

EXPLORATORY STUDY OF BEAUTY SERVICES AT *GRIYA SEHAT RUMAH CANTIK ARTIK KLATEN*

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ABSTRACT

A considerable number of individuals prefer traditional beauty services. *Griya Sehat Rumah Cantik Artik* is a traditional health service that provides beauty and wellness services. The objective of this study is to investigate the range of beauty services offered at *Griya Sehat Rumah Cantik Artik*. This study employs a qualitative research design, incorporating an exploratory approach and data collection methods such as in-depth interviews, observational studies, and document analysis. This exploratory research focuses on service description, but it does not measure the extent to which the service is truly effective in achieving its goals (improving skin beauty/health) or how it compares to modern methods. The study's results indicate that the beauty services offered at *Griya Sehat Rumah Cantik Artik* include beauty cupping, facials, beauty acupuncture, facial acupressure, and body scrubs. The array of skills used to provide beauty services includes beauty cupping, facial massage, facials, beauty acupuncture, and body scrubs. These services entail meticulous preparation of tools, materials, patients, and therapists, as well as delineating the stages involved in delivering beauty services. *Griya Sehat Rumah Cantik Artik* offers beauty services designed to help the community, particularly women, enhance their aesthetic appeal and maintain optimal skin health.

Keywords: acupuncture, beauty services, cupping, exploratory study, traditional beauty

INTRODUCTION

As time progresses, the field of medicine in Indonesia continues to evolve. One notable development is the increasing popularity of traditional medicine among the public. At present, herbal remedies are utilised both as a form of medicine and as a component of physical therapy regimens to enhance health outcomes. The proliferation of health and traditional medicine centres, such as cupping and reflexology centres, acupuncture centres, and others, is indicative of this growing trend. These centres have experienced a significant surge in patient visits, underscoring the demand for complementary therapy services (Indarto and Kirwanto, 2018).

In addition to its applications in health promotion, treatment, and fitness, herbal medicine is extensively utilised for traditional beauty purposes. At present, women commonly engage in traditional beauty treatments, including body scrubs, beauty cupping, herbal baths, beauty acupuncture, facial acupressure, traditional masks, and other therapies composed primarily of natural ingredients. The concept of beauty is often associated with women and aesthetics. The idea of beauty can be traced back to two distinct origins. The concept of inner beauty is associated with an individual's attitude or personality, while outer beauty is characterised by physical appearance and self-care practices (Mahardika, 2018).

According to Kevin et al. (2018), 55.7% of Indonesian women undergo traditional beauty treatments. Furthermore, 45.8% of Indonesians use beauty products containing natural

ingredients. According to the Indonesian Minister of Health Regulation No. 15 of 2018 concerning the Implementation of Traditional Complementary Health Services, *GriyaSehat* is defined as a traditional health service facility that provides traditional and complementary medicine by traditional health workers. *Griya Sehat Rumah Cantik Artik* offers a comprehensive array of health and wellness services, complemented by its core dedication to traditional beauty care.

Beauty services are beauty treatments performed traditionally with the aim of enhancing beauty. Beauty comes from the word "beautiful" which means beauty related to women, especially their faces, bodies, appearance, and other aspects. Beauty can come from within (inner beauty), radiating from one's own nature, attitude, personality, and modesty. External beauty (outer beauty), on the other hand, refers to physical attractiveness, including health, face, physique, and body appearance. To enhance beauty, various methods can be employed, such as eating nutritious foods, maintaining facial hygiene, getting facials, body scrubs, facial massages, beauty acupuncture, and so on. One of the main focuses in ideal beauty is skincare. This is intended to achieve an attractive appearance. The skin is the largest body tissue, covering the entire body surface, wrapping muscles and internal organs (Jayanti et al., 2025).

A preliminary study was conducted by researchers at *Griya Sehat Rumah Cantik Artik* from August 19-23, 2024, to obtain data on the number of visitors in the previous three months. The study revealed that 393 visitors had visited during that period. The study showed that 24.5% of visitors came to fulfil their beauty needs, which included facials, beauty cupping, *ayusaliro* body scrubs, beauty acupuncture, and facials. Furthermore, 77.8% of the subjects reported using herbal remedies and wellness therapies, including health cupping, boreh, ratus miss V, and massage.

Preliminary studies indicate that a significant number of visitors utilise the herbal remedies, beauty services, and fitness services offered at *Griya Sehat Rumah Cantik Artik*. Furthermore, the available literature does not address beauty services at *Griya Sehat Rumah Cantik Artik*, leaving the possibility of further study in this area open. Consequently, researchers are interested in researching "Exploratory Study of Beauty Services at *Griya Sehat Rumah Cantik Artik*."

