

FROM HEALING TO EARNING: EVALUATING DOUPERI INDONESIA “KONSELOR NEW MOM” PROGRAM ON FORMULA COSTS AND DIGITAL AFFILIATE INCOME

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Abstract:

This study evaluates the effectiveness of the "Circular Empowerment Model" implemented by Douperi Indonesia through the "Konselor New Mom" program. The research objective is to analyze the two-directional economic impact of the program: (1) defensive impact, namely the reduction of formula milk costs through successful lactation interventions, and (2) offensive impact, namely the creation of new income through a digital affiliate scheme. Using a qualitative descriptive case study approach, data were collected from in-depth interviews, structured observation of digital community interactions, and micro-financial document analysis involving more than 100 new mothers who received assistance since October 2025. The findings reveal that digital positive affirmation interventions and postpartum stress psychoeducation significantly reduced maternal anxiety levels, triggered optimal oxytocin release, and restored let-down reflex function—thereby reducing household dependence on commercial formula milk. Subsequently, recovered mothers (healed moms) were empowered as digital affiliates, converting their lived experiences and peer credibility into a flexible home-based income stream. This study concludes that maternal mental health treatment integrated with a digital economic infrastructure is capable of transforming health costs into a family economic growth center in the digital era.

Keywords: Maternal Mental Health; Lactation; Digital Affiliate; Circular Empowerment; Postpartum Anxiety

Abstrak:

Penelitian ini mengevaluasi efektivitas “Circular Empowerment Model” yang diimplementasikan oleh Douperi Indonesia melalui program “Konselor New Mom”. Tujuan penelitian adalah menganalisis dampak ekonomi dua arah dari program tersebut: (1) dampak defensif, yaitu pengurangan biaya susu formula melalui keberhasilan intervensi laktasi, dan (2) dampak ofensif, yaitu penciptaan pendapatan baru melalui skema digital affiliate. Menggunakan pendekatan studi kasus kualitatif deskriptif, data dikumpulkan dari wawancara mendalam, observasi terstruktur terhadap interaksi komunitas digital, dan analisis dokumen finansial mikro yang melibatkan lebih dari 100 ibu baru yang mendapat pendampingan sejak Oktober 2025. Temuan menunjukkan bahwa intervensi afirmasi positif digital dan psikoedukasi manajemen stres pascapersalinan secara signifikan menurunkan tingkat kecemasan peserta, memicu pelepasan oksitosin secara optimal, dan memulihkan fungsi refleksi pancaran ASI—sehingga mengurangi ketergantungan rumah tangga terhadap susu formula komersial. Selanjutnya, ibu yang telah pulih (“healed moms”) diberdayakan sebagai afiliator digital, mengonversi pengalaman hidup nyata dan kredibilitas sebaya menjadi sumber pendapatan fleksibel dari rumah. Penelitian ini menyimpulkan bahwa penanganan kesehatan mental maternal yang terintegrasi dengan infrastruktur ekonomi digital mampu mentransformasi biaya kesehatan menjadi pusat pertumbuhan ekonomi keluarga di era digital.

Kata Kunci: Kesehatan Mental Maternal; Laktasi; Digital Affiliate; Circular Empowerment; Kecemasan Pascapersalinan

1. Introduction

Transition into motherhood (matrescence) is one of the most transformative yet vulnerable phases in a woman’s life cycle. Psychologically, new mothers frequently face intense mental pressures—ranging from baby blues to postpartum anxiety and postpartum depression. These pressures do not originate solely from drastic hormonal changes, but also from social demands, the absence of adequate support systems, and the weight of invisible domestic labor (the invisible load).

The manifestation of these psychological disorders extends beyond the mental dimension, directly impacting a mother's physiological functioning. Among the most clinically critical outcomes is impaired or failed lactation. Chronic stress and anxiety trigger elevated levels of cortisol and adrenaline, which directly suppress the production of oxytocin and prolactin—the two primary hormones regulating breast milk production and ejection. Lactation failure, in turn, compels families to substitute infant nutrition with commercial formula milk.

At the micro-economic level, dependence on commercial formula creates a significant new financial burden on household budgets. Meanwhile, the new wave of the digital era offers an inclusive economic landscape through social commerce and digital affiliate programs. However, prior research has largely treated maternal mental health interventions and economic empowerment programs as separate domains. No integrative model exists that frames the maternal trauma/stress recovery process as a form of social capital convertible into digital economic empowerment.

