



## Yoga Inner Beauty as a Lifestyle Among Women at the Ghanta Yoga Asram, Kertalangu Village, East Denpasar

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### **Abstract**

The teaching of yoga is a sacred teaching which is a teaching of release that aims to connect oneself and be united with God for Hindus through the stages of astangga yoga. However, nowadays the yoga that is practiced is only the asanas and pranayama stages or often referred to as yoga asanas. Balinese women today want to feel more beautiful and acceptable in society. Therefore, women do yoga inner beauty which makes practitioners healthy, a person's beauty will be clearly radiated from within such as attitudes, behavior, ethics, and morals causing a healthy and harmonious life. In addition, women also need their self-actualization in the form of a career path for them. Based on this phenomenon, there are three main problems in this research. First, why do women choose inner beauty yoga at Asram Ghanta Yoga Denpasar in overcoming their life problems? Second, how is the process of applying inner beauty yoga for women at the Ghanta Yoga Asram Denpasar? Third, what are the implications of applying inner beauty yoga for women at the Ghanta Yoga Asram Denpasar on their lifestyle, social attitudes, and economic life? The problem is studied by three theories, namely phenomenological theory, social learning theory, and reception theory. This study uses a qualitative-analytic method with an interactive approach. The results obtained are as follows. First, the reason why women choose inner beauty yoga at the Ghanta Yoga Asram Denpasar is because women believe that doing inner beauty yoga and meditation every day can radiate inner beauty energy, making the body healthy, beautiful, and youthful. Second, the process of applying inner beauty yoga for women at the Ghanta Yoga Asram Denpasar is starting from socialization, initiation process, worship, the yoga implementation process is carried out from level 1 to level 5 and level of purification. Third, the implication of the application of yoga inner beauty for women at the Ghanta Yoga Asram Denpasar is that after participating in yoga, women become more patient, healthier, more beautiful, more harmonious, and more sincere in accepting the situation, and full of confidence.

**Keywords:** *Yoga Inner Beauty; Lifestyle; Women*

## ***Introduction***

According to Hindus, the teachings of yoga are sacred teachings and teachings of deliverance that aim to connect oneself and become one with God through the stages of astang yoga. In this day and age many women who regularly do yoga. This is inseparable from women being more easily stressed and experiencing psychological disorders. To eliminate the problems that exist in women, it is done through yoga, namely yoga inner beauty which is believed and believed to be able to reduce problems compared to men.

Today's Balinese women follow modern trends, meaning that many women do activities that make them feel more beautiful and acceptable in society. especially for women who have tended to only consider physical beauty to be sourced from, in fact, yoga can offer beauty and charm that emerges from within women themselves, which is called inner beauty. At the Ganta Yoga Asram, a different belief is offered, namely that a woman's beauty can not only be obtained from the physical perfection possessed by the woman concerned, but that beauty can also be raised from within the woman herself by empowering the supernatural potential that exists in every human body.

From the problems above, it is necessary to conduct further studies or research on yoga inner beauty carried out by women. In this case, the female participants of inner beauty yoga previously had problems with themselves in the form of psychological problems, such as their work, their role in the family, and their ability to support their own family. In addition, women also need self-actualization in the form of career paths for them.

## ***Research Methods***

### **Research Design**

The design of this research is a description that contains the procedures and methods that will be used to obtain data and information in interpretive qualitative research. The research data are descriptive data in the form of words, statements, expressions including actions that can be observed during the research process. Qualitative research is research based on the philosophy of postpositivism, used to examine the condition of natural objects (as opposed to experiments), namely the researcher as the key instrument in determining the level of success.

### **Data Type**

Qualitative data in this study is data from informants, both oral and written document data, the behavior of the subjects observed in the field is also the data in this study. Quantitative data is data in the form of numbers, for example the number of participants who take part in inner beauty yoga at the Ghanta Yoga Asram Denpasar which will later serve as secondary data or supporting data.

### **Data Source**

The source of data in this study is in the form of people called informants. The primary data sources in this study were the owners of the hostel, yoga participants, employees of the Ghanta Yoga Asram, and several people who were considered to understand the existence of the hostel. The selection of informants, both in number and in persons, was determined by the researchers themselves, assisted by the founders who were deemed to be able to provide as much and accurate information as possible. Secondary data sources as supporting research data come from non-human elements, which are obtained indirectly from the main source, but are obtained through the study of documents such as notebooks in the

dormitory, documents, photographs, and recordings, articles -articles, papers, internet, journals, newspapers, magazines, notes related to this research.

