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**PERFORMANCE STANDARD OF SPA SERVICES WITH THE JAVANESE
MASSAGE METHOD IN THE ACADEMY OF SOCIAL PROSPERITY "AKK" OF
YOGYAKARTA**

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ABSTRACT

Spa is a beauty treatment that not only refreshes and calms the mind. But it also has several health benefits. This paper discussed the implementation of Spa services refer to the Operational Service Standards (SOP) which will be the main force. The role of the government through four departments, in collaboration with the Indonesian Spa Association together to form Business Standards, Services, National Work Competency Standards (SKKNI), Curriculum Standardization with the Ministry of Education, and Promotion Cooperation Standards with the Ministry of Tourism. According to the SKKNI employment in the Spa field refers to knowledge, skills, attitudes. The concept of service at Spa refers to excellent service to foster trust in customers. Excellent service must be supported by quality human resources that are reliable, have a vision that is far ahead and can develop strategies and tips for excellent service that has excellence. The Javanese Massage method applies a combination of several body treatments that originate from cultural and technological traditions, with Javanese sorting methods. It is beneficial for the muscles and can be effective in blood circulation, relieving muscle tension, stimulating the rhythmic nerves to achieve a sedative effect, stimulating and calming. In the Spa treatment, there are various body treatments, namely body scrubs, body massages, body masks and aroma therapy.

Keywords: Performance standards, spa services, javanese massage methods.

INTRODUCTION

Today the public's attention to the problem of beauty is getting bigger. This is to support the confidence for one's appearance and to follow developments in the beauty field. Indonesian people have begun to pay attention to health and beauty holistically or thoroughly (Yuniasanti & Abas, 2019). At this time they have realized how important Spa treatment

services. At the Spa one can experience beauty and health care holistically, and also at the Spa can feel water therapy, aroma therapy, massage therapy. Spa Therapy uses traditional style source materials and modern technology. Traditional treatments include using herbs such as scrubs, mangir, boreh, soaking with flowers, spices, salts, aroma therapy, etc. Traditional treatments and the Spa will produce body care services that are a trend, not only women, but also men are increasingly aware of the importance of health and perfect appearance.

Basically they also crave self-care physically and mentally (Wigler et al., 1995). Spa is a treatment based on philosophy and framework that practically can be described as an effort to meet individual needs, by using some natural science, behavior and biomedical with a combination of massage, hydroteraphy, aromatheraphy, and equipped skills by using support methods with the aim of balancing body, soul and mind for individuals who need them. With the intention that individuals become attractive, fresh, fit, and relaxed (Li et al., 2011). Body Spa seems to have succeeded in becoming one of the treatments favored by many women to pamper themselves. Amid the many different types of body treatments with various methods, doing a body spa with traditional ingredients turns out to be quite popular. Scrubs become one of the most popular body care products that are often used when doing body spa. In addition to scrubs, boreh is an herb made from a mixture of spices, such as pepper, ginger, lemongrass, and cloves. In terms of health, boreh has the effect of warming the body, while in terms of beauty, boreh can smooth the skin by removing dead skin cells so that it becomes brighter and cleaner. With its development Spa has sprung up to color a variety of programs for those who need freshness, energy and new enthusiasm. Even with technological advancements and human needs, modern spas are no longer just a hot bath or traditional massage, but more than that this spa has become a holistic approach or means that aims to harmonize human life through alternative therapies between the body, mind and emotions (Yuniasanti & Abas, 2019).

PROBLEM FORMULATION

Based on the description of the background of the problem above, several problem formulations can be made as follows:

- How to set the Performance Standards of Spa Services in the AKS "AKK" Yogyakarta Make up Study Program?
- How is the implementation of Spa Services Performance Standards in the AKS "AKK" Yogyakarta Makeup Study Program?
- What are the benefits of Spa services using the Javanese massage method in the AKS "AKK" Yogyakarta Makeup Study Program?