This study addresses two key research questions: (1) How does digital psychoeducation and positive affirmation intervention within Douperi Indonesia's "Konselor New Mom" program affect lactation success and reduce household formula expenditure (defensive approach)? (2) How does the emotional transition from healing to earning, through a digital affiliate mechanism, build family financial resilience (offensive approach)? The study aims to evaluate the effectiveness of the Circular Empowerment Model initiated by Douperi Indonesia, focusing on a two-directional economic impact analysis.

2. Literature Review

2.1 *The Psychosomatic Bridge: Stress, Oxytocin, and Lactation Success*

Lactation is a neuroendocrine process highly sensitive to the mother's emotional state. According to the positive feedback theory of lactation, infant suckling stimulates the hypothalamus to release oxytocin, which contracts myometrial cells around breast alveoli to eject milk (the let-down reflex). When a mother experiences postpartum anxiety, activation of the sympathetic nervous system releases catecholamines that constrict peripheral blood vessels and inhibit oxytocin action (Uvnäs-Moberg, 2003). This establishes the clinical rationale that psychological interventions—including stress management, positive affirmations, and the provision of safe spaces—are essential for restoring physiological lactation function.

Several studies corroborate this relationship. Stuebe et al. (2012) found significant correlations between postpartum anxiety and early cessation of breastfeeding. Similarly, Borra et al. (2015) reported that postpartum depression substantially increases the risk of formula feeding, with consequent negative impacts on infant nutrition and household finances.

2.2 *Community-Based Circular Economy Theory and Digital Affiliate*

The concept of a circular economy in this context extends beyond material recycling to encompass the circularity of emotional and economic value—termed the Circular Empowerment Model. A mother who initially enters as a wellness consumer and experiences economic loss (due to formula costs) is transformed into a recovery agent for other mothers. Through digital affiliate programs, her authentic lived experiences are converted into peer credibility capital to market wellness products or services, creating a sustainable economic value cycle directly from the home (Ellen MacArthur Foundation, 2013).

The concept of peer credibility has been theorized extensively in the context of social commerce. Hajli (2014) demonstrated that peer recommendations in social networks exert greater purchasing influence than conventional advertising, particularly in health-related products. Mothers who have experienced and recovered from postpartum distress possess a unique and high-trust form of social capital that aligns with this theoretical framework.

3. Research Methods

3.1 *Object, Time, and Place*

This study employs a qualitative descriptive case study design. The research subject is new mothers enrolled in Douperi Indonesia's "Konselor New Mom" program. The ecosystem is based in Probolinggo, East Java, but reaches participants in a hybrid manner (digital and physical). Operational data covers the accompaniment records of more than 100 mothers since October 2025. This approach was selected to explore in depth the operational dynamics, psychological changes, and real economic impacts experienced by participants within the Douperi Indonesia ecosystem.

3.2 *Data Collection Techniques*

Data collection employed three complementary methods. First, in-depth interviews were conducted with key informants selected purposively—specifically mothers who successfully transitioned from healing service consumers to Douperi Indonesia digital affiliate partners. Second, structured

observation of digital community channels (WhatsApp channels, support groups) was carried out, along with monitoring of daily positive affirmation implementation activities. Third, micro-financial document analysis was performed, reviewing self-reported estimates of monthly formula cost savings and digital affiliate commission records from participant dashboards.

3.3 Data Analysis Techniques

Data analysis followed a qualitative thematic approach. Transcripts from in-depth interviews were coded iteratively to identify recurring themes related to psychological recovery, lactation outcomes, and economic change. Observational notes from community channels were analyzed for behavioral patterns indicating the healing-to-earning transition. Financial documents were tabulated to illustrate comparative household expenditure and income before and after program participation. Triangulation was applied across all three data sources to strengthen the validity of findings.

4. Results and Discussion

4.1 Defensive Strategy: Psychoeducation, Oxytocin Regulation, and Reduction of Formula Costs

Based on accompaniment data from more than 100 mothers since October 2025, the majority of participants entered the Douperi Indonesia ecosystem with complaints of high anxiety, feelings of isolation in facing the invisible load, and a drastic decline in breast milk production volume. Douperi Indonesia applied targeted interventions: digital positive affirmations delivered periodically through structured messaging channels, and contextual psychoeducation on postpartum stress management.

