

# The Phenomenology of Covert Prostitution of SPGMC

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## Abstract

This paper presents the results of research on covert prostitution carried out by some SPGMCs in the city of Surabaya. The focus of this research is the cause as the background and the hope as the foreground for SPGMC to enter the world of prostitution. Studies that seek to reveal the dualism of SPG's life in the past, in particular SPGMC, has not been done much in a philosophical sense. Therefore it is interesting to research what is the charm of the world of prostitution for them. By using the phenomenological approach and the qualitative research method, it can be revealed that there is the cause as the background and the hope as the foreground why SPGMCs enter the world of prostitution. There is a relevant phenomenon to the practice of covert prostitution among the SPGMCs, namely the shift in the sexual appetite of some young entrepreneurs or bosses towards "young leaves" which are intertwined with the meaning of loyalty in them to their families. The background that causes SPGMC to enter the world of prostitution are as follows: economic dependency, unwed pregnancy, lifestyle demands, divorce, and feeling lonely in the family; while the foreground that SPG hopes to enter the world of prostitution are as follows: wanting to get rich quick and wanting to be noticed by others.

**Keywords:** SPGMC, cause, hope, sexual appetite, covert prostitution.

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## 1. Introduction

### 1.1 Background of the Research

Prostitution is a social phenomenon that is always present and adapts in every era and situation. Officially localized prostitution may be eradicated, as happened in the city of Surabaya where official prostitution complexes no longer exist because they have all been closed by the city government (Suud, 2018), but the existence of unofficial prostitution is either overt or covert ones can still be found.

The world of prostitution involves many parties. The practice of prostitution holds many mysteries regarding the dimensions of human life, not only regarding how prostitutes maintain the continuity of their practice, but also the parties who secretly enjoy and take advantage of its existence (Mudjijono, 2005). Prostitution still exists because there is still demand and supply regarding the sexual business in society. On the one hand there are some people who need sexual services by buying them (enjoyers); on the other hand there are some people who need money by providing sexual services (prostitutes). In addition, there is usually a third party acting as an intermediary and/or managing the business, which is referred to as a pimp.

The shift of enjoyers' appetite for sexual services was responded positively by some residents of the metropolis who are increasingly materialistic, they are some of the young women who work as Sales Promotion Girl (SPG), especially SPG cigarettes. A number of SPG cigarettes that prostitute themselves vary in form; some choose to be a dark girlfriend, some choose to be a *boring* friend.<sup>1</sup> Among them are those who want to be asked on plus-plus dates without having to have a binding relationship in the future, but there are also those who choose to become the mistresses of the big bosses in order to have abundant material guarantees. They are well aware of the consequences they will face; not only a negative image that comes from society to them but also bad consequences for their health. Then is there a cause and hope that they want to enter the world of prostitution? This point is what this research is trying to reveal.

A small percentage of them (25%) enter the business because of events that have happened to each of them, such as marriage failure or infidelity. But most of them (75%) enter the business due to the lack of attractive job opportunities or insufficient income to meet the needs of their life, family and children. With such a socio-economic background, prostitution offers an attractive opportunity for them because it does not require special education and skills. That's why a lot of SPG cigarettes are interested in this job.

The number of companies that uses SPG's services to promote and sell their products directly is a social phenomenon in itself. The services of SPG are also widely used for various events, such as exhibitions or new product launches. The high demand for the services of SPG can be seen from the number of advertisements for these job vacancies in various mass media. An appearance of attractive SPG is considered to be able to help introduce a product and invite consumers' attention to the product. With good communication skills and attractive appearance are expected to influence consumers to make a purchase of a product. Sales promotion, which is generally carried out by young women, has become a common choice of work in urban communities.

This job seems to have its own charm for many young women, because it does not require a high level of education while its earning is quite a lot.

Working as an SPG turned out to be vulnerable to various negative issues. Wearing mini skirt, sexy appearance, flashy make-up when working, and the sassy attitude when trying to attract consumers' attention have created a negative perception in society towards this profession. SPG is judged to only rely on body beauty and facial make-up without requiring adequate education or expertise. Another issue that worsens the image of this profession is that the SPG uses this profession as a camouflage to practice prostitution. Some members of the community still look down on this profession and think it is not good. In fact, SPG is not only required to be able to communicate well, but is also required to meet sales targets or promotion targets, and is bound by a number of rules regarding how to look.

