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6 HYPNOSIS COMMUNICATION PATTERNS IN BUILDING CLIENT SELF-AWARENESS AND MENTAL HEALTH

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Abstract

The changes and pressures of daily life often leave people feeling bored and stressed, making it difficult to maintain a healthy mindset. Various illnesses arise from human negligence, such as not maintaining a healthy lifestyle, or are caused by viral, bacterial, and other factors that disrupt physical health. However, beyond these factors, there are also non-medical causes of bodily "illness," namely disorders arising from mental and emotional conditions, as well as the accumulation of subconscious thoughts known as psychosomatics. One method that can be used to help recover from these conditions is hypnotherapy, the application of hypnosis techniques for therapeutic purposes. This study aims to analyze communication patterns in the hypnosis process, which play a role in fostering self-awareness and improving the client's mental health. The research approach used qualitative methods through in-depth interviews, observations, and document reviews. Data were analyzed to identify effective hypnotic communication patterns that enable suggestions to be accepted by the client's subconscious mind. The results provide insight into hypnosis techniques used in therapy and communication strategies that therapists can use effectively. The client's determination to recover, maintaining a positive mindset, and maintaining mental health are crucial factors in achieving their life goals. Selecting appropriate communication techniques and strategies helps therapists determine the appropriate approach to addressing client issues. This research emphasizes the importance of therapists' sensitivity in recognizing clients' capacities and resources so that communication can improve their self-awareness and mental health.
***Keywords**: Hypnosis, Self-Awareness, Client, Mental Health, Communication Patterns*

Abstrak

Perubahan dan tekanan dalam kehidupan sehari-hari sering membuat seseorang merasa jenuh dan stres hingga sulit mempertahankan pola pikir yang sehat. Beragam penyakit muncul akibat kelalaian manusia, seperti tidak menjaga gaya hidup sehat, atau disebabkan oleh infeksi virus, bakteri, dan faktor lain yang mengganggu kondisi fisik. Namun, selain faktor tersebut, terdapat pula penyebab nonmedis yang membuat tubuh terasa “sakit”, yaitu gangguan yang timbul dari kondisi mental, emosional, serta penumpukan pikiran bawah sadar yang dikenal sebagai psikosomatis. Salah satu metode yang dapat digunakan untuk membantu pemulihan kondisi tersebut adalah hipnoterapi, yaitu penerapan teknik hipnosis

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untuk tujuan terapeutik. Penelitian ini bertujuan menganalisis pola komunikasi dalam proses hipnosis yang berperan menumbuhkan kesadaran diri dan kesehatan mental klien. Pendekatan penelitian menggunakan metode kualitatif melalui wawancara mendalam, observasi, serta telaah dokumen. Data dianalisis guna menemukan pola komunikasi hipnosis yang efektif sehingga sugesti dapat diterima oleh pikiran bawah sadar klien. Hasil penelitian memberikan pemahaman mengenai teknik hipnosis yang diterapkan dalam terapi dan strategi komunikasi yang dapat digunakan terapis secara efektif. Tekad klien untuk sembuh, menjaga pikiran positif, dan mempertahankan kesehatan mental menjadi faktor penting dalam mencapai tujuan hidupnya. Pemilihan teknik serta pola komunikasi yang tepat membantu terapis menentukan pendekatan yang sesuai untuk mengatasi permasalahan klien. Penelitian ini menegaskan pentingnya kepekaan terapis dalam mengenali kapasitas dan sumber daya klien sehingga komunikasi yang dibangun mampu meningkatkan kesadaran diri dan kesehatan mental mereka.
Kata Kunci: Hipnosis, Kesadaran Diri, Klien, Kesehatan Mental. Pola Komunikasi

I. INTRODUCTION

Self-awareness and mental health are now seen as essential foundations for an individual's quality of life and psychological functioning. Both are key aspects contributing to a person's ability to manage the stresses of daily life and establish healthy interpersonal relationships. Modern psychological interventions increasingly emphasize empowering clients to independently explore and understand their inner experiences, including through hypnotherapy techniques that utilize focused attention and relaxation to change thought patterns, regulate emotions, and behavior (hypnotherapy) (Frontiers Psychology, 2024).

