

I Treat My Body For My Customer Satisfaction

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Abstract— Body has an important meaning for commercial sex workers (CSWs). The body becomes the main capital to attract and attract customers. Having a beautiful and awake body is a special attraction to maintain existence in the world of prostitution. The focus of this study describes the pattern of body care for CSWs in a phenomenological perspective with George Herbert Mead's interpretive paradigm. Data collection techniques used in the form of interviews and observations. Data analysis techniques in the form of data reduction, data display, and data verification. There are several body care patterns found in this study. 1) CSWs consume Javanese herbal medicine to strengthen their immune system and tighten their muscles in satisfying customers, 2) CSWs perform modern treatments by visiting salon, 3) CSWs maintain their body shape by participating in sports activities

Keyword—body, sex Commercial worker, prostitution, herbal medicine

I. INTRODUCTION

Major changes occur in the community with regard to prostitution, currently prostitution is considered a service sales service [1]. The woman who plunged into the world of prostitution was caused by no work and background from a poor family [2]. Another thing that makes women plunge into the world of prostitution is coercion from other parties, when they enter the world it will be difficult to get out in this work [3].

Prostitution is a multibillion-dollar industry involving thousands of women, men and children [4]. In France it also legalizes prostitution but for personal consumption [5] and in Switzerland it also legalizes and even tolerates the existence of commercial sex work [6]. In London, the British government established a set of laws for prostitutes to prevent crime [7].

Prostitution became legal in Australia, especially in Sydney thanks to legislation established by the government in 1979 through the Prostitution Act and the Disorderly Houses Amendment Act of 1995, as well as the Prostitution Amendment Act 1983 in New South Wales [8]. Sex workers become legal businesses in the city of Melbourne, Australia using advertisements on the website, the majority of sex workers are from Asia who are then traded for Western men [9].

The development of prostitution in Asia is caused by coercion, economic and social inequality and very limited opportunities for life. One of the countries in Asia that is the center of prostitution is Japan [10]. In China, there have been large-scale migrations since the 1980s that have produced many prostitutes. The presence of friends or coworkers, entertainment companies and various kinds of advertisements makes women in China fall into prostitution activities [11].

Southeast Asia is one of the most dynamic regions in the world and experiences rapid socio-economic changes that can affect the level of sexual aggression [12]. In Thailand, the sex market is supported by economic, social, political, institutional and ideological factors [13]. Generally female sex workers in Bangkok come from northern Thailand, Northeast and from central Thailand. According to the Thai Ministry of Public Health, in 1997, sex workers in Thailand 90% of them were from Burma [14]. In Singapore, the majority of sex workers are not from the country [15].

In Indonesia, especially the city of Surabaya is the center of the largest commercial sex industry [16]. Dolly became the largest Southeast Asian prostitution localization compared to Phat Pong in Bangkok-Thailand and Geylang in Singapore, its existence is even more famous than Surabaya itself. Gender inequality and poverty are one factor that causes women to plunge into sex work [17]. The majority of those involved in commercial sex workers in the city work secretly and illegally [18].

Commercial sex workers pay close attention to the appearance of captivating customers. Body size, physical condition, personal characteristics and lovemaking skills are demands for sex workers to succeed in competitive markets and to obtain recognition from customers [19]. The United States of America places women who have white, blue eyes, and straight, long, and blond hair as a symbol of beauty. They reject beauty in African aesthetics, because they are considered ugly, worthless and feminine [20].

The appearance of the body according to the conception of Western thought is very important for women. In European countries, women who have slim bodies are ideal [22]. In Costa Rica, sex workers with white bodies are not one of the main attractions. The exoticism of the body of non-white commercial sex workers is considered to be far more attractive in Costa Rica, women with skin

characteristics like this have become a sexual attraction for foreign tourists [29].

A woman's body has physical, context and symbolic differences [21]. A good body image is a slim body for a woman [23] and corresponds to an ideal body weight index [24]. The body of a woman with black skin is considered not to reflect a woman's beauty [25]. For women, the body is a self-identity [26] and can affect women's psychology [27]. This is because, a woman's body image is a perception of her own mind [28].