A number of studies on SPG and its dynamics have been carried out by several researchers in the past. These studies were carried out from various approaches to disciplines such as communication (Dewanda, etc., 2013), sociology (Febrianti & Legowo, 2013; Purwasih, 2013), psychology (Lestari & Lumbanraja, 2018), economics (Kurniawan, 2012), and law (Fajarwati, 2006). Research that attempts to reveal the dualism of SPG's life, as an SPG and as a prostitute, in particular Sales Promotion Girl mobile cigarettes, hereinafter referred to as SPGMC unless specifically stated, has not done much in a philosophical sense. Therefore it is interesting to research to reveal what is the charm of the world of prostitution for SPGmc. This research was conducted in Surabaya where the researcher was assisted by a female student (her initials SN),<sup>2</sup> who also works as an SPGmc, in collecting data.

### *1.2. The Research Problem*

Based on the background of the research that has been described, the main problem in this research is the charm of covert prostitution for SPGMC. The focus of this research is that there is the cause as the background and the hope as the foreground for SPGMC to enter the world of prostitution. The question then is to cover both: what is the cause and what is the hope that SPGMC will enter the world of prostitution?

### *1.3. The Research Purposes*

In general, the purpose of this research is to reveal the charm of covert prostitution among SPGMCs in Surabaya. Meanwhile, specifically, the purpose of this research is to find out and describe the existence of the cause as the background and the hope as the foreground so that SPGMCs enter the world of prostitution.

## **2. Literature Review**

### *2.1. The Previous Research on SPG*

The following are some relevant studies that have been carried out in Indonesia to provide an overview of SPG and how the public's perception of SPG can lead to the efficacy of this research. Research that wants to know whether SPG has an effect on purchasing decisions was carried out by Kurniawan (2012) on 4 Honda motorcycle consumers at a dealer in Surabaya. His research shows that SPG's way of communicating and body language have a significant influence on purchasing decisions.

Trilaksana's research (2013) also shows that although SPG's performance has an effect on Djarum Black's brand equity, the relationship between the variables is in the low category. Meanwhile Dewanda et al.'s research (2014) on the public's perception of SPG at an event in Surakarta shows that without the role of SPG promotional activities will not run well and will not even achieve sales targets; in general, consumers are very interested in the appearance of SPG which is beautiful and has a proportional body posture. In general, the public's view of this profession is divided into two: some are concerned with their physical appearance and some are concerned with their professional behavior. But the public has a similar view that most SPGs have a consumerist spirit.

Purwasih (2013) uses a feminist-marxist approach in examining the phenomenon of students becoming freelance SPGs in Surakarta. His research explains that the self-image of women as SPG is exploited by capitalists to attract consumers, and it is seen as a form of oppression against women. Lestari's research (2012) on SPG in the cigarette and beverage industry also found that women in these jobs often experience physical exploitation in the form of sexual harassment. In addition, their rights as female workers are not fulfilled, such as working hours until late at night, safety factors and the right to menstrual leave which are not considered. The forms of sexual harassment that are often experienced by SPG when doing their job are also revealed in Fajarwati's (2006) research on SPGs of PT. Marlboro Malang.

Ramadhani (2014) examines the phenomenon of covert prostitution among SPGs in Bangkalan Regency using a biographical approach. The results of his research indicate that economic factors and lifestyle are the main factors behind SPG's entry into the world of prostitution. Meanwhile, Febrianti and Legowo (2013) examined how some SPGs at a department store in Surabaya responded to regulations in their workplace. His research shows that some SPGs have strategies for realizing their action goals which are considered rational

choices.

It seems that the charm of the world of prostitution for SPGMCs can go through various backgrounds related to their life experiences. The last two studies inspire that they consider its economic and social value through their daily life experiences. After considering the pros and cons of commercial sexual service with their clients, they idealize covert prostitution as a job that promises pleasure. It's promising because there are considerable economic benefits with light work. It's nice because they could be able to do it safely or covertly behind their profession as an SPGMC. In short: "One oar, two islands crossed." This phenomenon is the main problem in this research.