In hypnotherapy, communication is not limited to words but also includes nonverbal signals, language style, intonation, rhythm of speech, and the use of therapeutic metaphors. Communication becomes a primary tool for reaching the subconscious, influencing a person's beliefs, memories, and self-perception. Hypnotherapy serves not only as a traditional method of suggestion but also as a complex therapeutic communication process in which the therapist and client collaborate through verbal and nonverbal elements to build a new understanding of the client. This communication process involves the use of strategically designed suggestions, as well as appropriate tone, rhythm, and metaphor, thus creating an interpersonal context that supports the client's internal change (Tarsani et al., 2023).

In developing self-awareness, hypnotherapy works by helping clients recognize previously hidden thought patterns and emotions. When clients enter a state of deep relaxation, access to the subconscious mind becomes easier, allowing for a clearer process of self-exploration (Hammond, 1990). This reflection is enabled through structured

communication, for example through in-depth questions, positive suggestions, or reframing techniques. Thus, communication patterns in hypnotherapy play a crucial role in fostering new awareness and forming a healthier self-understanding.

In relation to mental health, communication used in hypnotherapy has been proven effective in helping treat various psychological problems such as anxiety, mild depression, phobias, stress, and psychosomatic complaints (Alladin, 2016). This effectiveness arises from the therapist's ability to deliver therapeutic suggestions that are consistent, targeted, and tailored to the client's needs. These suggestions are intended to reduce emotional tension, improve emotional management, correct maladaptive thought patterns, and encourage positive behavior. However, the success of these suggestions depends heavily on the quality of communication between therapist and client, including empathy, trust, openness, and the therapist's emotional presence (Ritterman, 2012). Without effective communication, therapeutic suggestions will not be optimally absorbed.

Furthermore, communication patterns in hypnotherapy also serve to build a therapeutic alliance, or a supportive working relationship between therapist and client. The therapeutic alliance is one of the main indicators of successful therapy, both in hypnotherapy and other psychotherapeutic approaches (Horvath & Luborsky, 1993). In hypnotherapy, this alliance is formed through communication that fosters a sense of safety, trust, and acceptance. Non-judgmental, non-threatening language and empathy are crucial for clients to feel comfortable exploring deep emotions and experiences without fear.

Various communication techniques, such as the use of sensory language, pacing-leading, metaphors, and open-ended suggestions, help therapists align clients' mental processes with therapeutic goals (Bandler & Grinder, 1979). For example, therapeutic metaphors can help clients understand inner conflicts through symbolic imagery that is more accessible to the unconscious. Pacing-leading techniques allow therapists to follow the client's communication patterns before gradually guiding changes in their mental state. This communication pattern emphasizes the importance of flexibility and adaptability to the client's psychological state.

Within the context of self-awareness, hypnotherapy helps clients identify previously unconscious thought patterns and emotional reactions, allowing for deeper reflection on their life experiences. The trance state induced during hypnosis enhances focus and opens access

to the unconscious mind, facilitating clients' internal explorations to generate new insights into how they think and feel. This strengthens clients' ability to regulate emotions and make more adaptive decisions in daily life (Frontiers Psychology, 2024).

As stress, anxiety, and mental disorders increase due to modern social dynamics, effective therapeutic communication methods are becoming increasingly important. Hypnotherapy, which combines hypnosis techniques, relaxation, intensive communication, and the use of a more open mind, is a relevant intervention for addressing today's psychological challenges. Therefore, studies on communication patterns in hypnotherapy and their role in increasing self-awareness and mental health are necessary. Research in this area can enrich the theoretical foundation, develop more effective therapy techniques, and improve the overall quality of mental health services.

