

The Public Speaking Communication Model of Visually Impaired Massage Therapists in Enhancing Customer Experience in Bandung

Rizki Surya Tawaqal¹, Ridlwan Muttaqin², Recky³

Universitas Indonesia Membangun, Bandung

Corresponding author: rizki.surya@inaba.ac.id¹
ridlwan.muttaqin@inaba.ac.id² recky@inaba.ac.id³

Article Information:

Received: May 14, 2026, Accepted: May 24, 2026, Published: May 31, 2026

Abstract

This study is motivated by the need to understand the communication models used by blind massage therapists in delivering their services, as communication plays a crucial role in shaping the customer experience. The research problem focuses on how these public speaking models are manifested and how they influence customer perceptions and satisfaction. A descriptive qualitative method was applied, involving direct observation at Rumah Bugar Sentra Wyata Guna and in-depth interviews with four blind massage therapists. The findings reveal four distinct public speaking communication models: Communicative-Relational, Silent-Reflective, Informative-Educative, and Humorous-Relaxed. Each model contributes differently to the customer experience, ranging from building trust, creating a calm atmosphere, providing additional knowledge, to fostering a cheerful and enjoyable environment. The study concludes that public speaking competence is not merely a complementary skill but a strategic added value that enhances customer satisfaction and strengthens the professional position of blind massage therapists within the health and relaxation service industry.

Keywords: Public Speaking; Model; Communication; Visually Impaired; Bandung City

JEL Classification: M31; M39; Z13

1. Introduction

Massage services provided by visually impaired therapists have become one of the alternative healthcare services widely sought after by the public, particularly in the City of Bandung. With specialized expertise in massage techniques, visually impaired massage therapists offer services that focus not only on relaxation but also on health improvement. However, the success of these services depends not merely on massage skills, but also on how therapists communicate with their customers. Effective communication can create more positive customer experiences, enhance customer loyalty, and improve the public image of massage services provided by visually impaired therapists. One important aspect of communication in the interaction between therapists and customers is public speaking. In this context, public speaking is not limited to speaking before an audience, but also encompasses persuasive, empathetic, and comforting forms of interpersonal communication. Communication involves three main elements: the

communicator (sender of the message), the message itself, and the communicant (receiver of the message). Public speaking can therefore be regarded as a means of communication because it incorporates these three essential elements. ([Tawaqal et al., 2024](#)).

In the context of service industries, communication functions not only as a means of conveying information, but also as the primary medium for establishing interpersonal relationships between service providers and customers. Effective communication enables customers to feel valued and attended to, while simultaneously enhancing positive perceptions of the quality of services received. ([Satria & Aisyah, 2018](#)). Along with the growth of the service industry, service organizations have increasingly recognized that the quality of service communication constitutes an important factor in enhancing customer satisfaction. Clear, responsive, and empathetic communication helps customers better understand the services provided while simultaneously creating a more positive service experience ([Ramadani et al., 2022](#)). Therefore, service communication cannot be separated from efforts to establish overall service quality. Effective communication practices enable service providers to understand customer needs while fostering more personalized interactions throughout the service process ([Arsyad et al., 2025](#)).

In the context of the service industry, customer experience is determined not only by the technical quality of the service but also by how interactions between service providers and customers are conducted. Such interactions constitute the primary context in which perceptions, comfort, and trust toward the service received are formed. Customer experience itself is understood as the outcome of interactions between customers and service providers throughout the service process. This experience is shaped by emotional, cognitive, and social dimensions influenced by the quality of interactions during service delivery ([Lemon & Verhoef, 2016](#)). In line with this perspective, interpersonal communication plays an increasingly significant role in personalized service practices. Clear, responsive, and well-structured communication helps customers understand the service process while simultaneously fostering perceptions of professionalism among service providers. Research has shown that effective interpersonal communication can enhance customer satisfaction and strengthen positive evaluations of service quality ([Faniasari & Manafe, 2022](#)). Therefore, communication is not merely a complementary aspect of service delivery, but rather a strategic element in shaping the overall customer experience.

Visually impaired massage therapists, due to their visual limitations, rely more heavily on verbal communication and other nonverbal cues, such as tone of voice, word choice, and empathy, to establish interactions with customers. According to data from the Ministry of Health of the Republic of Indonesia, the percentage of visually impaired individuals in Indonesia increased from 3.05% in 2012 to 6.36% in 2015 ([Wibowo, 2024](#)). This increase indicates that more individuals are facing challenges in daily communication, particularly in service contexts such as massage therapy.

At present, only a limited number of studies have examined in depth the communication models used by visually impaired massage therapists. Most previous studies have focused primarily on massage techniques or the business sustainability of massage service centers. Therefore, this research is important for understanding how visually impaired massage therapists establish effective communication with customers and for developing communication models that can be applied to enhance customer experiences. This study holds significant urgency because it can contribute to multiple aspects, including academic scholarship, the visually impaired

massage service industry, and the empowerment of persons with disabilities. From the perspective of communication studies, this research is expected to enrich the literature on interpersonal communication and public speaking, particularly within the context of disability studies. Public speaking is commonly associated with communication in public spaces; however, in this study, the concept is applied to interpersonal interactions between massage therapists and customers, thereby representing a novel and compelling area of inquiry within communication studies.

By understanding how the verbal and nonverbal communication of visually impaired massage therapist shapes customer experiences, the findings of this study may be used to improve service quality. The resulting communication model may serve as a reference for massage centers employing visually impaired therapists in providing communication training, thereby enabling therapists to become more confident and effective in interacting with customers. One of the primary challenges faced by visually impaired individuals is limited access to education and communication skills training. Through this research, it is expected that visually impaired massage therapists will gain new insights into the importance of communication in enhancing their professionalism, thereby enabling them to compete more effectively within the service industry.

In the service sector, customer experience is a key factor in building customer loyalty. When visually impaired massage therapists possess strong communication skills, customers are more likely to feel comfortable and valued, which in turn can increase trust and loyalty toward visually impaired massage services. This study may also provide recommendations for stakeholders, such as local governments and social organizations, to place greater emphasis on communication aspects within empowerment programs for visually impaired individuals. Improved communication is expected to help reduce social stigma toward persons with disabilities and promote greater inclusivity within the service sector. Based on these various urgencies, this study is expected to make meaningful contributions to the development of communication theory, the enhancement of service quality, and the empowerment of the visually impaired community in the City of Bandung.