## 2.2 Definition of Sales Promotion Girl

Marketing a product requires several activities involving various resources. The phenomenon that develops in the current marketing system is that there is a part that has a direct relationship with consumers, namely sales product. This section consists of several divisions, especially those related to the marketing system.

The marketing department that directly offers products or product samples is called a sales-product force. This section is usually known as sales promotion; because of the sex specification, there are sales promotion girls (SPG) and sales promotion boys (SPB). The subjects of the research were sales promotion girls of a product, namely cigarettes.

The definition of SPG can be seen from various aspects. In terms of language, SPG is a profession that is engaged in marketing or promoting a product. This profession usually uses women who have attractive body postures as an effort to pay attention to consumers' attention. In the Indonesian dictionary written by Poerwadarminto (1987) it is explained that SPG is a profession that is engaged in marketing or promoting a product. This profession usually likes women who have an attractive physical character in an effort to attract the attention of consumers.

SPGs are required to have adequate intelligence, especially regarding knowledge of the products being promoted or marketed, and also to have a physical appearance that supports the character of the product. The physical appearance of an SPG can lift the image of the product, especially direct consumption products. This opinion sees the existence of SPG from its function, namely as a presenter of a product. The main task of the SPG is to promote a product. In general, SPGs are contract employees. They are contracted for a certain period of time to promote certain products. According to Nitisemito (2001), an SPG is a marketing support staff of a product that is needed to attract consumers with promotional abilities so that he is able to provide some information related to the product.

In general, there are three types of SPG, namely: 1) SPG Regular, working permanently in a company; 2) SPG Event, working on a contract basis based on the duration of an event; and 3) SPG Mobile, working from place to place. This SPG mobile is usually contracted by a brand, usually a cigarette brand. Called as SPG mobile because the task moves according to the area where the events are held. The SPGs are usually accompanied by a Team Leader (TL) whose respective areas have been determined. Their job is to sell, and in carrying out their duties is supervised by the TL. SPG mobile fees usually range from 200,000-350,000 per day. Their contracts are usually around 3 months. Fee payments are usually every 2 weeks to monthly (Retnasih, 2001; Royan, 2009).

## 2.3 Definition of Prostitution

Etymologically, prostitution comes from the Latin *prostituo, prostitui, prostitutum (pro and statuo)* which means 1) offer, sell; 2) submit to prostitution, prostitute; 3) deliver (Prent and Poerwadarminta, 1969). So prostitution can be interpreted as the sale of sexual services, such as oral sex or sex for money. Female prostitutes are called bitches, *balon, lonte*, while male prostitutes are called gigolos. Prostitution is mostly done by women (Koentjoro, 2004).

In the Encyclopaedia Britannica (2019) prostitution is described as "the practice of engaging in relatively indiscriminate sexual activity, in general with someone who is not a spouse or a friend, in exchange for immediate payment in money or other valuables." This understanding is characterized by three main elements, as follows: payment, sexual activity, and the presence of emotional similarities.

These three elements – giving money, sexual relations, and impersonality – are emphasized by Simmel (1971) as an entity which is a characteristic of prostitution cases. Although this understanding may not apply in certain situations, but for the purpose of this research it is very useful to consider these elements, especially as a unitary character of the prostitute.

The importance of the element of payment in prostitution, Davis (1937; 1976) recommends that the element of coitus be retained in the concept to distinguish prostitution from other types of relationships between the sexes, because some forms of payment are found in social agreements such as engagement and courtship.

#### 2.4 The Phenomenology of Social Reality

The phenomenological approach in reading social reality is not only from a visible symptom, but rather an invisible symptom (Campbell, 1994). Research that seeks to understand and reveal the symptoms behind the apparent social reality is referred to as a process that emphasizes meaningfulness (Collins, 1997). So, to get to the essence of truth, researchers must be able to think more deeply beyond the visible symptoms in order to arrive at these meaningful phenomena (Dilthey in Collin, 1997; Waters, 1994).