Various studies on CSWs have been carried out by previous studies regarding the existence and existence of self in maintaining life in the world of prostitution [1], [2], [6], [11]–[13], [15]. This paper focuses on the care of CSWs in Jalan Jarak, Surabaya in satisfying customers' sexual needs.

The paradigm used in this study is interpretive through a phenomenological approach, with the perspective of George Herbert Mead's theory. Based on a phenomenological approach, researchers try to describe the essence of life experience experienced by individuals, researchers try to understand the personality that is examined in depth and researchers want to obtain information objectively about the problem under study.

II. RESEARCH METHODS

This study used a phenomenological approach. Phenomenology describes the general meaning of a number of individuals on various life experiences [30]. The life experience studied is the body care pattern of a sex worker in satisfying his customers. The subject in this study was a 40-year-old sex worker in Jalan Jarak, Kupang Hamlet who had worked since she was 18 years old. The last education did not graduate from elementary school. Data collection techniques used in-depth interviews and observation. Data analysis techniques used data reduction, display data, and data verification

III. RESULTS AND DISCUSSION

The body has an important meaning for a prostitute. For body sex workers, it is an asset to sell services. To maintain the body, there are several patterns carried out by CSWs.

A. Consuming Herbs (Among Beliefs and strengthening

Medicines The Surabaya community believes that drinking herbal medicine has more properties in protecting the body. Herbs are believed to have the properties to treat various diseases and add to the body. *"...I choose Javanese herbal medicine, following the beliefs of previous people. The composition of Javanese herbal medicine that I drink consists of turmeric, ginger, areca nut and betel. In addition, I drink Javanese herbal medicine to make me strong, because in one day I can serve customers as many as five to seven sex customers. I also drink rapet juice and jamu 'empot-empotan'. One drink 3 tablets and my stamina can last up to 2 months..."*, (Ed, 40 years)

Javanese belief in herbal drinks has been planted long ago. Herbs that are considered to have many benefits by the people of Java because of various uses to maintain the body.

With a variety of uses in drinking Jamu, this makes it a special ritual that should not be abandoned, especially for previous parents and CSWS is no exception.

CSWs have the notion that, by drinking herbal medicine can increase stamina in having sex. In consuming herbal medicine, commercial sex workers also selectively choose not to cause side effects that can harm the body. Some of the basic ingredients of herbal medicine consumed by commercial sex workers include turmeric herbal medicine which is believed to have characteristics for enhancing stamina and can strengthen sexual relations. Besides that the use of turmeric as a natural antiseptic that is needed by the body to ward off disease. Curcuma herbal medicine has good properties for body health and overcoming diseases. Curcuma can also be useful as a strong medicine (stamina enhancer) and increase vitality. Areca nut herbs to increase arousal during sex and betel herbs are useful for removing body odor, eliminating itching on the skin and overcoming vaginal discharge.

Various types of traditional herbal medicine are consumed by commercial sex workers to satisfy customers. One of the customer satisfaction can be seen from the resilience of the CSW body in providing services. In addition, sex workers consume herbs to overcome various venereal diseases caused by sex. One of them is vaginal discharge. Vaginal discharge is an infection of microorganisms such as fungi, bacteria, viruses and parasites that are left in the vagina during sex. Therefore CSWs consume these herbs to keep their bodies healthy, especially betel herbs.

In addition to drinking liquid herbal medicine, commercial sex workers also consume processed herbal medicine, namely rapet juice and empot-empotan. Sari rapet is used by CSWS to close the vagina naturally. Maintaining vaginal density is a must to satisfy customers. This herb can make the muscles in the vaginal area become singset and the skin on the vaginal wall will also be attracted so that it becomes back together as if it were returning to a virgin woman.

Empot-empotan herbal medicine also known as Madurese sepet serves to restore the firmness and elasticity of the female organs. CSWs consume this herbal medicine to make female organs become sluggish, sepet, kenceng and will make customers more happy in having sex. This *empot-empotan* herbal medicine consists of *majakani*, starch and betel leaves. *Majakani* is used to treat vaginal discharge and itching in the vagina. *Majakani* can help the vagina become more elastic, anti-bacterial and fungal. Asymmetric wood has properties to make the vagina tight, ideal, and bite in sex.

