

A Psycholinguistic Approach in Prenatal Care: The Effectiveness of Madurese-Language EFT Videos in Reducing Maternal Anxiety

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Abstract

Unhealthy prenatal anxiety carries the risk of triggering complications for the mother and fetus, such as Low Birth Weight (LBW). This study aims to analyze the effectiveness of the Emotional Freedom Technique (EFT) video in Madurese on the anxiety levels, knowledge, and attitudes of pregnant women. Using a pre-experimental design (one group pretest-posttest), this study involved 32 respondents in Sungai Malaya Village, Kubu Raya Regency, selected through purposive sampling. The intervention was a 5-minute 59-second educational video that integrated modern psychology, acupressure, and a local language approach. Wilcoxon Signed Rank Test analysis showed a significant increase in knowledge ($p=0.048$) and attitudes ($p=0.001$), while anxiety scores decreased substantially from 29.72 to 24.50 ($p=0.001$). Psycholinguistically, the use of the mother tongue has been shown to reduce cognitive barriers and build emotional closeness, making educational messages more easily accepted through imagination. The tangible impact after the intervention showed changes in maternal behavior, becoming calmer and more adaptive in managing daily stress, as well as a shift from a passive to a more proactive attitude towards mental health prevention efforts. This study contributes to public health strategies in creating inclusive and culturally based intervention models. In conclusion, the local language-based EFT intervention was effective in triggering changes in preventive behavior and reducing anxiety levels in pregnant women clinically, while also serving as a reference for health promotion programs in rural areas with ethnic diversity.

Keywords: Emotional Freedom Technique; Anxiety in Pregnant Women; Madurese Language; Educational Video Media.

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INTRODUCTION

Pregnancy is a significant period in a woman's life. It can also be a challenging and stressful time, both physically and mentally. This situation often leads to emotional challenges for many women, and if not managed properly, can have negative consequences for both mother and baby (Nurlatifah et al., 2024). Pregnancy is a crucial period in a woman's life. However, it can also be a challenging and stressful time, both physically and mentally. Psychological burden has been linked to adverse health outcomes in various populations (Witasari et al., 2026). Pregnancy and childbirth cause a woman's body to undergo mental and physical transformations. Mental challenges women face during pregnancy and childbirth include feelings of fear, anxiety, and worry during pregnancy, leading up to labor, and during labor (Mahanani et al., 2022). Anxiety can become a mental health problem when it lasts excessively for more than three weeks, which is indicated by feelings of worry and restlessness accompanied by physical symptoms and affects daily life (Wahyuni et al., 2022).

The worries and anxieties that arise during pregnancy are unavoidable and often accompany pregnancy as part of the normal adaptation process to the physical and mental changes taking place. If a pregnant woman cannot manage her anxiety, it can pose

risks to the fetus, such as disrupting its development or even potentially leading to miscarriage (Elsera et al., 2022). Anxiety is influenced by various factors, whether they originate from within oneself or from external environmental conditions (Rosinta et al., 2026). Internal factors include a history of mental health problems, young age, lack of education, previous pregnancy experiences, personality traits such as low self-esteem or pessimistic thinking, and knowledge and experiences surrounding pregnancy. External factors include lack of social support from partners, poor economic status, complications during pregnancy, unplanned pregnancy, life stress, experiences of violence, and access to and quality of health care (Nadeak et al., 2025).

According to information from the World Mental Health Today report published by the World Health Organization, approximately 359 million individuals worldwide suffer from anxiety disorders, with a prevalence rate reaching 4.4% of the total global population (WHO, 2021). Anxiety experienced by pregnant women can impact the health of the mother and fetus, and can also increase the likelihood of complications during pregnancy that can potentially lead to an increase in the number of babies with low birth weight (LBW) and infant mortality. Data from the Kubu Raya District Health Office for 2024–2025 shows an increase in LBW cases from 389 to 508, followed by an increase in the Infant Mortality Rate (IMR) from 74 to 92, and 137 cases of preeclampsia in 2025. This situation illustrates the importance of early screening for anxiety in pregnant women and strengthening antenatal services to reduce the risk of morbidity and mortality for both mothers and babies (Dinas Kesehatan Kabupaten Kubu Raya, 2026).

