

Implementation of Ulin Ethno-Wellness Treatment to Enhance Sleep Quality Among Students of Bachelor in Beauty and Hair Management, MSU Malaysia

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Abstrak

Kegiatan program pengabdian masyarakat internasional yang dilakukan dengan pelatihan Ulin *Ethno-Wellness Treatment* untuk meningkatkan kualitas tidur di *Management and Science University's Bachelor in Beauty and Hair Management* telah memberikan manfaat yang signifikan bagi mahasiswa. Tujuan utamanya adalah untuk meningkatkan pengetahuan dan keterampilan siswa agar dapat memahami teknik Spa dengan menggunakan rempah-rempah tradisional. Dalam pelaksanaan kegiatan tersebut dilaksanakan dengan kegiatan materi dan demonstrasi penerapan Pengobatan Etno-Kebugaran. Pelaksanaan kegiatan ini dinilai berhasil dengan pemenuhan kuota peserta, pelaksanaan terjadwal sesuai dengan pelaksanaannya, dan manfaat yang diberikan kepada peserta.

Abstract

International community service program activities, carried out with Ulin Ethno-Wellness Treatment training to improve sleep quality, for students in Management and Science University's Bachelor's in Beauty and Hair Management, have provided significant benefits. The main goal is to improve the knowledge and skills of students to be able to understand Spa techniques with the use of traditional spices. The implementation of these activities was carried out through material and demonstration activities on the application of Ethno-Wellness Treatment. The implementation of this activity is considered successful, with the fulfillment of the participant quota, the implementation scheduled as planned, and the benefits provided to the participants.



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INTRODUCTION

Sleep quality is one of the important aspects in maintaining physical health, emotional stability, and performance for everyone (Schabus *et al.*, 2014). Many studies show that lack of quality sleep can lead to fatigue, lower study concentration, and negatively impact overall well-being (Money *et al.*, 2021). Ulin Ethno-Wellness Treatment is a traditional Indonesian spa therapy that raises local wisdom through the use of natural spices and bamboo massage techniques typical of the archipelago. This therapy not only serves to relax and release muscle tension but is also proven to help improve sleep quality through a combination of massage and sauna services using herbal plants that have properties in recovering the body from fatigue, improving sleep quality, and improving mood. The philosophy contained in it describes the harmony between body, mind, and nature, an important value in the concept of beauty and fitness (Vladeva *et al.*, 2016). Based on the results of the literature review, the development of Spa trends in the tourism industry has become quite popular, which is marked by the increasing number of Spa consumers, the main value that consumers are interested in and has its own attraction is a natural atmosphere with recreation of a place that can heal, the existence of treatment effects, the development of cultural activities, and psychological experiences in the place (Szromek *et al.*, 2019). The results of the research then became the basis for introducing Ulin Ethno-Wellness Treatment on an international scale with the hope of improving tourism industry services with Spa services based on cultural values as a new variation in Spa treatments (Buxton *et al.*, 2021). The process of

implementing Ulin Ethno-Wellness Treatment is carried out in eight stages, starting from room preparation, tools and materials, skin diagnosis and treatment plan, explanation of the Oukup philosophy, massage, sauna, ending the sauna, soaking, drinking Karo herbs (Tilapia and Limo orange) which have properties to increase stamina, increase immunity, help digestion, relieve cough and phlegm, and as a detoxification of the body (Nasution *et al.*, 2023). In general, the spices in this treatment are obtained from the environment, which is not only in Indonesia but can also be found in Malaysia (Hermawan, 2015). Therefore, the target respondents in this international community service are Bachelor in Beauty and Hair Management, Management and Science University (MSU) Malaysia students, one of which has a spa therapies, wellness practices, product formulation, and trend analysis program. MSU is one of the higher education institutions oriented towards professional development, innovation, and applied skills. MSU is known for its strong commitment to integrating academic, industrial, and social aspects through practice-based education programs and international collaborations. One of its flagship programs is the Bachelor in Beauty and Hair Management, which focuses on mastering theory and practical skills in the fields of cosmetology, body care, salon management, and innovation in the world of beauty and fitness. The need for body care training based on local culture is very necessary in this department. The implementation of this training activity is carried out through several stages that are arranged according to the needs of students and the results of an agreement with the management of the Bachelor in Beauty and Hair Management program, MSU. The activity began with an opening session and introduction to the program, then continued with the delivery of material about Ulin Ethno-Wellness Treatment and a direct demonstration of the implementation process. Students showed high enthusiasm during the activity, which reflects the great benefits of this activity in expanding horizons and providing new experiences related to body care based on local wisdom. In addition to providing educational value, this activity is also a forum for cultural collaboration between Indonesia and Malaysia, broadening students' perspectives on sustainable ethno-wellness practices rooted in traditional Southeast Asian heritage.