The physiological impact of these interventions was significant. Participants reported a marked decrease in self-assessed anxiety scores. Reduced stress lowered cortisol levels, activated the parasympathetic nervous system, and triggered the optimal release of oxytocin. The direct consequence was the restoration of the let-down reflex and a substantial improvement in breastfeeding outcomes. From a financial standpoint, increased lactation success reduced dependence on commercial formula—in some cases to zero among mothers who successfully achieved exclusive breastfeeding. At the household macro-economic level, this translates into a massive reduction in monthly recurring expenditure, freeing up fiscal space for other family needs.

4.2 Offensive Strategy: Converting Recovery into Digital Affiliate Income

Once psychological recovery was achieved, Douperi Indonesia did not sever its relationship with participants. Instead, it opened the gateway to the Circular Empowerment Model. Recovered mothers were facilitated to join the social commerce ecosystem as digital affiliates. Unlike conventional digital marketers or content creators, these mothers possess a unique asset: authentic stories of real lived experiences. When they share educational content about overcoming postpartum anxiety through Douperi Indonesia's guidance and wellness products, the message carries a high degree of peer trust (credibility) in the eyes of other new mothers.

Through empathy-based educational content marketing on social media platforms (WhatsApp, Instagram, TikTok), these mothers successfully referred Douperi Indonesia's products and services to their community circles. Commission income generated from each digital sale provides a new, flexible income stream that can be fully operated from home without compromising the caregiving role. This represents a practical realization of the peer credibility economy theorized by Hajli (2014) and others in the social commerce literature.

4.3 Integrated Analysis: A Resilient Circular Economic Ecosystem

The following table summarizes a comparative analysis of micro-family financial conditions before and after full participation in Douperi Indonesia's "Konselor New Mom" program:

Table 1. Comparative Analysis of Household Economic Conditions Before and After Program Participation

| Dimensi Ekonomi | Sebelum Program | Sesudah Program (Ekosistem Douperi) |
|-------------------------------|---|---|
| Pengeluaran (Defensif) | Tinggi – beban berat pembelian susu formula akibat kegagalan laktasi yang dipicu stres pascapersalinan. | Rendah – penghematan besar karena laktasi kembali sukses berkat regulasi oksitosin melalui intervensi psikoedukasi. |
| Pendapatan (Ofensif) | Stagnan/menurun – fokus energi habis untuk menghadapi kecemasan pascapersalinan. | Meningkat – mendapat aliran pendapatan baru dari komisi digital affiliate berbasis konten edukatif. |

| Dimensi Ekonomi | Sebelum Program | Sesudah Program (Ekosistem Douperi) |
|-----------------------|------------------------------------|---|
| Peran dalam Komunitas | Konsumen pasif / penerima bantuan. | Agen aktif: Peer Counselor & Afiliator digital. |

Source: Douperi Indonesia Operational Data, 2025–2026.

The integration demonstrated in Table 1 proves that maternal mental health care need not remain a cost center burdening family budgets. Instead, it can be transformed into a new growth center for families in the digital age. The Circular Empowerment Model creates a self-reinforcing cycle: as more mothers recover and share their stories, more families are reached, more formula costs are avoided, and more affiliate income is generated—thereby strengthening the entire ecosystem.

These findings align with Ellen MacArthur Foundation’s (2013) conceptualization of circular value cycles, transposed here into the domain of human capital and digital economics. They also support the broader literature on the economic dimensions of maternal mental health (Borra et al., 2015; Stuebe et al., 2012), extending it with an actionable model for low-resource community settings.

5. Conclusion

The “Konselor New Mom” program implemented by Douperi Indonesia offers a disruptive new paradigm in women’s empowerment and family economics. This study concludes that maternal mental health intervention integrated with digital economic infrastructure generates concrete, two-directional economic impact. Defensively, by reducing stress levels, stimulating oxytocin production, improving lactation success, and directly minimizing household expenditure on formula milk. Offensively, by transforming recovery experiences (lived experiences) into high-value social capital, providing mothers with opportunities to generate flexible digital income from home through a digital affiliate scheme. The Circular Empowerment Model demonstrates that resilient families in the digital era can be built starting from the provision of a safe space for maternal mental health. Future research should pursue quantitative validation of this model across larger and more diverse participant cohorts, and examine the scalability of the affiliate infrastructure for broader regional implementation.

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