

**HYPNOBREASTFEEDING TO INCREASE ASI PRODUCTION  
IN THE BREASTFUL MOTHER WHO WORKS  
IN SMA N 1 JEKULO KUDUS**

Nindy Agitasari (2019)  
Midwifery Diploma III Study Program  
College of Health Sciences 'Aisyiyah Surakarta  
Lely Firrahmawati<sup>1</sup> Endang Sri Wahyuni<sup>2</sup>

**ABSTRACT**

**Background;** The busyness of working mothers influences physical, psychological and breastfeeding conditions which can inhibit milk production. Hypnobreastfeeding is an effort to improve the smooth production of breast milk by making the mother relax so that it can increase the hormone prolactin and oxytocin for the smooth production of breast milk. **Aim;** to find out the application of hypnobreastfeeding to breast milk production in working nursing mothers. **Method;** hypnobreastfeeding is done every day 2 times a day before breastfeeding. Breast milk production was measured for 7 days before and after hypnobreastfeeding using a measuring cup. **Results;** after hypnobreastfeeding was applied to breastfeeding mothers who worked, there was a constant increase in the amount of ASI production with the average amount of ASI production in respondent 1 which was 29 ml / day and in respondent 2 which was 43 ml / day. **Conclusion;** The application of hypnobreastfeeding can increase the amount of milk production in nursing mothers who work.

**Keywords;** Breastmilk production, nursing mothers work, hypnobreastfeeding.