METHOD

The method of implementing this training activity is systematically designed so that participants gain a comprehensive understanding of the concepts, benefits, and techniques for implementing Ulin Ethno-Wellness Treatment. The training is carried out through several stages, namely lectures, demonstrations, and hands-on practice, which lasts for one day with a total duration of five hours. All activities are held at the MSU Malaysia Beauty Laboratory with facilities that support spa activities and interactive learning.

1. In the lecture, students were introduced to the history, philosophy, and cultural concepts behind Ulin Ethno-Wellness Treatment. The material was delivered through interactive presentations and discussions that explained the basic principles of natural and bamboo-based therapy, its benefits to health, especially in improving sleep quality, and its relevance to the concept of green spa and sustainable wellness. This activity aims to foster student awareness of the importance of preserving local wisdom by using it for Spa activities that can attract foreign consumers, this activity is according to Figure 1.
2. Demonstration, After the theory session, the activity continued with a demonstration guided by a selected instructor accompanied by a video of the stages of the activity. At the demonstration stage, students were shown the basic techniques in Ulin Ethno-Wellness, starting from how to prepare natural spices, massage techniques, saunas with concoctions of spices from nature, and ending the activity by soaking and closing drinks with herbal drinks that are useful for improving sleep quality. The demonstration also includes hygiene, safety, and implementation procedures that comply with the professional spa standards Figure 2 and 3.

The participants were students of the Bachelor in Beauty and Hair Management, Management and Science University (MSU) Malaysia, with a total of two classes or around 15 students. The selection of participants was made on the basis of relevance to the field of study and the need to add insight in culture-based wellness treatment innovations. The training materials are prepared in a structured manner by the instructor team according to the previously agreed modules.



Figure 1. Material Submission Process.



Figure 2. Activity Demonstration.



Figure 3. Demonstration Materials.

RESULTS AND DISCUSSION

Results of the Activity Implementation Process

This community service program has been successfully implemented through training activities and assistance in the implementation of Ulin Ethno-Wellness Treatment for students of the Bachelor in Beauty and Hair Management Program at the Management and Science University (MSU) Malaysia. The training went smoothly and received high enthusiasm from the participants, consisting of 20 students. The activity was carried out for one day with a duration of three hours, including lecture sessions and live demonstrations that took place at the MSU Malaysia beauty laboratory. The implementation of this training is designed interactively so that students not only understand the theory but also be able to master the basic techniques of Ulin Ethno-Wellness Treatment. In general, the activity began with an opening session and briefing from the coaching team, then continued with an explanation of material about the philosophy, history, and benefits

of Ulin Ethno-Wellness for health and sleep quality. After the theory session, the instructor conducts a demonstration, how to prepare natural spice ingredients. The results of this activity can be seen in Figure 4, with the design of the activity according to Table 1. Based on Table 1, the activity begins with the opening and preparation of the tools and materials needed, such as massage bamboo, essential oils, and natural spices used in therapy. In the material delivery session, students gained an understanding of the philosophy and benefits of Ulin Ethno-Wellness in improving sleep quality and reducing stress. Furthermore, in the demonstration session, the instructor demonstrated massage techniques. In the hands-on practice session, students practice applying the therapy by following standard procedures, including the following steps :

1. Preparation, the initial stage begins with preparing the room, tools, and materials needed in the treatment process. Preparations are made so that all stages run smoothly and efficiently (duration ± 1 minute).
2. Diagnosis Next, a consultation process and initial diagnosis of the client's condition are carried out. The therapist conducts blood pressure measurements as well as light discussions to determine an appropriate treatment plan (± 3 minutes).
3. Oukup Philosophy Explained, at this stage the therapist explains the philosophy and meaning of the traditional sauna of the Karo Tribe (Oukup), so that the client understands the cultural values contained in the treatment (± 1 minute).
4. The Client's massage wears camosol and kemben, then performs a typical Ulin Masase massage using relaxation massage techniques and gentle pressure at certain points. This stage aims to improve blood circulation and reduce muscle tension (± 35 minutes).
5. Sauna, the next stage is the sauna or evaporation. The client is directed to enter the evaporation room with a temperature between 43–46°C, while the therapist monitors the client's body condition during the process (± 14 minutes) using certain spices that are beneficial for the health of the body.
6. Ending the Sauna, once the sauna process is complete, the therapist guides the client out of the evaporation chamber slowly to readjust the body temperature (± 1 minute).
7. Soaking, the client then soaked using warm water that had been given a concoction of Ethno Sauna's special spices. This stage helps to calm the body and optimize the relaxation effect of the sauna (± 4 minutes).
8. Karo Typical Herbal Drink (Lemon Water + Limo Orange), ss a closing treatment, the client was served a typical Karo herbal drink made from a mixture of lemon juice and lime. This drink serves to restore energy and maintain balance (± 1 minute).

