Language Competencies and Sertification as The Strategy of Blind Massage Therapist: Linguistic Landscape Study

Dany Ardhian[1], Sony Sukmawan[2], Muhammad Hambali[3]

[1, 2, 3] Faculty of Cultural Studies, Universitas Brawijaya, Indonesia
danyardhian@ub.ac.id

Abstract. This study aims to analyze (1) forms and patterns of language use, (2) information-symbolic functions, and (3) naming systems. The survey was conducted in Malang City on 32 texts of blind massage names that contained the word *bersertifikat* or *berijazah.* The linguistic landscape study was applied to see the form and pattern of language use, as well as the information-symbolic function, while corpus linguistics was applied to analyze the naming system of blind massage. The results show the involvement of four languages in the naming system, namely Indonesian, English, Japanese, and Javanese with the dominance of Indonesian in all forms (mono-bi-multilingual). English, Japanese, and Javanese are insertive (code-mixing). The survey also showed that there were 11 pieces of information displayed on names with name, certification, and contact information appearing predominantly with equal frequency. The application of corpus study resulted in two main naming system patterns, namely *pijat-tuna-netra berijazah* and *pijat-tuna-netra-bersertifikat.*

Key words: blind massage therapist, linguistics landscape, Malang City, Voyant Tool

1. Introduction

In the Indonesian context, massage is part of the culture in health care that is believed to eliminate certain diseases, restore body balance, and maintain health [1]. Massage therapy is a necessity for most Indonesians. With that need, massage therapists take part in this industry. Massage is performed by physically normal therapists, but is also widely performed by blind therapists. Both build their own market according to their massage therapy skills.

Although the available market is quite large, blind massage therapists face the obstacle of society's stigma towards the skills of blind masseurs. This stigma is formed because society considers the blind to be socially and economically vulnerable [2] . Due to physical limitations, there is anxiety if therapy is performed by the blind. However, the stigma is not entirely true. Many people also believe that blind therapists have a better sense of touch than normal therapists [1] . This view signals the opportunity for blind therapists to thrive economically and socially.

To ensure public trust, visually impaired therapists facilitated by the city's social affairs office conduct the certification process free of charge. The therapists undergo

M. I. Sukardi et al. (eds.), *Proceedings of the International Conference on Advances in Humanities, Education and Language (ICEL 2024)*, Advances in Social Science, Education and Humanities Research 913,
https://doi.org/10.2991/978-2-38476-388-7_18

training from professional therapists for some time with a prepared curriculum. The curriculum includes an introduction to body anatomy, massage nerve points, massage techniques, and communication skills with customers. They also take a practical exam. If they pass the program, they will get a certificate. For blind therapists, this certificate is the main capital in opening a practice or applying for jobs in massage service bureaus (interview with a blind therapist informant). Generally, promotions designed on signboards include this certification.

This research surveyed Malang City, Indonesia, where the population of Malang City is 847,142 people [3]. Malang City adapts the concept of an urban city with the attraction of education, culture, tourism, and trade [4]. The community not only comes from local residents, but also local migrants who enjoy the activities of this urban city. The attraction has an impact on the rapid massage industry so that many massage services have sprung up, both traditional, modern, and visually impaired.

The study of linguistic landscapes is a study of texts that can be accessed in public spaces in an area [5]. The languages that appear in the public sphere compete with each other to show their existence in space and community activities. The more community activities that 'require' a particular language have an impact on the dominance of that language in the public sphere. This context marks the harmony between the dominance of a language and the language-speaking community. Landscape Linguistics also sees a language as having the ability to combine systems in the context of bilingualism-multilingualism in sociolinguistic situations [6]. The presence of a language in a region is able to show the social situation of the region.

There is not much research on the linguistic landscape of blind massage signage. Language research focusing on massage was conducted in Thailand[7] [8], [9], [10], [11]. Some scholars addressed this issue, such as in Berlin [12], Spain [13]. The linguistic landscape study specifically on the naming system of blind massage has never been done so that the research gap is very open. This study aims to analyze (1) forms and patterns of language use, (2) information-symbolic functions, and (3) naming systems.

2. Methods

A survey was conducted in Malang City, Indonesia of 91 blind massage signboards through documentation (photography). However, the researcher reduced the data and only took the signboards that contained the words *bersertifikat, berijasah, berijasah, berijasa* and 32 signboards were collected. Data analysis used Landry and Bourhis' linguistic landscape approach [5]. To see the use of language, the information-symbolic function. In linguistic analysis, especially in the naming system, researchers applied corpus linguistics with the Voyant Tools application on Cirrus, StreamGraph, and Trends features. Voyant Tools is a web-based text analysis application that is able to show the interaction of terms and their relationships through graphs and visualize them for use in text analysis needs [14]. Next, the researcher describes the results and compiles an argumentation of the findings.

