, 6 people (30.0%).

Excretion of Breast Milk in Postpartum Mothers Before Using the Hypnobreastfeeding Technique at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Regency, Christmas 2023

Breast Milk Production (Pre) F %	
Enough breast milk	6 30.0
Lack of breast milk	14 70.0
Total	20 100.0

The table above shows that the majority of breast milk produced by postpartum mothers before the hypnobreastfeeding technique was carried out was deficient, as many as 14 respondents (70.0%).

Expression of Breast Milk in Postpartum Mothers After Using the Hypnobreastfeeding Technique at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Regency, Natal 2023

Breast Milk Expenditure (Post) F %	
Enough breast milk	15 75.0
Lack of breast milk	5 25.0
Total	20 100.0

The table above shows that the majority of postpartum mothers who produce breast milk after using the hypnobreastfeeding technique have sufficient breast milk, 15 respondents (75.0%).

Bivariate Analysis

Bivariate analysis in this study was carried out to test whether there was an effect of health education regarding awareness screening as an early detection of breast cancer on the knowledge and attitudes of female students at the Nurul Hashanah Kutacane Private Health Vocational School.

The Effect of Hypnobreastfeeding on Breast Milk Production in Postpartum Mothers at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Regency, Natal 2023

Breast milk production in postpartum mothers	Hypnobreastfeeding				Z-count	p value
	Pre		Post			
	F	%	F	%		
- Enough breast milk	6	30.0	15	75.0	3.00	0.003
- Lack of breast milk	14	70.0	5	25.0		

Based on the table, it is found that there is an increase in breast milk production in postpartum mothers before and after using the hypnobreastfeeding technique. This can be seen from the results of breast milk production before the hypnobreastfeeding technique was carried out, the majority of which did not increase. After the hypnobreastfeeding technique and acupressure were carried out, breast milk production increased.

Based on the results of statistical tests using the Wilcoxon test, it is known that the p-value (0.003) < α (0.05) means that H_0 is rejected, so there is a difference in breast milk production in postpartum mothers before and after hypnobreastfeeding. These results prove that there is a significant influence of the hypnobreastfeeding technique on breast milk production in postpartum mothers at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Natal Regency in 2023.

Discussion

Expression of Breast Milk in Postpartum Mothers Before the Hypnobreastfeeding Technique at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Regency, Christmas 2023

Based on research results, before the hypnobreastfeeding technique was carried out on postpartum mothers, the majority of breast milk production was insufficient, namely 14 people (70%). This shows that in general the smooth flow of breast milk before hypnobreastfeeding was carried out was still considered substandard. These results indicate that insufficient breast milk production is a problem experienced by some mothers because breast milk production is not flowing smoothly. To prevent and treat lactation problems, an intervention is possible, namely carrying out breast care using the hypnobreastfeeding method.

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Postpartum mothers' breast milk production at the Karnila Midwife Clinic is greater at the age of 20-35 years (75.0%). The older a person gets, the more knowledge that person has, but at a certain age the process of mental development is not as fast as when we were in our teens. The age characteristics of respondents can influence breast milk production, where postpartum mothers who are still young produce more breast milk than older mothers. Mothers under 35 years of age produce more breast milk than older mothers. (Hanum, 2021).

One of the causes of a lack of breast milk coverage is the occurrence of severe sore nipples, fussy babies and the mother feeling that the milk that comes out will not possibly be enough to meet the needs of her baby's growth and development because there is still little breast milk. The cause of minimal breast milk coverage can also be influenced by incorrect breastfeeding methods. The wrong way to breastfeed will cause the mother's nipples to become sore, the mother is reluctant to breastfeed so the baby rarely breastfeeds. This can cause a lack of breast milk production. (Windari, 2022).

The majority of respondents have a high school education. Mothers with secondary education are expected to have more knowledge and motivation about self-care during postpartum that can be carried out independently. The higher the mother's education, the better her concern for caring for herself and her baby. (Nugroho, 2017) However, this statement is different from the results obtained in this study, namely that respondents with a high level of education (bachelor's and diploma) had mild and moderate levels of dependence in carrying out self-care during the postpartum period.

