

The Effect of Hypnobreastfeeding and Lactation Massage on Breast Milk Production

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ABSTRACT

Mother's milk's nutritional content shields the infant's immune system, allowing for healthy growth and development. Because breastfeeding has positive health effects for both mother and child, it is strongly advised during the early stages of pregnancy. The truth of the matter is that a lot of mothers still struggle to exclusively breastfeed their children for the whole six months. Hypnobreastfeeding and lactation massage are two strategies that can help people who want to exclusively breastfeed get past their obstacles. This study sought to ascertain the impact of lactation massage and hypnobreastfeeding on breastfeeding mothers' ability to produce milk in the independent Palembang midwife's practice. The design of this study was a quasy experimental design with a pre-test post-test control group design technique in which 60 postpartum mothers were divided into two groups. The intervention group (n = 30) underwent hypnobreastfeeding and lactation massage as a sort of therapy and continued with measurements of breast milk and the control group (n = 30) did not receive any treatment or intervention. Questionnaires, checklists, guides for using hypnobreastfeeding and lactation massage, as well as breast pumps to measure milk supply, were the devices employed. With asymptotic statistical values, the results demonstrated that the delivery of hypnobreastfeeding therapy and lactation massage in the intervention group compared to the control group had a significant impact on milk production. Sig. (2-tailed) = 0.001, and the average increase in milk production between the intervention group and the control group was 25.03 ml compared to 8.56 ml.

Keywords: Hypnobreastfeeding; Lactation Massage; Breast Milk Production

ABSTRAK

Kandungan gizi Air Susu Ibu (ASI) memberikan proteksi pada kekebalan tubuh bayi, sehingga bayi dapat tumbuh dan berkembang dengan sangat baik. Pemberian ASI pada masa-masa awal sangat dianjurkan karena memberikan manfaat kesehatan untuk ibu dan bayi. Kenyataan di lapangan masih banyak ibu yang mengalami kendala untuk menyusui bayinya secara eksklusif 6 bulan penuh. Salah satu solusi yang dapat membantu mengatasi hambatan dalam pemberian ASI Eksklusif adalah hypnobreastfeeding dan pijat laktasi. Tujuan penelitian ini mengetahui pengaruh *hypnobreastfeeding* dan pijat laktasi terhadap produksi ASI pada Ibu menyusui di praktik mandiri bidan Palembang. Desain pada penelitian ini adalah *quasy experimental design* dengan teknik

pre-test post-test control group design yaitu 60 ibu postpartum dibagi menjadi dua kelompok. Kelompok intervensi (n=30) menjalani hypnobreastfeeding dan pijat laktasi sebagai bentuk terapi dan dilanjutkan dengan pengukuran ASI dan kelompok kontrol (n=30) tidak mendapatkan perlakuan atau intervensi apapun. Instrumen yang digunakan berupa kuisisioner, check list, tutorial pelaksanaan *hypnobreastfeeding* dan pijat laktasi, dan pompa ASI untuk menilai produksi ASI. Hasil penelitian menunjukkan terdapat perbedaan yang signifikan pemberian terapi hypnobreastfeeding dan pijat laktasi pada kelompok intervensi dibandingkan dengan kelompok kontrol terhadap produksi ASI dengan nilai statistik Asymp. Sig. (2-tailed) = 0,001 dan rerata peningkatan produksi ASI pada kelompok intervensi sebesar 25,03 ml dan 8,56 ml pada kelompok kontrol.

Kata kunci: Hypnobreastfeeding; Pijat Laktasi; Produksi ASI

INTRODUCTION

Because breast milk provides nutrients that can protect babies against infectious disorders, diarrhea, otitis media with effusion, allergies, and lower acute respiratory tract infections, breast milk (ASI) is a very good main source of nutrition for infants (Pollard, 2015). The nutritious value of breast milk protects the infant's immune system, allowing for healthy growth and development. Infants should only have breast milk until they are at least 6 months old, after which they should receive extra food and continue receiving breast milk for another 2 years, according to the WHO (World Health Organization) (Maryunani, 2012). This is also an example of how Government Regulation No. 23 of 2012 concerning Exclusive Breastfeeding is being put into practice. According to this regulation, exclusive breastfeeding aims to ensure that the baby's right to receive only breast milk from birth until the age of six

