



The Effectiveness of the HYPO Method (Hypnobreastfeeding and Oxytocin Massage) with Breast Milk Expenditure in Postpartum Post-Sc Mothers at RSIA Cahaya Bunda Cirebon City in 2023

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Abstract. With all these factors, it helps mothers and their families, especially their husbands, to be able to do oxytocin massage and hypnosis so that they can release the hormones prolactin and oxytocin to trigger milk release. (Josefa, 2013). The importance of exclusive breastfeeding can be seen from the role of the world, namely in 2006 the World Health Organization (WHO) issued Child Growth Standards which were then applied throughout the world whose contents emphasized the importance of giving only breast milk to babies from birth to 6 months of age. (Prasetyono, 2009). Apart from that, the importance of breastfeeding was also seen in world events, namely the World Breastfeeding Week in August 2008, The World Alliance For Breast Feeding Action (WABA) chose the theme Mother Support: Going For the Gold. The meaning of the theme is a movement to invite everyone to increase support for mothers to provide their babies with gold standard food. This study uses comparative research. That is using a control group design research. In this study there were two groups, namely the control group without treatment and the intervention group with treatment, then the results were measured through observation before being processed in the SPSS test. In the control group without intervention, the results of the majority of breastfeeding were ≤ 20 ml as much as 95%. Meanwhile, in the intervention group with the treatment, there was a majority of > 20 ml of breast milk expenditure, as much as 90%. The average value of breastfeeding was 34.50 ml for the intervention group, 15 ml for the control group. There is an effectiveness between the HIPO method (Hypnobreastfeeding and Oxytocin Massage) and milk production in postpartum post SC mothers at RSIA Cahaya Bunda Cirebon with a significance value of $0.000 < 0.05$.

Keywords: Hipnobreastfeeding, Oxytocin Massage, Post SC

INTRODUCTION

For mothers who breastfeed babies, smooth breast milk (ASI) is essential to meet the baby's needs. Exclusive breastfeeding without accompanying breast milk is recommended until the baby reaches the age of six months. The importance of exclusive breastfeeding can be seen from the role of the world; namely, in 2006, *the World Health Organization* (WHO) issued Child Growth Standards, which were then applied throughout the world whose content was to emphasize the importance of breastfeeding alone to infants from birth to 6 months of age. (Prasetyono, 2009).

After that, the baby begins to be given complementary foods while still being breastfed until the age reaches two years. In addition, the importance of breastfeeding is also seen at the world event, namely World Breastfeeding Week in August 2008; the *World Alliance For Breastfeeding Action* (WABA) chose the theme *Mother Support: Going For the Gold*. The meaning of the theme is a movement to invite everyone to increase support for mothers to give their babies gold-standard food. (Prasetyono, 2009). In line with the regulations set by WHO, Indonesia also applies regulations related to the importance of exclusive breastfeeding, namely by issuing Government Regulation (PP) number 33/2012 concerning exclusive breastfeeding (Sari & Eliyawati, 2022).

Breast milk contains various nutrients needed in the process of growth and development of babies. The significant benefits of breast milk are that it can reduce the risk of babies suffering from various diseases, protect babies from allergies, provide safe and guaranteed cleanliness because it is directly breastfed to babies in fresh conditions, and can help the growth and development of children's intelligence. (Ministry of Health, 2022).

On the other hand, the benefits of breast milk are excellent, but there are still many mothers who cannot provide exclusive breastfeeding to their babies. The scope of exclusive breastfeeding is influenced by several things, including the lack of optimal implementation of the 10 Steps to Successful Breastfeeding (LMKM), not all babies have received early breastfeeding initiation (IMD), low knowledge of mothers and families about the benefits and correct ways of breastfeeding, lack of lactation counseling services and support from health workers, socio-cultural factors, inadequate conditions for working mothers and intensive marketing of formula milk. (Josefa, 2011).

Some other obstacles in terms of exclusive breastfeeding because the mother is not confident that she can breastfeed well enough to meet all the nutritional needs of the baby. This is partly due to a lack of family support. All these factors help mothers and families, especially husbands, to do oxytocin massage and hypnosis to release the hormones prolactin and oxytocin to trigger breast milk production (Josefa, 2011).