Psycholinguistics is a field that connects psychology and linguistics to understand the relationship between language and human mental processes. This field not only examines how people learn, produce, and understand language, but also investigates the complex mental mechanisms involved. In the psycholinguistic view, language is interpreted as the result of an interaction between the mind and the language system, where the brain is responsible for regulating various aspects of language, from understanding words and sentences to creating utterances in everyday communication (Gaffar et al., 2025). As a discipline that integrates the study of human behavior and thought with grammar, psycholinguistics provides insight into how people construct and use language, both spoken and written. It also explains how individuals perceive and understand messages from others. More deeply, psycholinguistics reveals how the mind stores and organizes elements of language, including sound systems, vocabulary, grammar, and meaning, thus enabling efficient communication (Kaharuddin, 2024).

Psycholinguistics plays a crucial role in the development of artificial intelligence and language technology, as its theories form the basis for designing systems capable of understanding human language. In Natural Language Processing (NLP) technology, psycholinguistic concepts help computers recognize, understand, and process language automatically. Therefore, psycholinguistics is understood as the bridge between language and human thought patterns, explaining how humans process, produce, and learn language. In the modern era, this discipline is not only academic but also has various practical applications in education, speech therapy, and the development of artificial intelligence (Kizi, 2025). The psycholinguistic theory supported in this study also addresses a gap in previous research that often overlooked the role of language in the success of self-directed psychological therapy. This approach emphasizes that language processing and comprehension of video narratives can enhance the relaxation effects of Emotional Freedom Technique (EFT). Thus, the intervention works not only through physical stimulation of meridian points but also through reinforcement of linguistic messages appropriate to the respondents' cultural and sociolinguistic backgrounds.

Emotional Freedom Technique (EFT) is a form of psychological therapy aimed at addressing negative feelings such as anxiety, stress, and grief. Scientifically, EFT has been

proven effective in treating various issues such as anxiety, panic attacks, mild depression, phobias, and physical problems arising from emotions such as headaches, physical pain, and shortness of breath. This method involves tapping on specific points in the body that can help balance the energy system, reduce cortisol and adrenaline levels, and stabilize blood pressure and heart rate (Maulida et al., 2023). Emotional Freedom Techniques (EFT) therapy can help resolve individual anxiety issues by identifying the root cause through a self-regulation process, and by engaging the subconscious mind through self-suggestions. The source of this anxiety is expressed through affirmations during the tapping technique. EFT also incorporates elements of the eye movement desensitization and processing (EMDR) technique, which utilizes the nine-gamut (eye movement) procedure to manage anxious emotions. The goal of this method is to balance the functions of the left and right hemispheres of the brain (Hidayati et al., 2022).

Several evidence-based studies have shown that Emotional Freedom Technique (EFT) is effective for some groups experiencing anxiety. In pregnant women undergoing a cesarean section, pre-operative anxiety levels decreased significantly after EFT intervention. This suggests that this method could be a good therapy option to support maternal psychological preparedness for cesarean delivery (Agustina et al., 2024). Furthermore, other research has shown that Emotional Freedom Technique (EFT) therapy has been shown to be effective in improving the mental responses of pregnant women by reducing levels of anxiety, stress, and depression. After undergoing EFT intervention, most participants showed improvement in their psychological state to normal levels, which made pregnant women calmer and more relaxed during their pregnancy (Saragi & Hariani, 2022). Supported by experimental research, it has been proven that EFT can reduce anxiety among students, including those studying in nursing programs and facing academic pressure (Rokayah et al., 2024). In a group of patients with chronic diseases such as Chronic Obstructive Pulmonary Disease (COPD), randomized controlled trials (RCTs) have shown that EFT is able to reduce levels of anxiety and depression and improve the quality of life of patients (Mengting et al., 2026). These results suggest that EFT can be applied to a wide range of populations facing psychological problems, particularly anxiety.