RESEARCH OBJECTIVES

The research objectives in this paper are:

- To find out the establishment of Spa Services Performance Standards in the AKS "AKK" Yogyakarta Makeup Study Program.
- To find out the implementation of Spa Services Performance Standards in the AKS "AKK" Yogyakarta Makeup Study Program.
- To find out the benefits of Spa services using the Javanese massage method in the AKS "AKK" Yogyakarta Makeup Study Program

THEORY OF STUDY

The development of Spa business is now more advanced, this can be triggered by the lifestyle of modern society today. Technology and an instant lifestyle that makes people aware of a healthy life. Based on The rules of Healthy Minister Number: 1205 / Menkes / Per / X / 2004 on the Definition of Indonesian Spa is a traditional health effort that uses a political approach through comprehensive care using combination methods, hydrotherapy skills, and aromatherapy massage. The Indonesian government has an important role and has greatly helped the development of the Spa industry. The role of the government through the 4 departments that have worked together with the Indonesian Spa Association to jointly establish Business Standardization, Service Standardization, National Work Competency Standards, and Course Standardization and its curriculum. The departments that foster the Spa industry business in Indonesia are as follows:

- Department of Health Standardization of Spa Services PERMENKES: 1205 / MENKES / PER / X / 2004.
- Ministry of Manpower: Indonesian National Work Competency Standards (SKKNI).
- Ministry of Education: Curriculum Standards, Graduates Competency Standards, Course Standards.
- Ministry of Tourism: Promotion Standards for Cooperation

Spa Business as a workforce user with the education and training institutions, both formal and non-formal education in the effort to create a workforce that refers to the Indonesian National Work Competency Standards (SKKNI) in the Spa field, there are 3 aspects that must be met:

- Knowledge (knowledge).
- Skills (skills).
- Attitude (attitude / mindset).

Work capabilities that meet all three aspects are stated as Work Competency Standards. These competencies have equality with other countries, even apply internationally. With the SKKNI, the public's view of the Spa is more positive and each Spa therapist will be protected professionally. The importance of excellent service to customer satisfaction can be achieved by fostering trust in customers or consumers, so that customers feel they are important or cared for. The importance of excellent service to customers is also a strategy in order to win the competition (Sulaiman, 2014). However, it is not enough to just give satisfaction and attention to customers, more than that is how to respond to customer desires so that it can create a positive impression from customers. Excellent service must be supported by reliable quality human resources, have a vision that is far ahead and can develop strategies and tips for excellent service that has excellence.

Excellent service (excellent service) is a service that is best in meeting the expectations and needs of customers. Excellent service is a service that meets quality standards. Service that meets quality standards is a service that is in accordance with customer expectations and satisfaction. Customers are people who carry out activities to buy and use a product, both goods or services continuously. In terms of quality improvement, the definition of a customer is every person who demands service delivery that meets a service quality standard, so that it can influence the performance of the gift. Services, are activities, benefits or satisfaction offered for sale (Tjiptono, 2008). Services or services are all actions or performance that can

be offered by one party to another party which in essence is not physical and does not produce any ownership (according to Kolter in Wijaya & Irawati, 2014). While other opinions say that service is an activity that can be defined and is a media liaison between one party with another party with specific goals and objectives. The definition above implies that service is an activity that is as a liaison between the services provided with the objectives to be achieved. According to the expert, a good public service policy consists of: services that include indicators of service that are fast and appropriate, direct services for services that are momentary, have transparent service information guidelines, place professional officers, have cost certainty, apply service patterns integrated, and conducted a survey of the services provided (Richard et al., 1999).

Spa is an abbreviation of the Latin language derived from the word Solus Per Aqua (Solus = treatment or treatment, Per = with, Aqua = water). Based on this meaning, it can be said that Spa is a system of treatment or treatment with water, or in English known as Hydrotherapy. Spa more specifically defined as a way of health management by using water in various forms to treat an illness or to maintain individual health (Bender et al., 2004). The concept of the Spa was actually from the Roman Empire when the legionary troops were lightly injured they tried to find a way to recover from these minor injuries. They searched for excavated hot springs and then made a bathing pool so that they could heal the injured body. They named the place "aquae" and its bath activities called Spa originating from the Greek language Sanus Per Aquam which means care and healing through water. Then the word Spa in Belgium was established for this purpose, which later became famous in the 14th century and still exists today (Brown, 1946).