METHOD

The present research is qualitative, adopting an exploratory design. According to Aprilia et al. (2021), an exploratory study is an investigative activity that involves collecting new or little-known information that is not widely known to the public. The research was conducted from October 2024 to July 2025 at *Griya Sehat Rumah Cantik Artik*, located at Blimbing St., Candirejo No. 13, Tonggalan, Central Klaten. The study population comprised the owner and three employees. The informants in this study consisted of four employees of *Griya Sehat Rumah Cantik Artik*, all of whom had obtained diplomas in Jamu and Acupuncture, as well as a Bachelor's degree in Acupuncture.

The data presented in this study were collected via in-depth interviews, observational studies, and documentation. The interview was conducted with the verbal consent of the informant. According to Yusuf (2014), an interview is a process of face-to-face interaction between the interviewer and the source of information, or interviewee, through direct communication. The data collected through in-depth interviews focused on the types of beauty services and skills performed at *Griya Sehat Rumah Cantik Artik*. The data from observational studies covered the range of skills exhibited in beauty services at *Griya Sehat Rumah Cantik Artik*. Documentation studies are a method of data collection that involves examining or analysing documents created by the subject or others about the topic (Haryono, 2020). Documentation studies are conducted to obtain data on the types of beauty services, standard operating procedures, service standards, and others at *Griya Sehat Rumah Cantik Artik*.

Artik. The data collection techniques employed in qualitative research include data collection, data reduction, data presentation, and conclusion.

The present study utilises credibility or trustworthiness as a metric for data validity. According to Haryono (2020), the validity of test data is determined through the implementation of triangulation techniques. These techniques include source triangulation, time triangulation, method triangulation, and theory triangulation.

RESULT AND DISCUSSION

This research was conducted at *Griya Sehat Rumah Cantik Artik* with a total of four informants. The results of the Exploratory Study of Beauty Services are as follows:

1. Types of beauty services

Based on the research, the beauty services available at *Griya Sehat Rumah Cantik Artik* include beauty cupping, facials, beauty acupuncture, facial acupressure, and body scrubs. The following table lists the types of beauty services available at *Griya Sehat Rumah Cantik Artik*.

Table 1. Types of Beauty Services at *Griya Sehat Rumah Cantik Artik*

Types of Service
<p>Facial Treatments</p> <ul style="list-style-type: none">a. Beauty cupping<ul style="list-style-type: none">1) Dry cupping2) Wet cupping3) Sliding cuppingb. Facial<ul style="list-style-type: none">1) Facial + serum2) Facial + beauty acupuncture3) Facial + beauty cupping4) Facial + facial acupressure5) Facial + LED maskc. Beauty acupuncture<ul style="list-style-type: none">1) Beauty acupuncture + facial2) Beauty acupuncture + facial acupressure3) Beauty acupuncture + LED maskd. Facial acupressure<ul style="list-style-type: none">1) Facial acupressure + LED mask2) Facial acupressure + Beauty acupuncture3) Facial acupressure + Beauty cupping

Body Treatment with Scrub

2. Skills performed in providing beauty services at *Griya Sehat Rumah Cantik Artik*

The skilled procedures offered at *Griya Sehat Rumah Cantik Artik* include beauty cupping, facials, cosmetic acupuncture, and body scrubs. Data presented as follows:

- a. Beauty cupping treatment
- b. Facial treatment
- c. Beauty acupuncture treatment
- d. Body scrub treatment
- e. Facial acupressure treatment

Based on the results, the beauty services at *Griya Sehat Rumah Cantik Artik* are categorised into two main categories: facial treatments and body treatments. Facial treatments include beauty cupping, facials, beauty acupuncture, and facial acupressure. Body treatments consist of body scrubs. Beauty cupping treatments at *Griya Sehat Rumah Cantik Artik* promote skin smoothness, enhance collagen production, brighten the skin, and relax the face. It is done by encompassing a thorough cleansing regimen with a milk cleanser and facial wash, complemented by a meticulous facial massage. Subsequently, sliding cupping and dry cupping are performed, followed by puncturing the cupping points on the face. This practice aligns with the theoretical framework proposed by Wahyuni and Siregar (2022), which posits

that the primary objective of beauty cupping is to induce relaxation, purify the skin, revitalise the facial complexion, and refine its texture, with a concomitant reduction in wrinkles.

The effectiveness of the cupping technique in cupping therapy stems from its ability to stimulate collagen production in the skin, thereby enhancing elasticity and reducing the visibility of fine lines on the face. This phenomenon has been corroborated by the theory proposed by Guo et al. (2017), which posits that beauty cupping involves puncturing the skin with needles to stimulate the neuroendocrine-immune system. The interaction between this system and cytokines has been shown to inhibit acne growth on the face. Consequently, beauty cupping has been demonstrated to be an effective measure for preventing acne.

