

## THE EFFECT OF HYPNO-BREASTFEEDING AND OXYTOCIN MASSAGE ON BREAST MILK PRODUCTION IN POSTPARTUM MOTHERS

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### ABSTRAK PENGARUH HYPNO-BRASTFEEDING DAN OXYTOCIN MESSAGE TERHADAP PRODUKSI ASI PADA IBU PASCA PARTUM

Latar Belakang ASI merupakan sumber makanan utama pada bayi dan memiliki banyak manfaat untuk tumbuh dan berkembang secara optimal namun terlihat data capaian ASI di Kabupaten Lampung Tengah tahun 2021 sebanyak 71,83% dan di Puskesmas Seputih Banyak sebesar 69,2% belum memenuhi standar capaian ASI Provinsi Lampung sebesar 80%. Hal ini dikarenakan produksi ASI ibu kurang, Upaya yang dapat dilakukan untuk meningkatkan produksi ASI dengan cara *hypnobreastfeeding* dan pijat oksitosin.

Tujuan penelitian untuk diketahui pengaruh *hypnobreastfeeding* dan pijat oksitosin terhadap pengeluaran ASI pada ibu *post partum* di Wilayah Kerja Puskesmas Seputih Banyak Kabupaten Lampung Tengah Tahun 2023.

Metode Jenis penelitian kuantitatif, rancangan pra eksperimental dengan pendekatan *one group pretest – posttest design*. Populasi seluruh ibu nifas sebanyak 38 orang dengan sampel sebanyak 20 orang. Teknik sampling menggunakan *purposive sampling*. diberikan *hypnobreastfeeding* dan pijat oksitosin selama 4 hari berturut-turut dalam waktu 30 menit. Penelitian ini telah dilakukan di Wilayah Kerja Puskesmas Seputih Banyak pada bulan Januari s/d Juli 2023. Analisa univariat dan bivariat menggunakan uji *t-test dependen*.

Hasil Rata-rata pengeluaran ASI ibu *post partum* sebelum diberi pijat *hypnobreastfeeding* sebanyak 39,15ml dan sesudah diberi *hypnobreastfeeding* dan pijat oksitosin sebanyak 100,60ml. Hasil uji statistik menggunakan *tes-dependen* didapat nilai *p-value* 0,000 ( $\alpha < 0.05$ ).

Kesimpulan dapat disimpulkan terdapat pengaruh *hypno-breastfeeding* dan *oxytocin massage* terhadap produksi ASI pada ibu nifas di wilayah kerja Puskesmas Seputih Banyak Kabupaten Lampung Tengah Tahun 2023.

Saran Diharapkan ibu nifas mendapatkan pengetahuan dan informasi yang tepat mengenai ASI Eksklusif serta dapat menerapkan kombinasi *hypno-breastfeeding* dan *oxytocin massage* untuk meningkatkan produksi ASI.

Kata Kunci : *Hypnobreastfeeding*, Pijat Oksitosin, Pengeluaran ASI ibu *Post Partum*

### ABSTRACT

Background Breast milk is the main source of food for babies and has many benefits for their optimal growth and development. However, the data of the coverage achievement for exclusive breastfeeding in Central Lampung Regency in 2021 was 71.83% and in the Seputih Banyak Public Health Center, it was 69.2% which did not meet the coverage achievement standards of exclusive breastfeeding in Lampung Province by 80%. This is because the production of breast milk is lacking. The efforts that can be made to increase milk production are by using *hypno-breastfeeding* and *oxytocin massage*.

This study aimed to determine the effect of *hypno-breastfeeding* and *oxytocin massage* on breast milk production in postpartum mothers in the work area of Seputih Banyak Public Health Center, Central Lampung Regency in 2023.

Methods This study was quantitative research. A pre-experimental method with one group pretest–posttest design approach was used in this study. The population in this study were 38 postpartum mothers. The sample in this study were 20 postpartum mothers chosen using a purposive sampling technique. *Hypno-breastfeeding* and *oxytocin massage* were applied for 30 minutes for 4 consecutive days. This study was conducted in the work area of Seputih Banyak Public Health Center from January to July 2023. Univariate and bivariate analyses using the dependent t-test were applied to analyze the data.

