



The Effectiveness of Hypnobreastfeeding on the Success of Early Initiation of Breastfeeding in Efforts to Prevent Stunting

Paruhum Tiruon Ritonga¹, Urhuhe Dena Siburian¹

¹Politeknik Kesehatan Kementerian Kesehatan Medan

Email correspondensi : denasiburian2019@gmail.com

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Abstract

Hypnobreastfeeding makes mothers feel calm, comfortable and happy so that the hormones prolactin and oxytocin increase which play a role in facilitating breast milk production. The hypnobreastfeeding technique increases mothers' confidence and motivation to breastfeed and carry out Early Breastfeeding Initiation (IMD). Improper implementation of IMD results in inadequate nutrition for babies at the start of life which can cause stunting. The results of the study show that babies who do not receive IMD have an impact on stunting. This research aims to determine the effectiveness of hypnobreastfeeding on the success of IMD. This type of research is Quasi Experimental with a case-control design. The sample consisted of 60 people, 30 people in each group, using a purposive sampling technique. The research was carried out in the working area of the Siatas Barita Community Health Center from March to September 2024. Bivariate data analysis used Independent Statistical Tests with a significance level of 95%. The success of implementing IMD in the case group was 86% (26 people) and in the control group was 53% (16 people). The results of the Independent Statistical Test, the p-value was 0.012 ($\alpha < 0.05$), meaning there was a difference in the effectiveness of hypnobreastfeeding on the success of IMD. It was concluded that hypnobreastfeeding was effective in the success of IMD. It is hoped that hypnobreastfeeding will be held in pregnant women's classes so that IMD can be successfully implemented as an effort to prevent stunting.

Keywords : *Early Initiation of Breastfeeding, Hypnobreastfeeding, Stunting*

INTRODUCTION

Stunting is a form of stunted growth due to the accumulation of nutritional deficiencies from pregnancy to the age of 2 years, even up to the age of toddlers. Poor maternal knowledge about health and nutrition before pregnancy and during the postpartum period, limited health services, such as antenatal and postpartum services, and low access to nutritious food, sanitation, and clean water are also causes of stunting (Agustina, 2022).

According to WHO, stunting can lead to developmental disorders in children, including disorders of fine and gross motor skills, language and personal social development. The development of fine motor skills involves movements of the body that involve only certain parts of the body and that carried out by small muscles. Gross motor function relate to body movements and postures carried out by large muscles. Language development includes the development of infants' ability to respond to noises, follow commands, and use polite speech. Social personal development is related to children's behavior in adapting to the rules of society and the environment (Wulansari, 2021).

Stunting is a problem that affects most of the world. The stunting rate in the world in 2022 will be recorded at 148.1 million children under five or 22.3% will experience stunting. Stunting is a problem that affects most of the world. The stunting rate in the world in 2022 will be recorded at 148.1 million children under five or 22.3% will experience stunting (WHO, 2023). Indonesia's stunting prevalence figure in 2022 is 21.6%, so Indonesia is in 27th place out of 154 countries recorded as having stunting globally. On the Asian continent, Indonesia is in 5th place. The highest stunting rate in Indonesia is in North Sumatra Province. Indonesia's stunting prevalence in 2022 is 21,0%, in North Sumatra it is 21.1% and North Tapanuli Regency is 26.7%. Stunting is a problem because it can cause brain development to not be optimal so that resulting in hampered motor development and mental growth and can even pose a risk of morbidity and death. The high prevalence of stunting requires preventive efforts to reduce stunting rates (Pempropsu, 2022).

