

**PROGRAM STUDI PENDIDIKAN PROFESI BIDAN FAKULTAS KEBIDANAN
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Evidence Based Practice, 23 Juli 2026**

Firna Asri Melani

**Asuhan Kebidanan Berkesinambungan pada Ny. H Melalui Penerapan Teknik
Hypnobreastfeeding untuk Meningkatkan Pengeluaran ASI pada Masa Nifas di PMB
Hasna Dewi Fitria Sari**

xiv + 139 Halaman + 1 Gambar + 5 Tabel + 7 Lampiran

ABSTRAK

Pengeluaran ASI yang tidak lancar pada masa nifas masih menjadi salah satu penyebab rendahnya keberhasilan pemberian ASI eksklusif. Kondisi ini dapat dipengaruhi oleh faktor fisiologis maupun psikologis, seperti kecemasan, stres, dan kurangnya rasa percaya diri ibu dalam menyusui. Salah satu terapi komplementer berbasis Evidence Based Practice yang dapat diterapkan untuk membantu meningkatkan pengeluaran ASI adalah teknik hypnobreastfeeding. Penelitian ini bertujuan menerapkan asuhan kebidanan berkesinambungan pada Ny. H melalui teknik hypnobreastfeeding sebagai upaya meningkatkan pengeluaran ASI pada masa nifas di PMB Hasna Dewi Fitria Sari. Metode yang digunakan adalah studi kasus berbasis Evidence Based Practice dengan pendekatan Continuity of Care mulai dari masa kehamilan trimester III, persalinan, bayi baru lahir, nifas, hingga keluarga berencana. Intervensi dilakukan setiap hari pada hari ke-4 sampai hari ke-10 masa nifas menggunakan audio relaksasi dan afirmasi positif selama 15–20 menit. Data dikumpulkan melalui observasi frekuensi menyusui, frekuensi BAK, frekuensi BAB, pola tidur dan berat badan bayi, kondisi payudara, ASI merembes, respons bayi, serta respons ibu. Hasil menunjukkan seluruh proses asuhan berlangsung fisiologis serta terjadi peningkatan pengeluaran ASI yang ditandai dengan meningkatnya frekuensi menyusui, BAK, BAB, berat badan bayi, payudara tegang, ASI merembes, bayi menyusui lebih efektif, dan ibu menjadi lebih rileks serta percaya diri dalam menyusui. Penerapan teknik hypnobreastfeeding efektif sebagai terapi komplementer untuk mendukung kelancaran pengeluaran ASI pada masa nifas dan dapat diterapkan dalam pelayanan kebidanan berkesinambungan.

Kata Kunci : Asuhan kebidanan berkesinambungan, hypnobreastfeeding, pengeluaran ASI, masa nifas.

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**MIDWIFERY PROFESSIONAL EDUCATION PROGRAM FACULTY OF
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Evidence Based Practice, July 23 2026

Firna Asri Melani

***Continuity of Midwifery Care for Mrs. H Through the Implementation of the
Hypnobreastfeeding Technique to Improve Breast Milk Production During the
Postpartum Period at Hasna Dewi Fitria Sari Independent Midwifery Practice
xiv + 139 Pages + 1 Figures + 5 Tables + 7 Appendices***

ABSTRACT

Inadequate breast milk production during the postpartum period remains one of the contributing factors to the low rate of exclusive breastfeeding. This condition may be influenced by physiological and psychological factors, including anxiety, stress, and lack of maternal confidence in breastfeeding. One evidence-based complementary therapy that can be used to improve breast milk production is the hypnobreastfeeding technique. This case study aimed to implement continuity of midwifery care for Mrs. H through the application of the hypnobreastfeeding technique to improve breast milk production during the postpartum period at Hasna Dewi Fitria Sari Independent Midwifery Practice. This study employed an Evidence-Based Practice case study using the Continuity of Care approach covering the third trimester of pregnancy, childbirth, newborn care, postpartum care, and family planning services. The intervention was conducted daily from the fourth to the tenth postpartum day using relaxation audio combined with positive affirmations for 15–20 minutes. Data were collected through observation of breastfeeding frequency, infant urination frequency, infant defecation frequency, infant sleep patterns and body weight, breast condition, breast milk leakage, infant responses, and maternal responses. The results showed that all stages of care were completed physiologically, and breast milk production improved, as indicated by increased breastfeeding frequency, infant urination and defecation frequency, infant weight gain, breast fullness, breast milk leakage, more effective breastfeeding, and increased maternal relaxation and confidence during breastfeeding. The implementation of the hypnobreastfeeding technique was effective as a complementary therapy to support breast milk production during the postpartum period and can be applied in continuity of midwifery care.