

## ABSTRACT

The communication industry, especially the public relations profession, is often considered a feminine industry because its numbers are dominated by women. Although women have been considered to dominate, various gender issues still create gaps between men and women in public relations practice. Gender inequality that generally occurs in women in public relations appears in various forms, including division of work roles, career opportunities, negative stigma and sexual harassment. This study focuses on analyzing the perspective of gender equality in the public relations profession, understanding the roles and experiences of women public relations practitioners, as well as examining the obstacles faced by women in carrying out their profession as public relations, especially personal, managerial, and cultural barriers, especially in Aceh. The theories and concepts used in this research are Public Relations related to the concept of roles, Gendered Organization Theory, and Feminist Standpoint Theory. The method used is a case study method which is analyzed using a constructivist paradigm and a qualitative approach. Data were obtained through in-depth interviews with five female public relations practitioners in the hospitality industry in Aceh. The results of the study indicate that public relations practitioners in the hospitality industry in Aceh are still trapped in the technical role and marketing support function in hotel management. There is no influence of gender in determining the role of public relations practitioners, but there are indications of feminization in public relations. The obstacles experienced by women in the practice of public relations are carrying a double workload, subordination, sexual harassment, difficulties in managing public perceptions regarding their work and the negative stigma on the public relations profession in the hotel industry. This is due to the social and cultural construction of Aceh which is still closely related to patriarchal culture and gender stereotypes which are rooted in a form of gender inequality. This research is expected to contribute to increasing gender-based equality in the world of work, increasing the role of women's public relations practitioners in Aceh and other regions in Indonesia.

**Keywords:** *gender, roles, public relations, women*

## ABSTRAK

Industri komunikasi khususnya profesi *public relations* sering dianggap sebagai industri feminin karena jumlahnya yang didominasi oleh perempuan. Meskipun perempuan telah dianggap mendominasi, berbagai isu gender masih menciptakan kesenjangan antara laki-laki dan perempuan dalam praktik *public relations*. Ketidaksetaraan gender yang umumnya terjadi pada perempuan dalam *public relations* muncul dalam berbagai bentuk, termasuk pembagian peran kerja, peluang karir, stigma negatif hingga pelecehan seksual. Penelitian ini berfokus untuk menganalisis perspektif kesetaraan gender dalam profesi *public relations*, memahami peran dan pengalaman praktisi *public relations* perempuan, serta mengkaji hambatan yang dihadapi oleh perempuan dalam menjalankan profesinya sebagai *public relations*, terutama hambatan personal, manajerial, dan budaya terkhususnya di Provinsi Aceh. Adapun teori dan konsep yang digunakan pada penelitian ini adalah *Public Relations* terkait konsep peran, *Gendered Organization Theory*, dan *Feminist Standpoint Theory*. Metode yang digunakan adalah metode studi kasus yang dianalisis dengan menggunakan paradigma konstruktivis dan pendekatan kualitatif. Data diperoleh melalui wawancara secara mendalam dengan lima orang praktisi *public relations* perempuan pada industri perhotelan di Aceh. Hasil dari penelitian menunjukkan bahwa praktisi *public relations* pada industri perhotelan di Aceh masih terjebak dalam peran teknis dan fungsi pendukung pemasaran di manajemen hotel. Tidak ditemukan adanya pengaruh gender dalam penetapan peran praktisi *public relations* namun terdapat indikasi terjadinya feminisasi dalam *public relations*. Adapun hambatan yang dirasakan oleh perempuan dalam praktik *public relations* yakni memikul beban kerja ganda, subordinasi, pelecehan seksual, kesulitan dalam mengelola persepsi masyarakat terkait pekerjaan mereka dan adanya stigma negatif pada profesi *public relations* di industri perhotelan. Hal ini disebabkan oleh konstruksi sosial dan budaya Aceh yang masih erat kaitannya dengan budaya patriarki dan stereotip gender yang mengakar menjadi bentuk ketidaksetaraan gender. Penelitian ini diharapkan dapat memberikan kontribusi pada peningkatan kesetaraan berbasis gender di dunia kerja, peningkatan peranan praktisi *public relations* perempuan di Aceh maupun di berbagai daerah lainnya di Indonesia.

**Kata kunci:** *gender, peran, perempuan, public relations*