According to Schutz (in Collins, 1997; Waters, 1994; Campbell, 1994), the everyday social world is always an inter-subjective and meaningful experience. Thus, the phenomena shown by individuals are a reflection of transcendental experience and understanding of meaning (*verstehen*). Still according to Schutz (in Waters, 1994), the subjective actions of actors do not just appear, but they exist through a long process to be evaluated by considering social, economic, cultural, ethical norms, and religion on the basis of level of ability before the action is taken. The *verstehen* approach from Weber was perfected by Schutz, that before entering the *in-order-to-motive* level, there was the *because-motive* level that preceded it.

Husserl's observations regarding the structure of intentionality of consciousness formulate that there are four inherent activities in consciousness, namely: 1) objectification, directing data that is an integral part of the flow of consciousness towards intentional objects; 2) identification, directing data and subsequent events to the object of objectification; 3) correlation, connecting every aspect of an identical object to other aspects that become its horizon; and 4) constitution, seeing intentional activities that function to form intentional objects (in Abidin, 2000).

Husserl's thinking shows that phenomenology is a descriptive-introspective analysis of the depth of all forms of consciousness and direct experience which includes sensory, conceptual, moral, aesthetic, and religious; it is a method of systematic analysis based on experience and processing understanding (Dimiyati, 2000).

Husserl's understanding begins with an invitation to return to the source or return to the real reality. For this reason, the methodical steps are needed in the form of reduction. Through reduction, the researcher delays the attempt to conclude something from any prejudice to reality. The methodical steps include: 1) phenomenological reduction, a purification step of phenomena through bracketing all experiences of consciousness (Collins, 1997); 2) eidetic reduction, a reduction step that aims to obtain the essence of the existing nature through imaginatively describing living social events, identifying and classifying fixed data in various variations and conditions; 3) transcendental reduction, an effort to sort out the essence that is still empirical into a pure essence, filtering the empirical so that only pure consciousness remains, to obtain a pure subject (Collins, 1977). Through transcendental reduction, Husserl discovered the essence of consciousness or intentionality. Every intentional activity is tapping something. Consciousness is always directed at the pole of the object, namely the object that is realized (Collins, 1997).

### 3. Method of the Research

#### 3.1 Approach and Type of the Research

This study uses a phenomenological approach. The researcher has the task to reveal the SPGmc's intentional activities in entering the world of prostitution. This study uses a qualitative method: a procedure for collecting data, analyzing data, and describing findings by emphasizing an in-depth understanding of what is the causes, and what is the expectation of SPGMC in undergoing the cover prostitution according to their own language and activities. By using descriptive-introspective analysis technique, describing the intentional activities of SPGMC undergoing the covert prostitution becomes more authentic.

For this purpose, an in-depth understanding and meaning of categorical information related to the intentionality of consciousness between subjects is needed. Researchers can collect data and information thoroughly and wholly as described in the next section.

#### 3.2 Place and Time of the Research

This research was conducted in the city of Surabaya, precisely in areas where SPGMCs are selling by mobile or moving from place to place. This research was conducted incidentally within a period of approximately one year, starting from August 2019 to July 2020.

#### 3.3 Types and Sources of Data

This study uses two types of data, namely: primary and secondary. Primary data were obtained through interviews and direct observations of the subjects of this study where they worked; the source of this type of data is the SPGMCs who are willing to be informants.

Secondary data were obtained through reading and reviewing published data and information relevant to the object of this research. Sources of this type of data are documents or literature, both printed and electronic, such as books, journals, reports on previous research results, and newspapers published both online and offline.

### 3.4 Techniques of Data Collection

This study uses two simultaneous data collection techniques, namely observation and interviews. The researcher made direct observations of ten SPGMCs when they carried out their duties or work at several events, while my research partner who was also an SPGMC conducted direct interviews with them.

Interviews were conducted directly with them to obtain authentic information related to the focus of this research. Referring to Moleong's opinion (2002), interviews were conducted in depth and openly so that the informants could provide detailed and flexible answers.

### 3.5 Techniques of Data Analysis

Data analysis in this study went through 5 stages as follows: data collection, data reduction, data classification, data discussion, and data display (Huberman and Miles, 1990). Researcher performs data analysis based on what they think, feel, say, and do. Researcher conducts data analysis simultaneously moving from data collection to data display based on what they think, feel, and do in their lives, not just according to what the researcher thinks self. With a phenomenological approach, researcher tries to bracket prejudice (phenomenological reduction) to describe a series of information obtained through observation and in-depth interviews as a play that is expressed between informants (eidetic reduction).