During its development, spas appear to offer a variety of programs for those who need freshness, energy, and a new spirit. Based on the Spa history, there are several types of spas based on the place and function, including:

- Destination Spa:
Spa treatments designed for holistic rejuvenation, useful to make the body and mind more fit. Spa is usually from body care, physical activity, education about health.
- Day Spa
Offering a variety of spa treatments done by professional staff that are available every day. This is a treatment that people can enjoy every day. Some people go to the Day Spa for manicure and pedicure. While others prefer facials and body space massage.
- Medica Spa, provides spa services, but works under the supervision of a licensed medical doctor. This spa focuses on cosmetic treatments, such as lasers to remove spots and blemishes on the skin media.
- Health Spa, focus on maintaining overall health. Usually located in places that are very quiet and peaceful. When doing treatment will usually be handled by practitioners who will give suggestions to support your health.
- Club Spa, usually offers more fitness facilities by offering health services during the day.
- Resort Spa, a Spa located in a resort or hotel. Usually built to add comfort and make guests feel at home for long.
- Mineral Spring Spa; This spa uses natural mineral ingredients, mineral / spring spas rely on water to provide hydrotherapy treatments. (According Bender et al., 2004).

DISCUSSION

Spa is a beauty treatment that not only refreshes and calms the body and mind. But it also has several benefits for overall health. Spa treatments are useful for maximum benefit for the mind, body. This study three research objectives will be elaborated, namely regarding the establishment of SPA Service Performance Standards in the AKS "AKK" Yogyakarta Makeup Study Program.

In implementing Spa services, it is necessary to apply Service Operational Standards (SOP) which will be the main strength and characteristics of the Spa. Every Spa businessman and Spa service user should get comfortable, safe, healthy (hygienic), relax (confinience), and fit (wellness). Some steps taken in receiving customers who use Spa services are: preparing treatment rooms arranged so comfortably, greeting and welcome guests, helping guests to prepare for Spa treatments (prepair), helping to change clothes with kimino and helping to store guest clothes in lockers safe, start maintenance according to standard operating procedures. Before the treatment is done the analysis is followed by a warm-up (stetching) to stretch the muscles, then scrub scrub, function to remove dead skin cells on the surface of the body's rough and dull skin. Scrub also serves to help accelerate the replacement of new body skin cells. The purpose of scrub / scrub is to smooth the skin to look bright, smooth, soft, and not dull. After the scrub is finished cleaning with washcloth and warm water. The next step is to do a full body massage with olive oil with various sequential movements. Then after the massage, the olive oil is removed with washcloths and warm water, then steam the body with a sauna cabin, and guests are waited until the evaporation of the body is finished. The next step model / tanu are welcome to soak or bathe, soaking can use a mixture of spices, or a mixture of flowers, or bathe soaking with salt or bathing in milk.

Implementation of SPA Service Performance Standards in the AKS "AKK" Yogyakarta Makeup Study Program is by applying a combination of body and facial beauty treatments that originate from western and eastern cultural and technological traditions. There is a maintenance that is still maintained its authenticity, both product ingredients, and technicalities used. However, there have also been some treatments that have been modified, for example regarding the basic ingredients used and the use of old techniques combined with modern equipment or using electronic and non-electronic aids. Spa services are holistic body care processes, and body care processes that bring harmonization of effects. There are a number of Spa techniques that can be used in a structured way to help therapists perform treatments so that customers can feel the freshness, fitness, and improvement of their quality of life after doing Spa treatments. The efficacy of using all of these techniques depends very much on the skills and competence of the therapist. Therefore a variety of expertise can be made that can be used as a measure of the ability of a therapist.

Standard Services SPA Services with the method of "Javanese Massage" is a Javanese sorting method where after the sequencing is followed by the use of scrubs and mangir. The meaning of massage comes from Arabic, from the word Mass which means to press slowly, while the meaning of massage is sorting done by pressing or rubbing the body to relieve pain or disease by using fragrance oil which is used to lubricate the skin and add beauty or shape the beauty of the body (Hakim, 2005).