Stunting is a problem because it can lead to suboptimal brain development, which can result in development and mental growth, and can even lead to the risk of morbidity and death. The high prevalence of stunting requires preventive measures to reduce stunting rates (Betty, 2021). There are 2 Nutritional Improvement Intervention Contributions in preventing stunting, namely Specific Nutritional Interventions with a 30% contribution and Sensitive Nutritional Interventions with a 70% contribution. Specific nutritional interventions are carried out by the health sector in the form of efforts that are directly given to specific targets, namely pregnant women, breastfeeding mothers and children 0-23 months (during the 1000 days of life). Meanwhile, Sensitive Intervention is carried out by non-health workers indirectly to the target, but is carried out to the general public in the form of providing clean water, poverty alleviation activities and gender equality. Early initiation of breastfeeding is one of the Specific Interventions in preventing stunting which is given to pregnant women at 1000 days of life (Kemensesneg, 2021).

IMD is the beginning of breastfeeding activities with the baby's own efforts immediately after birth for at least 1 hour. The baby is placed on the mother's chest without clothing so that there is direct contact between the baby's skin and the mother's skin. This direct contact is beneficial for both. Apart from creating a bond of affection between mother and baby from the start of life, it will also provide warmth for the baby, stabilize the baby's breathing frequency and heart rate so that the baby will cry less often. When a baby sucks on the mother's nipple, the baby will get good bacteria from the mother's skin, thereby reducing the risk of infection in newborns and increasing the baby's immunity to fight bad bacteria from the environment. Benefits for the mother include the baby's movements while in the mother's

stomach will release the hormone oxytocin (love hormone) which functions to release breast milk. (Atmaja, 2022).

Babies who do Early initiation of breastfeeding have a better chance of successful exclusive breastfeeding. The baby will receive colostrum breast milk, which is the first breast milk that comes out until the fifth day in the form of a thick, yellowish liquid. Colostrum is rich in antibodies, high in protein and rich in fat-soluble vitamins and minerals. Colostrum is very important for the body's resistance to infection and protects the baby's intestinal walls so it is very helpful in reducing the risk of death in babies. Early Initiation of Breastfeeding is the first step in successful exclusive breastfeeding. From the results of Harahap's research (2021), Early initiation of breastfeeding is a factor that influences exclusive breastfeeding as an effort to continue exclusive breastfeeding for up to six months (Nidaa, 2022). Zulmi's research (2019) shows that mothers who breastfeed exclusively and leave it until 2 years into the early stages of toddlerhood have good nutritional status to prevent stunting.

Babies who practice Early initiation of breastfeeding have a greater chance of successfully providing exclusive breastfeeding. The baby will receive colostrum breast milk, which is the first breast milk that comes out until the fifth day in the form of a thick, yellowish liquid. Colostrum is rich in antibodies, high in protein, and rich in fat-soluble vitamins and minerals. Colostrum is very important for the body's resistance to infection and protects the baby's intestinal walls so it is very helpful in reducing the risk of death in babies. Early initiation of breastfeeding is the first step to successful exclusive breastfeeding. From the results of Harahap's research (2021), Early initiation of breastfeeding is a factor that influences exclusive breastfeeding as an effort to continue providing exclusive breastfeeding for up to six months (Zulmi, 2019).

Stunting is caused by multi-dimensional factors. The direct cause is poor nutritional intake and health status. Poor nutritional intake is influenced not only by the availability of food at the household level, but also by parenting practices such as the provision of colostrum, early initiation of breastfeeding, exclusive breastfeeding and providing appropriate complementary foods for breast milk (Yusnita, 2020). Early initiation of breastfeeding that is inappropriate or not carried out results in not fulfilling important nutrients for babies at the beginning of their life Early initiation of breastfeeding that is inappropriate or not carried out results in not fulfilling important nutrients for babies at the beginning of their life (Gabrielle, 2022).

Based on the results of research by Sunartiningsih (2020), it shows that the majority of toddlers who underwent Early initiation of breastfeeding, namely 47 toddlers (70.1%) who did

not experience stunting, were 45 toddlers (67.2%) with a significant value of $p=0.000$, $\alpha(0.05)$ with a moderate degree of closeness ($r=0.558$). It was concluded that there was an association between early initiation of breastfeeding and the incidence of stunting in young children aged 1-2 years. Babies who do not receive early initiation of breastfeeding are at risk of stunting. Height growth in the future because they do not benefit from colostrum, and it has been shown that between the stunted growth between the ages of 1 and 2 years (Sunartiningsih, 2020).