### **Inromane**

In this study the interview technique used is an interview technique with the determination of informants through purposive sampling technique. The things that can be asked in the interview are the reasons for choosing inner beauty yoga, the process of inner beauty yoga, the habits of inner beauty yoga participants, and the inculcation of values by spiritual teachers. The key informants in this study who were interviewed were (1) dormitory supervisors, (2) teaching teachers, (3) inner beauty yoga training, (4) inner beauty yoga students who were selected using a purposive sampling technique, (5) families of students yoga inner beauty, and (6) the community around the Ghanta Yoga Asram.

### **Data Analysis Technique**

Data analysis is a very important research phase because through this data analysis the researcher can obtain the form of the research he is doing. Qualitative analysis is defined as an analytical effort based on words arranged in the form of an expanded text. The data analysis effort referred to in this case is a process of systematically searching and arranging interview transcripts, field notes, and other collected materials to obtain more detailed knowledge about these data and communicate what has been found. After collecting, the data is compiled. The data analysis technique used in this research is descriptive narrative analysis technique. According to Miles and Huberman, this technique is applied in three ways, namely: data reduction, data presentation, and drawing conclusions.

### **Results and Discussion**

#### **1.Reasons For Women To Participate In Inner Beauty Yoga At The Ghanta Yoga Asram In Kertalangu Village, East Denpasar**

##### **Philosophical Reason**

Students at the Ghanta Yoga Asram are given a belief by their teacher about what results are obtained when they regularly do meditation (yoga). This is done by the teacher to give or channel beliefs about the philosophy of the Ghanta Yoga Asram, which is to always do meditation and exercises so that they can radiate the taksu that is within them. Women have many ideas and ideas. In addition, he also wants to have a more useful meaning in his life and can realize something in the form of a dance that is forever remembered by the community. This was expressed by an inner beauty yoga student, namely Jero Tari who made the following dance. "As an inner beauty yoga student, the Guru Guidance for Asram Ghanta Yoga was asked to create a rejang taksu buana dance. gambelannya, until half the dance is jammed. I immediately matured with the Asram Guru. Finally, when Master came to practice, for some reason, I danced just like that as if it were kerauhan, but in the end, the dance didn't happen. I'm absolutely sure that there is taksu, like the rejang taksu dance" (interview, March 5, 2021).

If someone is able to dance a dance properly and correctly so that it looks alive and can amaze the audience, the dancer is usually called metaksu. Yoga and meditation on inner beauty are in great demand by women. This yoga is believed and trusted by women. In this case, doing yoga seriously will be very useful and beneficial for yourself (Wulan, 2020:1). This is in accordance with what was said by Made Supadmi (age 40 years) who works as a civil servant and was appointed as an informant in this study. Made Supadmi stated as follows. "For seven years I have not been blessed with a child. Various kinds of things have been done, both medical and non-medical, still not. Astungkara after following yoga and meditation on inner beauty, I now have a five year old child" (interview, February 1, 2021).

The purpose of women following inner beauty yoga is to get what they want to get. The main thing is health, sincerity, flexibility, peace, and harmony in the household. In addition to the family, they also want to develop their intelligence and skills after participating in inner beauty yoga. This means that he wants to share his knowledge with others, as expressed by an inner beauty yoga participant, namely Ida Ayu Yuni (42 years old). The owner of this culinary business stated as follows. "After the pole has finished participating in the inner beauty yoga practice up to level 5, maybe he is participating in pure inner beauty yoga. At the griya, the pole teaches inner beauty yoga for the semeton ring griya. Semeton women practice with focus, discipline, and believe that all who follow yoga inner beauty feels a miracle in them because some of those who follow inner beauty yoga experience shortness of breath, after participating in inner beauty yoga, shortness of breath disappears. Women consider inner beauty yoga as a lifestyle. The pillar besides teaching inner beauty yoga, the culinary business continues to grow because the pole strongly believes in and believes in taksu swagina. What pole does mesari, all of this can be blessed by the Guru at the Ghanta Asram Yoga" (interview, March 8, 2021).

### **Ideological Reason**

The meaning of women's actions also needs to be understood using the mind. This understanding provides clarity on the reasons behind women taking action. In addition, in an action there will be a goal (goal) to be achieved. This also applies to women who follow inner beauty yoga, who have basic assumptions why women choose inner beauty yoga. In general, the goal of yoga inner beauty is "beauty, harmony, and peace". That is, the purpose of yoga inner beauty is to achieve psychological health, mental health, beauty, flexibility, harmony, peace, happiness, and feeling of getting taksu swagina. This means that to achieve a life that is more than the results of swagina carried out by women is also called achieving material and spiritual happiness in accordance with the results of actions, namely attitudes and behavior in the life of every person, society, and country.