Result The mean score of breast milk production before being given *hypno-breastfeeding* and *oxytocin massage* was 39.15 ml. The mean score of breast milk production after being given *hypno-breastfeeding* and *oxytocin*

massage was 100.60 ml. The results of the statistical test using the dependent t-test obtained a p-value of 0.000 ( $\alpha < 0.05$ ).

Conclusion it can be concluded that there was an effect of hypno-breastfeeding and oxytocin massage on breast milk production in postpartum mothers in the work area of Seputih Banyak Public Health Center, Central Lampung Regency in 2023

Suggestion It is hoped that postpartum mothers gain proper knowledge and information about exclusive breastfeeding and can apply the combination of hypno-breastfeeding and oxytocin massage to increase their breast milk production.

Keywords: Hypno-breastfeeding, Oxytocin Massage, Breast Milk Production, Postpartum Mothers

## INTRODUCTION

The lactation interaction or breastfeeding is a means for the production of breast milk which contains chemical substances of prolactin and oxytocin. During pregnancy, prolactin will increase but the breast milk will not come out because it is still hampered by the high estrogen hormone. Breastfeeding is a unique and beneficial interaction for a child's development and progress. (Prawiroharjdo, 2019).

Data from the World Health Organization showed that globally the rate of exclusive breastfeeding is 40% in which only in 23 countries 60% of babies get exclusive breastfeeding. The target coverage for exclusive breastfeeding in 2030 is at least 60%. Data from the International Baby Food Action Network (IBFAN) showed that exclusive breastfeeding coverage in Indonesia is in the third lowest rank out of 51 countries in the world (WHO, 2021).

Based on the 2030 Sustainable Development Goals (SDGs), breastfeeding can be one of the first steps for infants to be able to obtain a healthy and prosperous life. If the Indonesian government can achieve the target of exclusive breastfeeding coverage, it means that Indonesia can help the world achieve the goals of the SDGs. The coverage of babies receiving exclusive breastfeeding in Indonesia in 2020 was 66.06%. This has exceeded the 2021 Strategic Plan target of 40% (Kementerian Kesehatan RI, 2021).

The coverage achievement of exclusive breastfeeding in Lampung Province in 2021 was 73.4%, which it increased compared to 2020 which was only 70.08%. (Profil Dinkes Lampung, 2021). Exclusive breastfeeding in Lampung Province in 2020 was 59.4%, and in Bandar Lampung City in 2021 was 61.93%. In Central Lampung Province, the coverage achievement of exclusive breastfeeding was 60.2% (Profil Dinkes Lampung, 2021)

The data on breastfeeding coverage achievement in Central Lampung Regency in 2021 were 71.83%, which means that it still does not meet

the standards for breastfeeding coverage achievement in Lampung Province (Profil Dinkes Lampung Tengah, 2021). In Seputih Banyak Public Health Center, most of the infants have been given exclusive breastfeeding and continued until the age of 2 years. The estimated percentage of exclusive breastfeeding coverage in Seputih Banyak Public Health Center was 69.2%, which means that it is still behind the percentage of breastfeeding coverage in Central Lampung Regency (Data Puskesmas Seputih Banyak, 2021).

The process of breastfeeding is a natural process in which mothers must prepare themselves thoroughly (body, mind, and soul) to be able to breastfeed their babies comfortably. Preparation in terms of physic (body) includes intake of balanced nutritious food and studying breastfeeding management. Preparation in terms of mind includes peace of mind so that mothers are confident that they can breastfeed and produce quality and quantity breast milk to meet the growth and development of the baby. Preparation in terms of the soul includes a sincere intention, sincere to provide the best for the baby. These three preparations must be prepared early on during pregnancy, childbirth, and afterward to get positive and more beneficial results. (Witari, 2021).

The challenge frequently faced by breastfeeding mothers is that mothers feel that their milk production is insufficient, which hinders breastfeeding activities. The main reason for mothers not being able to breastfeed is because emotional factors and the mother's attitude will affect the quality of the amount of breast milk produced and the lack of stimulation of the hormones prolactin and oxytocin can cause a decrease in milk production and expenditure in the first days after giving birth. These hormones play a very important role in the production and expenditure of breast milk. The postpartum period is a critical period for both the mother and the baby because during this time the mother experiences fatigue after giving birth so that it can reduce breast milk production (Witari, 2021).