The efficacy of various facial treatments at *Griya Sehat Rumah Cantik Artik* in addressing concerns such as dull skin, blackheads, acne, and enhancing skin brightness, cleanliness, and smoothness, also promotes collagen production. The procedure entails cleansing the face, performing a facial massage, steaming the face to help remove blackheads, and applying a mask. This finding aligns with Indarto's (2023) theoretical framework, which posits that facial treatments primarily seek to enhance skin brightness, eliminate dead skin cells, hydrate the skin, reduce pore size, and address concerns such as blackheads and acne. The facial treatment protocol involves a series of steps, including cleansing the face with a milk cleanser, applying a toner or refresher, cleansing the face with a facial wash, performing a facial massage, and steaming the face. This process is intended to remove dead skin cells, stimulate new skin cell growth, and facilitate subsequent procedures. Subsequently, the blackheads are extracted, and a facial mask is applied. Furthermore, as posited by Ismaningsih et al. (2024), face dermal treatments have been shown to reduce facial wrinkles and enhance skin luminosity. This is because facial treatments often include a massage, which has been shown to improve blood circulation, reduce facial muscle tension, and stimulate collagen production.

Beauty acupuncture treatments address various dermatological concerns, including facial wrinkles, dark spots, acne-prone skin, acne scars, and facial laxity. The beauty acupuncture procedure involves a series of meticulous steps. It commences with a thorough cleansing of the face, followed by a therapeutic facial massage. Subsequently, precise acupuncture points in the facial area are stimulated by needle insertion. This finding aligns with the theory proposed by Tejar et al. (2022), which posits that the objective of beauty acupuncture is to reduce wrinkles, enhance collagen production, tighten facial skin, and diminish the visibility of dark spots. The mechanism of cosmetic acupuncture involves sterilising the tools, materials, the therapist's hands, and the acupuncture points. This is followed by the repetition of punctures and stimulation, or stimulation of local points on the face. Furthermore, the insertion of acupuncture needles and the application of stimulation result in mechanical signal transduction and deformation of connective tissue. This phenomenon also alters the intracellular actin cytoskeleton in fibroblasts, leading to increased collagen production.

Body scrub treatments at *Griya Sehat Rumah Cantik Artik* aim to enhance skin appearance, promote smoothness, and impart a pleasant fragrance. The body scrub is applied using a massage technique, followed by a drying period to ensure optimal absorption. Subsequently, the object is meticulously cleaned using a washcloth with a gentle, circular motion. This finding aligns with the theory proposed by Pakadang & Salim (2019), which asserts that body scrubs offer benefits for skin beautification, including the removal of dead skin cells, the enhancement of skin brightness, and the induction of a state of relaxation. However, the protocol for applying body scrub does not align with the theoretical framework proposed by Pakadang and Salim (2019). In the procedure, massage is not the initial step; instead, the body scrub is applied and left to dry slightly.

Subsequently, the scrub should be gently massaged to remove dried scrub, dead skin cells, and other impurities. The procedure for facial acupressure treatments involves several steps, including cleansing the face, applying massage techniques, and pressing meridian points on the face. The application of pressure to specific meridian points on the face for a duration of six seconds, repeated six times, is purported to induce a range of benefits, including the reduction of dizziness, the enhancement of sleep quality, the reduction of facial wrinkles, the stimulation of collagen production, and the relaxation of facial muscles. This assertion aligns with the theoretical framework proposed by Soekanto et al. (2024), which posits that facial acupressure involves applying pressure to specific meridian points with the middle and ring fingers for 5-6 times. This procedure is performed repeatedly to enhance blood circulation, promote physical fitness, reduce facial wrinkles, and stimulate collagen production. This assertion is corroborated by the theory, according to Indrawati (2015), who claims that facial acupressure therapy involves applying pressure to facial meridian points, thereby stimulating collagen production, enhancing facial skin elasticity, rendering the skin firmer and more supple, and diminishing the appearance of wrinkles. Furthermore, applying pressure to meridian points has been shown to induce the release of endorphins, which have anxiolytic, analgesic, and calming effects. In addition, facial massage has been shown to reduce facial muscle tension, thereby facilitating enhanced blood flow.

WHO emphasizes the role of traditional and complementary medicine as a medical heritage "to promote universal health coverage by integrating traditional and complementary medicine services into the delivery of healthcare and self-care". TCAM encompasses a diverse range of medical and healthcare systems, practices, and products that are not considered part of conventional medicine, including herbal and traditional medicine therapies, biological-based therapies, mind-body interventions, manipulative and body-based systems, alternative medical systems, and energy therapies (Jan et al., 2020).

CONCLUSION

The array of beauty and wellness services offered at *Griya Sehat Rumah Cantik Artik* encompasses beauty cupping, facials, beauty acupuncture, facial acupressure, and body scrubs. The provision of these services involves meticulous preparation of tools, materials, patients, and therapists, as well as the subsequent stages of the beauty service. *Griya Sehat Rumah Cantik Artik* has standard operating procedures (SOPs) for providing services. This is but one of the many advantages associated with *Griya Sehat Rumah Cantik Artik*. Traditional beauty services can help preserve cultural identity by attracting consumers seeking natural treatments. The combination of traditional and modern techniques does not eliminate traditional values; in addition, the products are safer and contain minimal chemicals.

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