THE EFFECTIVENESS OF HYPNOBREASTFEEDING ON SELF-EFFICACY IN BREASTFEEDING MOTHERS

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Abstract
The optimum diet for a baby's growth and development is nursing exclusively. Infants are exclusively breastfed from birth until they are six months old, during which time they are only given medicine, vitamins, and minerals. Breastfeeding mothers' motivation to breastfeed can be boosted by their sense of self-efficacy. The purpose of this study is to determine the effectiveness of hypnobreastfeeding on self-efficacy in breastfeeding mothers at the Cahaya Bunda Independent Midwifery Practice in Pekanbaru. This research is a quasi-experimental study using a single control group with a two-group pre-test and post-test design method. The results of the Independent T-test, it was shown that the average self-efficacy score before hypnobreathing in the intervention group was 40.06, while in the control group it was 42.31. The statistical results for the pre-hypnobreathing group showed a P-value of 0.351 > 0.05, so it can be concluded that there was no difference between the intervention and control groups before hypnobreathing was performed. Meanwhile, after hypnobreathing was performed, the average score in the intervention group was 48.93 and in the control group it was 41.50. The statistical results for the post-hypnobreathing group showed a P-value of 0.007 < 0.05, so it can be concluded that there was a difference between the intervention and control groups after hypnobreathing was performed.
Keyword: Hypnobreathing, Breastfeeding Mother, Self Efficacy

INTRODUCTION

The optimum diet for a baby's growth and development is nursing exclusively. Infants are exclusively breastfed from birth until they are six months old, during which time they are only given medicine, vitamins, and minerals (Ministry of Health of the Republic of Indonesia, 2021). In order to attain high breastfeeding rates and lower the prevalence of stunting, the Indonesian government is advised by the World Health Organization (WHO) and the United Nations International Children's Emergency Fund (UNICEF) (2022) to expand the provision of exclusive breastfeeding. In addition to providing the nourishment required to avoid stunting, early breastfeeding initiation and exclusive nursing can shield babies from gastrointestinal illnesses.

Leakage from full breasts is the first indication that breast milk is being produced; the milk still drips even when the infant is not nursing. Breastfeeding duration, the baby's link with the mother (looking at the baby, hearing the baby's voice, and crying), the mother's gestational age at birth, psychological variables, and the baby's suckling are some of the elements that might affect the production of breast milk. The hormone oxytocin, which promotes smooth milk production, can be influenced by psychological aspects such emotional mood, depression risk, self-confidence, and maternal drive (Mohd Shukri et al., 2018).

In Indonesia, non-exclusive breastfeeding accounts for 31.36% of the 37.94% of unwell children. A child's future health may be impacted by exclusive breastfeeding. Stunting, obesity, and other chronic disorders are some of the effects on children who are not breastfed exclusively (Ministry of Health of the Republic of Indonesia, 2017). According to data from the Directorate of Community Nutrition 2021, only roughly 52.5% of children aged 6-23 months need supplemental feeding, while 48% of newborns under 6 months do not obtain exclusive breastfeeding. According to research by Martini and Astuti (2017), there are a number of reasons why exclusive breastfeeding may not be successful. Of the 12 respondents, the following factors were found to be important: the respondents' understanding of the definition and advantages of breast milk; family support; self-motivation related to calmness, confidence, and the belief that breast milk is sufficient; early breastfeeding initiation; and the smoothness of breast milk flow. A mother is less likely to give formula milk if her breast milk flows more smoothly (Martini and Astuti, 2017).

By using affirmation phrases or constructive advice for the mother, hypnobreastfeeding is a natural attempt to use subconscious energy to guarantee a smooth breastfeeding procedure. The Hypnobreastfeeding technique supports the breastfeeding process by using recommendations in the form of positive affirmation sentences while the practitioner is relaxed. The nursing process benefits greatly from hypnobreastfeeding during the postpartum phase; recommendations made to the subconscious mind are more readily absorbed and unaffected by outside factors. Mothers may feel more at ease, content, and relaxed after hypnobreastfeeding (Anita Rahmawati, 2021).

The belief in one's own capacity to carry out different tasks in order to accomplish desired goals is known as self-efficacy. Breastfeeding mothers' motivation to breastfeed can be boosted by their sense of self-efficacy (Manuntung, 2018). Because psychological changes in postpartum moms, such as emotions of worry, lack of confidence, and fear, can influence oxytocin production, which is important for the smooth flow of breast milk, breastfeeding mothers should maintain their sense of self-efficacy (Fitriandina, 2016).

Research conducted in Palembang by Suprida et al. (2018) found that hypnobreasfeeding had an impact on postpartum moms' ability to breastfeed. According to research by Maulina (2023), which was based on a review of seven studies, postpartum moms can increase their breast milk supply by using the hypnobreastfeeding technique. Putri Rahmania's (2020) research revealed a connection between breastfeeding moms' self-efficacy and their production of breast milk. The sole independent practice in Pekanbaru that provides hypnobreastfeeding is Cahaya Bunda Midwife Independent Practice. The purpose of this study is to determine the effectiveness of hypnobreastfeeding on self-efficacy in breastfeeding mothers at the Cahaya Bunda Independent Midwifery Practice in Pekanbaru.