The application of Emotional Freedom Technique (EFT) therapy has been proven effective in reducing anxiety and depression levels in individuals who have tested positive for Covid-19. Significant decreases in anxiety and depression scores following EFT intervention demonstrate this. Therefore, EFT can be considered an alternative, drug-free therapy that is effective in helping address psychological issues, particularly anxiety and depression (Tambunan et al., 2022). Emotional Freedom Technique (EFT) has systematic procedural steps, such as identifying problems, setting up, tuning in, and tapping, across nine stages. Despite its structured stages, the technique can be modified or combined with various methods to meet the needs of educational interventions (Purwoko & Arianto, 2021).

The population of Sungai Malaya Village is predominantly Madurese, numbering 2,607, a figure significantly higher than that of other ethnicities. This situation indicates that Madurese is the language most frequently used in people's daily activities. The use of Madurese in communication and conveying educational information is crucial because it is easier to understand and can increase a sense of comfort and acceptance of information among the community. This finding is supported by (Setiawan, 2024) which explains that audiovisual media with local content improves memory retention by creating emotional closeness and trust in the content. The use of local languages in health promotion videos has been proven to improve public understanding and attitudes. Conveying health messages using language that is close to everyday life makes health messages clearer, more engaging, and more acceptable to the audience. Therefore, the

use of local languages can be used as an effective communication strategy in health promotion programs in local communities (Nur et al., 2025).

The use of Madurese language has been proven to be more effective than media using formal language in helping the process of encoding Emotional Freedom Technique (EFT) technical terms into long-term memory, because translating medical terms into words that are more familiar to respondents significantly increases compliance and understanding of concepts into applicable practices.

The purpose of this study was to analyze the effectiveness of Madurese-language Emotional Freedom Technique (EFT) videos in reducing anxiety scores in pregnant women. Comprehensively, this study aimed to compare respondents' anxiety levels before and after the intervention to validate the use of local language-based video media as a community nursing tool. The independent variable limitations in this study focused on the frequency and duration of use of EFT guided videos over a certain period. With this measurable scope, the study is expected to produce a mental health intervention model that is effective, efficient, and highly acceptable for the Madurese community in Sungai Malaya Village, Sungai Ambawang District, Kubu Raya Regency, West Kalimantan.

METHOD

This study applied a quantitative method with a pre-experimental design using a single-group pretest-posttest design. This research was conducted in Sungai Malaya Village, Sungai Ambawang District, Kubu Raya Regency, West Kalimantan. Sampling in this study used a purposive sampling technique, where all members of the population who met certain criteria were made research participants. Based on this technique, a total of 32 pregnant women were obtained who were selected purposively based on specific criteria. The inclusion criteria included: (1) Pregnant women of Madurese ethnicity, (2) being in the first, second, or third trimester of pregnancy, and (3) willing to participate in the entire series of interventions. Meanwhile, the exclusion criteria consisted of pregnant women with a history of psychiatric disorders or serious complications during pregnancy that required in-depth medical care.

The research procedure was implemented through three main stages: pretest, intervention, and posttest. The pretest was administered before the intervention. The intervention was carried out by showing a 5-minute, 59-second Madurese-language educational video explaining the theory and practice of Emotional Freedom Technique (EFT), with three exposures. This was followed by direct EFT practice. After the entire intervention series was completed, a posttest was administered with a 15-minute interval to assess changes in knowledge directly without the influence of external factors. The anxiety levels of pregnant women were measured before and after the intervention.

The instruments used in this study consisted of: 1. The Pregnancy-Related Anxiety Questionnaire (PRAQ) to measure anxiety levels, 2. A knowledge questionnaire about EFT, and 3. An attitude questionnaire towards EFT videos for reducing anxiety. These instruments have been widely used in many studies and have been translated into various languages, and applied in more than 3000 studies, so they are considered valid and reliable as tools for measuring anxiety levels (Sam, 2025).

The intervention media underwent a sociolinguistic validation process by healthcare workers (midwives) who are native Madurese speakers. This step ensures that the content is not only medically accurate but also possesses profound cultural value. By harmonizing local phonetic and dialect elements, this media can reduce the psychological distance between information providers and recipients, allowing the educational messages of the EFT method to be delivered more convincingly and more easily understood by pregnant women in the study area.