3. Findings

This research focuses on three things, namely (1) forms and patterns of language use, (2) information-symbolic functions, and (3) naming systems.

Table 1. Form and Pattern of Language Usage

Form	Pattern	Total	(%)	Total (%)
Monolingual	Indonesian only	25	78	78
Bilingual	Indonesian and English	1	3	16
	Indonesian and Javanese	4	13	
Multilingual	Indonesian, English, Japanese	1	3	6
	Indonesian, Javanese, English	1	3	

The survey results on 32 blind massage signboards show the involvement of four languages (Indonesian, English, Javanese, Japanese) in monolingual, bilingual, multilingual patterns (Table 1). Indonesian is involved in all patterns, while English, Japanese, and Javanese are only involved in bilingual and multilingual setting. Indonesian showed a dominance of occurrence, especially in the monolingual pattern (78%). In writing constructions, Indonesian dominates the writing in signage, while other languages appear in the form of code-mixing. This survey shows that Indonesian is the language that is able to facilitate the information needs presented by the text writer and the target reader (customer). Other languages are in charge of providing complete information (such as English and Japanese), while Javanese is more indicative of Javanese existence.

Information Function of Visually Impaired Massage

The researcher detected the information displayed on the signboard. The survey results are presented in Table 2.

Table 2. Information function of certified blind massage name

Information	**Jumlah**
Model	14
Place name	32
Certification	32
Operating hours	4
Services	14
Address	10
Contact number	32
Supervisor	4
Welcoming	1
Tagline	3

The results of the researcher's detection of blind massage signboards in Malang City show that there are 11 pieces of information (Table 2). The place name, certification, and contact information always appear in the whole data. This situation shows that these three pieces of information are the main information in the information system. Model, service, and address information also show relatively equal occurrence. That is, they combine with each other to support the main information with alternating occurrences. For contact information (phone number) and business address, contact information is more important than address. The results of the researcher's interview with the informant (Mr. Suprapto) informed that the inclusion of a telephone number allows customers to call the therapist at any time because the therapist also provides massage services at the customer's home. This is also supported by the appearance of service information 14 times. Address inclusion is done in strategic locations only. Many visually impaired massage locations are difficult to access because they are located on narrow streets. Information on the supervisor (Social Service) appears to strengthen certification and legality. Some information such as tagline, operating hours, and welcoming appeared as variations. The results of this data collection show that certification is an important strategy to convince customers while showing the credibility of therapists in the massage business.

Naming System of Blind Massage through Corpus Analysis

In order to show the patterns of the blind massage naming system, the researcher applied corpus analysis through the Voyant Tools application. The features used are Cirrus, StreamGraph, and Trends.

Cirrus Analysis

Cirrus analysis serves to detect frequently occurring words through visualization projections[15]. The font size determines the frequency with which words appear in the data[16]. Color determines words that tend to be attached to words with high frequency (large font size). Through Cirrus analysis, patterns of naming systems can be determined. The results of Cirrus analysis on this research data are presented at the link https://voyant-tools.org/?visible=325&corpus=c3d978eb9f5af02189fae5068189d8e3&view=Cirrus.

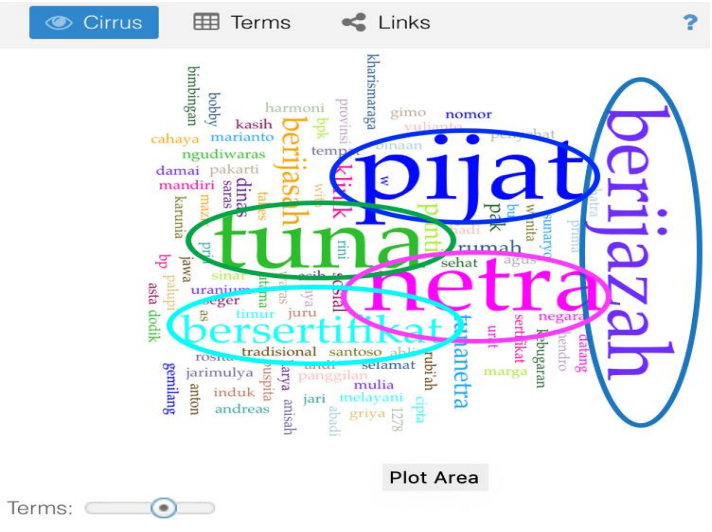

Figure 1. Cirrus analysis

Of all the words that appear in the data, the words tuna, *netra, pijat, berijazah, bersertifikat* dominantly appear in the naming system rather than other words. Blind massage naming systems tend to use all five words. The font size of *pijat, tuna, netra* is the same, indicating that the three words always appear in the data. The phoneme size of the word *berijazah* is larger than *bersertifikat.* This analysis shows that the *pijat tuna netra berijazah* pattern predominantly appears than the *pijat tuna netra bersertifikat* pattern. Both of these naming patterns appear and other words attach to both patterns.