A study conducted by Sari & Eliyawati (2022) on increasing breast milk production in postpartum mothers using hypno-breastfeeding showed a p-value of  $0.000 < 0.05$  meaning that there was a significant difference between milk production on day 4 and day 8. The data were tested using the Wilcoxon and Mann-Whitney tests. The results of the study showed that there was the effectiveness of Hypno-breastfeeding on breast milk production in postpartum mothers in the work area of the Kendit Public Health Center. Thus, it is necessary to carry out further studies on the adequacy of breast milk for babies using hypno-breastfeeding.

Based on the results of a pre-survey conducted at Seputih Banyak Public Health Center on February 11, 2023, of the 10 postpartum mothers, 7 mothers complained that their breast milk did not come out smoothly for 1-3 days during the postpartum period and 3 mothers said they were worried and afraid that breastfeeding would not run smoothly during the 3-day postpartum period in which it would have an impact on further breastfeeding. Based on the results of the survey, the researchers were interested in conducting a study on

the Effect of Hypno-breastfeeding and Oxytocin Massage on Breast Milk Production in Postpartum Mothers in the Work Area of the Seputih Banyak Public Health Center, Central Lampung Regency in 2023

## RESEARCH METHODS

This study was quantitative research. This study was conducted in the work area of Seputih Banyak Public Health Center from January to July 2023. A pre-experimental method with one group pretest–posttest design approach was used in this study. The population in this study were all postpartum mothers in the work area of Seputih Banyak Public Health Center as many as 38 people per month. The sample in this study was 20 people chosen using a purposive sampling technique. The independent variables in this study were hypno-breastfeeding and oxytocin massage. The dependent variable was breastfeeding production.

## RESEARCH RESULTS

### Characteristics of Respondents

Table 1  
Characteristics of Respondents

Characteristics	Frequency	Percentage (%)
Age		
At risk (20-35 years old)	18	90,0
Not at risk (<20 and >30 years old)	2	10,0
Education		
Associate's Degree	3	15,0
Bachelor Degree	1	5,0
Senior High School	14	70,0
Junior High School	2	10,0
Occupation		
Blue-collar worker	1	5,0
Housewife	14	70,0
Civil servant	2	10,0
Employee	1	5,0
Entrepreneur	2	10,0
Number of Children		
1 Child	10	50,0
2 Children	10	50,0

Table 1 above shows that based on the highest percentage, respondents whose age is not at risk (20-35 years) were 18 people (90.0%), who have high school education were 14 people (70.0%), and who were housewives were 14 people (70.0%). Then, respondents who have only a child were 10 people (50%) and respondents who had 2 children were 10 people (50%).

Table 2 above shows that the Shapiro-Wilk score in the pretest-posttest intervention group was  $0.372-0.324 > 0.05$ , which means that the data was normally distributed. Thus, it can be concluded that the data of the two groups in this study were normally distributed and further experimental tests were carried out using the dependent t-test

**Table 2**  
**The Results of the Normality Test**

	Shapiro-Wilk		
	Statistic	df	Sig.
Pretest Intervention	0,950	20	0,372
Posttest Intervention	0,947	20	0,324

Table 3 above shows that the mean score of breast milk production of postpartum mothers before being given hypno-breastfeeding and oxytocin massage was 39.15 ml.

**Univariate Analysis**

**Table 3**  
**The Average of Breast Milk Production in Postpartum Mothers Before Being Given Hypno-breastfeeding and Oxytocin Massage in the Work Area of Seputih Banyak Public Health Center in 2023**

Variable	N	Mean	SD	SE	CI-95%
Breast milk production	20	39,15	8,665	1,938	35,09-43,21

**Table 4**  
**The Average of Breast Milk Production in Postpartum Mothers After Being Given Hypno-breastfeeding and Oxytocin Massage in the Work Area of Seputih Banyak Public Health Center in 2023**

Variable	N	Mean	SD	SE	CI-95%
Breast milk production	20	100,60	12,655	2,830	94,68-106,52

Table 4 above shows that the mean score of breast milk production of postpartum mothers after being given hypno-breastfeeding and oxytocin massage was 100,60ml.

mothers after and before being given hypno-breastfeeding and oxytocin massage. The mean score of breast milk production before being given hypno-breastfeeding and oxytocin massage was 39.15 ml, and after being given hypno-breastfeeding and oxytocin massage was 100.60 ml. It means that the average of breast milk production in all respondents has increased.