The term ideology was coined by the now forgotten French philosopher Destutt de Tracy. Tracy uses it to demonstrate a radical empirical analysis of the human mind, which Condillac had formulated so consistently in the 18th century. Basically it is derived from the new path of ideas first formulated by John Locke. In the Napoleonic era ideology more or less meant republican or revolutionary beliefs. In other words, it was a belief that was hostile to Napoleon. From the above opinion, it is known that the notion of ideology is something about ideas or an attitude that is believed by the community. Based on John Locke's opinion, it can be said that in the Napoleonic era in carrying out social activities for the wider community, women had ideas, ideas, and attitudes. At the present time, for example, create a group of yoga inner beauty that can be obtained from practice. This was said by one of the inner beauty yoga students, namely Ida Ayu Dewi (34 years) who works as a trader. Ida Ayu Dewi stated as follows.

"The purpose of the pole is to provide yoga inner beauty training to the wider community, so that people understand about inner beauty yoga is for health, flexibility, beauty, peace, and harmony" (Interview 3 March 2021).

In addition, some women who participated in yoga inner beauty bought pearl bracelets for accessories with the aim of beautifying their bodies to make them look beautiful and beautiful. Pearl bracelets are made by experts and have the skills to make bracelets. After getting taksu swagina that was not felt before, naturally had the idea to assemble or make a bracelet. The bracelet will have a function for the person or female student who wears it. The use of pearl bracelets is expected to make female students calm and feel there is protection within themselves. Pearl bracelets are interpreted for health, tranquility, and bringing coolness within. In addition, also if believed and believed to bring happiness in life. This was done for several reasons as stated by Putu Juliaviani (22 years) a student below:

"The pearl bracelet I wear every day sticks to my hand and is never removed. By using this bracelet, it fits my profession as a facial therapist at the Given Green beauty salon, Jalan Melati, Denpasar.

By wearing this bracelet I believe and believe that this bracelet has taksu. I can prove the difference before wearing the bracelet, people who do therapist two to three people every day and after wearing this bracelet, every day more than ten people do therapy every day”. (interview, 7 December 2020)

## Psychological Reason

Women who follow yoga or meditation on inner beauty in addition to being socialites, also want to look beautiful and charming and can eliminate mental, mental, and disease burdens. Yoga inner beauty that is in the Ghanta Yoga Asram is a choice, one who really believes and believes that it must be done regularly and with discipline so that it can be useful and useful for him.

Humans who have thoughts should be able to make choices to overcome the burden of thoughts, feelings, and emotions that are turbulent within themselves. Often it is not realized that attitudes and behavior undergo a change that makes fear in their environment. When conscious, they are able to interact and communicate with others by telling their experiences. This was conveyed by Nyoman Mariani, a woman who is 51 years old and works as a civil servant as follows.

“Tiang is a facial therapy customer at the Ghanta clinic on Jalan Kebo Iwa. I often told the therapy staff that my husband had died suddenly, not sick at all. I became pretentious, like an insane person, it was very hard to leave my husband, I couldn't believe my husband died, I was often alone, crying. Even though the children were entertaining, they still couldn't forget the instructions from the therapy staff, they were told to try yoga inner beauty. I finally gave it a try. After following the yoga inner beauty niki, the pole fits and feels the benefits are many. Gradually the poles can accept it, it turns out that sharing stories and experiencing with people around us can reduce the burden that I face and what I feel” (interview, January 22, 2021).

Besides that, humans who have thoughts should be able to use good and comfortable clothes to participate in inner beauty yoga at the Ghanta Yoga Asram. This is so that when doing yoga inner beauty can be calm and comfortable. The best clothing to wear when doing inner beauty yoga at the Ghanta Yoga Asram is clothing with a polite design and non-transparent materials. This was conveyed by Ida Ayu Mega (50 years) an entrepreneur as follows.

“Dalam hal etika ke Asram Ghanta Yoga, busana yang dikenakan sebaiknya sesuai dengan aturan dan etika busana ke Asram Ghanta Yoga yaitu harus rapi dan bersih. Melihat perkembangan busana sekarang ini khusus di asram yang mengikuti yoga atau meditasi *inner beauty* mempunyai seragam putih. Saya sangat senang karena desain kaos mulai berkembang seperti kaos lengan pendek dan di leher warna ungu, dipakai pada waktu latihan yoga *inner beauty* karena alasan kenyamanan dalam bergerak dan lebih leluasa” (wawancara, 11 Januari 2021).

## Health Reason

Here it can be emphasized that the contextualization of yoga with the community's need for health is one of the triggers for the shift in the meaning of yoga from spirituality to just a healthy lifestyle. Here it can be understood that yoga is the hope of the city's public health. Actually this can be read as re-traditionalization or renaturalization. That is, people yearn for things that smell traditional and natural compared to modern chemistry as in medical medicine.