The anxiety experienced by post partum mothers when breastfeeding their babies makes mothers avoid and do not want to give breast milk to their babies, this will have an impact on the baby's lack of suckling and will affect the lack of breast milk production, making breast milk not flow smoothly. Mothers who stop breastfeeding and do not give breast milk but instead give formula milk to their babies, will result in a decrease in the performance of the hormones oxytocin and prolactin which will result in less breast milk production and cause dams and stasis of breast milk (Doko, et al, 2019).

The results of this research are in line with research by Hanum, (2021) that before the hypnobreastfeeding technique was carried out on postpartum mothers, the majority of breast milk was not flowing smoothly, namely 27 people (90%) and 3 people (10%) who were normal. Postpartum mothers currently prefer not to breastfeed their babies, and many of them complain of pain and swelling of the breasts. This usually occurs three to five days post partum. One of the causes of a lack of breast milk coverage is the occurrence of severe sore nipples, fussy babies and the mother feeling that the milk that comes out will not possibly be enough to meet the needs of her baby's growth and development because there is still little breast milk. The cause of minimal breast milk coverage can also be influenced by incorrect breastfeeding methods. The wrong way to breastfeed will cause the mother's nipples to become sore, the mother is reluctant to breastfeed so the baby rarely breastfeeds. This can cause a lack of breast milk production.

Based on the assumptions of researchers, the feeling of comfort and calm for postpartum mothers greatly influences breast milk production. Providing education about the correct way to breastfeed to pregnant women who will breastfeed greatly influences the success of breastfeeding. One way that will help overcome obstacles in giving breast milk is by using the hypnobreastfeeding technique.

Expression of Breast Milk in Postpartum Mothers After Hypnobreastfeeding Technique at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Regency, Christmas 2023

Based on the research results, after hypnobreastfeeding was carried out on postpartum mothers, the majority of their breast milk production increased by 15 people (70%). This shows that using the hypnobreastfeeding technique can make mothers calmer and more relaxed, thus increasing the hormone oxytocin and producing milk volume in postpartum mothers.

The results of this study are in line with research by Windari (2022) where the results of the analysis show that the distribution of breast milk production before the hypnobreastfeeding technique was carried out was mostly in the poor category, and then after the intervention it changed to the largest distribution being in the sufficient category, and this change is significant so it can be interpreted that The hypnobreastfeeding technique has succeeded in increasing the smooth flow of breast milk during the postpartum period. Breast milk production will continue to increase for 6 months with an average

breast milk production reaching 700-800 ml, then breast milk production will decrease after more than the first 6 months to 500-600 ml.

The hypnobreastfeeding technique is a natural effort that is carried out using therapy by giving positive suggestions so that when breastfeeding there are no obstacles in the production of breast milk. By using positive and motivating suggestions when the mother is calm and focused on something/a state of hypnosis, the milk produced will be able to meet the growth needs of her baby (Kuswandi, 2009 in Hanum, 2021).

This situation actually depends on how the mother controls her thoughts, because if the mother's intentions and thoughts are consistent in breastfeeding her baby and always thinking about positive values, the support of her husband and family will make it possible to achieve exclusive breastfeeding for at least six months, which will not be difficult for mother. It is hoped that the hypnobreastfeeding technique will provide a way out in the process of solving problems in producing breast milk, and will be able to overcome obstacles in the breastfeeding process. (Hanum, 2021) According to researchers' assumptions, the hypnobreastfeeding technique has been proven to make mothers calmer and more relaxed, thereby increasing the hormone oxytocin and producing milk volume in postpartum mothers. Hypnobreastfeeding techniques should be done before breastfeeding.