StreamGraph Analysis

StreamGraph analysis is useful for looking at changes in word occurrence frequency (Miller, 2018). The 32 visually impaired massage names entered in Voyant Tools resulted in 229 total words. The words formed a stream and then formed groups. The group of words is formed from the similarity of words in the naming system. The results of the StreamGraph analysis in this study can be accessed at the link https://voyant-tools.org/?corpus=c3d978eb9f5af02189fae5068189d8e3&docId=5eccb7858a6c4f16b87cd16cad496b05&view=StreamGraph.

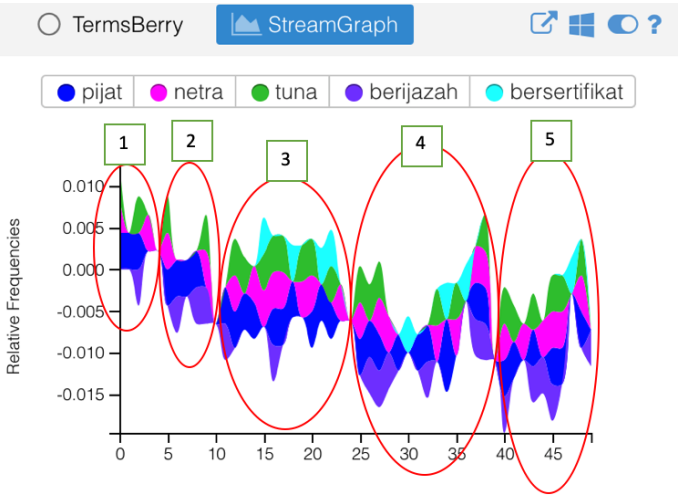

Figure 2. StreamGraph analysis

Figure 2 shows that there are five areas of flow patterns. The words *pijat-tuna-netra-berijazah* (Group 1) flow in Group 2 and further flow in Group 3. However, in Group 3, the range shows longer which indicates that the words start to be widely used in Group 3. The figure also shows an increasing flow pattern (Group 3) in the word *bersertifikat* and it seems to dominate more than the word *berijazah*. Group 3 flows back to Group 4 with a longer range, but the occurrence of the word *berijazah* is more dominant than *bersertifikat*. Furthermore, Group 4 flows back to Group 5 with a shortened range. Judging from the length of the range, Figure 2 shows two combined groups, namely Groups 1,2 with 3,4,5. This indicates that there are more variations of words attached to the word *pijat-tuna-netra-berijazah-bersertifikat than* the variations of words attached to *pijat-tuna-netra-bersertifikat*. This means that the occurrence of the word *bersertifikat* is the cause of not many variations of words attached. Thus, Group 1,2 with the word kata *pijat-tuna-netra-berijazah* is more open (flexible) to word variations and Group 4,5,6 with the word *pijat-tuna-netra-berijazah-bersertifikat* is more closed. However, Groups 3,4,5 more strongly form the pattern of the naming system of visually impaired massage.

Trends Analysis in Voyant Tools

Trends aims to analyze the distribution of word occurrences through line graphs[14]. The graph shows the trend of the dominant words that appear. The results of the Trends analysis in this study can be accessed at the link https://voyant-tools.org/?corpus=c3d978eb9f5af02189fae5068189d8e3&query=pijat&query=netra&query=tuna&query=berijazah&query=bersertifikat&mode=document&view=Trends.