The oxytocin hormone will come out through stimulation to the nipple through the baby's mouth suction or massage on the baby's mother's spine; by doing massage on the spine, the mother will feel calm and relaxed, increase the threshold of pain and love her baby, so that the oxytocin hormone comes out and breast milk comes out quickly. (Endah, 2011). Through massage or stimulation of the spine, *neurotransmitters* will stimulate the medulla oblongata directly, sending messages to *the hypothalamus* in the posterior hypophysis to secrete oxytocin and causing the breasts to secrete milk. (Endah, 2011). Massage in the spinal area will also relax the tension and

relieve stress, producing the hormone oxytocin. It will help the release of breast milk, assisted by sucking the baby on the nipple at the time immediately after the baby is born with a normal baby condition. (Endah, 2011).

One of them is to provide positive suggestions in the form of *hypnobreastfeeding* to succeed in breast milk expenditure. *Hypnobreastfeeding* is a natural effort to use subconscious energy so that the breastfeeding process runs comfortably smoothly, and the mother can produce milk that meets the baby's needs by providing positive affirmation sentences for the breastfeeding process when the mother is very relaxed or very concentrated (Astin, 2013). *Hypnotherapy* can stimulate the brain to release *neurotransmitters*, namely chemicals found in the brain, *encephalin*, and *endorphins* that function to improve mood so that they can change an individual's acceptance of pain or other physical symptoms. (Astin, 2013).

LITERATURE

Hypnosis comes from the Greek word, which means sleep, but not sleep, a condition of a person being in the subconscious. A person in a hypnotic state, even though his body is resting (like a sleeping person), can still hear clearly and respond to information he receives from outside. (Armini, 2018).

Since 1890 Dr. Grantley Dick Read developed and applied hypnosis to obstetrics with a program called "*childbirth without fear*" (Armini, n.d.). Marie F. Mongan then continued this discovery by triggering the first program, namely *Hypno-birthing*, and currently, in Indonesia, Lanny Kuswandi (a nurse and midwife) has begun to develop and introduce the science of hypnotherapy to midwives and doctors with various applications of hypnosis, one of which is what will be discussed here about *Hypnobreastfeeding* (Armini, 2018).

Hypnobreastfeeding is a natural effort to use subconscious energy so that the breastfeeding process runs comfortably smoothly, and the mother can produce milk that meets the baby's needs by including positive affirmation sentences for the breastfeeding process when the mother is in a very relaxed state or very concentrated (Astin, 2013).

The purpose of *hypnobreastfeeding* is to make breastfeeding an easy and simple activity and provide peace of mind when going to breastfeed. Many things are the cause of not smooth milk production, ranging from the psychological condition of mothers who are not confident, stress, panic, pain, weakness, too tired, lack of sleep, and so on. To overcome this problem, there is a straightforward solution, namely relaxation (Anggraini, 2019).

A seminar in Jakarta said that support for breastfeeding in Indonesia still needs to be improved. Therefore, breastfeeding mothers must always try to create favorable conditions for themselves to continue to be able to breastfeed their babies. The immediate benefits breastfeeding mothers feel in *hypnobreastfeeding* are changes felt in everything that can facilitate and expedite the breastfeeding process. (Anggraini, 2019).

Based on the results of research, this *hypnobreastfeeding* technique can reduce postpartum maternal anxiety levels (Hanum, 2021). Physiologically, this technique can increase the release of oxytocin hormones sent to the brain so that the hormone is released and flows into the blood, then enters the breast, which causes the muscles around the alveoli to contract and make milk flow in the milk ducts wider and make milk flow more easily (Armini, 2016).

The *hypnobreastfeeding* technique is a relaxation of muscles from the top of the head to the soles of the feet, including the face, left and right shoulders, arms, chest area, abdomen, hips, and both legs. Relaxation of breath and living in a big city often hit people with stress because they are required to do everything fast and rushed. Moreover, nowadays, many women have dual roles as mothers and careerwomen.

Please do it several times until the tension relaxes and disappears. Relaxation of the mind: Each person's mind often wanders away from the location of his physical body. For that, learn to concentrate your mind to be in the same place as your physical body. To support relaxation, it is necessary to create a calm atmosphere, for example playing music or using aroma therapy to provide a relaxing atmosphere (Anggraini, 2019).