Women who regularly do yoga or inner beauty meditation are healthier, happier, and more efficient. The experiences of students participating in yoga or inner beauty meditation at the Ghanta Yoga Asram were expressed by Kadek Dararini, 41 years old who works as a culinary entrepreneur as follows.

“Yoga or meditation is very beneficial, the results of meditation provide special mental and physical health benefits that lead to personal life improvement” (interview, January 30, 2021).

### **Free Time Reason**

Considering that women in modern times have quite a lot of busyness, such as working in an office, having a business and being a housewife, it is very difficult to make time. Many women are very interested in participating in inner beauty yoga at the Ghanta Yoga Asram, because yoga starts in the afternoon, which is around 19.00 WITA. Working women can take the time to follow inner beauty yoga after work. Yoga or meditation on inner beauty can make women healthy, flexible, graceful, beautiful, elegant, smiling, radiant, fresh, and beautiful. For women, yoga is a lifestyle so that yoga becomes an obligation in life. The progress achieved by career women has also brought improvements to the quality of self-care, in addition to the demands of the career environment as well as the economic capacity that allows them to do so. As a result, with the condition (body) of women who are willing to be used as a capitalist window, the attractiveness of women will become very beautiful and attractive in the eyes of men.

Betts and Betts in Dewi (2006:76) state that career women who have quite a busy schedule and as public figures need to take the time to maintain stamina, body fitness, and can radiate beauty intact. This means that women (careers) need to take the time to follow inner beauty yoga as the art of body and breathing exercises which is one of the emotional training techniques in controlling anxiety. Yoga inner beauty is also useful as a setting between the harmony of mind and body. In addition, yoga inner beauty also has goals, such as improving mental well-being and improving emotional balance.

In the results of Ayu's research (2012) it is stated that yoga that is done regularly is a very effective method to bring self-awareness and keep individuals away from negative emotions and thoughts. This was said by Mrs. Sriati, 45 years old, an entrepreneur, as well as an inner beauty yoga teacher at the Ghanta Yoga Asram, as below.

“Saya ingin sehat yang paling utama, kalau pikiran sudah sehat, semua akan berjalan lancar. Saya untuk yoga bagaimanapun sibuknya harus dapat meluangkan waktu saya untuk meditasi, baik di asram maupun di rumah.” (wawancara, 4 Januari 2021).

## **2. The Process of Implementing Yoga Inner Beauty as a Lifestyle Among Women at the Ghanta Yoga Asram, Kertalangu Village, East Denpasar**

### **The Process of Socializing the Existence of the Ghanta Yoga Asram**

Women who participated in the socialization were given an understanding of Ghanta energy, namely energy that is able to radiate God's miracles to be able to radiate taksu potential in a woman. Practitioners of Ghanta Yoga hone Ghanta energy to be able to radiate the taksu of their profession. Every woman has potential in herself and by honing her taksu can be emitted and make it easier for someone to live life. After listening to the socialization, the women responded because yoga inner beauty can radiate taksu beauty and taksu swagina, they feel interested in following it.

Socialization is a process of inculcating values and norms in a person or group of people (Encyclopedia, 2015:2). Socialization is the process of a person learning to adapt to a group or society and behavior in a way that is approved by the group (Kompas, 2020:1). The process of socializing the existence of the Ghanta Yoga Asram conducted by the instructors at the Ghanta Yoga Asram is intended to attract inner beauty yoga participants to join the yoga practice at the hostel. This socialization process is carried out through various media, such as newspapers, television, websites, facebook, and whatsapp. In addition to social media, activities to attract potential yoga participants are also carried out by



distributing invitations directly to women. This was expressed by Saraswati (aged 41 years), as Secretary of the Ghanta Yoga Foundation, who is also an instructor of yoga inner beauty in the hostel as follows.

“This outreach was carried out to recruit new students and explain the existence of the Ghanta Yoga Asram to the socialization participants about the benefits and goals of inner beauty yoga itself. The benefit of yoga inner beauty is that it can radiate beauty from within in the form of health, beauty, and youth. While from the outside (outer) in the form of flexibility, grace, and charismatic, while the purpose of yoga inner beauty is to hone taksu inner beauty and taksu swagina” (interview, 25 June 2021).

### **Inner Beauty Yoga Recruitment Process**

After participating in the socialization and performing inner beauty yoga, the socialization participants felt confident and interested in participating in the inner beauty yoga. In addition to encouragement from themselves, encouragement from the family can also influence women's desire to follow inner beauty yoga at the Ganta Yoga Asram. During the recruitment process, there was an exchange of money and services, in which yoga participants gave punia funds before becoming a definitive member. The better Asram's marketing method or strategy through yoga inner beauty products, especially through socialization (understanding) to convince the participants to socialize, the impact on more and more participants being recruited. This means that the income will increase.