The term movement that is used in Javanese Massage includes several veins, namely:

- Effleurage: is a rhythmic or rhythmic uru rubbing motion and successive upward, the muscles of the hands and fingers are completely relaxed and adjusted to the part being treated by holding pressure.
- Tapotage: knocking or patting.
- Traction: pulling the fingers of both the hands and feet together to make a sound.
- Palpation: palm movements with a mild pressure.
- Thumb Rotation: circular motion or rotation of the thumb.
- Stroking: is stroking the bottom of the palm up alternately.
- Kneading: is the opposite movement or zig zag palm.
- Lymp drain: alternately rub the palms.
- Hand Sliding: movement of the fist.
- Thumb presure: pressure point with thumb.
- Stetching: movement to push the palm of the hand in the opposite direction.
- Thumb sliding: rotation of the thumb.

Cosmetics used in body massages are cosmetics used as lubricants in the form of oil or massage cream, W / O emulsions or a mixture of fats / oils made from plants or herbs, oils or massage creams are:

- Almond oil
Made from almond juice which has a soft and mild aroma, and is enriched with vitamins and proteins, containing substances that can brighten and soften the skin. It is suitable for dry skin, non-irritating. Almond oil is very good for lubricating oil, it can also be mixed with other oils as a basis for good massage.
- Coconut oil
Made from coconut juice, coconut oil has a scent that can cause peace of mind, soften the skin, soften the skin, and can be stored for a long time.
- Avocado oil
Made from avocado juice. Avocado oil has strong oil levels and high vitamins, and has little sunscreen content.

A description of several types of treatments with the Javanese Massage method, namely:

1. Body massage (treatment of the body) is a treatment action performed by the therapist by doing movements rubbed (effleurage) with the palm of the hand, squeezing with fingers, pressing with the thumb or fist (petrisage), squeezing using both palms, pinching , punching, punching with the sides of the hand, covering, patting with the back of the hand (tapotage), vibrating (vibration) and rotating and rubbing (friction). These movements can be done directly on the body using oil (massage oil) and can be mixed with essential oils.
2. Body srub (scrub) is a treatment performed by a therapist by moving the palms turning while rubbing on the surface of the skin that has been given a scrub / scrub / peeling product. There is also another technique, which is to use a solution obtained from fruits and vegetables. Natural ingredients that can be used as scrubs, such as yam, rough ground rice, star fruit, lime, papaya, flowers, foliage, chocolate seeds, soybeans, coffee, with other ingredients such as milk, honey, cream , salt, cinnamon, lime, starfruit. Usually scrub materials contain coarse grain and soften the skin. Plus a variety of scrubs (copian + print color) scrubs, sleigh, bengkoang, yellow, coffee scrubs, brown

scrubs, avocado scrubs, seaweed scrubs, lemon scrubs (pint: from google / chrome).
example: pictures of traditional scrubs.

3. Mangir Malih Salira, contains ingredients:

- Curcuma root rhizome (Curcumae Xanthorrhizae Rhizoma), contains phellandeen, tumerol, starch dyes, curcumin.
- Turmeric (Curcumae Domesticae Rhizoma)
- Rhizome root remains temugiring
- Sandalwood wood

How to use :

- Mangir powder mixed with rose water.
- Apply this mangir throughout the body, rubbing so that it falls with skin impurities.
- Wash with warm water.

4. Body mask namely:

Body care by wrapping the entire surface of the body using a mask material that has different functions, according to the product used for example: soften, tighten, skin. The technique for its use is by mixing mask powder with an appropriate liquid (rose water). The mask is applied to the whole body, and then allowed to stand dry. Usually the use of masks is done after the use of scrubs and massage. The basic ingredients of the mask are flour masks made from rice flour, soybeans, coffee, mud, seaweed, papaya fruit, yam, lime juice. Usually used as a liquid mixing in the form of rose water or lotion.