months is fulfilled while also taking into account their growth and development. How crucial is breastfeeding for infants, especially Indonesian babies who will be the country's future leaders and whose prosperity depends on them. Because breastfeeding has positive health effects for both mother and child, it is strongly advised during the early stages of pregnancy. The baby will learn to suckle or become accustomed to sucking on the nipples during the first hour of breastfeeding, which will get the mother ready to produce colostrum milk. During this time, the mother and baby will learn to nurse. Early breastfeeding in the first hour will prevent 22% of under-five mortality annually, while the first day of breastfeeding will prevent 16% of neonatal fatalities (Armini, 2016). The process of breastfeeding is not always straightforward, and it will take longer to start. The process of breastfeeding can be hampered or made more difficult by a number of factors,

particularly if the mother is experiencing it for the first time at a young age and with little preparation. Psychology, age, parity, the mother's diet, and oxytocin massage are influences on milk production (Atikah P, 2009).

Exclusive breastfeeding is breastfeeding from a newborn, and breastfeeding for 24 hours without giving any food or drink other than breast milk. Based on health data for 2021 in Indonesia, the coverage of exclusive breastfeeding in Indonesia is still low. The 2021 Susenas data shows from 3.911.849 babies age 6 – 12 months in Indonesia that there are only 2.629.218 (67,2%) of babies who are exclusively breastfed until the age of 6 months, meaning that there are still around 1.282.631 (32,8%) of babies in Indonesia who are not getting breast milk. In South Sumatra, the coverage of exclusive breastfeeding was 98.733 (45,4%) babies from 217.603 babies age 6 – 12 months. This shows that the achievement is still below the target set at 60%, (Kemenkes RI, 2021), while the coverage of exclusive breastfeeding in Palembang is 10.322 (78,3%) babies from 13.177 babies age 6-12 months, this achievement is below the target of 80%. (Dinkes Kota, 2019)

The reality on the ground is that there are still many mothers who experience obstacles to

breastfeeding their babies exclusively for six full months, even though we know that breastfeeding is a natural condition. Some of the causes of low breastfeeding rates include predisposing factors, lack of knowledge among mothers, health workers who do not understand the importance of providing counseling about exclusive breastfeeding, the many promotions about formula milk, and a lack of support from the community (Mulyani, 2013). One of the factors that inhibits the occurrence of breastfeeding is a psychological factor, namely the emergence of increased stressors in breastfeeding mothers. If exclusive breastfeeding is not increased, it will have an impact on the process of child growth and development and the quality of human resources. Many things are done by the mother so that the breastfeeding process can run smoothly and provide sufficient nutrition for the baby. One solution that can help overcome obstacles in exclusive breastfeeding is the provision of hypnobreastfeeding therapy and lactation massage (Kuswandi L, 2009).

A therapy known as hypnobreastfeeding combines hypnotherapy instruction to attain profound relaxation with self-hypnosis techniques to help boost milk production (Uvnas, 1998). Lactation massage is a massage method that aids in the release of

breast milk is a massage method used on several body areas, including the head, neck, shoulders, back, and breasts (Aprilianti, 2019; Harpitria, 2017).

Hypnobreastfeeding is a natural attempt to implant a goal into our subconscious mind to make adequate milk for the infant. Increasing the volume of breast milk produced by enabling moms to solely breastfeed their children without the use of supplementary formula milk. This can be attained by focusing on things that are uplifting and can inspire affection for the infant (Aprillia, 2014).

The results of research by Lubis R, Siregar Y, and Irianti E in 2020 show that hypnobreastfeeding is effective in increasing milk production (Lubis et al., 2020). The results of Rahmawati's study on hypnobreastfeeding with *one group pretest posttest design* in 2017 showed that it might, with a P value of 0.000, enhance milk production in the intervention group. The mean value prior to receiving hypnobreastfeeding was 210cc, while the mean value following hypnobreastfeeding was 255cc. This explains why postpartum women who get hypnobreastfeeding have an increase in milk production (Anita Rahmawati & Prayog, 2017).