2. Literature Review

2.1 Public Speaking in Service Communication

Public speaking is generally associated with formal speech delivery before large audiences. However, in contemporary communication studies, public speaking has evolved beyond formal presentation contexts and is increasingly understood as a strategic interpersonal communication competence used in various professional environments, including service industries. According to [Lucas \(2015\)](#), effective public speaking involves not only message delivery but also persuasion, emotional engagement, audience adaptation, and relationship building. In service contexts, these dimensions are highly relevant because communication directly shapes customers' perceptions of service quality.

In service industries, communication functions as more than an informational tool; it also serves as an emotional mechanism that influences customer comfort, trust, and satisfaction. Research has demonstrated that communication quality significantly affects customer evaluations regarding professionalism and service reliability. Effective communication practices characterized by empathy, responsiveness, and conversational clarity contribute positively to customer experiences and loyalty formation. ([Setianti et al., 2024](#); [Ramadani et al., 2022](#)).

Communication competence, therefore, becomes an inseparable component of service excellence.

Recent studies further indicate that interpersonal communication increasingly functions as a strategic differentiator within experience-based services. Customers today evaluate services not solely on technical outcomes but also on emotional and relational experiences formed during interactions with service providers. According to [Wirtz and Lovelock \(2022\)](#), communication quality contributes substantially to perceived service value because customers tend to associate communicative behavior with professionalism and trustworthiness.

Previous studies have also shown that communication patterns in customer service contexts shape customer perceptions and service evaluation. [Utami et al. \(2022\)](#), for example, examined customer service communication patterns in the banking sector and found that structured service communication helped maintain customer trust during service interactions. [Faniasari and Manafe \(2022\)](#) also emphasized that interpersonal communication contributes to customer satisfaction by creating more responsive and meaningful interactions. However, these studies primarily focused on general customer service contexts and did not specifically examine public speaking communication models in disability-based service interactions.

In highly personalized service sectors such as massage therapy, public speaking competence becomes particularly important because service interactions occur directly and intensively between therapists and customers. Communication influences customer relaxation, psychological comfort, and emotional attachment throughout the service process. Thus, public speaking in service interactions should not merely be interpreted as speaking ability, but as a strategic communication practice capable of shaping meaningful customer experiences.

2.2 Customer Experience and Interpersonal Interaction

Customer experience has become a central concept in modern service marketing literature. [Lemon and Verhoef \(2016\)](#) explain that customer experience emerges from cognitive, emotional, behavioral, sensory, and social responses generated throughout customer interactions with service providers. This means that customer experience is multidimensional and cannot be separated from the quality of interaction during service delivery.

[Kranzbühler et al. \(2018\)](#) further emphasize that customer experience research increasingly recognizes interaction quality as a central component in experiential value creation. Positive communication experiences help customers feel valued, understood, and emotionally connected with service providers. In line with this argument, [Rather \(2020\)](#) found that experiential interaction contributes to customer engagement and loyalty because emotional experience creates a stronger psychological attachment between customers and service providers.

Within service encounters, customers tend to evaluate services holistically, including friendliness, empathy, responsiveness, communication style, and emotional atmosphere. [Saputra and Hernawan \(2023\)](#) showed that interpersonal communication, service quality, and customer satisfaction influence consumer purchasing behavior. This confirms that communication is not only a supporting factor but also a determinant of how customers evaluate the overall service experience.

In massage therapy services, customer experience is strongly shaped by communication dynamics because massage involves close interpersonal interaction. Customers seek not only physical relaxation but also psychological comfort, emotional security, and trust in the therapist.

Therefore, the therapist's communication style becomes an important factor influencing customer satisfaction and service evaluation. However, previous customer experience studies have rarely examined how service providers with visual impairments shape communication styles. This creates a research gap that this study seeks to address.

2.3 Disability Communication and Professional Empowerment

Communication studies related to persons with disabilities have increasingly shifted from charity-based perspectives toward empowerment and capability-based approaches. Persons with disabilities are no longer viewed merely as passive recipients of assistance, but as individuals with competencies that enable them to contribute meaningfully in professional and social environments.

For visually impaired individuals, communication competence often becomes an important adaptive strength in overcoming social limitations. Since visual cues cannot be fully utilized, visually impaired individuals may rely more strongly on verbal sensitivity, listening ability, tone of voice, empathy, and interpersonal awareness. These competencies can become strategic advantages in interaction-intensive professions such as massage therapy.

In the Indonesian context, visually impaired massage therapists have long been associated with rehabilitation, skills training, and economic empowerment. [Riswan \(2014\)](#) described Sentra Wyata Guna as one of the oldest and largest institutions for visually impaired rehabilitation in Indonesia. [Wibowo \(2024\)](#) also highlighted the importance of supporting visually impaired individuals in facing social and professional challenges. These discussions show that empowerment for visually impaired individuals should not only focus on technical skills but also include communication competence as part of professional development.

Although previous studies have examined customer service communication, customer experience, and disability empowerment, limited research has specifically analyzed how visually impaired massage therapists construct public speaking communication models in direct service interactions. Most existing studies focus on general service communication, customer satisfaction, or institutional empowerment, while the specific communication typologies of visually impaired professionals remain underexplored.

This study positions visually impaired massage therapists not merely as service workers with physical limitations, but as active communicators capable of creating meaningful customer experiences through diverse public speaking communication models. Consequently, this research contributes theoretically by extending the concept of public speaking into interpersonal service communication contexts and contributes practically by offering a communication-based service classification for visually impaired massage therapists.

3. Research Method

This study, entitled Public Speaking Communication Models of Visually Impaired Massage Therapists in Enhancing Customer Experience in the City of Bandung, employed a qualitative research method. In qualitative research, the researcher serves as the primary research instrument. This means that the researcher directly collects various forms of data, observes behaviors, analyzes documents, and conducts interviews with participants ([Creswell, 2015](#)). In this study, a case study design was used. A case study refers to research in which the researcher investigates a specific phenomenon (case) within a particular context of time and activity, such as programs, events, processes, institutions, or social groups, while collecting detailed and in-

depth information through various data collection methods over a certain period of time ([Wahyuningsih, 2013](#)). To gain a comprehensive understanding of how communication shapes customer experiences, a qualitative approach was considered the most appropriate. Qualitative research allows for the exploration of subjective meanings experienced by customers throughout the service process ([Nowell et al., 2017](#))

Based on this definition, the researcher directly observed the realities experienced by the research subjects, who served as the primary informants. The institution collaborating in this research was the technical implementation unit of the Ministry of Social Affairs, known as Sentra Wyata Guna Bandung. This institution is located on Jalan Pajajaran, Bandung City, and is recognized as the oldest and largest rehabilitation center for visually impaired individuals in Indonesia ([Riswan, 2014](#)). Sentra Wyata Guna provides massage therapy services through its wellness unit, Rumah Bugar, where therapists who have completed training and passed assessments can begin their professional careers by directly serving customers. Through this collaboration, the researcher expected to obtain insights into the public speaking communication models that have been implemented and that may be further developed into more effective and diverse forms. The phenomenon of public speaking communication models among visually impaired massage therapists can be observed through therapists who have practiced their profession for many years. This condition can serve as a primary indicator and a valuable basis for the present study. Therefore, the researcher established criteria and credibility standards for selecting research informants as the study's subjects.