Recruitment is a process of finding and attracting participants of certain events, including yoga inner beauty events (Notoadmadjo, 2003: 130). In relation to the recruitment of Ganta Yoga inner beauty yoga participants, especially for women to take part in yoga, the intended recruitment is a process to find and attract participants to join as desired (Budi Kho, 2018: 18). The recruitment process began by distributing flyers in places where women congregate, such as in malls, schools, supermarkets, and other places where women gather. The brochure contains various information related to the existence of inner beauty yoga, such as the benefits of participating in inner beauty yoga, the recruitment process, requirements to become participants, and other information related to the existence of yoga.

This was revealed during an interview with one of the registrants for yoga inner beauty, namely Winarni Suari (39 years old) who works as an entrepreneur.

“I registered as a yoga inner beauty participant in this hostel because I was interested and felt confident after participating in the socialization that yoga inner beauty, which is primarily about health, can radiate taksu beauty and taksu mentik (taksu swagina) according to my job, which is self-employment” (interview, 7 March 2021).

In line with Winarni, Kadek Yuniari (26 years old) who works as a private employee emphasized the following.

“... by seeing the inner beauty yoga performance at Villa Pitamaha in Ubud, I became interested in participating. My friends and I agreed to register and fulfill all the terms and conditions in the hostel. After all the requirements were met, my friends and I were finally accepted as legitimate inner beauty yoga students” (interview, 7 March 2021).

### **Inner Beauty Yoga Initiation Process**

Initiation is carried out by a teacher to students who are just starting to enter the first stage of learning or practicing yoga. Initiation aims to remove all impurities and negative elements that exist within the self. This can be interpreted that initiation is self-purification. So the purpose of this initiation is to have a clean mind and heart. That is, students who have received the initiation to speak the truth,

think well, have ethics, and good manners and behave properly. Initiation is also the inauguration of students who are accepted into the Ghanta Yoga Asram through the process of cleansing the minds and hearts of the inner beauty yoga participants (Adriana, 2020: 3).

From the interview with the teacher Nabe (65 years old), the meaning of initiation and the purpose of initiation are as follows.

“The initiation process must be carried out by a prophet to students so that students are clean from everything because they will learn yoga. The meaning of initiation is self-cleaning of all impurities, opening a positive aura so that it can emit all taksu that is within, both taksu inner beauty or beauty and taksu mentik. This taksu mentik is honed at the Ghanta Yoga Asram in order to have life skills. The teacher emphasizes that in learning or practicing yoga, inner beauty is disciplined and there is intention and has strong belief” (interview, June 6, 2021).

### **The Process of Implementing Yoga Inner Beauty**

In the process of implementing inner beauty yoga, after female students are initiated, the gluing process is carried out to melt the mala and remove impurities in the body. The worship was carried out at Griya Guru Nabe on Serangan Island Street, Denpasar. Women are more likely to be stressed because women tire more quickly. Penglukatan gives peace of mind, soul, and freshness of the body. After melukat coupled with the belief in the descent of blessings through melukat.

### **The Process of Implementing Inner Beauty Yoga at the Ghanta Yoga Asram in Kertalangu Village, East Denpasar**

The application of yoga is done systematically which has gradual guidance. This guidance can provide a clear direction in carrying out Ghanta inner beauty meditation yoga activities to activate the taksu of beauty and the radiance of beauty from within women. That is, they are able to move regularly and support each other between beauty and health to achieve the desired goals. The guidance in doing meditation on inner beauty Ghanta gradually begins with the preparatory and preliminary phases. This phase includes outward and inward preparation so that they do not experience obstacles that cause physical and mental disturbances. This phase really determines the comfort and tranquility in practicing. There are several things that need to be considered by a woman in the preparation phase, namely taking a shower when she wakes up in the morning, having a light breakfast, wearing comfortable and practical clothes without jewelry. Prepare a mat or mat for exercise and place it in a comfortable place. Praying together in the holy place of the asram area with a perfect sitting posture and carried out in accordance with the beliefs and beliefs of each.

The stages of implementing inner beauty yoga begin at level 1 to level 5. Students learn through the stages of practice. At first it is difficult to sit in one posture for a very long time. However, students should not give up, but persist with the premeditation exercises. Unexpectedly the students felt that the meditation attitudes made it possible to sit down for a short time. At this stage students will increasingly increase the duration of the implementation of half a minute every day. At the end of the training session, an evaluation was carried out by the instructor. The results of the evaluation are that students are considered to have the ability and discipline, are diligent, and confident to learn yoga, can continue to the next level and provide a predetermined reward or students increase the duration of practice in order to strengthen the practice of that level. Every student at the Ghanta Yoga Asram is no exception to the students who have been given briefing, stabilization, and understanding about the procedures for learning and training themselves in meditation. This means that every student at the Ghanta Yoga Asram has been given spiritual understanding in inner beauty yoga training. The meaning contained in inner beauty yoga meditation is that in yoga training it takes discipline, belief, and sincerity. The purpose of learning yoga at



the Ghanta Yoga Asram, Kertalangu Village, East Denpasar is to be able to radiate taksu inner beauty and taksu swagina because they are the most important things in managing a better family life.