Furthermore, hypnotherapy has been shown to be effective in treating various psychological problems such as stress and anxiety, which are essential components of mental health. For example, a recent quasi-experimental study showed that hypnotherapy significantly reduced stress and anxiety levels in individuals with mental health disorders compared to standard care, demonstrating the clinical benefits of this method as a complementary intervention (Ruswadi et al., 2025).

II. THEORETICAL STUDIES

Clinical hypnosis has been used in various mental health contexts as a complementary intervention supporting primary therapy. The hypnotic state allows individuals to access cognitive and emotional processes more openly, facilitating the restructuring of thoughts and maladaptive emotional responses (Sattler & Sattler, 2021).

Hypnotherapy is a process of interpersonal communication and an intense implementation of hypnosis characterized by psychological closeness, two-way interaction, and the creation of shared meaning between therapist and client. DeVito (2013) states that interpersonal communication provides a space for self-disclosure, empathy, and constructive feedback. In the context of hypnotherapy, therapists utilize verbal and nonverbal language to foster a sense of security in clients. This fosters a warm interpersonal relationship that strengthens trust, which is essential for clients to enter a trance state. Furthermore, the quality of communication between therapist and client influences the level of acceptance of suggestions and the success of the therapy process. Therefore, interpersonal communication

is fundamental to developing clients' self-awareness, as the sense of security created allows them to explore their thoughts and emotions more deeply.

III. RESEARCH METHODS

This research uses a descriptive qualitative approach with the aim of in-depth understanding of how hypnosis communication patterns are used to build self-awareness and mental health in clients. A descriptive qualitative approach was chosen because it allows researchers to describe social phenomena contextually based on the realities experienced by the research subjects. Thus, this approach can reveal communication patterns in hypnotherapy activities to build self-awareness and mental health in clients. This research focuses on the communication patterns evident in hypnotherapy health therapy conducted by therapists and clients.

The paradigm used in this research is the interpretive paradigm. This paradigm is based on the assumption that social reality is subjective and constructed through experience, language, and social interactions between individuals. In the context of this research, the interpretive paradigm allows researchers to understand how clients receive and interpret messages from therapists in building self-awareness and mental health. This paradigm also encourages researchers to capture the social dynamics that occur naturally in hypnotherapy practice. Data collection techniques were conducted through in-depth interviews with informants who are active therapists at the Multitalent Solution Center hypnotherapy clinic in South Tangerang and the Mindful Hypnotherapi Institute (MHI) in Bogor, as well as clients undergoing hypnotherapy health therapy, along with supporting visual documentation. Observations aimed to identify communication patterns and forms of social interaction that emerged during the therapy process. Interviews were used to obtain comprehensive data on communication patterns. Documentation took the form of photographs of therapy activities. To maintain data validity, researchers applied source and technique triangulation techniques. Data analysis was conducted thematically through data reduction, data presentation, and conclusion drawing to gain a comprehensive understanding of hypnotherapy communication patterns in building client self-awareness and mental health.

IV. RESEARCH RESULTS

The informants in this study consisted of three clients who each came with different problems. Informant 1 (Ms. M) and informant II (Mas. N) are clients at the Multisolution

Center clinic in Pondok Aren, South Tangerang-Banten, who have problems with mental health and self-confidence, while Ms. () is a client of the Mind Hypnotherapi Institute Kemang Bogor-West Java Therapy House. Ms. M (27 years old), an entrepreneur who experienced a crisis of self-awareness, namely the ability to recognize feelings and why she felt that way. Cognitive abilities or knowledge in understanding oneself related to feelings (affect), behavior (behavior) and thoughts (cognition). So that individuals have the ability to evaluate, monitor and control themselves and can be classified as self-aware individuals. In her daily life, she often cries sadly without any triggers, is lazy to do activities and hates men. Meanwhile, Informant II (Mr. N) experienced mental health problems, including a condition or state of being unable to adapt to others and the community in which he lived, and the ability to face and control problems. In his daily activities, he often felt inferior, lacked self-confidence, and was afraid to develop in the professional world. Meanwhile, Informant III (Mr. A) graduated from a prestigious university and was depressed because his idol died, leaving him devastated and without direction in life.