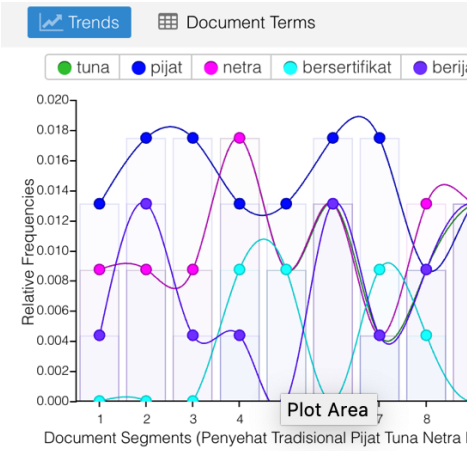

Figure 3. Trends analysis of the words *pijat, tuna,netra, bersertifikat, berijazah*

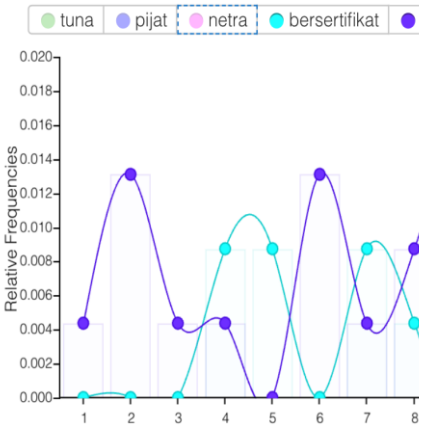

Figure 4. Trend comparison of *berijazah* and *bersertifikat*

Figure 3 shows that the words *pijat, tuna, netra, bersertifikat, berijazah* show an up and down trend in the construction of the naming system. It can be seen from the range of 1-8, the words *tuna* and *netra* form the same trend (stacking) and only differ in the range of 9-10. This shows that these two words are always paired. In range 10, the words *pijat-tuna-netra* meet (arrow 1) which indicates that these three words are very strong in forming a name system. The trend of the word *berijazah* (range 10) tends to decrease (arrow 2) than the word *bersertifikat* (arrow 3). This trend shows that these two words always compete and are never used together in the naming system (Figure 4). It can be seen that the trend points never meet and tend to be in opposite directions.

4. Discussion

Blind Massage Certification as a Promotion and Credibility Strategy

Linguistic analysis through Voyant Tools shows that the words certified and certified always appear to accompany the word blind massage. The use of these two words proves that there is a very valuable value in the inclusion of these two words. From the researcher's investigation through interviews with informants (Mr. Suprapto), a blind therapist who does not have a therapist certificate will have difficulty getting customers or applying for a job as a therapist. This indicates that the community still has a stigma of anxiety when massaged by a blind therapist. These certificates and diplomas are an asset to dismiss that doubt. The certificate or diploma is issued by a government agency (Dinas Sosial) which standardizes the therapist's services and reduces the risk. This is different from normal therapists. They can practice without a diploma or certificate. This view leads to inevitable social inequality. A discourse battle ensued. Massage therapists with normal physique favor their physical abilities, while

blind therapists try to build a discourse that blind therapists are more able to feel the pain.

Figure 5

Figure 6

Figure 7

Figure 5 shows the appearance of the word *berijazah* supported by the phrase *Di bawah Bimbingan Dinsos* The combined word+phrase construction shows the semantic power of credibility. The Social Affairs Office as a government institution is authorized to issue certification for blind therapists so that the legality aspect is exhibited as a means of promotion. Figure 6 shows a different situation. The clause *Tunanetra Berijazah Dengan Nomor Induk: 1278* indicates that the legality of the certification is supported by the certificate's master number. This number is issued by the Social Affairs Office. The constructions of Figures 5 and 6 attempt to build credibility in almost the same way with different word usage. Figure 7 shows a different semantic pattern by simply displaying the word *Bersertifikat* The author of the text realizes that the issuance of certificates is only done by the Social Affairs Office and the general public already understands that. Figures 5 and 6 show semantic power meaning affirmation, while Figure 7 shows the standard understanding of the general public. In the context of legality, the words *bersertifikat* and *berijazah* have the same meaning, namely that the therapist has passed the training from the Social Service and is allowed to open a therapy practice. Both words are important elements as a means of promotion while offering the credibility of the therapy practice.

Language Competence as a Promotion Strategy

In addition to the appearance of legality (certified, diploma), the factor of community language competence is an important tool. Table 1 shows that Indonesian is the dominant language both in the involvement of forms and patterns, as well as language structures in the text. Other languages (English, Japanese, Javanese) are code-mixed and limited to specialized terms. This survey shows that the language competence of the community is a major factor in introducing the practice of this therapy business. In general, visually impaired massage practices are modeled after clinics, parlors, centers, and houses (check Table 2). This model does not promote modern forms of service. In contrast, general massage services are more varied and reach more segments of the community so that language variations occur.

