

# Implementation of Positive Affirmation Writing Therapy on Clients with Chronic Low Self-Esteem in Bantur Village, Malang Regency

Anisa Aulia

Dr. Kissa Bahari, S.Kep., Ns., M.Kep

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## ABSTRACT

**Introduction:** One of the most common health problems is low self-esteem. Low self-esteem is a feeling in individuals who view themselves with negative thinking. This will have an impact on social interactions with the surrounding environment. Therefore, interventions are needed that can build positive thinking in individuals, one of which is positive affirmation writing therapy. **Purpose:** This case study aims to increase the client's self-esteem, from previously thinking and behaving negatively to being more positive through positive affirmation writing therapy. **Method:** The focus of this case study method is to implement positive affirmation writing therapy on clients with chronic low self-esteem. **Results:** The results of the case study after being given positive affirmation writing therapy intervention for 6 days, the client showed an increase in self-esteem. **Conclusion:** Changes are seen from the client's decreased sense of shame, decreased negative feelings towards themselves, and decreased lowering of body posture. So it can be concluded that affirmation writing therapy has a positive effect on changes in the client's self-esteem.

**Keyword:** Writing Therapy, Positive Affirmation, Chronic Low Self-Esteem