The technique used to determine informants in this study was purposive sampling. In qualitative research, purposive sampling is a sampling technique in which researchers select subjects based on specific characteristics or criteria relevant to the research objectives. According to [Sugiyono 2016](#)), purposive sampling is defined as “a data source sampling technique based on certain considerations.” This means that researchers intentionally select individuals considered to possess the most comprehensive understanding of the phenomenon under investigation, enabling them to provide in-depth data. This technique is commonly applied when researchers intend to target individuals with specific characteristics closely related to the research topic. For example, in a study of the communication strategies of visually impaired massage therapists, researchers may select therapists with at least 5 years of professional experience and who have interacted with diverse types of customers. Thus, purposive sampling allows researchers to focus on the most informative and relevant subjects in addressing the research questions. Since the sample is not randomly selected, findings from purposive sampling cannot be generalized to a broader population. Instead, the findings provide an in-depth understanding of the specific phenomenon being studied.

The data collection techniques employed in this study consisted of several methods. The first was observation. Observation is a data-collection technique conducted through direct observation using all senses. This method can also be understood as a systematic process of recording behavioral patterns of subjects or events without engaging in direct communication or questioning the individuals being studied ([Sutopo, 2002](#)). Information obtained through observation may include locations, actors, activities, objects, events, and other relevant aspects. In this study, an observation was conducted to analyze the phenomena that constituted the research focus, based on field findings. The second data collection technique was interviews. In-depth interviews were used as a data collection method. An in-depth interview is a direct interaction between the interviewer and the research subject, typically in the form of a question-and-answer session. The purpose of this technique is to obtain more comprehensive information

in order to build an in-depth understanding within the research context while adjusting to the level of participant involvement in the study. Through in-depth interviews, researchers identified patterns of interpersonal communication emerging in interactions between massage therapists and customers. This approach has been widely applied in service communication studies to comprehensively describe interaction dynamics ([Situmeang, 2023](#)).

The final data collection technique employed in this study was a literature review. This technique refers to a method for searching for, collecting, and analyzing documents relevant to the research. It includes examining various sources, such as archives, reports, and other literature, to deepen understanding of the phenomenon under investigation.

At the initial stage, the research began with the preparation of a research proposal that included formulating research problems and objectives, as well as a literature review on public speaking and communication among persons with disabilities. In addition, a literature study was conducted by gathering references from journals, books, and previous studies discussing communication in service industries, particularly among visually impaired massage therapists. Subsequently, the research methods were determined, including data collection and data analysis techniques. To directly understand the public speaking communication patterns of visually impaired massage therapists, field observations were conducted at several massage centers for visually impaired individuals in the City of Bandung. These observations aimed to record interactions between therapists and customers, examine the verbal and nonverbal communication techniques employed, and identify communication barriers that might occur during massage sessions.

Following the observation stage, the study proceeded with in-depth interviews involving visually impaired massage therapists and their customers. The therapists were asked to explain the communication strategies they used to build customer comfort, while customers were invited to share their perspectives on the communication experiences they had. These interviews utilized a purposive sampling approach by selecting respondents who possessed certain professional experiences or who had received massage services more than once. After data collection, thematic analysis was conducted to identify patterns and categories in the communication strategies used by visually impaired massage therapists. Based on the findings of this analysis, a public speaking communication model was designed to illustrate the primary elements within therapist-customer interactions. The model was then validated by comparing it with communication theories and through discussions with experts or practitioners in related fields. Finally, the research findings were compiled into a final report, scientific publications, and practical recommendations for massage centers employing visually impaired therapists in order to improve their service quality.

The key informants in this study consisted of several individuals, namely Mrs. Mira Wuryantari, MPS., SP., as the Head of the Sentra Kreasi Atensi Working Group (Kapakja SKA); Mr. Lintong, S.E., M.AP., as a Junior Expert Policy Analyst; and Mrs. Terry Yuliana as the Head of the Public Relations and Rumah Bugar Working Group. In addition, the researcher interviewed four visually impaired massage therapist informants who had been selected and considered representative of the therapists at Rumah Bugar Sentra Wyata Guna, namely Ferry (44 years old), Fitri (34 years old), Refni (30 years old), and Pipip (30 years old). These four visually impaired massage therapist informants were selected by Mrs. Mira and Mr. Lintong as representative figures among the massage therapists at Rumah Bugar Sentra Wyata Guna.



Figure 1. Research Procedure Framework

Source: Author, 2025

4. Findings and Discussions

The results of observations conducted at Rumah Bugar Sentra Wyata Guna revealed a phenomenon of confusion experienced by new customers when selecting visually impaired massage therapists. This condition indicates communication uncertainty during the initial stage of interaction, as customers do not yet have sufficient information about each therapist's characteristics or service style. Such a situation may affect the overall customer experience, as the initial decision to choose a therapist plays an important role in determining customer satisfaction with the service received. This confusion among new customers also suggests that the service provider has not fully utilized both verbal and nonverbal communication to guide consumers. The lack of clear information about each therapist's unique qualities or differences often leads customers to make hasty decisions or rely solely on staff recommendations. This condition can lead to suboptimal service experiences, particularly when the selected therapist's communication style does not align with the customer's interaction preferences.

This phenomenon is important to highlight because it confirms that the quality of massage services lies not only in technical skills but also in the effectiveness of the communication that accompanies the service process. By providing supporting information, such as brief descriptions of each therapist's communication style and specialization, service providers may

help reduce uncertainty among new customers. Such measures serve as a communication strategy that adds value to the service while fostering consumer confidence in decision-making. From the perspective of service marketing, service quality is understood as the result of the integration between service processes, interpersonal interactions, and communication strategies implemented by service providers. Experience-based services position communication as an integral component in creating value for customers, rather than merely as a tool for delivering information ([Wirtz & Lovelock, 2022](#))

Based on these observations, it is clear that simple informational media, such as posters, banners, or brief therapist profiles, would greatly assist new customers in making decisions. Such media could include basic information about each therapist's background, massage specializations, and communication styles or public-speaking techniques. Through this form of introduction, new customers would not only feel more guided but could also adjust their choices according to their preferred communication styles. This approach has the potential to create a more positive service experience while strengthening Rumah Bugar's added value as an institution that emphasizes not only massage expertise but also the integration of communication aspects as an essential component of service quality.