Table I. Activity Design.

No.	Activity Name	Hit	Responsible
1.	Training Preparation	13.30 – 14.00 (GTM +8)	Team Coaches
2.	Unveiling	14.00 – 14.10 (GTM +8)	Team Coaches
3.	Delivery of Materials	14.10 – 15.15 (GTM +8)	Team Coaches
4.	Demonstration	15.15 – 16.45 (GTM +8)	Team Coaches
5.	Closing	16.45 – 17.00 (GTM +8)	Team Coaches

Table II. Spice Sauna Ulin Ethno-Wellness.

Types of Spices	Uses	Types of Spices	Uses
Kluwih Leaf	Antioxidants and Vit C	Red Ginger	Body Warming, Treating Aches and Pains, and Anti-Inflammatory
Basil Leaves	Terpenoids, phenolic acids, vitamins and minerals	Cinnamon	Antioxidant, antimicrobial
Lemongrass	Citronellal, Geraniol, antioxidants	Kaffir Lime Leaves	Citronellal, Citrinellol, and geraniol
Batang Kecombrang	Flavonoids, phenolic acids, and polyvenols	Pandan Leaves	Antioxidant
Soursop Leaves	Antioxidants, flavonoids and tannins	Betel Leaves	Antioxidant
Limus Leaves	Antioxidant	Hibiscus	Antioxidants and vitamin C
Cumin Leaves	Flavonoids, phenolic acids		
Clove	Increases stamina and gives a warm feeling		

Benchmark Activity Success

The training and mentoring activities of Ulin Ethno-Wellness Treatment at Management and Science University (MSU) Malaysia, especially for students of the Bachelor in Beauty and Hair Management program, provide significant benefits in increasing students' knowledge and skills towards the concept of local ethnobotany-based body care. This program not only introduces the ethno-wellness philosophy sourced from Indonesian culture but also shows its application as a natural therapy that is proven to help improve sleep quality. The implementation of the activity was carried out through several stages, starting from the opening session and introduction of the concept of Ulin Ethno-Wellness Treatment, the presentation of theories about the philosophy of traditional care and the benefits of body relaxation, to direct demonstrations followed by student independent practice. The enthusiasm of the participants was high during the activity, which shows that this activity has a positive impact on increasing students' insights, understanding, and practical experience in the field of wellness therapy based on local culture. In the implementation of this activity, there are several important things that need to be considered :

1. The determination of the training schedule needs to be adjusted to the academic agenda of students, considering the density of lecture activities.
2. The mentoring time must be arranged efficiently so that students can practice each stage of Ulin Ethno-Wellness Treatment thoroughly and optimally.

In general, this activity is considered successful based on indicators of attendance, activeness, and practice evaluation results. Evaluation is carried out through direct observation, discussion, and assessment of students' practical skills in carrying out the treatment stages. The results of the evaluation showed that the student participation rate reached more than 90%, with an active rate of more than 85%. The indicators of the success of the activities can be seen in Table 2 below :

1. The success of the implementation of activities is seen from attendance and participation or activeness during training. The training activity is declared successful if the number of targets present reaches at least 90% with an activity level of >80%. The level of participation or activeness in the training process is grouped into: > 80% = High; 60-80% = Medium; < 60 = Low.
2. The target attitude towards training activities is measured with the aim of knowing the response to the existence of activities. The activity will look good and give an advantage to the target if the score obtained is >80%.
3. The evaluation design for the improvement of knowledge and skills was determined by the service team with the criteria of a knowledge value of 80% = Good; 60-80% = Medium; < 60% = Less

This evaluation was carried out to determine the success rate of the business training carried out. The indicators of goal achievement as a benchmark for the success of this business training are as found in Table 3.

Table III. Indicators of Goal Achievement.

No	Indicators	Benchmarks	Implementation
1.	Number of participants	20 Students	18 Students
2.	Training attendance rate	≥ 90% of total training hours	90% of total training hours
3.	Participant activeness in practice	≥ 80%	85%

Activity Evaluation Results

The evaluation of the Ulin Ethno-Wellness Treatment training activity was carried out to find out the level of success of the program implementation and the extent to which the training goals can be achieved which was carried out using questionnaires. The questionnaire was compiled using a four-level assessment scale, namely 1 (Disagree), 2 (Disagree), 3 (Agree), and 4 (Strongly Agree). Data was obtained from all trainees after the activity, which aimed to measure their perception and level of satisfaction with the training process and results. The results of the activity evaluation score can be seen in Table 4.

Table IV. Table 4. Evaluation of Activity Results.