Data analysis was conducted using descriptive and inferential approaches. The descriptive approach aims to describe the characteristics of respondents, their level of understanding, attitudes, and anxiety both before and after the intervention. Meanwhile, for inferential analysis, the Wilcoxon Signed Rank Test was applied, because the data studied were paired data (pretest and posttest) and were not normally distributed. This test was used to assess the effectiveness of the intervention on increasing knowledge, changing attitudes, and reducing anxiety. The entire analysis process was carried out using SPSS software with a significance level of $\alpha = 0.05$. This research has passed the ethical review at the Faculty of Health Sciences, Muhammadiyah University of Pontianak No: 008/KEPK-FIKES/UM PONTIANAK/2024.

RESULTS AND DISCUSSION

Before analyzing the effectiveness of the Madurese-language Emotional Freedom Technique (EFT) video intervention on the knowledge, attitudes, and anxiety levels of pregnant women, it is important to first describe the demographic and obstetric characteristics of the study participants. Understanding respondent characteristics provides essential contextual information that may influence how participants receive, interpret, and respond to the intervention. Factors such as maternal age, gestational age, parity, and educational background are frequently associated with variations in health literacy, psychological readiness, coping mechanisms, and the acceptance of health education programs.

The respondents in this study consisted of pregnant women residing in Sungai Malaya Village who met the predetermined inclusion criteria. Describing these characteristics is necessary to assess the representativeness of the sample and to provide a clearer understanding of the population involved in the study. Furthermore, information regarding respondents' socio-demographic and pregnancy-related profiles serves as a foundation for interpreting subsequent findings related to changes in knowledge, attitudes, and anxiety levels following the intervention.

The distribution of respondents according to age category, gestational age, parity, and educational attainment is presented in Table 1.

Table 1. Respondent Characteristics

Variables	n	%
Age		
High Risk	4	12.5
Not High Risk	28	87.5
Gestational Age		
Trimester 1	7	21.9
Trimester 2	11	34.4
Trimester 3	14	43.8
Pregnancy		
Primipara (First Pregnancy)	10	31.3
Multipara (Many)	22	68.8
Level of education		
SD	3	9.4
SMP	11	34.4
SMA	15	46.9
S1	3	9.4
Total	32	100

Source: Primary Data 2025

Table 1 shows the frequency characteristics of 32 pregnant women in Sungai Malaya Village. Based on age category, most respondents were in the non-risk age group (Not High Risk) with a total of (87.5%), while only a few were included in the risk age category (High Risk) at 12.5%. Regarding gestational age, the distribution shows that the majority of respondents were in Trimester 3 (43.8%), followed by Trimester 2 (34.4%) and Trimester 1 (21.9%). In terms of pregnancy history, more than half of the respondents were included in the multiparous group (having been pregnant more than once) with a percentage of 68.8%, while the primiparous group (first pregnancy) reached 31.3%. Finally, when viewed from the level of education, the majority of respondents were high school graduates (46.9%), followed by junior high school graduates (34.4%), while elementary school and college graduates (S1) each had the same percentage, namely 9.4%.

This study involved 32 pregnant women in Sungai Malaya Village, where the majority of respondents were in the non-risk age category (87.5%). In terms of parity, the majority were multiparous (68.8%), and educationally, they were dominated by high school graduates (46.9%). The dominance of the productive age group and secondary education level is an important supporting factor in the intervention's effectiveness. Pregnant women with age and educational maturity tend to be more open to new information and have good cognitive abilities to understand technical instructions in educational videos. Furthermore, the experiences of the multiparous group provided a strong emotional basis for comparison in experiencing the benefits of Emotional Freedom Technique (EFT) compared to previous pregnancies.

Pregnant women of healthy reproductive age tend to have more mature mindsets in absorbing new information, such as the technical nature of EFT techniques. This age group has a higher acceptance of complementary therapies due to their independence in making health decisions. A high school education also makes it easier for respondents to analyze the sequence of tapping movements through visual instructions (Zuraidah et al., 2023).