After participating in the first stage of yoga inner beauty, a student, Ni Luh Cening Asih (30 years old), a private employee, said as follows. "Learning yoga is very difficult to concentrate and focus. During the three months following the practice, sitting on the padmasana was still so stiff that it interfered with concentration in meditation practice. I followed diligently, full of confidence that it would be achieved. If you have the intention to take part in the exercise with discipline and follow the directions of the teacher" (interview, 8 July 2021). The same thing was conveyed by a participant of yoga inner beauty, namely Putu Padmi (45 years) who works as an entrepreneur as follows. "During the practice of yoga inner beauty level 1 for three months, I admit that it is very difficult to regulate my breathing and concentration (focus) in meditation and the creative movement has not been focused, but I continue to study and practice at home according to the instructor's directions" (interview, 8 July 2021).

### **3. Implications of Implementing Yoga Inner Beauty as a Lifestyle Among Women in the Ghanta Yoga Asram, Kertalangu Village, East Denpasar District**

#### **Implications for Physical Health Aspects**

The acceptance of inner beauty yoga participants towards this yoga activity was very positive. This happens because the change in behavior in women's lives after participating in inner beauty yoga is really felt. That is, after following this yoga they become more patient, healthier, beautiful, flexible, more willing to accept the situation, harmonious, full of confidence, and can make the surrounding environment more peaceful. In addition, by participating in inner beauty yoga, the participants can build good communication within a family and the surrounding community. As stated by Serenita (45 years old) who works as an entrepreneur below. "I have been following the inner beauty yoga practice for 4 years. No matter how busy I am, I definitely make time to keep up with the exercises. As long as I follow the training, I feel fresh and healthy and my body feels light so that I feel energetic in my activities and always feel fit and radiant" (interview, 17 July 2021). The informant's statement above proves that doing inner beauty yoga diligently and disciplined can have implications for health and body comfort.

#### **Implications for Psychological Aspect**

Following inner beauty yoga activities regularly and with discipline can have implications for self-confidence so that they can appear more confident and look more beautiful and attractive. It is every woman's dream. Psychologically, women are satisfied with the results of treatment through yoga inner beauty. Yoga inner beauty can really have implications for the psychological aspect because the mind feels calm. In addition, in dealing with various life problems, it can be done with an attitude of patience, calm, and not feeling complacent. This proves that yoga inner beauty in addition to having implications for body fitness can also have implications for inner peace (spiritual attitude). The results of the interview with Ni Wayan Wirati (45 years old) who works as a civil servant are below. "Before I took part in inner beauty yoga, my face and hands had traces of chicken pox. After following this yoga regularly and disciplined and I intend to continue every practice and assisted by the Ghanta beauty cream, slowly, after a year and a half of practice and meditation, the smallpox scars began to fade, especially on the face starting to clean and glow. Thus, I am more confident in dealing with anyone" (interview, July 12, 2021).

#### **Implications for Sociological Aspect**

Yoga inner beauty is a women's lifestyle that can radiate beauty from within. All women who follow inner beauty yoga have a desire to look more attractive. A woman interprets that yoga inner beauty is an absolute right to do, especially when in public spaces, such as using a kebaya to appear in public spaces for praying to temples or important days at the hostel. Looking beautiful and ideal can be

summarized into the use of clothes, makeup, hairdo, and polite attitude. Wearing appropriate and ethical clothes, full of smiles can convey a message to others that the woman after participating in inner beauty yoga has a different appearance. From the start, what is seen from a person's appearance is the clothes they wear. In this right, clothing models have developed. Beauty, flexibility, and elegance greatly affect a woman in terms of interacting and communicating with everyone she meets.

In accordance with the needs of women following yoga inner beauty can radiate beauty from within. In addition, for the ideal body shape (outer) is also needed in the form of clothes, beauty tools, and accessories to add to the appearance to make it look more fashionable and trendy. This has an impact on the transformation of social identity from traditional to modern. By following inner beauty yoga, apart from being healthy, you also want to look different, that is, beauty radiates from within and looks sexy. The supporting factors for being beautiful, fashionable, and sexy are clothes, cosmetic tools, accessories, and sandals. Looking beautiful, elegant, flexible, and charismatic is a lifestyle or lifestyle for women that indicates progress in their level of life..

