



ABSTRAK

PENGARUH HYPNOBREASTFEEDING TERHADAP SELF EFFICACY MENYUSUI

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Latar belakang: *Hypnobreastfeeding* dilakukan untuk melancarkan proses menyusui dengan memberikan kalimat afirmasi atau sugesti positif kepada ibu. *Self-efficacy* menyusui merupakan variabel yang memprediksi apakah ibu memilih menyusui atau tidak, usaha dalam menyusui bayi dan cara menghadapi kesulitan menyusui.

Tujuan: Mengetahui pengaruh *hypnobreastfeeding* terhadap *self-efficacy* menyusui.

Metode: Rancangan penelitian *quasi experiment* dengan pendekatan *pre and posttest with non equivalent control grup design*. Pengambilan data dilaksanakan bulan April sampai Juni 2018 dengan populasi ibu hamil yang melakukan pemeriksaan antenatal di Unit KIA empat puskesmas di Kabupaten Bantul. Responden penelitian 63 terdiri dari 31 kelompok intervensi dan 32 kontrol. *Hypnobreastfeeding* dilakukan tiga kali pertemuan dengan durasi 45 menit. *Self-efficacy* diukur menggunakan *breastfeeding self-efficacy scale short form* (BSES-SF). Analisis *bivariat* dengan uji *repeated anova* dan *independent t-test*. Analisis multivariat menggunakan regresi linear dengan interval kepercayaan 95% dan batas kemaknaan $p < 0,05$.

Hasil: Skor *self-efficacy* menyusui pada kelompok dengan *hypnobreastfeeding* meningkat signifikan pada pengukuran dari *pretest* ke *posttest* 1 dan *posttest* 2 dengan $p=0,000$ sedang pada kelompok kontrol dengan pemberian edukasi standar peningkatan skor *self-efficacy* menyusui dari *pretest* ke *posttest* 1 dan *posttest* 2 tidak signifikan dengan $p=0,755$. *Hypnobreastfeeding* lebih efektif meningkatkan *self-efficacy* menyusui dibandingkan edukasi standar dengan nilai $p < 0,05$. *Effect size* *pretest* dengan *posttest* 1 adalah 0,25; *pretest* dengan *posttest* 2 adalah 1,23 dan *posttest* 1 dengan *posttest* 2 adalah 0,86. Hasil uji multivariat variabel luar tidak berpengaruh secara signifikan terhadap *self-efficacy* menyusui dengan $p > 0,05$.

Kesimpulan: *Hypnobreastfeeding* mempunyai pengaruh sedang terhadap peningkatan *self-efficacy* menyusui pada 0-3 hari *postpartum* dan mempunyai pengaruh besar pada 7-14 hari *postpartum* dan dari 0-3 hari ke 7-14 hari. Faktor usia, pendidikan, pekerjaan, jumlah anak, pengalaman menyusui, kelas *hypnotherapy* dan persalinan tidak berpengaruh signifikan terhadap *self-efficacy* menyusui.

Kata kunci: *Hypnobreastfeeding*, *self-efficacy*, hipnosis, menyusui

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ABSTRACT

EFFECT OF HYPNOBREASTFEEDING ON BREASTFEEDING SELF EFFICACY

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Background: Hypnobreastfeeding can facilitate breastfeeding by giving positive suggestions to the mother. Self-efficacy of breastfeeding is the variable that predicts whether the mother choose to breastfeed or not, the effort in breastfeeding the baby and how to face difficulties in breastfeeding.

Purpose: This study aims to determine the effect of hypnobreastfeeding on self-efficacy of breastfeeding.

Method: Study design is quasi esperimental with pre and posttest approach with non equivalent control group design. Data collection is carried out from April to June 2018 with the population of pregnant women who performed antenatal examination in the KIA unit of four community health centre (puskesmas) in Bantul Regency. The 63 study respondents consisted of 31 intervention groups and 32 controls. Hypnobreastfeeding performed in three meetings with a duration of 45 minutes. Self-efficacy was measured using breastfeeding self-efficacy scale short form (BSES-SF). Bivariate analysis with repeated anova test and independent t-test. Multivariate analysis used linear regression with 95% confidence interval and margin of significance $p < 0,05$.

Result: Breastfeeding self-efficacy in hypnobreastfeeding group increased significantly from pretest to posttest 1 and posttest 2 with $p = 0,000$ being in control group with standard education giving insignificant breastfeeding self-efficacy with $p = 0,755$. Hypnobreastfeeding is more effective in increasing breastfeeding self-efficacy than standard education with a value of $p < 0,05$. The effect size pretest with posttest 1 is 0.25; pretest with posttest 2 was 1.23 and posttest 1 with posttest 2 was 0.86. Multivariate test results of external variables did not significantly influence breastfeeding self-efficacy with $p > 0,05$.

Conclusion: Hypnobreastfeeding has moderate effect in increasing breastfeeding self-efficacy in day 0-3 postpartum and has a major effect on day 7-14 postpartum and has a major effect at 7-14 days postpartum and from 0-3 days to 7-14 days. Variable of age, education, occupation, number of children, breastfeeding experience, hypnotherapy classes and childbirth have no significant effect on breastfeeding self-efficacy.

Keywords: Hypnobreastfeeding, self-efficacy, hypnosis, breastfeeding

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