Table 2. Pretest-Posttest Item Analysis of Knowledge about EFT

Question	Pre-Test				Post-Test			
	Benar		Salah		Benar		Salah	
	N	%	N	%	N	%	N	%
What does EFT stand for?	16	50.0	16	50.0	21	65.5	11	34.4
What is EFT?	20	62.5	12	37.5	16	50.0	16	50.0
When can pregnant women do EFT?	16	50.0	16	50.0	21	65.5	11	34.4
What are the benefits of EFT for pregnant women?	29	90.6	3	9.4	30	93.8	2	6.3
How long does it take to do one EFT session?	24	75.0	8	25.0	25	78.1	7	21.9
What are the side effects of EFT?	22	68.8	10	31.3	27	84.4	5	15.6
EFT requires the assistance of tools or drugs	20	62.5	12	37.5	27	84.4	5	15.6
Can EFT be done independently at home?	27	84.4	5	15.6	30	93.8	2	6.3

Source: Primary Data 2025

Based on the analysis of each question in Table 2, there appears to be a trend toward an increase in the number of correct answers after respondents received the intervention in the form of an EFT educational video in Madurese. In the pretest, variations in respondents' understanding levels were still evident. Some basic concepts, such as the benefits of EFT for pregnant women, were understood fairly well (90.6%),

but understanding of the definition, implementation time, and technical aspects of EFT remained at an intermediate level (around 50–75%). This indicates that before the intervention, respondents already had a basic understanding of the benefits of EFT, but did not yet fully grasp the detailed conceptual and procedural aspects. After the posttest, almost all items showed an increase in the percentage of correct answers. The most significant increase was seen in items regarding the side effects of EFT, the need for equipment or medication, and independent implementation at home, all of which showed an increase in the proportion of correct answers to above 80–90%. This indicates that delivering information through audiovisual media with a regional language approach was more successful in strengthening respondents' conceptual and practical understanding of EFT.

Table 3. Average Understanding of EFT Before and After Showing Madurese Language Videos

No	Measurement Time	N	Average Score	SD	<i>p-value</i>
1	Pretest	32	5.44	1.703	0.048
2	Posttest	32	6.16	1.629	

Source: Primary Data 2025

Table 3 examines the average scores, showing an increase in the average understanding score from 5.44 (SD = 1.703) at the beginning to 6.16 (SD = 1.629) at the end. This increase indicates that the intervention in the form of educational video displays was able to improve the level of understanding of respondents. The results of the analysis using the Wilcoxon test obtained a *p*-value of 0.048 ($p < 0.05$), indicating that the difference in the average scores before and after the activity was statistically significant. Thus, it can be concluded that the presentation of the Emotional Freedom Technique (EFT) video in Madurese has a positive effect on increasing the understanding of EFT for pregnant women. The reduction in the standard deviation value at the end of the test also shows that the difference in scores between participants became closer after the training. This means that the participants' understanding not only increased but also became more equal.

The extensive use of audiovisual media provides pregnant women with information about nutrition to prevent long-term energy deficiencies, because the combination of visual and auditory stimuli simultaneously can strengthen memory and facilitate understanding of health material (Suryani et al., 2022). This finding is supported (Hurri & Utami, 2021) which explains that audiovisual media with local content can improve memory retention by creating emotional closeness and trust in the content. While visual quality plays a key role, the use of language familiar to rural communities has proven more effective in transforming conceptual understanding into practical skills (Andayani et al., 2025).

Locally-charged videos build trust between presenter and audience. When respondents feel "recognized" through the language, their attention to the details of the meridian tapping steps increases, which directly contributes to the increase in post-intervention knowledge scores. Using local languages presents challenges in translating specific anatomical or medical terminology. Without proper standardization, biases can occur, leading to confusion in technical aspects. Therefore, the increase in knowledge in this study likely occurred because the video successfully simplified the concept of EFT without losing its medical essence, allowing respondents not only to understand the definition but also to practice it correctly (Yuliaridha et al., 2023).