Lactation massage is a massage technique to help express milk, and it is very important to relax the mother before breastfeeding. Lactation massage is a massage technique that is performed on several parts of the body, namely the head, neck, shoulders, back, breasts and is one of the techniques that new mothers can do and has many benefits for smooth breastfeeding. (Harpitria, 2017)

The emergency response project "Relactation Journey" involved 5,000 other counselors from 20 cities, including doctors, nurses, midwives, mother motivators, and health workers, who used this lactation massage technique (2011–2012). 3,435 pairs of mothers and newborns were successfully reunited during the typhoons and mudslides in Manila and returned to breastfeeding. Virgin coconut oil (VCO), olive oil, almond oil, cocoa butter, herbal aromatics with an oil basis, and other oils that are not heated are the types of oils used for massage (Septi Indah PS, Juraida R H, 2021). Likewise, the results of Siti Nur Laili S.K's research showed that post SC mothers who had lactation massage had an average onset of lactation in 35.05 hours. With a p value of 0.0002 (Siti Nurlaili, 2019).

Based on the background where the coverage of exclusive breastfeeding in both Indonesia and South Sumatra, especially Palembang City, is still below the achievement target

and it is known that there are benefits of Hypnobreastfeeding and Lactation Massage in increasing milk production, the researcher is interested in conducting research with the title Effects of Hypnobreastfeeding and Lactation Massage on Milk Production for Breastfeeding Mothers in Independent Midwife Practices in Palembang City with the aim of knowing how much benefit and effectiveness Hypnobreastfeeding and Lactation Massage are in increasing milk production so that it helps in supporting the achievement of Exclusive Breastfeeding targets in the coming year. This research article is original and does not plagiarize from previous articles.

METHODS

This research is a descriptive quantitative analysis study with a quasi-experimental design and a post-test control group design technique. The research was conducted from March 2022 to October 2022 at the Independent Midwife Practice in Palembang City. The sample for this study was postpartum mothers who met the inclusion and exclusion criteria. Subjects in this study were collected using the purposeful sampling (nonprobability sampling) method with 60 respondents who were divided into

two groups: 30 people were included in the intervention group and 30 people were included in the control group. The intervention group will receive hypnobreastfeeding and lactation massage, while the control group will receive standard midwifery care for normal postpartum mother (Sugiyono, 2019).

The inclusion criteria in this study were postpartum mothers from the first day to the 14th day without complications for mother and baby, who did not consume booster breast milk, did not have nipple abnormalities, and did not experience respiratory problems. This research was conducted for 7 days, starting on the first day of meeting postpartum mothers and continuing for 7 consecutive days. In both the intervention and control groups before the intervention, the milk production was measured using an electric breast pump. Breast milk collection is carried out at 08.00 – 10.00 am or 1 hour after breastfeeding with the consideration that the mother has breastfed the baby in the morning and has breakfast. In the intervention group, hypnobreastfeeding therapy was carried out, namely relaxation techniques were given by following the instructions of the therapist/hypnotist whose voice had been recorded with the accompaniment of soft

music so that the mother would feel more relaxed and had a lactation massage for 30 minutes. The intervention was administered once a day for seven days. On the 8th day, breast milk production was again measured in both the intervention and control groups, which were then analyzed using the Paired Sample T-Test and the Independent Sample T-Test.

Before the research was carried out, the researcher gave an explanation before the research was carried out, and the respondents filled out informed consent to maintain the

confidentiality of the respondents. This study was approved by the Health Research Ethics Committee of the Palembang Health Polytechnic No. 0379/KEPK/Adm 2/V/2022.

RESULTS AND DISCUSSION

This study was conducted by collecting primary data, namely by providing Hypnobreastfeeding and Lactation Massage interventions to assess the Breast Milk Production.