The main findings of the study, based on observations and interviews with informants, indicate that the hypnotic communication patterns evident in hypnotherapy activities are:

1. Induction Pattern

Hypnotic communication patterns begin with the induction stage, which is the process of guiding the client into a state of focus and deep relaxation. During this stage, the therapist uses calming, repetitive, and suggestive language to reduce critical conscious activity (Elkins et al., 2015).

Induction is a crucial step in the hypnotherapy process. The induction process not only puts the client into a trance but also helps them find calm, comfort, and even solutions to their current problems. Induction is a method used by therapists to move the client's thoughts from the conscious to the subconscious by penetrating the critical factor.

The goal of this induction pattern is to build attentional focus and psychological security, enabling the client to feel calm and comfortable, accepted, and in control. The language principles in this induction pattern are calming and non-threatening, characterized by a soft tone, a slow and clear rhythm, inviting rather than commanding sentences, and avoiding words that trigger pressure or demands. Hypnotic language patterns always avoid direct authoritative suggestions, as this style is generally less

effective in changing people's minds or attitudes toward a proposition. This language pattern is also sometimes ambiguous or vague, ultimately leading us to search for meaning within the message. The goal is to encourage others to search for meaning because the unconscious discovery of meaning by oneself has a much stronger affective impact on a person than the meaning conveyed by another person.

This state allows clients to shift their attention from external stimuli to internal experiences, allowing self-awareness to develop through deeper inner reflection. Based on observations and interviews with clients in this study, it is clear that the induction pattern is a crucial initial stage in the hypnotic communication process. The induction pattern is carried out through calming, slow-paced, and repetitive verbal communication. The language used in this phase tends to be gentle, repetitive, and soothing to reduce cognitive barriers and increase the client's attention to inner experiences. The therapist uses simple word choices and a steady voice tone to help clients achieve a state of relaxation and focus.

In a qualitative context, the induction pattern is interpreted by clients as a process of "entering oneself," in which external attention gradually decreases and internal awareness increases. This communication pattern serves to build the client's mental readiness to accept further suggestions. These findings indicate that induction is not only a hypnosis technique, but also a form of interpersonal communication that fosters a sense of security and trust.

The induction pattern is not just an “opener” for a hypnosis session, but has a significant positive impact on self-awareness and mental health, including: Increased focus and attention, reduced stress and anxiety, Open access to the subconscious mind, Increased response to suggestions, Better emotional regulation.

2. Suggestion Patterns: Access to the Subconscious Mind

Suggestion is the core of hypnotic communication. Effective suggestions are structured positively, specifically, and relevant to the client's goals. Through suggestion, clients are guided to become aware of thoughts, emotions, and personal meanings that were previously unconscious (Lynn & Kirsch, 2006). There are two types of suggestion patterns in hypnosis: direct suggestion and indirect suggestion.

The suggestion patterns found in this study are positive, non-judgmental, and tailored to the client's needs. Suggestions are delivered in the form of affirmative statements that focus on self-empowerment, emotional acceptance, and the client's ability to manage psychological problems.

Descriptively, clients interpret suggestions as an inner dialogue that helps them become aware of previously unconscious thoughts and emotions. This suggestive communication pattern plays a crucial role in building self-awareness, as clients are guided to recognize their mental states without pressure or coercion. This confirms that suggestions in hypnosis function as a means of reflective communication that facilitates self-understanding.

Suggestion patterns in hypnosis have a significant positive impact on clients' mental health, including: self-awareness (clients recognize thoughts, emotions, and behaviors), adaptive mindset (negative thoughts are replaced with positive affirmations), self-confidence and motivation (clients become more confident and motivated to act), self-acceptance (clients accept their experiences and themselves), and emotional regulation (stress, anxiety, and negative emotions are reduced). In other words, suggestion patterns serve as a bridge in therapeutic communication, connecting self-awareness with improved mental health, while also preparing clients to embrace deeper reframing and metaphors.