5. Summary

Language competence and text structure are important considerations in the naming system of blind massage. Indonesian is the language that is able to accommodate people's needs for information compiled by therapists. Table 2 shows that the use of important information (name, certification, contact number) cannot be left out. Information on the model (*clinic, center, parlors, house*), services, and address of the therapy are supporting information, but also important. Some other information (supervisors, operational hours, tagline, welcoming) is optional. The findings build an argument that the practice of visually impaired massage therapy must rely on the dominant use of Indonesian in the text structure and certification of the therapy business naming system to compete with mainstream therapies.

References

1. M. Anwar and G. Johanson, "Mobile phones and the well-being of blind micro-entrepreneurs in Indonesia," *Electronic Journal of Information Systems in Developing Countries*, vol. 67, no. 1, pp. 1–18, 2015, doi: 10.1002/j.1681-4835.2015.tb00481.x.
2. L. Y. Bulk, A. Smith, L. Nimmon, and T. Jarus, "A closer look at opportunities for blind adults: Impacts of stigmatization and ocularcentrism," *British Journal of Visual Impairment*, vol. 38, no. 3, pp. 270–283, 2020, doi: 10.1177/0264619620911424.
3. K. M. BPS, "Jumlah Penduduk Menurut Kecamatan dan Jenis Kelamin di Kota Malang (Jiwa)," 2023. [Online]. Available: https://malangkota.bps.go.id/id/statistics-table/2/NDgjMg==/jumlah-penduduk-menurut-kecamatan-dan-jenis-kelamin.html
4. A. S. Hussein, "City branding and urban tourist revisit intention: The mediation role of city image and visitor satisfaction," *International Journal of Tourism Policy*, vol. 10, no. 3, pp. 262–279, 2020, doi: 10.1504/IJTP.2020.111291.
5. R. Landry and R. Bourhis, "Linguistic Landscape and Ethnolinguistic VitalityAn Empirical Study," no. December 2013, 1997, doi: 10.1177/0261927X970161002.
6. J. Cenoz and D. Gorter, "Linguistic Landscape and Minority Languages," vol. 3(1), no. 2006, 2008, doi: 10.1080/14790710608668386.
7. R. Choeirod and R. Chanthao, "Linguistic Landscape at Patong , Phuket , Thailand : language perception on public signs," *NeuroQuantology*, vol. 21, no. 1, pp. 250–261, 2023, doi: 10.48047/nq.2023.21.01.NQ20017.
8. M. C. Flubacher, "Desire and confusion: A sociolinguistic ethnography on affect in the ethnic economy of Thai massage," *Int J Soc Lang*, vol. 2020, no. 264, pp. 115–135, 2020, doi: 10.1515/ijsl-2020-2096.
9. T. Thongtong, "A Linguistic Landscape Study of Signage on Nimmanhemin Road, A Lanna Chiang Mai Chill-Out Street," *Manusya*, vol. 19, no. 3, pp. 72–87, 2019, doi: 10.1163/26659077-01903006.
10. T. Huebner, "Bangkok ' s Linguistic Landscapes : Environmental Print , Codemixing and Language Change Bangkok ' s Linguistic Landscapes :

Environmental Print , Codemixing and Language Change," no. July 2012, pp. 37–41, 2008.
11. T. Huebner, "Linguistic Landscape of Bangkok," *Manusya: Journal of Humanities*, 2003.
12. J. M. Fuller, "Linguistic landscapes and the making of an imagined community," *The Sociolinguistic Economy of Berlin: Cosmopolitan Perspectives on Language, Diversity and Social Space*, pp. 279–297, 2019, doi: 10.1515/9781501508103-012.
13. M. E. C. de los Ríos and A. C. Hernández, "The Promotion of Health and Beauty Tourism through Websites: A Linguistic Analysis," *Revista de Lenguas para Fines Específicos*, vol. 22.2, pp. 62–83, 2016, [Online]. Available: http://dx.doi.org/10.20420/rlfe.2016.112
14. B. S. Mcgowan, "Generation : An Introduction for Librarians," vol. 21, no. 3, pp. 603–618, 2021, [Online]. Available: https://muse.jhu.edu/pub/1/article/797357/pdf
15. A. Miller, "Text Mining Digital Humanities Projects: Assessing Content Analysis Capabilities of Voyant Tools," *Journal of Web Librarianship*, vol. 12, no. 3, pp. 169–197, 2018, doi: 10.1080/19322909.2018.1479673.
16. G. Hetenyi, A. Lengyel, and M. Szilasi, "Quantitative analysis of qualitative data: Using voyant tools to investigate the sales-marketing interface," *Journal of Industrial Engineering and Management*, vol. 12, no. 3, pp. 393–404, 2019, doi: 10.3926/jiem.2929.