In addition to drinking herbal medicine, sex workers are also very picky in consuming food. *"...I don't eat much fried food, if only I want to eat just a little. I also don't eat fatty foods. I consume fruit, although not every day. I prefer to consume papaya fruit..."*, (Endang 40 years).

Fried foods are snacks that are sold on the roadside with relatively cheap prices. Fried food is not widely consumed by sex workers because it has a bad impact on the body. Consuming too much fried food can increase body fat levels. High fat levels can increase the risk of obesity and can interfere with the coveted body shape. In addition,

consuming lots of fried foods can also trigger various diseases that have a negative impact on the body.

Papaya is one of the fruits that is easy to get at a fairly cheap price. There are many benefits gained from consuming papaya fruit every day. Like it can maintain eye health, hair and nails, facilitate digestion, nourish the heart, reduce the risk of cancer and anti-aging. With the many benefits obtained from papaya fruit, it is very natural that CSWs choose this fruit to be consumed every day.

B. Body Care in Attracting Customers

Treatment carried out by CSWs is not only done by consuming herbs. Another thing that is done by CSWs is by visiting the salon as a body treatment. External body treatments are used to attract customers. *"...I go to the salon usually once a month or two. I usually go to the salon to scrub and shampoo, so my body is refreshed. I also do nail care using a nail to make it look cute. I like to use red quotes. The treatment I do is to lure customers, both those who are old and young".* (Ed, 40 years).

Various types of customers are accepted by commercial sex workers to fulfill their needs. Middle-aged men become the main target because they have enough financial ability to buy their services. In addition, sex workers also accept customers at a young age in fulfilling their sexual desires. In order to maintain the quality of service to customers, CSWs take care of the salon to beautify themselves.

Scrub becomes a routine activity carried out by sex workers to maintain healthy skin. Scrub serves to remove dirt and dust that sticks to the skin. Another thing that is done by CSWs is shampooing in the salon. Shampooing is done to maintain healthy hair. Besides shampooing can also clean the scalp, prevent dandruff and eradicate head lice. Keeping your hair means keeping your body crown that is very important to be seen by the eye.

Kuteks or nail polish are important items for modern women today. Kuteks is a new symbol used by sex workers in beautifying themselves. Besides being used to beautify yourself, kuteks are used to beautify and protect nails from friction with hard objects. There are various kinds of decorations and colors used by women to beautify their nails. Red is a color that is often used by CSWs. The red color itself has a deep meaning in life. As much as courage, strength, energy, passion, lust and adrenaline. Thus, the selection of colors used by Endang, can reflect his personality in living a life as a prostitute who requires courage, energy, lust and great adrenaline.

Not only taking care to the salon, CSWs also do home care. *"...I take care of my face in a natural way, like using cucumber. I also don't like using makeup on my face, appearing mediocre when at home. I often wash my face only, so the skin stays clean....",* (Endang, 40 years). Cucumber has a very high water content. One cucumber is enough to meet the needs of body fluids. Cucumbers contain Thiamine, Riboflavin, Niacin, Vitamin B6, Folic Acid, Calcium, Iron, Potassium, Zinc, Magnesium and Phosphorus. All ingredients in cucumber can prevent facial skin from skin hydration, itching and dry skin. The use of cucumbers in the world of beauty to soften and exfoliate the skin, anti-oxidants, form collagen and can counteract free radicals. For this reason, sex workers use cucumbers to keep their skin so they look beautiful. What's more, cucumbers

are easily available on the market and the price is quite cheap.

In their daily activities at home, sex workers don't use much makeup. But with a plain face, it is an option to maintain the quality of the skin. Washing your face becomes one of the routines done by sex workers. Face washing is an option because it's very easy to do. Simply pour water into the face to make it look cleaner and fresher. Washing your face can also shrink pores, reduce wrinkles, facilitate skin to breathe and can maximize skin regeneration. Facial washing is done to get clean and shiny facial skin.