In addition to conducting observations, the researcher also collected data through interviews. The interview with Mr. Ferry (44 years old) offered an interesting portrayal of a visually impaired massage therapist with a background different from that of most of his colleagues. Prior to experiencing visual impairment, he had been involved in entrepreneurship, which enabled him to develop extensive interpersonal experience and strong social relationship skills. This background influenced his communication style when interacting with customers, which falls within the communicative-relational public speaking model. In practice, Mr. Ferry positions himself not merely as a massage therapist but also as a communicator capable of creating an elegant, friendly, and intellectually engaging atmosphere in conversation. His communicative-relational characteristics allow customers to experience a distinct form of service, as interactions are not limited to technical massage instructions alone, but are reinforced by his ability to establish familiarity and comfort. This strength is reflected in his ability to adjust body language, intonation, and his confident speaking style, characteristics that may have been refined during his experience in the business sector. For some customers, this aspect provides additional value because they seek not only competent massage skills, but also pleasant social interactions characterized by authority and communicative intelligence.

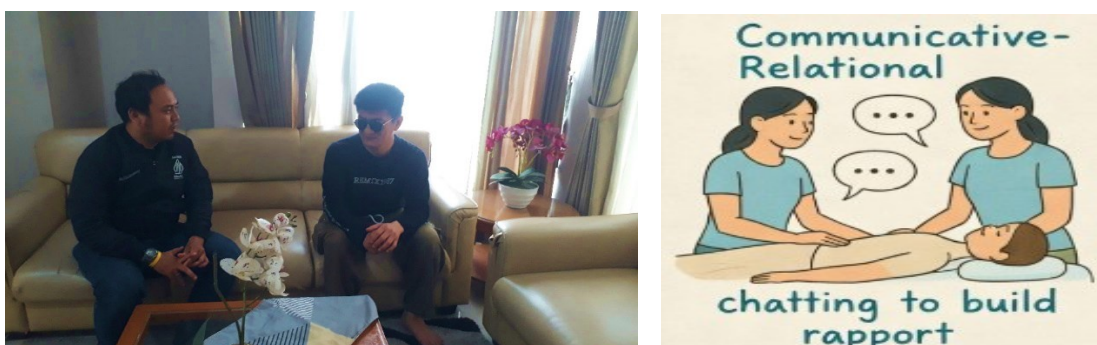


Figure 2. Mr. Ferry is Categorized as Having a Communicative-Relational Public Speaking Communication Model

Source: (Author, 2025)

Thus, Mr. Ferry's presence demonstrates that an individual's background can significantly influence the communication style adopted in a new profession. His entrepreneurial experience, which required persuading others, negotiating, and maintaining long-term relationships, indirectly enriched the quality of communication he uses in his massage practice. This makes him particularly suitable for customers who seek service interactions that are not merely functional, but also elegant, professional, and sophisticated. This phenomenon illustrates that the dimension of public speaking in visually impaired massage services is not simply complementary, but rather an integral component of customer experience that determines levels of satisfaction and loyalty.

The interview results with Mrs. Fitri (34 years old) revealed communication characteristics distinct from those of other visually impaired massage therapists. Mrs. Fitri can be categorized as employing a public speaking technique that tends toward a silent-reflective model. In practice, she does not engage in extensive conversation during massage sessions, but instead emphasizes a calm atmosphere that allows customers to experience full relaxation. The silence she maintains does not indicate passivity; rather, it functions as a communication strategy that positions her as both a listener and a provider of reflective space for customers. For some customers, this silent, reflective style creates an experience that closely aligns with their expectations of massage services, namely achieving tranquility, silence, and a focus on physical recovery. The quiet atmosphere created by Mrs. Fitri helps customers enter a contemplative state, allowing the massage to be perceived not merely as physical treatment but also as a medium for calming the mind. Therefore, the communication preference she presents corresponds with the needs of customers who prefer not to be interrupted by conversation, but instead prioritize silence as part of service quality.

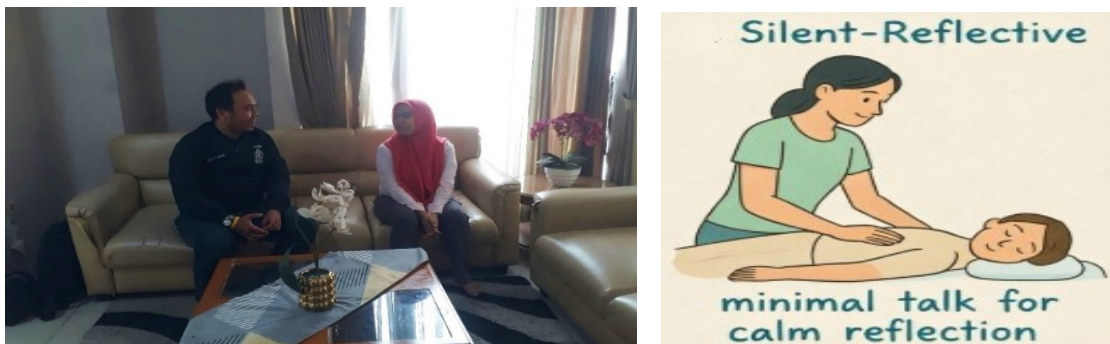


Figure 3. Mrs. Fitri is Categorized as Having a Silent-Reflective Public Speaking Model

Source: (Author, 2025)

Mrs. Fitri's silence in communication can be understood as a powerful form of nonverbal expression. She continues to convey attentiveness through touch, movement, and the consistent rhythm of her massage techniques, allowing customers to feel cared for even though verbal communication is kept to a minimum. This style demonstrates that communication does not always need to be expressed through words, but may also be conveyed through meaningful physical actions. The silence she maintains also establishes clear professional boundaries between herself and the customer, ensuring the interaction remains within a formal service context focused on the client's primary needs.

Thus, Mrs. Fitri presents an alternative communication style distinct from the communicative-relational model demonstrated by therapists such as Mr. Ferry. While Mr. Ferry emphasizes

verbal interaction to build familiarity, Mrs. Fitri builds strength through silence and tranquility. This finding confirms that variations in public speaking styles within visually impaired massage services accommodate diverse customer needs: some customers seek elegant, intellectually engaging conversations, whereas others prefer a quiet atmosphere that offers opportunities for rest and self-reflection. These findings further enrich the understanding that public speaking in the context of massage services is not a single pattern but a spectrum that adapts to customers' characteristics and preferences.