No	Question	Rating (%)			
		1	2	3	4
		Disagree	Disagree	Agree	Strongly agree
1	This training can provide benefit			43,8	56,3
2	Participant can understand the basic concept of Ulin Ethno-Wellness Treatment	6,3		43,8	50
3	Participant can understand the benefit of applying Ulin Ethno Wellness Treatment	6,3		37,5	56,3
4	Participant can apply Ulin Ethno-Wellness independently	6,3		50	43,8
5	The material can increase awareness of participant regarding benefit of apply Ulin Ethno-Wellness treatment	6,3		37,5	56,3
6	Instructor preparation of presentation	6,3	6,3	32,3	56,3
7	Ability to cover the material	6,3		37,5	56,3
8	Clarity in answering question	6,3		43,8	50
9	Suitability of material	6,3	6,3	37,5	50
10	The PPT is interesting and easy to understand	6,3	6,3	37,5	50
11	The material can increase the understanding participant	6,3		43,8	50



Figure 4. Participant and Instructor Documentation.

DISCUSSION

Based on the results of the implementation of activities and the evaluation of activities, it was determined that, as many as 56.3% of participants stated that strongly agree and 43.8% agree that this training provides benefits. This shows that training is considered relevant and provides added value for participants, both in terms of knowledge and skills (Mustanir *et al.*, 2019). Most participants (93.8%) stated agree and strongly agree that they understand the basic concepts as well as the benefits of implementation of Ulin Ethno-Wellness Treatment. Only 6.3% said they disagreed, suggesting that a small percentage of participants may need additional assistance to understand the material in depth. Although 93.8% of respondents stated that agree and Strongly agree Able to apply this treatment independently, there were 6.3% of participants who still felt less confident in the application. This indicates the need for follow-up practice sessions or direct mentoring so that all participants have equal abilities (Nagy *et al.*, 2023). Furthermore, 93.8% of participants stated that the training materials were able to increase their awareness of the benefits of implementation Ulin Ethno-Wellness Treatment. This reflects the success of the training in introducing the value of local wisdom associated with modern care concepts (Nadinloyi *et al.*, 2013). Assessments of instructors showed excellent results, with 56.3% of participants stating that Strongly agree that the instructor has good preparation and is able to convey the material clearly. However, 6.3% of participants

disagreed with it, which can be an input for increasing the variety of material delivery methods. Most of the participants (93.8%) felt that the instructor was able to answer questions clearly and mastered the material well. This shows positive interaction during the training session and the activeness of the participants in the question and answer process (Kurakin *et al.*, 2017). The assessment of the presentation media showed quite good results, with 87.5% of participants stating that agree and strongly agree that the PPT is attractive and easy to understand. However, 12.6% of participants disagreed with it, indicating the need to improve the visuals or layout of the material to make it more interesting and communicative. As many as 93.8% of participants admitted that this training improved their understanding of concepts and applications Ulin Ethno-Wellness Treatment. This indicates that the material in the training can visually improve the understanding of the trainees (Analicia *et al.*, 2021). Overall, the Ulin Ethno-Wellness Treatment training activity succeeded in achieving its main goal, which is to provide practical experience based on local wisdom and introduce a holistic approach in body care that supports the physical and mental balance of students. Based on these results, this training can be categorized as successful, because all students participated in the activity until it was finished with active involvement in each session. Some students even showed interest in adapting Ulin Ethno-Wellness Treatment. The success of this activity is inseparable from the support of various parties, including :

1. The Bachelor in Beauty and Hair Management program, MSU Malaysia, which provides facilities and full support for the implementation of activities.
2. A team of trainers and servants from Yogyakarta State University (UNY), who have expertise in the field of ethno-spa and experience in training activities based on local culture.
3. The students are trained, who are highly motivated to learn and open to traditional care innovations oriented towards natural health and improving sleep quality.

Then, in addition to supporting factors, there are also factors that inhibit activities that can be identified, including :

1. Adjustment of the activity schedule with MSU students' lecture times which are quite dense.
2. The distance is quite far, so it is not possible to bring examples of spices used in the application of Ulin Ethno-Wellness Treatment.

CONCLUSION

Based on the results of the implementation and evaluation of the Ulin Ethno-Wellness Treatment training activity at the Bachelor in Beauty and Hair Management Program, MSU Malaysia, it can be concluded that this activity has succeeded in achieving its main goal, which is to increase students' insights, skills, and awareness of the application of body care based on local wisdom. Most of the participants (more than 90%) agreed and strongly agreed that this training provided real benefits, both in terms of understanding concepts, applying practices, and increasing awareness of cultural values in Spa activities. Overall, the Ulin Ethno-Wellness Treatment training makes a significant contribution to the development of students' competencies in the field of beauty and body care. This activity not only introduces traditional care innovations based on local spices but also encourages the integration of cultural heritage and sustainable modern beauty practices and has the potential to be applied in students' learning activities and professional practices in the future.

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