Some of the factors that influence the implementation of Early Initiation of Breastfeeding are the lack of knowledge and attitudes of mothers about Early Initiation of Breastfeeding, lack of family support to implement Early Initiation of Breastfeeding, and lack of information from health workers about the importance of Early Initiation of Breastfeeding (Indra, 2023). The factor causing the low coverage of Early initiation of breastfeeding is that mothers in labor cannot wait for the baby to successfully suckle the mother's nipple, because the mother wants to rest immediately because she feels tired from undergoing the birthing process. Seeing this problem, researchers consider it necessary to motivate pregnant women to want to carry out Early initiation of breastfeeding for their babies, namely by hypnobreastfeeding.

Hypnobreastfeeding helps to reduce anxiety and fear in mothers, allowing them to focus their thoughts on positive things and increase their confidence and self-esteem. Hypnobreastfeeding can make breastfeeding mothers feel better about themselves and more confident in carrying out their role as breastfeeding mothers (Asih, 2020). There are several efforts that can be made for mothers to reduce lactation stress, which can be done by the mother herself, namely by doing regular exercise such as yoga and gymnastics, improving the mother's sleep patterns, fulfilling good food intake for breastfeeding mothers, in addition to doing self-hypnosis. Another effort can be made by health workers to prepare mothers to be ready for the lactation process, namely by hypnobreastfeeding.

Research conducted by Herliani (2020), on the suitability of breast milk for hypnobreastfeeding given to 17 pregnant women, 17 people had a sufficient level of breast milk in the sufficient category (100%). The adequacy of breast milk in babies who were given self-hypnosis as many as 12 people had a level of breast milk adequacy in the sufficient category (66.7%) and in the insufficient category for 6 people (33.3%). The hypnobreastfeeding technique is more influential than self-hypnosis on the adequacy of breast milk for babies in the Cibereum Community Health Center area, Tasikmalaya City (Herliani, 2020).

According to the research results of Sri Wahyuni, et al (2021), the group that received hypnobreastfeeding treatment was proven to have better motivation than the control group with a p value = 0.000, meaning that hypnobreastfeeding significantly influenced the motivation of breastfeeding mothers (Sundari, 2021).

Based on the 2023 Indonesian Health Survey (SKI), the stunting prevalence rate in Indonesia was 21.5%, in North Sumatra the stunting prevalence rate was successfully reduced to 18.9% in 2023 or reduced by 21.1% from 2022 (Diskominfo Sumut, 2024). Siatas Barita District is included has a high prevalence of stunting in North Tapanuli Regency with IMD success coverage of 54%. For this reason, the Research Team wants to know the effectiveness of hypnobreastfeeding on the success of Early initiation of breastfeeding.

The formulation of the problem in this research is "how effective is hypnobreastfeeding on the success of Early initiation of breastfeeding for preventing stunting". The aim of this research is to find out Early initiation of breastfeeding to prevent stunting.

METHOD

This type of research is quasi-experimental research with a case-control design. The case group consisted of 30 mothers in labor who had been given hypnobreastfeeding treatment during pregnancy. The control group consisted of 30 mothers giving birth without hypnobreastfeeding treatment. At the time of delivery, *Early Initiation of Breastfeeding* is carried out and observed whether Early initiation of breastfeeding is successful or not, which is indicated by the baby successfully sucking the mother's nipple before 1 hour of birth. The inclusion criteria are if the mother gives birth normally, the mother and baby are healthy and the mother's nipples are prominent, while the exclusion criteria are if the mother does not give birth normally, the mother and baby are unhealthy and the mother's nipples are not prominent. Besar sampel untuk penelitian quasi eksperimen dengan desain case control minimal berjumlah 15 orang setiap kelompok (Sugiyono, 2017). The sampling technique is Purposive Sampling, which is a technique for determining respondents based on inclusion criteria.