The third interview, conducted with Mrs. Refni (30 years old), revealed a distinctive communication pattern compared to other visually impaired massage therapists. She can be categorized as employing an informative-educative public speaking technique, reflected in her habit of providing explanations and information to customers throughout the massage process. Her educational background as a pharmacy graduate has significantly shaped her communication style, leading her to incorporate knowledge of the body, health, and the benefits of the massage techniques being applied. As a result, the interactions she establishes are not limited to physical service delivery; they also include educational elements that add value to customers. For some customers, Mrs. Refni's communication style creates a unique experience because the massage sessions are enriched with informative and enlightening explanations. For example, she is able to explain specific massage points, their relationship to blood circulation, and simple recommendations for maintaining daily health and fitness. This creates an impression of professionalism while simultaneously enhancing her credibility as a knowledgeable massage therapist. Many customers feel more confident and satisfied because they gain new knowledge, causing the massage service to be perceived not only as a relaxation practice, but also as a learning process.

In addition, Mrs. Refni employs a communication style focused on providing health-related information and education. She frequently explains the benefits of specific massage techniques, methods for maintaining physical wellness, and the importance of relaxation. This model supports the theory of informative speech in public speaking [Lucas \(2015\)](#), in which communication functions not only to maintain relationships, but also to provide added value in the form of knowledge.



Figure 4. Mrs. Refni is Categorized as Having an Informative–Educative Public Speaking Communication Model

Source: (Author, 2025)

The informative-educative approach practiced by Mrs. Refni can be understood as a communication strategy that emphasizes the cognitive function of communication, namely the delivery of information relevant to customer needs. This strategy aligns with the principles of

service communication, which emphasize that service quality can be enhanced through the provision of clear, accurate, and useful information. Thus, the communication she employs serves as a means of reducing customer uncertainty while fostering trust in her professional expertise. Mrs. Refni's presence demonstrates that variations in public speaking styles within visually impaired massage practices are not limited solely to relational or reflective aspects, but may also encompass educational dimensions that broaden the meaning of service itself. For customers who seek not only relaxation but also additional insight and knowledge, Mrs. Refni's communicative style represents an appropriate choice. This phenomenon illustrates that educational background and life experience significantly influence the formation of communication styles, while simultaneously serving as distinguishing factors that enrich the diversity of public speaking models within visually impaired massage services.

The interview results with Mr. Pipip (30 years old) revealed a communication style that is unique and contrasting compared to several other massage therapists. He is recognized for employing a public speaking technique that may be categorized as humorous-relaxed. In practice, Mr. Pipip frequently incorporates light humor, spontaneous comments, and a casual yet friendly communication style. His humorous and humble personality creates interactions that feel more relaxed and fluid, allowing massage sessions to avoid becoming rigid or overly formal.

For many customers, this communication style creates an enjoyable service experience because it helps them feel more psychologically relaxed. The humor expressed by Mr. Pipip functions not merely as entertainment, but also as a communication strategy capable of breaking social barriers, reducing tension, and fostering interpersonal closeness. This aligns with the function of humor in communication, which can strengthen social bonds, enhance familiarity, and reduce the perceived distance between communicator and communicant. Consequently, the massage services provided by Mr. Pipip function not only as physical therapy, but also generate psychological effects in the form of cheerfulness and a stronger sense of connection with the therapist.

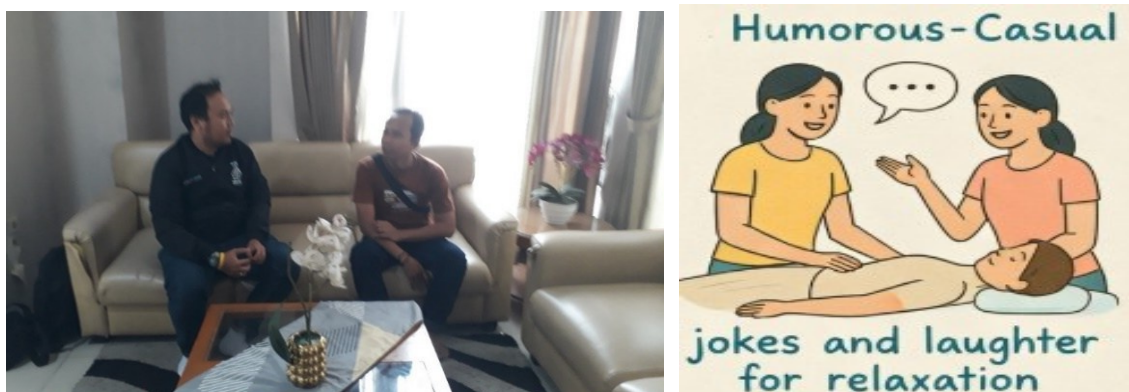


Figure 5. Mr. Pipip is Categorized as Having a Humorous-Relaxed Public Speaking Communication Model

Source: (Author, 2025)

Mr. Pipip's humble personality further strengthens his positive image as a massage therapist who is approachable and easy to interact with. Customers feel comfortable expressing complaints, requesting adjustments to massage pressure, or simply engaging in casual conversation. The communication flexibility he demonstrates allows customers to feel valued

and cared for, even within an atmosphere filled with humor and lightheartedness. In this way, he successfully blends professionalism and friendliness, making the massage experience more memorable. The phenomenon demonstrated by Mr. Pipip confirms that the humorous, relaxed style is an effective form of public speaking in the context of service industries, particularly in visually impaired massage services. This model is especially suitable for customers who seek not only physical relaxation but also a warm, cheerful atmosphere. Compared to other therapists who adopt more serious, reflective, or educational approaches, the humorous-relaxed style offers a distinctive dimension that enriches the diversity of communication practices within massage services. These findings also illustrate that humor, when applied appropriately and proportionally, can serve as a powerful communication medium for building emotional closeness and customer loyalty.

For many customers, this communication style creates an enjoyable service experience because it helps them feel more psychologically relaxed. The humor expressed by Mr. Pipip serves not merely as entertainment but also as a communication strategy that breaks social barriers, reduces tension, and fosters interpersonal closeness. This aligns with the function of humor in communication, which can strengthen social bonds, enhance familiarity, and reduce the perceived distance between communicator and communicant. Consequently, the massage services provided by Mr. Pipip function not only as physical therapy, but also generate psychological effects in the form of cheerfulness and a stronger sense of connection with the therapist.