Tabel. 1. Characteristics of Respondents in the Intervention and Control Groups

Characteristics of Respondents	Groups			
	Intervensi (Hypnobreastfeeding and Lactation Massage)		Control	
	n	%	n	%
Usia				
20 – 35 years	26	86,7	18	60
< 20 years dan > 35 years	4	13,3	12	40
Education				
≥ Senior High School	22	73,3	22	73,3
< Senior High School	8	26,7	8	26,7
Paritas				
Primigravida	5	16,7	10	33,3
Multigravida	25	83,3	20	66,7
Employment				
Working	19	63,3	14	46,7
Not Working	11	36,7	16	53,3

The research results listed in Table 1 show that most of the respondents in the intervention group were aged 20-35 years (86.7%), multigravida parity (83.3%), education > high school (73.3%), and working (63, 3%).

Whereas in the control group most of the respondents were aged 20-35 years (60%), education > high school (73.3%), multigravida parity (66.7%), and not working (53.3%).

Tabel. 2. Distribution of Frequency of Breastfeeding in Postpartum Mothers in the Palembang City Midwife Independent Practice in 2022

Frequency of Breastfeeding	Intervention Group		Control Group	
	n	%	n	%
≥ 8 times per day	19	63,3	14	46,7
< 8 times per day	11	36,7	16	53,3

The results showed that in the intervention group most of the respondents breastfed ≥ 8 times per day (63.3%), while in the control group most of the respondents breastfed < 8 times per day (53.3%). In the early postpartum phase, breastfeeding the baby at least eight times daily is very beneficial for milk supply. Because the breast is rubbed more frequently, the hormones in the breast glands are more likely to be triggered, increasing the amount of milk that is produced as breastfeeding frequency rises (Anwar & Munira,

2017; Rukiyah, 2011). The findings of this study are consistent with those of Angriani's study (2017), which states that there is a relationship between the frequency of breastfeeding and the smooth production of breast milk and respondents who have a good frequency of breastfeeding have a 2.438 times greater chance of having smooth milk production compared to respondents who have a frequency of breastfeeding that is not good. (Angriani et al., 2018).

Tabel. 3. Analysis of Differences in Breast Milk Production in Postpartum Mothers in the Independent Practice of Midwives in Palembang City Before and After Intervention in the Intervention Group (n=30)

Breast Milk Production	Mean	Std	Min	Max	Mean Differences	P (Paired Sampel Test)
Before Intervention	33,90	4.678	25	45		
After Intervention	58,93	11.243	32	80	25.033	0.001

Uji Paired Sample Test, Significant if p value < 0.005

The results of the study using the Paired Sample Test in the intervention group found that the average milk production obtained before the intervention was 33.90 ml and after the intervention in the form of Hypnobreastfeeding and Lactation Massage, the average milk production was 58.93 ml. The results of the analysis showed a significance value of 0.001 ($p < 0.005$), which means that there was a difference in the average milk production of the intervention group from before the intervention and the average milk production after the intervention. The table also shows that there was an increase in the average milk production in respondents after the intervention was 25.03 ml.

These data indicate that postpartum mothers before the intervention in the form of hypnobreastfeeding and lactation massage experienced a postnatal situation and condition where emotional and psychological

changes occurred. With the intervention, the postpartum mother became more relaxed and comfortable because she got a stimulus from the brain to increase stimulation of the hormones prolactin and oxytocin, which have an impact on increasing milk production (Hanum et al., 2021).

This is in line with the research results of this study in line with Dewi RA's research, Apriliati C concerning Massage for Postpartum Mothers with Onset Lactation, the results showed that there were 20 postpartum mothers who had lactation massages who had an average onset of lactation of 35.05 hours with a standard deviation 12,327 hours (Dewi & Aprilianti, 2018). This result is also in line with the research results of Ruslinawati et al., which stated that there was an increase of 28.87 mL of breast milk production in the group given hypnobreastfeeding therapy (Lydiani et al., 2020).