The analysis of the covert prostitution of the SPGMC includes both: what *because-motive* is the reason for them entering the world of prostitution and what *in-order-to-motive* is the hope for them engaging in it. Reading, understanding, and unfolding about how SPGMCs enter the world of covert prostitution, related to the background of psycho-socio-economic conditions such as unwed pregnancy, lifestyle demands, divorce, and feeling lonely, provides an authentic illustration that they are very aware of the work that they choose (transcendental reduction).

## 4. Discussion and Research Results

### 4.1 Entering the World of Prostitution

SPGMCs are required to appear perfectly both in make-up and in speech; they are required to be gentle and a little flirty with the aim of attracting customers to buy the cigarette products offered. The event organizer as a filter for SPGMC candidates must work extra to get SPGMCs who have the ability to sell their cigarette products, with the following conditions: must be sociable, must have an attractive appearance such as a minimum height of 160cm, proportional weight, no glasses, no acne, and are required to be cheerful every day of work. In addition, they must be able to see the situation and market conditions, have high selling skills in accordance with the criteria proposed by the event organizer. Thus, they can be expected to be successful in selling the cigarette products offered so that they can meet the target.

The subjects of this study are ten SPGs who are selling cigarettes in mobile from one event to another. All of them are relatively young women: 1) UB (23 years); 2) OK (23 years); 3) LN (25 years); 4) FY (23 years old); 5) LA (24 years); 6) IK (27 years old); 7) CK (22 years old); 8) AN (22 years old); 9) FR (26 years old); and 10) LS (28 years).<sup>3</sup> They work with a contract system; an average of 3 months with a fairly hefty fee, which is between 150,000-200,000/day. Every day they communicate with men who in fact they are cigarette addicts from various circles. Here they establish a good relationship as a seller and a buyer. But because their appearance attracts the attention of men, it is not uncommon for customers to try to get acquainted with them further by asking for their phone number, or simply asking them to meet outside working hours such as at karaoke places or nightclubs.

There is a phenomenon that is relevant to the practice of covert prostitution among the SPGMCs, namely the shift in the sexuality of some young entrepreneurs or bosses towards "young leaves" which are intertwined with the meaning of loyalty in them to their families. Their success in business has made them rich men; well off, all his needs are satisfied, including his sexual desire for young women. In a certain degree the hidden prostitution practice carried out by the SPGMCs is mediated by a shift in the sexual appetite of young entrepreneurs or bosses. A symbiotic mutualism, customers need sexual services and SPGMCs need money, is cared for between them. This is in line with Schutz's view of *because-motive* that human actions become social relations when humans give certain meanings to those actions, and other humans understand their actions as meaningful.

### 4.2 The Cause as Background

They choose to work as SPGMC and carry out covert prostitution practices by having different meanings for each of them. They work as SPGMC and prostitute on the basis of considerations relating to actions that they are fully aware of. SPGMCs have a different awareness of motivation from one another. The difference in motive is certainly related to the difference in their psycho-socio-economic background. The motivation of SPGMC's awareness to enter the world of undercover prostitution is as follows.

*Economic Dependency.* Some SPGMCs entered the world of prostitution due to the problem of economic

dependency that pressed them. This thing makes them take shortcuts through prostitution to change their fate. Her income from working as an SPGMC was deemed insufficient to meet her daily needs. SPGMCs who prostitute with this background are LN, LA and CK. LN explicitly stated as follows: "Yes, because I still need money, so every time someone invites me, I can afford it." LA is more open about her background in life: "...Yesterday, I checked in also during working hours but no one knew, then I was given more money, it was quite heavy for the needs of my son and my family..." A similar statement is also conveyed by CK: "...sometimes if there is a problem in the office, babe, we must be bored, right? It's better for the *venue*,<sup>4</sup> we are happy but besides that we get income..."

*Unwed Pregnancy.* Pregnancy out of wedlock is also a motivational background for SPGMC to enter the world of prostitution. The informant of this study felt that she was not valued as a woman because her virginity had been lost. She chose prostitution as a shortcut because she thought that her life was a mess from the start due to the sexual harassment. The following is what IK has to say regarding his background as to why she entered the world of prostitution: "Yes, let it be broken. It's up to people what they want to say, I do it anyway. The important thing is that I'm happy, okay?"