Mr. Pipip's humble personality further strengthens his positive image as a massage therapist who is approachable and easy to interact with. Customers feel comfortable expressing complaints, requesting adjustments to massage pressure, or simply engaging in casual conversation. The communication flexibility he demonstrates allows customers to feel valued and cared for, even within an atmosphere filled with humor and lightheartedness. In this way, he successfully blends professionalism and friendliness, making the massage experience more memorable. The phenomenon demonstrated by Mr. Pipip confirms that the humorous, relaxed style is an effective form of public speaking in the context of service industries, particularly in visually impaired massage services. This model is especially suitable for customers who seek not only physical relaxation, but also a warm and cheerful atmosphere. Compared to other therapists who adopt more serious, reflective, or educational approaches, the humorous-relaxed style offers a distinctive dimension that enriches the diversity of communication practices within massage services. These findings also illustrate that humor, when applied appropriately and proportionally, can serve as a powerful communication medium for building emotional closeness and customer loyalty.

Discussions

Based on this understanding, service communication models should be viewed as frameworks that emphasize not only the delivery of information but also empathy, responsiveness, and the comprehensive management of customer experiences. In the service marketing literature, customer experience has been shown to be significantly related to customer satisfaction and loyalty ([Rather, 2020](#)). Furthermore, within the context of direct interaction-based services, communication skills may also function as a differentiation strategy. When service providers establish emotional relationships through effective communication, the services they deliver are no longer perceived merely as transactional activities but rather as meaningful experiences ([Kranzbühler et al., 2018](#)). This condition becomes increasingly relevant in services that rely

heavily on verbal interaction and trust, such as massage practices performed by visually impaired therapists.

In service practices, interactions between service providers and customers constitute an important element in shaping service experiences. Interpersonal communication established throughout the service process may influence customer perceptions regarding the quality of services received ([Utami et al., 2022](#)). This indicates that communication quality is not solely about conveying information, but also about creating comfort and trust during service interactions. When communication is carried out empathetically and responsively, customers tend to develop more positive perceptions of the services they receive ([Setianti et al., 2024](#)). In the context of direct interaction-based services such as massage therapy, communication is a key factor that helps customers understand the service process while simultaneously creating a sense of safety during service delivery. Therefore, the communication abilities of service providers constitute an essential component in creating more meaningful customer experiences ([Adityo et al., 2022](#)).

Mr. Pipip's humble personality strengthens his positive image as an approachable massage therapist. Customers feel comfortable expressing complaints, requesting adjustments to massage pressure, or simply engaging in casual conversation. The communication flexibility he demonstrates allows customers to feel valued and cared for, even within an atmosphere filled with humor and lightheartedness. In this way, he successfully blends professionalism and friendliness, making the massage experience more memorable. The phenomenon demonstrated by Mr. Pipip confirms that the humorous, relaxed style is an effective form of public speaking in the context of service industries, particularly in visually impaired massage services. This model is suitable for customers who seek not only physical relaxation, but also a warm and cheerful atmosphere. Compared to therapists who adopt more serious, reflective, or educational approaches, the humorous-relaxed style offers a distinctive dimension that enriches the diversity of communication practices within massage services. These findings also demonstrate that humor, when used appropriately and proportionally, can serve as a powerful communication medium for building emotional closeness and customer loyalty.

This study identified four communication models for public speaking used by visually impaired massage therapists, based on the data collection process. The first is the communicative-relational model, in which therapists actively initiate conversations by asking customers about their daily activities, occupations, or general well-being. This pattern aims to build rapport and closeness so that customers feel comfortable and attended to, making it particularly suitable for those who enjoy casual conversations during massage sessions. The second is the humorous-relaxed model, characterized by jokes and humorous stories intended to create a more relaxed atmosphere. The language used is light and spontaneous, making the massage experience feel casual and enjoyable. This model is especially appropriate for customers who seek a cheerful and entertaining atmosphere during the service. The third is the informative-educational model, in which therapists frequently share health information, wellness tips, or life experiences. Their speaking style resembles the sharing of knowledge that broadens customer insight, making it suitable for customers who enjoy learning new things while relaxing.

Finally, the silent-reflective model is characterized by minimal verbal communication, where therapists speak only when necessary. This approach creates a calm atmosphere and provides customers with space for rest and reflection, making it particularly suitable for individuals who prefer silence and minimal verbal interaction. These four models can be positioned as service

features offered by massage centers, allowing customers to freely choose the communication experience that best aligns with their personal preferences.

Table 2. Public Speaking Technique Models of Visually Impaired Massage Therapists

Communication Model	Main Characteristics	Purpose/Benefits	Relevant Customers
Communicative–Relational	Actively initiates conversations and frequently asks about the customer’s condition or activities.	Builds rapport and creates a sense of comfort.	Customers who enjoy casual conversation and like feeling cared for.
Humorous–Relaxed	Uses humor, jokes, or funny stories	Lightens the atmosphere and makes the massage session feel more relaxing.	Customers who prefer a fun and cheerful atmosphere filled with laughter.
Informative–Educational	Provides information or tips (health, life experiences, etc.)	Broadens customers’ knowledge while maintaining positive interaction.	Customers who enjoy learning new things while relaxing.
Silent–Reflective	Speaks minimally, only when necessary (for example, about position or massage comfort).	Provides calmness, rest, and space for reflection.	Customers who prefer a quiet atmosphere with minimal verbal interaction.

Source: Author, 2025

The research findings indicate an opportunity for visually impaired massage centers to adopt this public speaking model as a new service classification that can enhance attractiveness while also creating business differentiation. The implications of these findings can be viewed from three aspects. First, for customers, the public speaking communication model allows them to choose therapists according to their preferred communication style, making the service feel more personal, comfortable, and aligned with their emotional and social needs..

Second, for visually impaired massage therapists, their communication skills are no longer seen merely as complementary abilities, but are recognized as important professional competencies. This recognition can enhance their self-confidence and open opportunities for further self-development in the service industry. Third, for massage centers for the visually impaired, this communication model classification can serve as a unique selling point (USP), as they offer not only massage skills but also distinctive communication experiences. This finding is consistent with the participatory branding perspective, which emphasizes that value creation is strengthened when service identity is developed through participation, storytelling, and stakeholder engagement ([Wijaya et al., 2026](#)). In this context, the communication models of visually impaired massage therapists may function as a distinctive service identity that differentiates Rumah Bugar from conventional massage services.