**Bivariate Analysis**

Table 5 above shows the difference in the mean score of breast milk production in postpartum

**Table 5**  
**The Effect of Hypno-breastfeeding and Oxytocin Massage on Breast Milk Production in Postpartum Mothers in the Work Area of Seputih Banyak Public Health Center in 2023**

Breast milk production	N	Mean	Std. Dev	P-Value	CI-95%
Pretest	20	39,15	8,665	0,000	66,709-56,191
Posttest	20	100,60	12,655		

**DISCUSSION**

**The Average of Breast Milk Production in Postpartum Mothers Before Being Given Hypno-breastfeeding and Oxytocin Massage in the Work Area of Seputih Banyak Public Health Center in 2023**

Based on the results of this study, the mean score of breast milk production of postpartum mothers before being given hypno-breastfeeding and oxytocin massage was 39.15 ml. According to Fikawati (2015), approximately 88% of breast milk consists of water. Water is useful for dissolving the substances contained in it and contributes to the mechanism of body temperature regulation, which in

infants there is a 25% loss of body temperature due to water loss through the kidneys and skin. Breast milk is a safe source of water. The relatively high water content in breast milk will relieve thirst stimulation in the baby.

The results of this present study are in line with a study conducted by Ruslinawati, Darmayanti & Lydiani (2020) on the effect of hypno-breastfeeding on increased breast milk production in the work area of 09 November Banjarmasin Public Health Center. In the study, the data analysis using paired simple t-test and independent t-test showed the effect of hypno-breastfeeding on breast milk production with a p-value of 0.000. Hypno-breastfeeding can increase

breast milk production because it stimulates the release of the hormones prolactin and oxytocin.

The success of a breastfeeding mother is largely determined by a comfortable environment and the support of her husband or family during the breastfeeding process. In dealing with the problem, the efforts that can be made to reduce the anxiety and fear of mothers are to provide hypno-breastfeeding therapy in which this treatment can provide a sense of comfort and relaxation so that breastfeeding processes run smoothly and to provide oxytocin massage which is carried out by massaging along the back bones (vertebrae) to the 5<sup>th</sup> - 6<sup>th</sup> of *costae* bones so that it can help stimulate the release of oxytocin hormone and the breast milk comes out quickly.

### **The Average of Breast Milk Production in Postpartum Mothers After Being Given Hypno-breastfeeding and Oxytocin Massage in the Work Area of Seputih Banyak Public Health Center in 2023**

Based on the results of this study, the mean score of breast milk production of postpartum mothers after being given hypno-breastfeeding and oxytocin massage was 100.60 ml. According to Fikawati (2015), breast milk is the best food for babies in the first 6 months of their life. All nutritional needs such as protein, carbohydrates, fat, vitamins, and minerals are fulfilled from breast milk. Early breast milk contains immune substances which can protect babies from diseases that cause infant mortality worldwide such as diarrhea, ARI, and pneumonia. In adulthood, it is proven that babies who are breastfed have a lower risk of developing degenerative diseases, such as high blood pressure, type 2 diabetes, and obesity. Therefore, since 2001, WHO has recommended that babies get exclusive breastfeeding until the age of 6 months.

The hypno-breastfeeding technique is a natural effort carried out by giving positive suggestions so that during the breastfeeding process, there are no obstacles in the release of breast milk. By using positive and motivating suggestive sentences when mothers breastfeed their babies, mothers will be in a calm state and focused on breastfeeding/hypnotic state so that the breast milk produced will be able to meet the needs of their babies.

### **Bivariate Analysis**

#### **The Effect of Hypno-breastfeeding and Oxytocin Massage on Breast Milk Production in Postpartum Mothers in the Work Area of Seputih Banyak Public Health Center in 2023**

The results of the statistical test using the dependent t-test obtained a p-value of 0.000 ( $\alpha < 0.05$ ) meaning that there was an effect of hypno-breastfeeding and oxytocin massage on breast milk production in postpartum mothers in the work area of Seputih Banyak Public Health Center, Central Lampung Regency in 2023.

The results of this study are in line with a study conducted by Pratiwi (2018) stating that hypno-breastfeeding is a natural effort to use subconscious energy so that the breastfeeding process runs comfortably and smoothly, and the mother can produce breast milk that is sufficient for the baby's needs. The principle of hypno-breastfeeding is by giving positive affirmation sentences for the breastfeeding process when the mother is very relaxed or very concentrated.