The implementation site is the Siatas Barita Community Health Center and Independent Practicing Midwives in Sitompul Village which will be held from March to September 2024. Univariate analysis was carried out to determine the frequency distribution of each variable. Bivariate analysis was carried out to determine the effectiveness of hypnobreastfeeding on the success of IMD by carrying out a normality test using the Colmogorof Smilnof and Shapiro Wilk Test and then carrying out an Independent Statistical Test with a significance level of 95% ($\alpha = 0.05$).

The Research Team maintains respondent privacy by keeping the respondent's identity confidential. This research has received ethical approval from the Health Research Ethics Commission, Ministry of Health, Medan Health Polytechnic No. 01.26/622/KEPK/POLTEKKES KEMENKES MEDAN 2024. Data collection techniques using questionnaires and observation sheets. The success of Early initiation of breastfeeding is measured by researchers observing the implementation of Early initiation of breastfeeding using a prepared checklist. Hypnobreastfeeding is carried out using a video about hypnobreastfeeding of around 30 minutes which is guided by a researcher who has received a certificate and is accompanied by a midwife who has also received a hypnotherapy certificate.

RESULTS

Research has been conducted on the effectiveness of hypnobreastfeeding in the successful implementation of Early initiation of breastfeeding to prevent stunting on 60 mothers in labor, who were divided into 2 groups with 30 members each.

Table 1. Distribution of Respondent Characteristics

Respondent Characteristics	Amount			
	Case Group		Control Group	
	n	%	n	%
Age (years)				
< 20	1	4	2	8
20 – 35	25	83	22	72
> 35	4	13	6	20
Total	30	100	30	100
Parity				
Primi = 1	16	53	10	33
Multi = 2 - 3	14	47	20	67
Grande Multi ≥ 4	0	0	0	0
Total	30	100	30	100
Level of Education				
Primary School	0	0	0	0
Middle School	0	0	0	0
Senior High School	24	80	22	73
Collage	6	20	8	27
Total	30	100	30	100
Type of Work				
Work	16	53	13	43
Not Work	14	47	17	57
Total	30	100	30	100

From the research results, it is known that the majority of cases in the case group were mothers aged 20-35 years, namely 25 people (83%), the majority of respondents were primipara, namely 16 people (53%), the majority of respondents' education level had completed high school, namely 24 people (80%) and the majority of respondents working, namely 16 people (53%). In the control group, it was seen that the age distribution of the majority of

mothers was 20-35 years old, namely 22 people (72%), the majority of mothers were multiparous, namely 20 people (67%), the educational level of the majority of respondents had completed high school, namely 22 people (73%), the majority of respondents not working, namely 17 people (57%).

The case group is third trimester pregnant women who received Early initiation of breastfeeding counseling and Hypnobreastfeeding Practices during the pregnancy class. At the time of delivery, it is observed whether Early initiation of breastfeeding can be successful. In the control group were pregnant women who did not receive hypnobreastfeeding during pregnancy. At the time of delivery, both groups were observed to see whether the Early Initiation of Breastfeeding was successfully implemented. The results of observations regarding the implementation of Early Initiation of Breastfeeding can be seen in the table below:

Table 2. Success of Early initiation of breastfeeding

Sukses	Amount			
	Case Group		Control Group	
	n	%	n	%
Yes	26	86	16	54
No	4	14	14	46
Total	30	100	30	100

The success of Early initiation of breastfeeding based on observations when the respondent gave birth can be seen in the table above. In the case group, the majority of Early Initiation of Breastfeeding implementation was successful, namely 26 people (86%), only 4 people (14%) were unsuccessful. In the control group, 16 people (54%) implemented successful Early initiation of breastfeeding and 14 people (46%) failed to implement Early initiation of breastfeeding.

