

IDENTIFIKASI *TREATMENT SOLUS PER AQUA* (SPA) *BODY MASSAGE* DI ARMIN BEAUTY STUDIO SINGARAJA

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ABSTRAK

Penelitian ini dilatarbelakangi oleh berkembangnya perawatan SPA yang semakin diminati oleh masyarakat, namun informasi dan pengetahuan mengenai proses perawatan SPA khususnya pada perawatan *body massage* masih terbatas. Penelitian ini bertujuan untuk mendeskripsikan proses perawatan SPA *body massage* yang dilakukan di Armin Beauty Studio Singaraja. Jenis penelitian yang digunakan adalah penelitian deskriptif dengan pendekatan kualitatif. Objek penelitian ini adalah *treatment SPA body massage* di Armin Beauty Studio Singaraja, sedangkan subjek penelitian terdiri atas pemilik, *therapist* dan pelanggan. Teknik pengumpulan data dilakukan melalui observasi dan wawancara. Teknik analisis data yang digunakan meliputi pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa proses perawatan SPA *body massage* di Armin Beauty Studio Singaraja dilakukan melalui tiga tahapan yaitu tahap persiapan, tahap pelaksanaan dan tahap akhir. Tahap persiapan meliputi persiapan area kerja, persiapan alat, lenan, bahan dan kosmetika, persiapan pribadi atau *therapist* dan persiapan pelanggan atau klien. Tahap pelaksanaan meliputi prosedur pemijatan yang dilakukan sesuai dengan jenis perawatan SPA *body massage* yang tersedia, antara lain *Balinese Massage*, *Deep Tissue Massage*, *Hot Stone Massage*, *Bamboo Massage*, *Reflexology Foot Massage* dan *Pediatric Massage*. Tahap akhir dilakukan dengan rangkaian kegiatan penutup setelah seluruh proses pemijatan selesai.

Kata Kunci : SPA *body massage*, proses perawatan, Armin Beauty Studio Singaraja

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TREATMENT AT ARMIN BEAUTY STUDIO SINGARAJA**

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ABSTRACT

This study is motivated by the growing public interest in spa treatments; however, information and knowledge regarding the specific processes involved—particularly body massage treatments—remain limited. The study aims to describe the body massage spa treatment process at Armin Beauty Studio Singaraja. A descriptive research design with a qualitative approach was employed. The object of the study is the body massage spa treatment at Armin Beauty Studio Singaraja, while the subjects consist of the owner, therapists, and customers. Data collection was conducted through observation and interviews. The data analysis techniques included data collection, data reduction, data presentation, and conclusion drawing. The results indicate that the body massage spa treatment process at Armin Beauty Studio Singaraja is carried out in three stages: preparation, implementation, and the final stage. The preparation stage encompasses the preparation of the workspace; equipment, linens, materials, and cosmetics; the therapist; and the client. The implementation stage involves massage procedures tailored to the specific types of body massage treatments offered, such as Balinese Massage, Deep Tissue Massage, Hot Stone Massage, Bamboo Massage, Reflexology Foot Massage, and Pediatric Massage. The final stage consists of a series of concluding activities performed after the massage process is complete.

Keywords: *Spa body massage, treatment process, Armin Beauty Studio Singaraja*