### **Implications for Cultural Aspect**

By doing yoga inner beauty in a disciplined and confident manner, there will be a change in behavior in women's lives, such as being more patient, always feeling healthy, and a thought or idea arises to do something by opening a side business such as selling banten. On the other hand, one of the students who took part in inner beauty yoga got a creative and innovative idea to become a culinary entrepreneur. It is believed that taksu inner beauty has radiated beauty and taksu swagina. In addition, because it is innate that you have a hobby of cooking, whatever is cooked becomes delicious. This is inseparable from contemporary women who are busy so that in terms of culture they prefer to use services. By honing taksu swagina, women can innovate to open new businesses. On the other hand, the benefits of yoga inner beauty are that it can radiate inner beauty, namely beauty, health, flexibility, elegance, and charismatic. Women can channel their desire to look trendy because they wear the latest and best clothes for praying in temples so that they can show their status. Ida Ayu Indra (43 years old) who works as a private employee follows. "When wearing a kebaya, I prefer to wear high-heeled sandals, so that the appearance looks more elegant, besides that it can also increase the wearer's confidence" (interview, 13 May 2021) . From the narrative of the informant above, it is known that high heels can give a graceful impression when wearing a kebaya. The heel height is adjusted to the age of the wearer so as to provide comfort during activities.

### **Implications for Aspects of Spiritual Life**

By learning inner beauty yoga, women realize that spiritual awareness is very important to live so that the mind becomes free from the bonds of the physical body. The main key to spiritual awareness is to practice yourself regularly, diligently, and disciplined to do inner beauty yoga. With meditation, women can break away from all attachments, material things, and feel spiritual awareness. Spiritual implications related to life skills, namely the belief in practicing inner beauty yoga to hone taksu inner beauty. Women who participated in inner beauty yoga at the Ghanta Yoga Asram in Kertalangu Village, East Denpasar stated that they experienced and felt changes in themselves, such as being physically and spiritually healthy which made them more confident, more harmonious, and felt happiness in life. Ni Luh Putu Juni (45 years old) who works as an entrepreneur is as follows. I used to work in the hotel's cooking section. After corona, I was laid off. So, I have no income for daily living expenses. Within one year of participating in inner beauty yoga at the Ghanta Yoga Asram, it occurred to me to open a catering with an online sales system" (interview, 2 June 2021). innovative to become a culinary entrepreneur.

### **Implications for the Economic Aspect**

Talking about economic life, it cannot be separated from the essence of humans as homo economicus beings or humans as economic people. Based on this idea, humans as homo economicus in living their lives cannot escape from various policies in managing various resources, such as human resources, natural resources, time resources, including money resources. Policies in the process of managing these resources are not only in the form of planning plans, but also in the form of implementing various activities, both to meet the needs of the family and the needs of the Ghanta Yoga Asram in the community. The entry of the results of the work of the inner beauty yoga students into the dormitory cooperative caused an exchange between money and goods. Both directly and indirectly, it turned out to have a positive impact on the economy of the hostel, the surrounding community, and female students who follow inner beauty yoga can increase their income for their family life.

Bargaining punia money means that the community or socialization participants believe that yoga inner beauty is suitable for them. By bringing modest money for punia, it is hoped that he can be registered as a definitive student. By following inner beauty yoga, many things are obtained and felt, such as health, self-confidence, and can emit taksu mentik, namely taksu swagina. Apart from taksu swagina, it actually has a big influence on the economy of women, especially those who have businesses. It is said so because there is an economic cycle, namely money and goods. As revealed by Adriana (65 years), Asram Trustee of Ghanta Yoga, "Spiritual awareness can be carried out by means of yoga to clear the mind and free oneself from the shackles of this world's joys and sorrows. By practicing parts of yoga, the taints that can pollute the mind slowly - slowly disappears and spiritual consciousness will become bright, luminous, demanding one into empowered consciousness" (interview, 4 June 2021).

### **Conclusion And Recommendation**

#### **Conclusion**

Based on the descriptions described in previous chapters, there are several conclusions that can be formulated in this study.

First, the reason why women choose inner beauty yoga at Asram Ghanta Yoga Denpasar is to overcome their psychological and mental problems. Philosophically, yoga inner beauty is a rejang taksu buana dance which has the meaning of being able to cure disease, be physically and mentally healthy and can channel inner beauty energy. Women who look beautiful and attractive will make someone more confident and raise their social status in society. In addition, yoga inner beauty that is done regularly makes a woman calm and patient so that the body becomes healthier and happier. Because of the great benefits of inner beauty yoga, women also need to give special time or free time to do inner beauty yoga regularly which is usually done when finished doing their work.