The average duration of a baby's success in suckling a mother's nipple is 43.44 minutes after birth. Bivariate analysis was used to determine the effectiveness of hypnobreastfeeding in the successful implementation of Early initiation of breastfeeding. Before bivariate analysis is carried out, a data normality test is carried out, whether the data is normally distributed or not. The test results showed that the data was normally distributed. Because the data is normally distributed, bivariate analysis was carried out using the Independent Statistic Test. The test results are as follows :

Table 3. Independent Statistic Test Results

<i>Hypnobreastfeeding</i>	Mean	<i>p-value</i>	n
Yes (case)	0,83	0,012	30
No (control)	0,53		30
Total			60

From the analysis test results in the table above, the p-value obtained is 0.012 ($\alpha < 0.05$), meaning there is a difference in the effectiveness of hypnobreastfeeding on the success of Early initiation of breastfeeding. Where in the case group that was given hypnobreastfeeding treatment more were successful in implementing Early initiation of breastfeeding compared to the control group. So the results obtained were that hypnobreastfeeding was effective for the success of Early initiation of breastfeeding.

DISCUSSION

Hypnobreastfeeding is carried out to build positive intentions in the subconscious and provide good motivation by using hypnobreastfeeding techniques in the breastfeeding process (Widaryanti, 2019). Hypnobreastfeeding can be done since the mother is pregnant. Pregnant women will be directed to relax for approximately 30 minutes to shape the mother's thinking to be more positive and motivated to breastfeed her baby when she gives birth. The readiness of mothers to breastfeed since pregnancy has an impact on psychological readiness and physical readiness, namely the proliferation of breast glands. Hypnobreastfeeding should be done regularly so that the benefits can be maximized (Sofiyanti, 2019).

The results of Astuti's research (2020) show that there are differences in motivation before and after providing health education about Hypnobreastfeeding, where the mother's motivation increases to provide exclusive breastfeeding (Astuti, 2020).

In this study, hypnobreastfeeding was carried out on third trimester pregnant women to see whether hypnobreastfeeding was effective for the successful implementation of Early initiation of breastfeeding. Hypnobreastfeeding is carried out during classes for pregnant women. Pregnant women take part in Hypnobreastfeeding activities several times and the research team recommends that mothers carry them out regularly in their respective homes.

Based on the results of research by Napilah, Herliani and Astiriyani (2019) regarding the effect of Hypnobreastfeeding in third trimester pregnant women on the adequacy of breast milk for babies, the results show that there is an influence of Hypnobreastfeeding on the adequacy of breast milk for babies with a p-value of 0.02 ($\alpha < 0.05$) (Napilah, 2018).

1). The group given Hypnobreastfeeding treatment

Based on the research results, from the group of cases, namely birth mothers who successfully implemented Early initiation of breastfeeding, there were 26 mothers (86%) out of 30 birth mothers. Only 4 people (14%) failed Early initiation of breastfeeding. Early initiation of breastfeeding is said to be successful if the baby can go through all stages of Early initiation of breastfeeding and find the mother's nipple and suck it. According to WHO, the

Early initiation of breastfeeding process of Early Breastfeeding Initiation is carried out within the first hour after the baby is born. Generally, most babies succeed in finding their mother's nipple within 30-60 minutes. In this process your little one will move actively on the mother's stomach. In this study, the average Early initiation of breastfeeding was successful at 43.44 minutes after the baby was born.

In the treatment group that received hypnobreastfeeding, the mothers looked calm in facing the birthing process, because the mothers diligently attended classes for pregnant women. Based on researchers' observations, mothers who are ready to give birth are also ready to carry out Early initiation of breastfeeding as soon as their baby is born. The mother also followed the steps for implementing Early initiation of breastfeeding because she already knew them and knew the benefits of each step taken. After cutting the umbilical cord, the mother is ready to accept the baby to be placed on the mother's chest. You can see the mother's face happy, relieved and touched when the baby sticks to the mother's chest and feels direct contact without clothing. The mother patiently waits until the baby succeeds in sucking the mother's nipple.