Table 4. Pretest-Posttest Item Analysis of Attitudes Toward EFT Videos for Reducing Anxiety

Question	Pre Test										Post Test									
	STS		TS		N		S		SS		STS		TS		N		S		SS	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
I feel interested in trying the EFT technique.	0	0	0	0	9	28.1	2	6.8	1	3.1	0	0	0	0	0	0	2	78.1	7	21.9
I believe EFT can help reduce stress during pregnancy.	0	0	0	0	6	18.8	2	71.9	3	9.4	0	0	0	0	0	0	2	87.5	4	12.5
I am willing to practice EFT independently at home.	0	0	1	3.1	1	31.1	1	59.4	2	6.3	2	6.3	1	3.1	1	3.1	2	68.8	6	18.8
EFT is a technique that is easy to do and harmless.	0	0	2	6.3	8	25.0	1	53.1	5	15.6	0	0	0	0	0	0	2	81.3	6	18.8
I would recommend EFT to other pregnant women.	0	0	2	6.3	6	18.8	1	53.1	7	21.9	0	0	0	0	4	12.5	1	59.4	9	28.1

Source: Primary Data 2025

The analysis results in Table 4 show a significant shift in respondents' attitudes toward a more positive direction after they received an Emotional Freedom Technique (EFT) video intervention to reduce anxiety. Prior to the intervention, respondents still had doubts, as indicated by the high percentage of "Neutral" respondents for each statement. However, after the intervention, a significant increase in confidence was observed, with 87.5% of respondents stating "Agree" that EFT can help reduce stress during pregnancy. This was further reinforced by their perception of the technique's ease of use, with 81.3% stating that EFT was easy to perform and safe. Furthermore, respondents' willingness to practice the technique at home also increased, with the majority in the "Agree" category (68.8%). Overall, these data indicate that video instruction significantly increased confidence, provided an understanding of the technique's ease of implementation, and encouraged respondents' commitment to recommending EFT to other pregnant women.

Table 5. Mean Pretest Posttest Attitudes Towards EFT Videos in Reducing Anxiety

No	Measurement Time	N	Average Score	SD	<i>p-value</i>
1	Pretest	32	19.03	2.055	0.001
2	Posttest	32	20.59	1.500	

Source: Primary Data 2025

Referring to the data in Table 5, there was a clear increase in the average score of respondents' views after they received treatment through the Emotional Freedom Technique (EFT) video to reduce anxiety. The initial test (Pretest) showed an average score of 19.03 with a standard deviation of 2.055. After the treatment was implemented, the score increased in the final test (Posttest) to 20.59 with a smaller standard deviation of 1.500. Statistically, using the Wilcoxon test, the *p-value* was 0.001 ($p < 0.05$), which means that the change in views towards a better condition is significant. This shows that the proper use of EFT videos can improve respondents' perspectives and views in dealing with their anxiety.

Learning using visual media in the form of videos has a big influence on the attitudes of pregnant women in the third trimester in preparing for childbirth (Agustin

et al., 2024). This shows that educational videos, especially those adapted to local language and culture, are very efficient in conveying information in an engaging way, thereby increasing understanding, strengthening acceptance, and encouraging changes in pregnant women's attitudes regarding the effectiveness of EFT in reducing anxiety before childbirth (Asharini et al., 2025).

The Emotional Freedom Techniques (EFT) intervention provides a therapeutic experience that pregnant women directly feel the benefits of, encouraging a transformation from fear and anxiety to calm and confidence. Belief in the intervention's benefits motivates mothers to continue practicing EFT independently at home (Putranti, 2021). The consistency of these results is supported (Mardjan et al., 2018) Research has shown that EFT can reduce anxiety in first-time pregnant women during the last trimester. This anxiety reduction not only improves emotional balance but also creates a more optimistic attitude, boosts self-confidence, and psychologically prepares mothers for the birth process.

Table 6. Analysis of Pretest-Posttest Pregnancy-Related Anxiety Questionnaire (PRAQ) Items