Second, the process of implementing inner beauty yoga for women at the Ghanta Yoga Asram Denpasar is started from the socialization carried out by the Ghanta Yoga Asram to introduce what is meant by inner beauty yoga. Furthermore, the initiation process for yoga inner beauty participants was carried out by teacher nabe. This is done to find out what potential each yoga inner beauty participant has. The next stage is the bonding process. In this case, students who have been initiated are required to carry out cultivating to melt the mala and remove the impurities that exist within themselves. After gluing, the process of implementing yoga is carried out regularly with guidance and guidance. Yoga inner beauty has several levels, namely from level 1 to level 5 and the level of purification. Each level has a certain time span and provides funds with the amount that has been determined by the Ghanta Yoga Asram. At the last level, namely the level of purification, a person already knows a job or skill that suits him and provides benefits to those around him.

Third, the implications of applying inner beauty yoga for women at the Ghanta Yoga Asram Denpasar. The implication is that after following yoga women become more patient, healthier, more beautiful, more harmonious, and more sincere in accepting the situation and full of confidence. This is because women have radiated the inner beauty taksu that has been grown through yoga activities. Inner beauty yoga also provides an understanding of spiritual life, where women can radiate the spiritual potential of inner beauty taksu. In addition, he also diligently prays to the Taksu Buana Bukit Taman Teaching Temple to be given guidance and instructions. In this case, so that taksu swagina can be emitted optimally. One of them is getting life skills.

## **Factual Finding**

First, there was a cultural shift, the yoga model at the Ghanta Yoga Kertalangu Asram, East Denpasar. This means that Hindu yoga which is supposed to be in the form of meditation practice and aims to unite oneself with atman (God Almighty) is modified into yoga inner beauty which does not change its original grip.

Second, there are indeed women who follow inner beauty yoga at the Ganta Yoga Asram, some of whom are able to radiate beauty from within themselves, but on the other hand they also have negative life dimensions, namely having a consumptive, hedonistic, and pragmatic attitude. This can be seen from his appearance which is very different from his previous appearance during practice and there are certain events in the hostel or in other public spaces.

Third, the inner beauty yoga training, aside from being beneficial for health and beauty, is also focused on honing taksu inner beauty and taksu swagina through meditation under the guidance of Guru Nabe. It is strongly believed by yoga participants that they can improve their professionalism in carrying out the various professions they do on a daily basis.

## **Theoretical Findings**

First, through the practice of inner beauty yoga, women can get rid of various kinds of diseases, especially those who experience psychological disorders (mental disorders), both caused by family factors that are not harmonious or due to disaster. This reinforces the principles of Husserl's theory of phenomenology (1962:96-103) that a truly scientific method is able to make phenomena manifest themselves according to actual reality without manipulating them.

Second, learning inner beauty yoga must be disciplined, diligent, confident, and confident. By participating in the socialization and learning of yoga inner beauty, it can form good and beneficial behavior for women and can shape their personality well. This phenomenon can strengthen Bandura's theory of social learning which explains the relationship between behavior. That is, through the process of yoga the formation of personal or individual behavior occurs.

Third, the women perform the inner beauty yoga process starting from initiation to level 5. At each level, there are tangible benefits for women, such as being healthier, more flexible, patient, calm, and comfortable. This strengthens the reception theory, that is, women directly receive these benefits. The benefits women feel after following this yoga are feeling healthier, more flexible, more graceful, charismatic, beautiful, and harmonious. This can foster self-confidence and provide an ability at work through taksu swagina. This activity has become a necessity for women themselves. The acceptance of yoga inner beauty by women as a necessity strengthens the elements of the reception horizon, interpretation, and evaluation of the reception theory horizon. In this case, inner beauty yoga is a necessity and is done by women with pleasure.

## Recommendation

Based on the conclusions and findings of this study, the suggestions are as follows:

1. The supervisor of the Ghanta Yoga Asram, Kertalangu Village, East Denpasar is advised that the modified yoga inner beauty does not lose its original grip, which aims to radiate the power of taksu beauty and taksu mentik (taksu swagina).
2. After receiving socialization and learning, the participants of yoga inner beauty are advised to change their behavior to convince and understand yoga inner beauty, showing a simple, elegant, beautiful life, and being more confident in their appearance in public spaces.
3. Women who take part in meditation under the guidance of the prophet's teacher, are advised to follow them with a focus so that their goals are achieved, namely health, beauty, patience, and harmony can be transmitted to the community and in their environment.
4. To introduce yoga inner beauty to the wider community, it is recommended that Asram Ghanta Yoga hold workshops, inviting PKK groups and women's organizations as well as the Denpasar City government.

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