Mothers who do Early initiation of breastfeeding will get stimulation of the mother's nipples by the baby's sucking. The sooner there is a suction stimulus on the mother's nipple, the faster the breast milk production process will be, because during the implementation of Early initiation of breastfeeding, the baby's bumps against the mother's breast, the baby's hand touches the nipple and its surroundings, the baby sucks and licks the mother's nipple, which stimulates the release of the hormone oxytocin (Yanti, 2022). The hormone oxytocin will cause the alveoli cells of the breast milk glands to contract, so that breast milk will come out. The work of the oxytocin hormone is influenced by the mother's psychology, such as feelings of joy, happiness, and positive feelings/thoughts which will optimize the work of the oxytocin hormone so that breast milk will flow smoothly.

Of the 4 people who failed to carry out Early initiation of breastfeeding, 2 people were characterized by being > 35 years old and having a long term parturition, 1 person was 19 years old and 1 person was the first child and fatigue.

According to the researchers' assumptions, 2 mothers were > 35 years old and had a long labor so that the mother felt tired, the delivery time was at night and early in the morning so the temperature felt cold. The mother feels tired and cold so she cannot wait until the baby succeeds in sucking the mother's milk. Early initiation of breastfeeding is stopped before 1 hour. This is in accordance with the results of research by Yasita (2013) with the results that there is a relationship between physical fatigue and the implementation of Early initiation of

breastfeeding in post partum mothers with the results of the analysis obtained PR value = 2.190 with 95% (CI) = 1.128-4.252. This means that the prevalence of respondents who carry out Early initiation of breastfeeding does not match the stages because they experience poor physical fatigue, 2.190 times greater than the prevalence of respondents who do not experience physical fatigue (Yasita, 2023). In terms of age > 35 years, it is classified as a high risk group for pregnancy so there are difficulties during childbirth which causes Early initiation of breastfeeding to be given longer than the 20-35 year age group (Anggraini, 2021).

One mother who did not succeed in implementing Early initiation of breastfeeding was a 19 year old mother with her first child. Maternal age is a factor that influences the success of Early initiation of breastfeeding even though hypnobreastfeeding has been given. According to Aprilia (2019), women under 20 years of age are still in their growth period, where even though they are biologically ready, they are not yet psychologically mature. In contrast to women aged 20 years and over, they are considered ready from a physical and psychological perspective so that when faced with the Early initiation of breastfeeding process, mother has been able to go through the process well. Those aged ≤ 20 years have no experience compared to the 20-35 year age group so that the first Early initiation of breastfeeding implementation in the 20-35 year group is faster (Anggraini, 2021).

The fourth mother was not successful in implementing Early initiation of breastfeeding, perhaps due to fatigue and her first child. Based on research by Anggraini and Zulaikha (2021). Parity influences the success of Early initiation of breastfeeding with the result that 66.7% of mothers who successfully performed Early initiation of breastfeeding were multiparous mothers. Mothers who have never given birth before will certainly have no idea about the Early initiation of breastfeeding process. The mother will feel afraid that her child will not be able to breathe when the midwife places the baby on her stomach and will be afraid that the baby will fall so she will hold the baby very tightly (Anggraini, 2021).

2). The group that was not given Hypnobreastfeeding treatment

The research results showed that of the 30 mothers giving birth, 16 people (53%) were successful in carrying out Early initiation of breastfeeding while the other 14 people (47%) were not successful in carrying out Early initiation of breastfeeding. Health workers and midwives have informed the mother before giving birth that Early initiation of breastfeeding will be carried out immediately after the baby is born. Some respondents said they were willing, but others did not know what Early initiation of breastfeeding meant. Midwives and researchers explain briefly what is meant by Early initiation of breastfeeding, what its benefits are and how

it is implemented. However, there were 14 mothers who were unable to complete Early initiation of breastfeeding until the baby succeeded in sucking the mother's nipple.

