

INTISARI

Keragaman mungkin cukup menyulitkan bagi sebuah proses dan prosedur dalam menjalankan suatu organisasi, namun akan sangat berguna bagi perkembangan karir pada individunya. Khusus untuk keragaman gender, banyak penelitian yang mengatakan bahwa keragaman gender memiliki efek langsung terhadap kinerja perusahaan. (Cohen & Broschak, 2009; Terjesen & Singh, 2008; dan Dejardin, 2009). Dalam organisasi perusahaan pun tidak jarang ditemui perlakuan berbeda terhadap gender tertentu. Fenomena *glass ceiling* dan *glass escalator* merupakan dua dari banyaknya bentuk diskriminasi gender yang sering kali tidak disadari.

Glass ceiling dan *glass escalator* pada umumnya merugikan gender wanita karena menghambat perkembangan karir mereka. Namun di industri klinik kecantikan, fenomena tersebut berlaku sebaliknya. Gender pria lah yang mengalami *glass ceiling*, sementara gender wanita menghadapi *glass escalator*. Hal ini kemudian menjadi menarik untuk diteliti karena tidak sesuai dengan fenomena di perusahaan pada umumnya.

Penelitian ini berbentuk kualitatif dengan metoda pengumpulan data wawancara secara mendalam dan berfokus di LBC Pusat Yogyakarta. Informan yang menjadi subyek penelitian berjumlah 9 orang.

Hasil penelitian menunjukkan bahwa *glass escalator* terhadap wanita dipengaruhi oleh faktor level sosial yang kemudian didukung oleh faktor level internal perusahaan. Sementara *glass ceiling* yang dialami pria disebabkan oleh faktor level personal yang juga didukung oleh faktor level sosial.

Kata kunci: keragaman gender, kesetaraan gender, diskriminasi gender, *glass ceiling*, dan *glass escalator*.

ABSTRACT

Diversity is probably quite interfering in a process and procedure of running an organization, however, it would be beneficial for the individual career. For gender diversity in particular context, many studies have suggested that gender diversity generate a direct influence towards the company performance. (Cohen & Broschak, 2009; Terjesen & Singh, 2008; and Dejardin, 2009). In the organization of the company, different treatments of a particular gender are frequently encountered. The phenomenon of a glass ceiling and glass escalator are two of the many forms of gender discrimination that are often not realized.

Glass ceiling and glass escalator are generally put disadvantage towards women gender because it impedes their career development. But in the beauty clinic industry, the phenomenon that applied are the opposite. Men gender are the one who experiences glass ceiling, while women gender face glass escalator. This condition then becomes interesting to be investigated because it is not in accordance with the phenomenon occur in the company in general.

This research is constructed qualitatively with the method of data collection through an in-depth interview and focusing in Yogyakarta Centre office of LBC. 9 people are determined as the informants who became the research subject.

The research results show that glass escalator towards women is influenced by societal level factors which then supported by the factors of company internal level. While the glass ceiling experienced by men is caused by the personal level factors that are also supported by societal level factors.

Keywords: gender diversity, gender equality, gender discrimination, glass ceiling and glass escalator.