The Effect of Hypnobreastfeeding on Breast Milk Production in Postpartum Mothers at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Regency, Christmas 2023

The results of the study showed that there was an increase in breast milk production in postpartum mothers before and after the hypnobreastfeeding technique. This can be seen from the results of breast milk production before the hypnobreastfeeding technique was carried out, the majority of which did not increase. After the hypnobreastfeeding technique and acupressure were carried out, breast milk production increased. Based on the results of statistical tests using the Wilcoxon test, it is known that the p -value $(0.003) < \alpha (0.05)$ means that H_0 is rejected, so there is a difference in breast milk production in postpartum mothers before and after hypnobreastfeeding. These results prove that there is a significant influence of the hypnobreastfeeding technique on breast milk production in postpartum mothers at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Natal Regency in 2023.

The results of this research are in line with research conducted by Hanum, (2021) that using the hypnobreastfeeding technique can make mothers calmer and more relaxed, thereby increasing the hormone oxytocin and producing milk volume in postpartum mothers. In accordance with the results using the Wilcoxon test, it shows a significant Z value of -4.4.899 and Asymp Sig of 0.000 <0.005, meaning that there is an influence of the hypnobreastfeeding technique on breast milk production in postpartum mothers at the Datar City Health Center.

The results of this research are also in line with research by Windari (2022) that the hypnobreastfeeding technique was successful in facilitating the release of breast milk during the postpartum period at the Taniwel Community Health Center. The results showed that the distribution of breast milk production before the hypnobreastfeeding technique was carried out was mostly in the poor category (75%), whereas in the post-intervention phase, the largest distribution was in the sufficient category (59.4%). The Wilcoxon test results show a p value = 0.000, so it can be interpreted that there is a difference in the smoothness of breast milk production between before and after the hypnobreastfeeding technique.

The results of this research are also in line with Supriyanti (2023) who stated that the results showed that breast milk was released in postpartum mothers before the hypnobreastfeeding technique was carried out on 46 postpartum mothers. obtained before administering Hypobreastfeeding. Most of the breast milk output was not smooth, as many as 31 respondents (67.4%) and after giving Hypobreastfeeding, the majority of breast milk output was smooth, as many as 29 respondents (63.0%). The results of this research illustrate how to control the thoughts of postpartum mothers because if the mother's intentions and thoughts are consistent in breastfeeding her baby and always thinking about positive values, the support of her husband and family will make it possible to achieve exclusive breastfeeding for at least six months, which will not be difficult for her. Mother. The

hypnobreastfeeding technique will provide a way out in the process of solving problems in producing breast milk, and will be able to overcome obstacles in the breastfeeding process.

This shows that before hypnobreastfeeding was carried out, the emotional and psychological state of breastfeeding mothers changed, and after being given hypnobreastfeeding, it turned out that the mother's emotional and psychological state became calm because she received stimulus from the brain to increase stimulation of the hormones prolactin and oxytocin. This is in accordance with Pratiwi's (2018) research which states that increasing breast milk production can be done with hypnobreastfeeding, which has been proven to be able to increase breast milk production. And in accordance with research conducted by Diah Evawanna Anugera (2014) which states that hypnotherapy is more effective in stimulating an increase in prolactin and breast milk production. According to researchers, This hypnobreastfeeding technique proves that it is important to use hypnobreastfeeding techniques for breastfeeding mothers.

4. CONCLUSION

Excretion of breast milk by postpartum mothers before using the hypnobreastfeeding technique at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Natal Regency. In 2023, the majority had insufficient breast milk, namely 14 respondents (70.0%). Breast milk output among postpartum mothers after using the hypnobreastfeeding technique at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Natal Regency in 2023, the majority experienced an increase with sufficient breast milk production, namely 15 respondents (75.0%). There is a positive influence of hypnobreastfeeding on breast milk production in postpartum mothers at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Natal Regency in 2023, with a p value $(0.003) < \alpha (0.05)$. These results prove that the hypnobreastfeeding technique has a positive effect in increasing breast milk production in postpartum mothers. In providing services for maternal health at the Karnila Nasution Midwife Clinic, Panyabungan District, Mandailing Natal Regency, they can provide education on hypnobreastfeeding techniques to increase breast milk production. The hypnobreastfeeding technique can be used as learning material and can be a non-pharmacological intervention in dealing with breast milk production problems in postpartum mothers. The hypnobreastfeeding technique can be used as a non-pharmacological alternative to increase breast milk production.

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