The factors that cause failure are that the mother does not understand the benefits and importance of IMD for the mother and baby, and the assumption that the birthing process is tiring so the mother wants to rest immediately, and assumes the baby is just born so she is afraid of the baby falling and the baby will feel suffocated because the face down position is pressing. mother's chest. Here, researchers feel the importance of providing counseling and implementing hypnobreastfeeding to mothers since pregnancy.

The researcher's assumption is that apart from the mother's ignorance about Early initiation of breastfeeding and hypnobreastfeeding, there are other factors that influence the unsuccessful implementation of Early initiation of breastfeeding. Of the 14 mothers who did not succeed in Early initiation of breastfeeding, the researchers looked at the characteristics of the mothers, that there were 5 mothers aged > 35 years, 4 mothers were primiparous, 3 were in labor for a long time so the mothers felt tired and wanted to rest immediately, 1 mother was 19 years old and 1 mother was anemic, so the mother felt cold and was not ready for Early initiation of breastfeeding to be carried out on her baby.

The factors of age, parity and maternal fatigue have been discussed in the hypnobreastfeeding group. However, there is 1 maternal disease factor that can influence the success of Early initiation of breastfeeding. In this study, the mother's disease was anemia. The danger of anemia in pregnant women during childbirth can cause secondary disorders, the fetus being born with anemia, labor with high action because the mother gets tired quickly and disturbances in the course of labor requiring operative action. Pregnancy anemia can cause weakness and fatigue, which will affect the mother when pushing to give birth to the baby (Dewi, 2021).

For the success of Early initiation of breastfeeding, motivation and intention are needed from the mother and this can be obtained from counseling and implementing hypnobreastfeeding during classes for pregnant women.

The success of the Early initiation of breastfeeding program not only requires the role of mothers, but also the role of health workers. The birth attendant may be a midwife, nurse, general practitioner or obstetrician. Midwives are the birth attendants who assist mothers most in giving birth in Indonesia, so in this study birth attendants referred to as midwives are very important in the implementation of early initiation of breastfeeding, because mothers cannot carry out Early initiation of breastfeeding without the assistance and facilities of midwives or other birth attendants (Ginting, 2018).

The relaxed, calm and comfortable state of hypnobreastfeeding effects can increase milk production (Pratiwi, 2018). Babies who practice Early initiation of breastfeeding will find it easier to undergo the exclusive breastfeeding process later than babies who do not practice Early Initiation of Breastfeeding. Babies who successfully receive breast milk will receive colostrum, which is very important for the baby's growth from the beginning of life. Colostrum contains nutrients, especially immunoglobulin protein which provides protection for the baby, as well as minerals such as calcium, potassium and sodium which are needed for bone formation. (Kusumaningsih, 2022).

The nutrients in colostrum also help the digestive system, making it easier to absorb mineral elements. Therefore, babies who get Early initiation of breastfeeding have more benefits than babies who don't get Early initiation of breastfeeding because they get important elements from colostrum and reduce the risk of experiencing stunting (Annisa, 2019).

CONCLUSION

From the research results, it was found that the group that received hypnobreastfeeding treatment had better Early initiation of breastfeeding success than the group without hypnobreastfeeding treatment. So it was concluded that there was a difference in the effectiveness of hypnobreastfeeding on the success of Early initiation of breastfeeding, where the result was that hypnobreastfeeding was more effective for the success of Early initiation of breastfeeding. It is hoped that hypnobreastfeeding will be added to pregnant women's class activities so that Early initiation of breastfeeding can be successfully implemented as an effort to prevent stunting.

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