METHOD

This study used *comparative research*. Comparative research is a type of research design that compares the existence of one or more variables in two or more different samples or at different times. In this study, researchers used a *Control Group design*.

In the *Control Group* design, a group is given treatment/treatment, and then the results are observed. In this study, researchers carried out treatments or actions, which were then measured through observation. The other group was not treated. The author's consideration uses the *Control Group* design because, in this study, there were two groups: one that was *given treatment/treatment* and one comparison group that was not given treatment/treatment. Then, the group given the treatment was immediately measured to determine the results.

Research Design *Control Group*

X	O
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Information:

X : *Treatment* (HIPO methods)

O : ASI Production

DISCUSSION

The characteristics of postpartum mothers in this study were to 20 postpartum respondents at RSIA Cahaya Bunda Cirebon. The author attaches the characteristics of postpartum mothers in this study, such as age, parity, and education, as supporting data. HIPO aims to make breastfeeding an easy and simple activity and provide peace of mind when going to breastfeed. Many things are the cause of not smooth milk production, ranging from the psychological condition of mothers who are not confident, stress, panic, pain, weakness, too tired, lack of sleep, and so on. To overcome this problem, there is a straightforward solution, namely relaxation (Anggraini, 2019).

With these various obstacles, the author examines the characteristics of postpartum mothers in terms of age and healthy reproductive age within 20-35 years. In this age category, women can control themselves and adults in attitude, can be cooperative in accepting interventions, and are still enthusiastic about breastfeeding so that the milk released will be maximized. The results of respondents based on the age of the majority, 20-35 years, as many as 17 out of 20 respondents or 85%, align with research from Eliyawati (2022).

Based on parity, most parity results with multi-gravida were obtained from as many as 14 respondents from 20 respondents or 70% of postpartum post-SC mothers included in the research category. Based on the education of most post-SC postpartum mothers at RSIA Cahaya Bunda, namely S1, as many as ten out of 20 respondents, or 50%, can support the research process because mothers with higher education can easily communicate.

Breast Milk Removal After Doing the HIPO Method (*Hypnobreastfeeding* and *Oxytocin Massage*)

Based on the results of the analysis of 20 postpartum mother respondents, it was found that the amount of breast milk expenditure of all respondents after doing the HIPO method (*Hypnobreastfeeding* and *Oxytocin Massage*) was ≥ 20 ml with an average milk expenditure of 34.50 ml. From the results of research conducted by Ika Nur Sapitri et al. (2019), there was an increase in breast milk production after doing oxytocin massage with an average of 13.50 ml.

Another study by Dina Lydiani (2020) found an increase in breast milk expenditure by an average of 28.87 ml in the group given *Hypnobreastfeeding therapy*.

Physiologically, *hypnobreastfeeding* techniques can increase the release of oxytocin hormones sent to the brain so that hormones are released and flow into the blood, then enter the breast, which causes the muscles around the alveoli to contract and make milk flow in the milk ducts wider and make milk flow more easily (Armini, 2016). Oxytocin massage can be a way to facilitate the production of breast milk or breast milk *booster*. Technically, this treatment method massages the back to the nape of the mother's neck and stretches the tense muscles. (Astutik, 2017).

Researchers assume that combining both techniques, namely *Hypnobreastfeeding and Oxytocin Massage*, will make the physical, mind, and spirit much calmer and more comfortable so that it will facilitate breast milk expenditure in postpartum mothers while increasing the amount of breast milk expenditure.

Effectiveness of HIPO Method (*Hypnobreastfeeding and Oxytocin Massage*) with Breast Milk Dispensing

This study used the help of the SPSS program. He is accepted if the significance value of 0.000 is less than 0.05. It can be concluded that there is a relationship between the HIPO method (*Hypnobreastfeeding and Oxytocin Massage*) and breast milk expenditure in post-SC postpartum mothers at RSIA Cahaya Bunda Cirebon. The results of this study are also in line with previous research conducted by Dina Lydiani (2020), in which a significance value of 0.000 is smaller than 0.05.

There are several other studies similar to the author, including research from Eliyawati (2022) entitled *Increasing Breast Milk Production in Postpartum Mothers with Hypnobreastfeeding*; there are similarities and differences in results with this study, namely the amount of breast milk expenditure in postpartum and post SC mothers between 2-6 days 395-868 ml/day for 5-10 breastfeedings. In the study, the majority gave birth typically, making it easier to mobilize to support the breastfeeding process and more breast milk expenditure. In the author's research, respondents in this study mothers with post-SC two days were adjusted to the post-SC mobilization process.