RESEARCH METHODS

This research is a quasi-experimental study using a single control group with a two-group pre-test and post-test design method. This research was conducted at the independent practice of Midwife Cahaya Bunda in Pekanbaru City, involving 16 people in the intervention

group and 16 people in the control group. Data analysis was performed using univariate and bivariate methods with the independent t-test.

RESEARCH RESULTS

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Tabel *1* The Effectiveness of Hypnobreastfeeding on Self-Efficacy in Breastfeeding Mothers

(n=32)

Variabel	Kelompok	Mean	SD	Minimal-Maksimal	95%CI	*P Value*
Hypnobreathing pre	Intervensi (n=16)	40.06	6.37	31-51	36.667-43.457	0.103
	Kontrol (n=16)	42.31	7.04	29-57	38.561-46.063	0.997
Hypnobreathing post	Intervensi (n=16)	48.93	8.33	30-66	44.935-53.376	0.858
	Kontrol (n=16)	41.50	5.97	28-50	38.314-44.685	0.486

Source: Data Analysis, 2025

Based on Table 1, it can be identified that the average self-efficacy in breastfeeding mothers before hypnobreathing was 40.06 in the intervention group with a standard deviation of 6.37 (95% CI 36.667-43.457) and 42.31 in the control group with a standard deviation of 7.04 (95% CI 38.561-46.063). Meanwhile, after hypnobreathing, the average self-efficacy in breastfeeding mothers was 48.93 in the intervention group with a standard deviation of 8.33 (95% CI 44.935-53.376) and 41.50 in the control group with a standard deviation of 5.97 (95% CI 38.314-44.685). The results of the data normality test show that all data is normally distributed.

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Table 2. Average Self-Efficacy Distribution Before and After Hypnobreathing: Intervention Group and Control Group

	Perlakuan	**N**	**Mean**	**Sd**	**P *Value***
Pre Hyonibreathing	Intervensi	16	40,06	6.37	0,351
	Kontrol	16	42.31	7.04	
Post Hypnobreathing	Intervensi	16	48.93	8.33	0,007
	Kontrol	16	41.50	5.97	

Source: Data Analysis, 2025

Based on the results of the Independent T-test, it was shown that the average self-efficacy score before hypnobreathing in the intervention group was 40.06, while in the control group it was 42.31. The statistical results for the pre-hypnobreathing group showed a P-value of 0.351 > 0.05, so it can be concluded that there was no difference between the intervention

and control groups before hypnobreathing was performed. Meanwhile, after hypnobreathing was performed, the average score in the intervention group was 48.93 and in the control group it was 41.50. The statistical results for the post-hypnobreathing group showed a P-value of 0.007 < 0.05, so it can be concluded that there was a difference between the intervention and control groups after hypnobreathing was performed.

DISCUSSION

Univariate

The self-efficacy of breastfeeding mothers before hypnobreathing was an average of 40.06 (SD 6.37; 95%CI 36.667–43.457) in the intervention group and 42.31 (SD 7.04; 95%CI 38.561–46.063) in the control group. After hypnobreathing, the mean self-efficacy increased to 48.93 (SD 8.33; 95%CI 44.935–53.376) in the intervention group and to 41.50 (SD 5.97; 95%CI 38.314–44.685) in the control group. The normality test results indicate that all of the data are normally distributed. Data indicates that prior to hypnobreathing, the self-efficacy of mothers in the intervention group was within a moderate range, slightly lower than that of the control group. This finding aligns with research by Rohmah et al. (2021), which noted that the baseline level of breastfeeding self-efficacy among postpartum mothers remains variable, generally suboptimal for promoting exclusive breastfeeding.

After receiving hypnobreathing, the average self-efficacy of breastfeeding mothers in the intervention group significantly increased to 48.93, which was much higher than the control group that showed no significant change. The quasi-experimental study in Kediri and the experimental study at Demang Sepulau Raya Hospital demonstrated that the hypnobreathing/hypnobreastfeeding technique effectively enhances maternal confidence and self-assurance in breastfeeding. Self-efficacy is very important because it affects motivation, perseverance, and the sustainability of exclusive breastfeeding.

Researchers believe that the increase in self-efficacy in the intervention group is due to hypnobreathing instilling positive affirmations and helping to manage stress and fear during breastfeeding. Persuasive support and relaxation techniques can profoundly alter a mother's mindset, thereby enhancing her confidence in the adequacy of breast milk and her breastfeeding abilities. Anggraini's (2024) study on the labor process shows that self-hypnosis/hypnobreathing exercises can significantly improve self-efficacy in maternal aspects. Researchers are evaluating hypnobreathing as a potentially effective intervention for integration into lactation education and exclusive breastfeeding promotion programs.

Statistically and based on international literature, hypnobreathing has been shown to significantly improve the self-efficacy of breastfeeding mothers compared to a control group. High self-efficacy after the intervention is very helpful for mothers to be positive and confident, thus increasing the chances of successful exclusive breastfeeding.

Bivariate

The self-efficacy of breastfeeding mothers before hypnobreathing was an average of 40.06 (SD 6.37; 95%CI 36.667–43.457) in the intervention group and 42.31 (SD 7.04; 95%CI 38.561–46.063) in the control group. After hypnobreathing, the mean self-efficacy increased to

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CONCLUSION

The application of hypnobreastfeeding significantly enhances maternal self-efficacy. By utilizing relaxation and positive affirmations, mothers gain higher confidence in their ability to breastfeed, which is a critical factor for the success of exclusive breastfeeding programs.

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