Question	Pre Test						Post Test					
	1-2		3		4-5		1-2		3		4-5	
	n	%	n	%	n	%	n	%	n	%	n	%
I'm anxious about giving birth.	5	15.6	9	28.1	18	56.3	14	43.8	6	18.8	12	37.5
I am worried about the pain from contractions and pain during labor.	4	12.5	5	15.6	23	71.9	11	34.4	8	25.0	13	40.6
I'm worried that I might not be able to get back into shape after giving birth.	14	43.8	8	25.0	10	31.3	24	75.0	1	3.1	7	21.9
Sometimes I think that our baby will have weak health or get sick easily.	17	53.1	8	25.0	7	21.9	17	53.1	10	31.3	5	15.6
I am worried about my unattractive appearance.	21	65.6	4	12.5	7	21.9	26	81.3	2	6.3	4	12.5
I was worried that I wouldn't be able to control myself during labor and was afraid I would scream.	11	34.4	14	43.8	7	21.9	18	56.3	8	25.0	6	18.8
I'm worried because I've gained a lot of weight.	15	46.9	8	25.0	9	28.1	23	71.9	4	12.5	5	15.6
I am afraid that our baby will have mental retardation or suffer brain damage.	12	37.5	10	31.3	10	31.3	25	78.1	5	15.6	2	6.3
I am worried that our baby will be stillborn or die during or soon after birth.	16	50.0	7	21.9	9	28.1	25	78.1	5	15.6	2	6.3
I am afraid that our baby will have a physical disability or that there is something wrong with his physical condition.	12	37.5	8	25.0	12	37.5	23	71.9	6	18.8	3	9.4

Source: Primary Data 2025

Based on the findings listed in Table 6, there was a significant decrease in respondents' anxiety levels after the intervention, as evidenced by a shift in scores from the high category (scores 4-5) to the low category (scores 1-2) for almost all items in the PRAQ instrument. The most striking decrease occurred in concerns about the baby's health, where respondents who felt very anxious about the possibility of stillbirth or having a birth defect decreased drastically from more than 30% to less than 10%. Although concerns about pain during labor contractions remained the point with the highest level of anxiety in the post-test phase (40.6%), overall, these data illustrate that the intervention was successful in providing mental peace and increasing the confidence of pregnant women when going through the birth process and the changes to their bodies.

Table 7. Average Anxiety Level Before and After EFT Practice

No	Measurement Time	N	Average Score	SD	p-value
1	Pretest	32	29.72	7.680	0.001
2	Posttest	32	24.50	5.594	

Source: Primary Data 2025

Based on the information in Table 7, there was a clear change in the respondents' anxiety levels after the intervention with EFT practices. Before the intervention (Pretest), the average anxiety score of respondents was recorded at 29.72 with a standard deviation

of 7.680. Meanwhile, after the intervention (Posttest), the score dropped drastically to 24.50 with a standard deviation of 5.594. This average decrease of 5.22 points indicates that EFT practices have the clinical ability to reduce anxiety levels among the study subjects. Statistically, the results of the paired T-test showed a p-value of 0.001. Because this significance value is much lower than the $p < 0.05$ limit, we can conclude that there is a very significant difference between anxiety levels before and after the intervention. This indicates that EFT practices are an effective method in significantly reducing anxiety levels.

Regularly applying EFT for two weeks can reduce anxiety in pregnant women in the third trimester who experience childbirth anxiety. This technique is highly applicable for pregnant women because it requires no special equipment and provides instant relaxation (Fitriani et al., 2025). In addition, the study (Kurnia et al., 2023) confirmed that EFT not only subjectively reduced anxiety but also correlated with stable blood pressure and better sleep patterns in pregnant women. This demonstrates that anxiety reduction through EFT has a systemic impact on overall maternal health.

Six weeks of EFT has been shown to significantly reduce anxiety levels compared to standard care. This indicates that EFT may be a powerful, drug-free therapy option for helping relieve anxiety (Mengting et al., 2026). The Emotional Freedom Techniques (EFT) intervention can reduce anxiety levels in participants. After undergoing an EFT session, participants experienced a decrease in pain-related anxiety and showed an improvement in overall mental well-being. Furthermore, this intervention also contributed to a reduction in pain levels and fear of physical activity, thus supporting an increase in individual well-being and quality of life (You et al., 2025).

The integration of Madurese into communication or education can influence a person's psychological response. Madurese contributes cognitively or emotionally by reducing cognitive load or increasing emotional resonance. Regional languages serve not only as a means of communication but also as elements of cultural identity that create emotional bonds and a sense of comfort. Using a familiar language can increase self-confidence, reduce anxiety, and provide a sense of self-worth, ultimately supporting motivation and participation in communication and learning. In a therapeutic context, the effectiveness of Emotional Freedom Technique (EFT) can be enhanced if supported by the use of a language understood, such as Madurese in this study. A clear understanding of instructions can reduce anxiety when learning new therapeutic techniques, thus directing the respondent's psychological focus toward the emotional healing process (Maidelwita et al., 2025). However, the effectiveness of EFT is not only determined by language factors, but also by environmental factors, such as noise disturbances at home when tapping which can hinder the therapy process (Kamilah & Pratiwi, 2025).