The results of this study are also in line with a study carried out by Ningsih & Lestari (2019) on the effectiveness of oxytocin massage and hypno-breastfeeding combinations in optimizing breast milk production in postpartum mothers. The study using the Chi-Square statistical test obtained a p-value of 0.020 ( $< \alpha = 0.05$ ) meaning that the combination of oxytocin massage and hypno-breastfeeding was very effective for optimizing breast milk production in postpartum mothers. Then, the OR value was 7.4 (CI 1.226-45.005) meaning that the combination of oxytocin massage and hypno-breastfeeding was 7.4 more likely to optimize breast milk production.

The results of this present study showed the difference in the mean score of breast milk production in postpartum mothers after and before being given hypno-breastfeeding and oxytocin massage. The mean score of breast milk production before being given hypno-breastfeeding and oxytocin massage was 39.15 ml, and after being given hypno-breastfeeding and oxytocin massage was 100.60 ml. It means that the average of breast milk production in all respondents increased.

Based on Table 1 in this study, the respondents whose age was not at risk (20-35 years) were 18 people (90.0%). The respondents in the age range of 20-35 years are adults. Mothers at this age can solve problems well, one of which is to seek accurate information regarding exclusive breastfeeding. The 35-year-old mother is starting to experience changes in her hormonal system so that breast milk production is reduced and this will become an obstacle for mothers to exclusively breastfeed.

Then, the results of this study showed that 14 (70.0%) respondents had a high school education level. A study conducted by Afriyani et al. (2018) showed that mothers who had higher education were able to receive information about exclusive

breastfeeding well and had broader knowledge about exclusive breastfeeding compared to respondents with low education. While, a study showed that education did not affect exclusive breastfeeding because other factors could affect exclusive breastfeeding such as the beliefs and culture of the surrounding community ( $p = 0.009$ ), so the information obtained regarding exclusive breastfeeding could not be practiced properly by mothers.

Regarding occupation, 14 respondents (70.0%) were housewives. Type of occupation is not the reason to stop exclusive breastfeeding. The results of a study showed that there was a relationship between types of occupation and exclusive breastfeeding in which working mothers had a tendency not to give exclusive breastfeeding.

Regarding the number of children, 10 respondents (50.0 %) had only a child and 10 respondents (50.0%) had 2 children. The number of children provides experience in actively breastfeeding. The results of this study indicate that the hypno-breastfeeding technique can make mothers calmer and more relaxed to increase the hormone oxytocin and produce breast milk in postpartum mothers. Hypno-breastfeeding techniques should be performed before breastfeeding.

Based on the results of this study, the preparation for breastfeeding includes physical aspects, mind, and soul. All of those cannot be separated. This is because the mindset of a mother plays a major role in the breastfeeding process. If the mother is pessimistic and feels that she is unable to provide breast milk for her baby, the amount of her breast milk will also be affected. Hypno-breastfeeding gives positive suggestions for breastfeeding mothers, so they can breastfeed their babies properly.

## CONCLUSION

The mean score of breast milk production before being given hypno-breastfeeding and oxytocin massage was 39.15 ml. The mean score of breast milk production after being given hypno-breastfeeding and oxytocin massage was 100.60 ml. The results of the statistical test using the dependent t-test obtained a p-value of 0.000 ( $\alpha < 0.05$ ) meaning that there was an effect of hypno-breastfeeding and oxytocin massage on breast milk production in postpartum mothers in the work area of Seputih Banyak Public Health Center, Central Lampung Regency in 2023.

## SUGGESTIONS

It is hoped that postpartum mothers gain proper knowledge and information about exclusive breastfeeding and can apply the combination of hypno-breastfeeding and oxytocin massage to increase their breast milk production. Then, Seputih Banyak Public Health Center is hoped to provide health education to mothers who have infants, under the government program in supporting the exclusive breastfeeding program by providing counseling for families/husbands to apply the combination of hypno-breastfeeding and oxytocin massage to breastfeeding mothers to stimulate the production of breast milk. For future researchers, this study can be used as a reference and as an additional reference related to studies with non-pharmacological alternative topics to increase breast milk production. In addition, future researchers are hoped to conduct studies with a model comparing more groups, and food control is carried out in the postpartum mothers group.

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