Through this service differentiation, massage centers for the visually impaired have the

potential to strengthen their competitiveness within the massage service industry in Bandung City. Therefore, the answer to the third research question is that implementing the public speaking communication model holds strategic value, both in the academic context as a novelty in communication studies and in the practical context as an innovative strategy to improve service quality and broaden market segmentation.

The findings of this study demonstrate that the public speaking abilities possessed by visually impaired massage therapists function not only as a means of delivering information, but also as a tool for building customer trust and comfort. Clear and well-structured communication contributes to customers' perceptions of overall service quality ([Saputra & Hernawan, 2023](#)). In addition, the empathetic dimension of communication strengthens the customer experience. When customers feel personally understood and cared for, their level of satisfaction with the service tends to increase. Consequently, customer experience management through effective interpersonal communication has the potential to increase loyalty and the likelihood of repeat service usage ([Van Vaerenbergh & Orsingher, 2016](#)). Thus, the public speaking communication model implemented by visually impaired massage therapists can be understood as an integrated service communication strategy that directly impacts customer experience.

This study expands the understanding of public speaking within the domain of interpersonal communication. Public speaking is commonly understood in formal contexts such as speeches or presentations. However, this study's findings show that public speaking can also be applied in everyday service interactions. This supports the idea proposed by [DeVito \(2016\)](#), that interpersonal communication represents a form of public speaking on a micro scale, focusing on interpersonal relationships. Furthermore, this study contributes to the field of disability communication studies. Visually impaired massage therapists demonstrate that visual limitations do not prevent them from establishing effective communication. Instead, verbal skills, intonation, and empathy become their primary strengths in improving service quality.

5. Conclusion

Based on observations and interviews with four visually impaired massage therapists in Bandung City, this study found a diversity of communication models used in interactions with customers. First, Mr. Ferry, with his Communicative–Relational style, draws on his background as a former entrepreneur to create an elegant, smart, and confident impression, making him suitable for customers seeking a professional yet friendly atmosphere. Second, Ms. Fitri, with her silent, reflective style, prefers to create a calm and solemn atmosphere during the massage session, making her an ideal choice for customers who simply wish to focus on physical relaxation. Third, Ms. Refni, with her Informative–Educational style, utilizes her educational background in pharmacy to provide additional knowledge about health and the human body, thereby offering added value for customers who seek both relaxation and educational insight. Finally, Mr. Pipip, with his Humorous–Relaxed style, creates a warm, casual, and cheerful atmosphere, helping customers feel psychologically relaxed while also entertained.

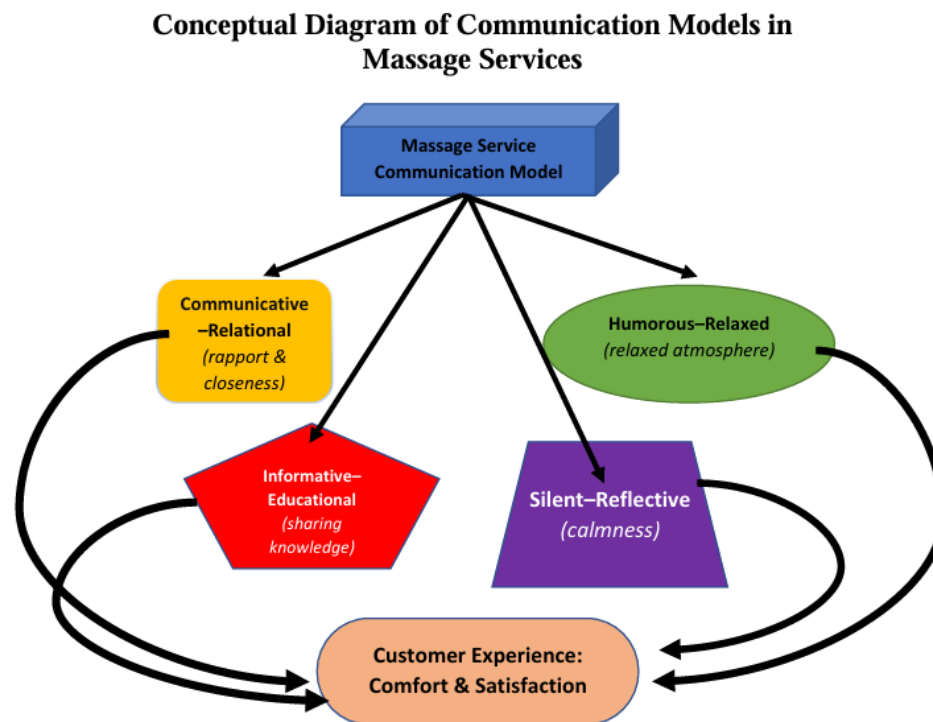


Figure 7. Conceptual Diagram of the Public Speaking Communication Model in Massage Services

Source: Author, 2025

From the four communication models identified, it is evident that the public speaking abilities of visually impaired massage therapists are not merely complementary aspects of the service, but also play an important role in shaping the customer experience. Each communication model offers distinct added value, ranging from building trust, creating calmness, and providing education to fostering joy and amusement. This finding confirms that public speaking can become a strategic competency for visually impaired massage therapists in improving service quality and customer satisfaction. Furthermore, this study also indicates that supporting media, such as posters or banners introducing the therapists, can help customers choose massage therapists according to their needs and communication preferences.

This study concludes that the public speaking communication models demonstrated by visually impaired massage therapists constitute an integral part of creating meaningful massage experiences for customers. These findings not only provide a theoretical overview of variations in communication styles, but also offer practical recommendations for massage centers to position public speaking skills as an added value in their services. Therefore, this study is expected to contribute both to the development of communication studies, particularly in the fields of public speaking and service communication, and to the empowerment of persons with disabilities in the workplace.

Acknowledgments

The researcher would like to express her deepest gratitude to the Directorate of Research and Community Service (DPPM), the Directorate General of Research and Development (Ditjen Risbang), and the Ministry of Higher Education, Science, and Technology (Kemdiktisaintek),

for supporting this research through the Novice Lecturer Research Grant Program. This financial support was instrumental in the successful implementation and completion of this research.

Appreciation is also extended to to Sentra Wyata Guna, a Technical Implementation Unit under the Ministry of Social Affairs of the Republic of Indonesia, for its highly cooperative support throughout the research process.

Furthermore, the researcher would like to express her gratitude to the University of Indonesia Membangun (INABA) and all its staff for their institutional support and facilities. All assistance, cooperation, and contributions were invaluable in supporting the smooth running of this research and achieving the desired outcomes.