The results obtained post-intervention HIPO included breast milk expenditure two days post-SC, with the majority of > 20 ml for 1-3 interventions. This is still normal, according to Arisman's (2009) theory. The difference in the study was the amount of breast milk expenditure that was higher in mothers with postpartum compared to post-SC. Normal childbirth was easier

and faster for the mobilization process, so it was easier for breastfeeding to start with 6 hours postpartum.

The results of other studies for maternal characteristics such as age, parity, and education do not affect milk production, as revealed in a study from Hadisaputro Suhoryo (2019) entitled *The Effect of Oxytocin Massage by Husbands on Increasing Milk Production in Postpartum Mothers*, by the results of the author's research, namely maternal characteristics do not affect milk expenditure. Because in loving care, mothers do not look at and choose patients in terms of characteristics, midwives can adjust mothers to provide care so that it is carried out smoothly and well.

The author's research was obtained from 20 respondents conducted by HIPO; 2 respondents had 20 ml of breast milk production, and 18 respondents > 20 ml; this is by research from Asih Yusari (2017) entitled *The Effect of Oxytocin Massage on Breast Milk Production in Postpartum Mothers*, the results in this study were from 16 respondents 15 people had sufficient milk production one person who was lacking. Post-intervention breast milk production was mostly successful, and almost all respondents were successful because oxytocin massage and *hypnobreastfeeding* were very influential on breast milk expenditure.

The results of testing factors that affect breast milk expenditure are multi-gravida parity carried out by the HIPO method in more than 4 hours post-SC, in post-SC postpartum mothers, precisely on two days post SC mothers have been able to sit at least and mobilize comfortably so that it can support the intervention to be carried out. One intervention is the HIPO method, which can affect breast milk expenditure; the study results are by Hamidah's (2017) research entitled *Hypnobreastfeeding and Oxytocin Massage Affect Colostrum Expenditure in Post Partum Mothers*.

According to researchers, considering the importance of breast milk for babies, efforts to increase breast milk expenditure are significant, apart from psychological and physical factors, of course, must also be supported by external treatment, such as the HIPO method, which can trigger the hormone oxytocin and maternal motivation in breast milk expenditure.

Hypnosis in nursing mothers is called *hypnobreastfeeding*. *Hypnobreastfeeding* is a natural effort to use subconscious energy so that the breastfeeding process runs safely and smoothly, which is done by inserting affirmations or positive suggestions when the mother is in a very relaxed state or very concentrated on a thing/state of hypnosis so that the mother can produce sufficient milk for the baby's growth and development needs. Relaxation in *hypnobreastfeeding* during breastfeeding is more focused on positive suggestions that lead to the comfort of the baby and mother in the

process of breastfeeding, sharing affection for the baby by providing breast milk safely, comfortably and calmly (Aini, Y, Hadi, 2017).

From this study, the authors concluded that HIPO can affect breast milk production by stimulating the hormones prolactin and oxytocin in puerperal mothers. Other supporting data are age, parity, and maternal education, which can affect the research process.

CONCLUSION

This research was conducted to fulfill the final project of the bachelor of midwifery at STIKes Muhammadiyah Cirebon, which was conducted for 30-40 days at RSIA Cahaya Bunda Kota Cirebon with the title Effectiveness of the HIPO Method with breast milk expenditure in Post SC Mothers. With the following description:

- Obtained from the characteristics of postpartum mothers, namely the age of the majority of 20 respondents, most of whom are post-SC postpartum mothers at RSIA Cahaya Bunda Cirebon aged 20-35 years. In terms of parity, the majority of Multipara and based on education level, most respondents have an S1 education level, all of which do not affect breast milk expenditure, can only support the course of research during the research process.
- The majority of breast milk expenditure ≤ 20 ml without the HIPO method.
- The majority of breast milk expenditure > 20 ml after the HIPO method was carried out.
- There is effectiveness between the HIPO method (*Hypnobreastfeeding* and Oxytocin Massage) with breast milk removal in post-SC postpartum mothers at RSIA Cahaya Bunda Cirebon.

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