*Lifestyle Demands.* Pleasure to complement the lifestyle is also the motive behind some SPGMCs prostitute. Working with sex capital is an easy job for them to do, by only selling their bodies accompanied by special appeals from the SPGMC, they will get rewards in the form of material or money that can support the demands of lifestyle needs according to their wishes. The motive behind SPGMCs' prostitution has an inherent meaning in their actions, inner awareness as the basis for their choice of actions. FY is aware of this motivational background, as he said: "... you have to play sophisticated anyway, if you want to have sex, it's good for him, I get money, right, for treatment too." OK says: "At least sometimes my *venue* is told to come here to buy my beer, so that I can target it, what will he say when he comes home, I'm invited to continue or not, it depends on my *venue* anyway..." Meanwhile, AN is a unique SPGMC. Even though she wants his customers to take her for a walk to a karaoke place or something similar, but she doesn't get to *kentu*.<sup>5</sup> As she said to the researcher: "...sometimes I even get frustrated with my *venue*, whether he is an old man or not, I don't care; how can I put my heart on my *venue*, especially if that person spoils me, for example if I ask for shopping or something else, it must be given; even though those people have to ask about it, invite or not, I have to refuse; I'd rather be honest from the start anyway..."

*Divorce.* Economic dependency after divorce is one of several motivational backgrounds for SPGMCs to enter the world of prostitution. Financial assistance from parents helps a little, but it becomes a mental burden for them. The income from working as an SPGMC is often not enough to cover the needs of her life and that of her children, especially for the long term. The following SPGMCs are representative of such cases. FR stated: "No longer in touch, because I lied to him. I said no children. In fact, I have. Yes, it was my own fault, but it's okay, there are others..." A similar statement was conveyed by LA as follows: "I'd rather be a prostitute while working as an SPG too. It's pretty cool, isn't it?"

*Feel Lonely.* Lack of self-esteem can also trigger SPG's addiction to seek entertainment outside the home. She felt himself insignificant and lonely so he fell into the world of prostitution and used it as a way to cover the emptiness he felt. This psychological condition is felt by LS, as described below. "Hahaha, it must be babe! I've broken up with him for a long time. Now I'm lonely. Anyhow, you know what kind of person I am. If I get a *venue*, it must be decent, I must open the price." A similar statement is also conveyed by UB. She is an SPGMC who has a husband and is blessed with one child, but she is in the process of divorce because of her inability to face the atmosphere of her household life which is no longer harmonious. This situation should be suspected as the reason why she entered the world of prostitution. As she said: "I can't stand his attitude even though he's rich too, but if he makes me hurt, I don't want it."

#### 4.3 The Hope as Foreground

In the phenomenological view, the actor acts according to the goal to determine the value itself; someone takes an action to get a result or is oriented to a bigger result; the greater result or outcome is an understanding of meaning. SPGMCs who carry out prostitution have an understanding related to the work of their choice where they enter the world of prostitution easily; they can easily achieve their imagined goal of more income than any other endeavor they have ever undertaken. In terms of the reasons that encourage them to enter the world of prostitution, they are different, but in terms of the expectations they have in the world of prostitution, they are always the same: wanting to get rich quick and wanting to be noticed by others.

*Want to Get Rich Quick.* Each individual comes with an awareness that is obtained from reflective processes or everyday experiences that are realized from the start; the meaning and awareness of the actor in carrying out this action tries to build an intentional understanding. There are many goals that an SPGMC wants to achieve in entering the world of prostitution. Her dominant action goal is to get money or material things.

SPGMCs believe that prostitution is an easy and fast way to earn a large income so that they can fulfill their goals. The economic motive is a very important orientation for them. A large income has convinced them to

continue a pleasant life. Each SPG is willing to do various things so that their enjoyment of life is guaranteed in all situations and conditions. The intentionality of SPGMC's actions related to economic motives includes the following: being able to meet the needs of their life and that of their family, being able to meet their needs related to shopping, and being able to treat their colleagues in the profession.