More broadly, the results of clinical trials in primigravida pregnant women strengthen the evidence that regular application of EFT has a significant positive effect on reducing fear of childbirth. Conversely, without appropriate emotional management methods, pregnant women's psychological distress tends to worsen naturally as the pregnancy progresses. However, it is important to note that in cases of severe anxiety or past trauma (PTSD), EFT should not be used as a sole therapy and requires more intensive professional supervision than simply self-guided videos (Choi et al., 2025).

Previous research has shown that the use of regional language-based Emotional Freedom Technique (EFT) videos is effective in reducing anxiety in pregnant women. A study using Dayak language EFT videos showed a decrease in anxiety scores from 30.19 to 24.19 (Asharini et al., 2025). Meanwhile, research using EFT videos in Madurese showed a decrease in anxiety scores from 29.72 to 24.50. These results indicate that the use of EFT combined with local languages can increase emotional comfort and understanding for pregnant women, thereby helping reduce anxiety before childbirth.

These findings are supported by other research on the use of educational videos using the blowing technique, which also proved effective in reducing anxiety in pregnant women in the third trimester, with the average anxiety score decreasing significantly from 62.35 to 28.65 after a two-week intervention ($p=0.000$). Furthermore, the level of maternal compliance in practicing the technique also influenced the magnitude of the decrease in anxiety, so educational videos can be an effective non-pharmacological intervention in supporting the psychological readiness of pregnant women for childbirth (Nadia, 2024).

LIMITATIONS

The use of a pre-experimental design (one group pretest-posttest) without a control group limits the researchers' ability to control for confounding variables that might influence respondents' anxiety reduction during the study period. The posttest, conducted only 15 minutes after the intervention, was only able to assess the immediate effect. This study did not measure the persistence or sustainability of anxiety reduction over the long term (long-term follow-up). Measurement of anxiety levels relied entirely on respondents' self-reports using the PRAQ questionnaire, which has the potential for subjectivity bias compared to combining objective physiological indicators such as direct measurements of cortisol levels or blood pressure.

CONCLUSION

This study revealed that the use of Emotional Freedom Technique (EFT) videos in Madurese was effective in increasing knowledge ($p = 0.048$), improving attitudes ($p = 0.001$), and reducing anxiety levels of pregnant women from 29.72 to 24.50 ($p = 0.001$). This makes the videos a useful educational tool for improving mental preparedness. From a psycholinguistic perspective, the use of familiar regional languages facilitates cognitive comprehension and creates a sense of emotional comfort, thus accelerating understanding and helping to reduce anxiety. Furthermore, the results of this study have broad implications for health policy and services, as EFT videos based on local languages have the potential to be developed as educational materials in antenatal programs, prenatal classes, and health promotion at community health centers (Puskesmas) and integrated health posts (Posyandu). This can also serve as a basis for developing training for health workers to be more responsive to culturally appropriate communication approaches.

RECOMMENDATION

Based on the research findings, it is recommended that health workers at community health centers (Puskesmas) or village levels utilize educational tools based on local wisdom, particularly those utilizing regional languages, in programs for pregnant women to reduce the risk of psychosocial disorders. For future research, it is recommended that researchers employ a randomized controlled trial (RCT) design with a control group and a longer follow-up period to test the effectiveness of the intervention over a longer period. Furthermore, it is important to incorporate this intervention into antenatal care modules or training for health workers, and to conduct comparative studies between the use of regional, national, and mixed languages. Environmental factors, such as a calm atmosphere during the tapping session, should also be considered, while professional supervision is essential for pregnant women with a history of severe anxiety or trauma, as the effectiveness of self-guided videos may be less effective in more complex situations. Furthermore, the use of mixed methods research is highly recommended to gain a deeper understanding of participants' qualitative experiences.

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