The benefits of Spa services using the Javanese massage method are having a direct influence on the body's function, the direct effect of sequencing can be seen on the skin. As blood circulation increases, secretions from the glands feed and release substances that are no longer useful to the body. The satisfactory results obtained by sorting the body, arms and legs are as follows:

- Stimulating rhythmic to the skin, increasing skin blood circulation and stimulating rhythmic sensory arrangement.
- Skeletal and muscular muscles, increase blood circulation and relieve muscle tension.
- Against the bundles (ligementum) repair the connective disorders.
- Blood and lymph circulation, efficacious launch.
- Nervous arrangement, stimulating nerve rhythmically to achieve a sedative effect (stimulating to calm).
- Fat tissue, not affected by massage.

The benefits of Spa services are not to cure illness but to make someone feel comfortable, both body and soul. Spa is a therapy using water, as well as salt water, oil and aroma therapy, the relationship between body, mind and spirit, positive and negative flow in you and your body's energy lust. The freshness of body and soul makes a person able to do many activities and routines better and more energetically. Humans always need excellent physical stamina,

thoughts, and emotions in order to be able to do their jobs properly and consistently (Huang et. al., 2008).

Benefits of the Spa include smoothing the skin, tightening, whitening and nourishing the skin, relaxing muscle tension, detoxifying the body. Besides that, spas can also boost the immune system, eliminate depression, spas make relax and calm so the body feels refreshed (Ernst & Pittler, 1998). Doing body care should be done one to two times a month. After the Spa treatment the body is fitter and ready to move, the Spa is needed to avoid stress and aging skin

In addition to the benefits of spas, there are also benefits of aromatherapy massage, which is a treatment using scents to relax the body, and can also function to refresh the body, mind and spirit. There are several types of aromatherapy during massage and entering a Spa has a special aroma and is commonly known as room aromatherapy (Franke et al., 2007).

CONCLUSION

Spa is a treatment based on philosophy and framework that has been practically described as an effort to meet the needs of individuals by using some natural applied knowledge, behavior, and biomedics with a combination of massage, hydrotherapy, aromatherapy, and therapeutic skills (Levy et al., 2002). Equipped with supporting methods with the aim of balancing body, soul, and mind for individuals who need them. With the intention that individuals become attractive, fresh, fit, and relaxed (Koh et al., 2010). Benefits of the Spa include smoothing the skin, tightening the skin, whitening, and nourishing the skin, relaxing the tension of the muscles, detoxifying the body. Besides that, the Spa can also increase body immunity, eliminate depression, and relax so the body feels fresh and fit. In implementing Spa services, it is necessary to apply Service Operational Standards (SOP) which will be the main strength and characteristics of the Spa. To implement Service Standards, National Work Competency Standards and Spa Business Standards, there are 4 related departments that foster the Spa industry in Indonesia as follows:

- Department of Health Standardization of Spa Services PERMENKES: 1205 / MENKES / PER / X / 2004.
- Ministry of Manpower: Indonesian National Work Competency Standards (SKKNI).
- Ministry of Education: Curriculum Standards, Graduates Competency Standards, Course Standards.
- Ministry of Tourism: Promotion Standards for Cooperation.

Implementation of Spa service performance standards is to apply a combination of body and facial beauty treatments that originate from cultural traditions and modern technology. There are material methods, products, and techniques used. In this paper discusses the implementation of Spa service performance standards with the Javanese Massage method. This method is carried out in sequential care of the body that is doing body cleansing, then doing light massages (stretching) as preheating, then doing scrubs (scrubs), followed by body massage and body steam followed by sauna body steam, followed by soaking with warm water mixed with spices and salt, or bathe with flowers. After all the series have been carried out, the Javanese Massage method can already be felt and usually during treatment it is also given the aroma therapy in the Spa room.

The benefits of Javanese Massage services in Spa treatments include making a person feel comfortable both in body and soul. What is therapy using water, as well as salt water, oil, and aroma therapy related to the body, mind, spirit, positive and negative energy flow in you and your body's energy center. Freshness of the body makes a person able to do many activities better and more energetically. In the preparation of this paper, we hope to be able to add knowledge and insight in the field of Spa treatment services and hopefully this paper is useful for readers and business people in the Spa field. And we hope that Spa in Indonesia will progress and will be able to compete in the millennial era.

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