Tabel. 4. Analysis of Differences in Breast Milk Production in Postpartum Mothers in the Independent Practice of Midwives in Palembang City at the Beginning of the Meeting (Days 1–7 Postpartum) and the Evaluation Meeting (Days 8–10 after the initial meeting) in the Control Group (n=30)

Breast Milk Production	Mean	Std Deviation	Min	Max	Mean Differences	P (Paired Sampel Test)
Before Intervention	30,67	3.527	25	38	8.567	0.001
After Intervention	39,23	6.372	30	52		

Uji Paired Sample Test, Significant if p value < 0.005

The results of the study using the Paired Sample Test in the control group found that the average milk production obtained at the beginning of the meeting (day 1 - 7 post partum) was 30.67 ml and then re-evaluated on the 8th - 10th day after the initial meeting obtained an average milk production of 39.23. The results of the analysis showed a significance value of 0.001 ($p < 0.005$), which means that

there was a difference in the average milk production of the control group from the start of the meeting (days 1 – 7 post partum) with the average milk production on days 8 – 10 after the initial meeting. The table also shows that there was an increase in the average milk production in respondents who did not receive intervention, even though it was only 8.56 ml.

Tabel. 5. Analysis of Differences in Breast Milk Production in Postpartum Mothers in the Independent Practice of Palembang City Midwives in the Intervention Group and the Control Group

Groups	Mean (Baseline)	Mean (After Intervention)	Std Deviation	Mean Differences (Baseline)	Mean Differences (After Intervention)	T	P
Intervention	33,90	58,93	11.243	3.230	19.700	8.349	0.001
Control	30,67	39,23	6.372				

Uji Independent Sample T-Test, Significant if p value < 0.005

Hypnobreastfeeding is a therapy that combines self-hypnosis practices to help increase milk production with hypnotherapy guidance to achieve deep relaxation (Kuswandi L, 2009). Meanwhile, lactation massage is a massage technique to help express milk, and it is very important to relax the mother before breastfeeding. Lactation massage is a massage technique that is performed on several parts of the body, namely the head, neck, shoulders, back, breasts and is one of the techniques that new mothers can do and has many benefits for smooth breastfeeding. One of them is to help expedite the production of breast milk. The lactation massage technique can also be used when you feel there is a blockage in the breast, which is caused by the non-smooth flow of milk (Harpitria, 2017).

In this study, the efforts made to increase milk production were hypnobreastfeeding and lactation massage for postpartum mothers. The therapy used has proven effective in increasing milk production, as evidenced by the results of the Independent Sample T-Test test in the intervention and control groups, which obtained a significance value of 0.001 ($p < 0.005$). The results of this study also showed that there was a difference in the average milk production in the intervention and control groups of 3.23 ml before the intervention and 19.7 ml after the

intervention in the intervention group. This shows a significant and effective effect of hypnobreastfeeding therapy and lactation massage in increasing milk production. This explains that there is an effect of hypnobreastfeeding and lactation massage on breast milk production in postpartum mothers at the Palembang City Midwife Independent Practice in 2022.

The results of this study are also in line with the results of the study of Ruslinawati, et al, who found that there were significant differences in the provision of hypnobreastfeeding therapy in the intervention group compared to the control group on the milk output of the respondents, a significance of 0.000 ($p < 0.05$) (Lydiani et al., 2020).

Therapy of hypnobreastfeeding to postpartum mothers by listening to sounds repeatedly to the mother can generate suggestions that are firmly embedded in the mother's subconscious mind which can at any time raise the motivation and confidence of the mother to breastfeed. This increased mother's confidence will shape the pattern of exclusive breastfeeding in any condition. Hypno breastfeeding will put a person in a trance state or bring the mind from the conscious mind to the subconscious mind. In this study, the relaxation stage was achieved

through muscle relaxation techniques, breath relaxation and mind relaxation. All relaxation techniques are obtained by following the instructions of the therapist or hypnotist, whose voice has been recorded with the accompaniment of soft music so that the mother will feel more relaxed.

CONCLUSION

The conclusion of this study is that there is an effect of Hypnobreastfeeding and Lactation Massage on Breast Milk Production in Postpartum Mothers in the Independent Practice of Midwives in Palembang City in 2022 with a p value of 0.001 ($p < 0.005$) and the average increase in milk production in respondents after the intervention was 25.03 ml. There was a difference in the average milk production in the intervention and control groups of 3.23 ml before the intervention and 19.7 ml after the intervention in the intervention group. This shows a significant and effective effect of hypnobreastfeeding therapy and lactation massage in increasing milk production.

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