The pleasure of life is a common form of intentional awareness for SPGMCs who have brought them into the world of covert prostitution. There is no moral burden that must be borne by herself and her family, because the practice of prostitution is disguised, directing the work to be carried out indifferently or happily (Suud, 2021). Jobs that are only concerned with self-gratification for material purposes can be done at any time. Such work is chosen only as entertainment and satisfaction for one's own life. The action they choose is of course to get greater results than the previous efforts, so that motives that are directed at fulfilling their foreground of life can be carried out easily by carrying out covert prostitution. The love of shopping and collecting certain items has become a habit for SPGMCs. In addition to meeting their needs of life, they also want to always appear to follow trends both in terms of clothing and physical appearance. Each SPGMC also has the pleasure of collecting certain branded items, such as shoes, bags, clothes, children's toys or cooking utensils.

*Want to Pay Attention to Others.* When SPGMCs make a special relationship with their customers, they usually feel cared for, considered important. The SPGMCs also do not hesitate to give praise or seduction so that their products are purchased by their customers, as well as their respective customers hope that SPGMC is able to provide satisfactory services. This mutual attention is a product of their conscious intentionality, which at the same time confines them to the world of prostitution.

SPGMCs want to get recognition that they have excess money, so they can buy and own the things they want (branded); thus they can attract the attention of their customers. The implication is that they can increase their dating rates with their customers. So, wanting to get rich quick and wanting the attention of others is like two sides of one coin. Both of them are an intentional awareness entity of every SPGMC who prostitutes her body.

Last but not least, it is undeniable that each SPGMC secretly vents her sexual desires together with her respective customers as a form of sublimation of more attention to herself or as a form of suffering syndrome to relieve the previously felt heartache as a result of past experiences such as being harassed by her ex-husband, unwed pregnancy, and poor domestic relations or broken home.

## 5. Conclusion

As closing notes on the above discussion, the following can be concluded some important findings and recommendations. First, working as an SPGMC is required to meet certain criteria such as a relatively young age, attractive body posture, good communication skills, and the ability to read market situations and conditions so that she can sell the promoted product in order to achieve the target. This performance gets a specific meaning from some members of the community, especially from its customers.

Second, the work environment of the SPGMCs, which are mostly male cigarette addicts, allows them to establish intimate relationships with their customers. Moreover, the strong material orientation among SPGMCs and the shift in sexuality tastes from some young entrepreneurs or bosses towards "young leaves" which are intertwined with the meaning of loyalty between them and their respective families have brought SPGMCs into the world of covert prostitution.

Third, the motivational awareness of SPGMCs entering the world of covert prostitution is different; all of them are an entity-because as a background they enter the world of prostitution consisting of: 1) getting out of poverty; 2) cover the accident of unwed pregnancy; 3) meet the demands of a luxurious lifestyle; 4) treat the trauma of divorce; and 5) run away from feelings of loneliness in the family.

Fourth, although in terms of the reasons that prompted them to enter the world of prostitution they are different, in terms of the hope as a foreground that attracts SPGMCs' attention to the world of prostitution they are always the same, namely: want to get rich quick and want to be noticed by others.

Fifth, good and bad, reward and sin are personal matters between humans and their God, as long as SPGMCs do not openly engage in prostitution in social environment, we need to give them a chance and invite them to organize themselves to be better; viewing them more humanely by not only blaming without providing realistic solutions seems to be better and can keep them from falling into the world of prostitution further.

Sixth, however, the expression of limits for repenting from SPGMCs who prostitute is commendable. The relevant government as far as possible needs to minimize covert prostitution networks in order to maintain morality in the way of living together. Through this research, it is necessary to conduct further research on the covert prostitution of SPGMC in a wider socio-cultural context in order to make a responsive policy and progressive service programs. *Only God knows the real truth.*

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<sup>1</sup> These variations refer to the terms used by the lovers of SPGMCs which were later adopted by them.

<sup>2</sup> Due to ethical considerations: the possibility of multiple perceptions of the person concerned, her name is hidden (with initial).

<sup>3</sup> Due to ethical considerations, their names are not fully mentioned (only initials).

<sup>4</sup> *Venue* is a jargon commonly used by SPGMCs which means a date with a customer or a date customer.

<sup>5</sup> *Kentu* is a jargon commonly used by SPGMCs which means having sex with a customer.