3. Reframing

One of the important concepts involved in the hypnosis communication process is reframing.

Before clients enter a hypnotherapy clinic, they have a frame of mind about what they perceive or believe to be true. Before therapy begins, the hypnotherapist breaks down these frames and reframes them. In the Ericksonian concept, there are two types of reframing: reframing content and reframing a context (environment, arena, role, etc.). The reframing technique requires the therapist to listen to the patient's complaints, which have been previously framed. (Permana, 2020:10)

Reframing steps in hypnotherapy include: problem identification. When the client conveys their complaints and problems, the therapist listens to identify the specifics and then identifies them to facilitate treatment. The therapist inquires about the patient's goals and desires, then the therapist and patient work together to create various solutions. Once a

solution has been formulated, the therapist asks the patient to implement it after the therapy process.

Research findings indicate that reframing is used as a communication pattern to change the client's perspective on negative experiences or psychological problems. The therapist reframes the client's experiences through more positive and meaningful language, enabling the client to view the problem from a different perspective.

In a descriptive qualitative approach, reframing is defined as a process of transforming meaning. Clients no longer view traumatic experiences as mere burdens, but rather as part of a learning and personal growth process. This reframing communication pattern contributes to improved mental health by helping reduce emotional burdens and increasing self-acceptance.

4. Metaphor

A metaphor is a form of statement that connects one object to another by stating one object as the other. A metaphor connects X and Y and states that X = Y. Metaphor is also defined as a choice of perspective so that someone can enjoy new experiences.

Metaphors organize the perceptions of their users so they can create experiences of reality and interaction. Some types of metaphors used in communication interactions include: the container metaphor, the conduit metaphor, the control metaphor, the transmission metaphor, the war metaphor, and the dance-ritual metaphor. (Liliwery, 2011:97)

The use of metaphors is an important finding in this study. Therapists use metaphors close to the clients' life experiences, such as travel, light, or natural processes, to convey suggestive messages indirectly. Metaphors make it easier for clients to understand hypnotic messages without triggering cognitive resistance. Qualitatively, clients interpret metaphors as symbolic images that help them understand their psychological state more deeply. This metaphorical communication pattern enriches the hypnosis process because the messages conveyed feel more personal and relevant, thus positively impacting the client's self-awareness and mental stability.

Integration of Communication Patterns in Building Mental Health

The four communication patterns—induction, suggestion, reframing, and metaphor—do not stand alone but are integrated within the hypnosis process. Induction creates a

conducive mental state, suggestion builds self-awareness, reframing changes the meaning of experiences, and metaphor strengthens the client's symbolic understanding.

Research shows that the integration of these communication patterns contributes to improved mental health and self-awareness in clients, characterized by increased emotional calm, increased stress management, and a more adaptive perspective on life's challenges.

V. CONCLUSION

Based on the results of research on hypnosis communication patterns in building self-awareness and mental health of clients using a descriptive qualitative case study approach, several conclusions can be drawn as follows: The hypnosis communication patterns used in the hypnotherapy process consist of: First, the Induction Pattern, which acts as an important initial stage in hypnosis. This communication pattern creates a relaxed and focused mental state, so that clients are more ready to accept suggestions. Induction is not only a technique, but also a form of interpersonal communication that builds a sense of security and trust in the client towards the therapist. Second, the Suggestion Pattern. Suggestions that are positive, affirmative, and tailored to the client's needs help clients increase self-awareness. Clients are able to recognize previously unconscious thoughts, emotions, and behavioral patterns, thus forming a better understanding of themselves. Third, Reframing. Reframing functions as a transformational communication pattern that helps clients view negative or traumatic experiences from a new perspective. By changing the meaning of experiences, reframing contributes to improving the client's mental health and self-acceptance. Fourth, Metaphor. The use of metaphor as a symbolic communication medium makes it easier for clients to understand hypnosis messages in depth without causing resistance. Metaphors strengthen the process of self-reflection and help clients internalize changes in thought and emotional patterns.

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