References

- Adityo, B., Engkus, & Pikri, F. (2022). Komunikasi pelayanan publik melalui sistem informasi pelayanan administrasi dan kependudukan umum. *Jurnal Dialektika: Jurnal Ilmu Sosial*, 20(2), 110–122. <https://doi.org/10.54783/dialektika.v20i2.84>
- Arsyad, K., Rismawati, & Ramadani, S. (2025). Analisis pengaruh kualitas komunikasi dan pelayanan customer service dalam meningkatkan jumlah nasabah Bank Syariah. *Jurnal Administrasi Publik dan Pemerintahan*, 2(1), 1–5. <https://doi.org/10.55850/simbol.v4i1.173>
- Creswell, J. W. (2015). *Penelitian kualitatif & desain riset: Memilih di antara lima pendekatan*. Pustaka Pelajar.
- DeVito, J. A. (2016). *The interpersonal communication book* (14th ed.). Pearson.
- Faniasari, L., & Manafe, L. A. (2022). Komunikasi interpersonal karyawan dalam menciptakan kepuasan pelanggan. *Jurnal Sekretari Universitas Pamulang*, 9(2), 74–84. <https://doi.org/10.32493/skr.v9i2.21895>
- Kranzbühler, A., Kleijnen, M. H. P., Morgan, R. E., & Teerling, M. (2018). The multilevel nature of customer experience research: An integrative review and research agenda. *International Journal of Management Reviews*, 20(2), 433–456. <https://doi.org/10.1111/ijmr.12140>
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Lucas, S. E. (2015). *The art of public speaking* (12th ed.). McGraw-Hill.
- Nowell, L. S., Norris, J. M., White, D. E., & Moules, N. J. (2017). Thematic analysis: Striving to meet the trustworthiness criteria. *International Journal of Qualitative Methods*, 16(1), 1–13. <https://doi.org/10.1177/1609406917733847>
- Ramadani, V., Sugeha, A. Z., Anggraini, D. P., Asrofi, A., & Risfandini, A. (2022). Pengaruh komunikasi dan customer service terhadap peningkatan kepuasan pelanggan. *Jurnal Pariwisata Tourista*, 2(2), 18–24. <https://doi.org/10.26905/jt.v2i2.8421>

- Rather, R. A. (2020). Customer experience and engagement in tourism destinations: The experiential marketing perspective. *Journal of Travel & Tourism Marketing*, 37(1), 15–32. <https://doi.org/10.1080/10548408.2019.1686101>
- Riswan, O. (2014, February 12). Menengok panti tunanetra tertua & terbesar di Indonesia. Okezone News. <https://news.okezone.com/amp/2014/02/12/528/939657/menengok-panti-tunanetra-tertua-terbesar-di-indonesia>
- Saputra, T., & Hernawan, E. (2023). Pengaruh komunikasi interpersonal, kualitas pelayanan dan kepuasan konsumen terhadap daya beli minuman sari kelapa Oni Coco PT 3 Putri Pelangi. *NIKAMABI*, 2(2), 14–21. <https://doi.org/10.31253/ni.v2i2.2579>
- Satria, D., & Aisyah, S. (2018). Pengaruh komunikasi interpersonal customer service PT Telkom terhadap kepuasan pelanggan Wifi.Id di Kota Padang. *Jurnal Jurnalisme*, 7(2), 189–201. <https://doi.org/10.29103/jj.v7i2.2935>
- Setianti, Y., Suroso, Setiawan, H. A., Siregar, A., & Darmawan. (2024). Pengaruh kualitas pelayanan, komunikasi pemasaran dan kepercayaan terhadap loyalitas pelanggan. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 10(2), 1404–1410. <https://doi.org/10.35870/jemsi.v10i2.2332>
- Situmeang, I. V. O. (2023). Pola komunikasi customer service dalam menangani komplain pelanggan: Studi pada PT Inti Tama Karsa, Jakarta. *IKRA-ITH Humaniora: Jurnal Sosial dan Humaniora*, 7(3), 357–370. <https://doi.org/10.37817/ikraith-humaniora.v7i3.3545>
- Sugiyono. (2016). Metode penelitian kuantitatif, kualitatif, dan R&D. Alfabeta.
- Sutopo, H. B. (2002). Metodologi penelitian kualitatif. UNS Press.
- Tawaqal, R. S., Poedjadi, M. R., & Silviany, A. E. (2024). Diferensiasi public speaking online di era digitalisasi pasca pandemi Covid-19: Studi kasus mengenai diferensiasi public speaking online di era digitalisasi pasca pandemi Covid-19 pada kalangan dosen di Kota Bandung. *MUKASI: Jurnal Ilmu Komunikasi*, 3(3), 179–191. <https://doi.org/10.54259/mukasi.v3i3.2730>
- Utami, A. D. V., Hidayat, D., Nujiana, S., & Maeskina, M. M. (2022). Pola komunikasi pelayanan customer service Bank Jabar-Banten selama pandemi Covid-19. *Jurnal Riset Komunikasi*, 5(1), 86–98. <https://doi.org/10.38194/jurkom.v5i1.421>
- Van Vaerenbergh, Y., & Orsingher, C. (2016). Service recovery: An integrative framework and research agenda. *Academy of Management Perspectives*, 30(3), 328–346. <https://doi.org/10.5465/amp.2014.0143>
- Wahyuningsih, S. (2013). Metode penelitian studi kasus: Konsep, teori pendekatan psikologi komunikasi, dan contoh penelitiannya. UTM Press. <https://komunikasi.trunojoyo.ac.id/wp-content/uploads/2015/03/BUKU-AJAR-METPEN.pdf>
- Wibowo, A. (2024, December 24). Mendukung penyandang tunanetra late blind: Menghadapi tantangan dan membangun harapan. Kementerian Sosial Republik Indonesia. <https://kemensos.go.id/index.php/jurnal-dan-artikel/direktorat-jenderal-rehabilitasi-sosial/Mendukung-Penyandang-Tunanetra-Late-Blind%3A-Menghadapi-Tantangan-dan-Membangun-Harapan>

Wijaya, F., Suryana, Miftahuddin, A., Jamiat, N., & Yusup, I. (2026). Participatory digital branding in youth-driven geotourism: Community engagement and sustainable geosite development. *Geojournal of Tourism and Geosites*, 65(2), 925–933. <https://doi.org/10.30892/gtg.65227-1732>

Wirtz, J., & Lovelock, C. (2022). *Services marketing: People, technology, strategy* (9th ed.). World Scientific Publishing.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>)