George Herbert Mead mentions the mind involves the idea of self-concept, namely the ability of a person to make himself an object. In this case, a CSW body is a vital object that is used to attract customers. The body becomes a strong symbol for CSWs to survive.

C. Strong Agency for Customers

Exercise is one of the activities that must be done to maintain a healthy body. Exercise is also useful to maintain body shape to keep it looking ideal. *"...I used to take aerobics around the alley often. I exercise to maintain health and maintain body shape so as not to loose. I am also routine for small walks in the morning".*

Gymnastics is the sport of choice by sex workers. Through regular exercise exercises, it will make the body become fit and healthy. The skin will become healthier because the blood circulation becomes smooth. Gymnastics can also be useful in tightening a woman's loose muscles. By doing gymnastics activities routinely will make the body more full and sexy. The muscles around the woman's vital area will also be firmer. With a sexy body will make consumer appetite become bigger.

Walking in the morning has good benefits for health. Walking in the morning can increase the body's metabolism, build muscle in certain areas, maintain heart health and maintain the immune body's system. Besides that, walking in the morning while breathing fresh air can make your body relax.

Body shape is maintained by sex workers to keep consumers from running away from themselves. CSWs exercise to maintain body shape and attract younger couples. *"If my body is tight, I become more confident, especially my customers, many student children. I choose a handsome student, can be invited to take a walk. Even though sometimes the student doesn't pay, I don't feel a loss. I feel satisfied when having sex with young students and they are also happy because my body is still good. I'm happy to do this all ..."*

Various kinds of consumers were met by CSWs in living their lives. One of them is young men and not bears. But still, CSWs continues to serve even though the payment is not much. Satisfaction with the young man's body becomes his own attraction for sex workers to continue to have sex with him. Easy men also often engage in experimental sexual relations to get sexual pleasure and this is highly observed by CSWs. CSWs have their own inner satisfaction when they can attract young men. There is a sense of pride that is felt if these men can be invited to travel to be shown in the public. CSWs are also not bothered to provide free sex services, because they feel compelled by

handsome students. They also feel satisfied when having sex because they can play games longer. Young men, whose energy is still overflowing and able to provide excitement.

With the body shape awake, sex workers can also attract other customers. "... *Many of my customers are middle-aged, middle-aged customers have a lot of money and the fees given to me are much greater ...*", (Endang, 40). Money is a magnet for sex workers to live their lives. The need for and economic crush and the temptation for big pay makes them interested in serving middle-aged men. Middle-aged male sex customers are a special attraction for sex workers. This is motivated by financial stability in buying sex services. Not only with regard to financial stability, but also the adult attitude shown by middle-aged men makes sex workers feel more comfortable. Men who are of mature age have extensive experience in intercourse.

George Herbert Mead said that society was formed based on the interaction between organized individuals. Sex workers in choosing a partner are also quite selective. They chose a man with a handsome face to be used as a partner in a dormitory. Besides that, the handsome face can also be useful for sex workers to take a walk (hangout). With a handsome face, the sex workers become more confident to cast their partners in front of the public.

George Herbert Mead said that self is a human identity when he thinks about who he is. Understanding yourself as a prostitute, makes them understand what is desired by themselves or customers as consumers. Self-identity that wakes up through the dark world in prostitution does not make itself feel ashamed to hang out in society. CSWs tend to be mediocre in socializing and maintaining their existence

IV. CONCLUSIONS

Body is a valuable asset for CSWs. Keeping your body shape to stay beautiful and fit is an important thing to do. Body care by drinking natural or processed herbal medicine, treatment to the salon and natural as well as doing body work is done to get the body shape and quality of servants to consumers. In this way, CSWs can maintain their quality in providing services to consumers. In addition, through this method can also maintain its vital organs so they still look tight like a virgin.

ACKNOWLEDGMENT

The authors would like to express their gratitude to all those who have supported this research, especially Ms. Endang, a CSWs in Jalan Jarak, Dukuh Kupang, who has been willing to give researchers time and information to understand the meaning of the body for a CSW.

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