

Gender dan public relations : Pengaruh gender terhadap profesi public relations = Gender and public relations : Gender influence towards public relations

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20423915&lokasi=lokal>

Abstrak

ABSTRAK

Penulisan ini mengkaji pengaruh gender terhadap profesi Public Relations yang di dominasi oleh wanita. Melalui literature review, penulisan ini menyajikan apakah wanita benar-benar mendominasi industri Public Relations secara menyeluruh atau hanya secara jumlah saja. Peran gender dalam penulisan ini menjadi basis pembagian peran dalam profesi Public Relations, serta dampak dari peran gender tersebut, yakni kesenjangan dalam hal pendapatan, kesempatan berkembang, gaya kepemimpinan, citra, serta pelecehan seksual. Posisi praktisi wanita dalam profesi Public Relations dianalisis menggunakan Teori Feminist Standpoint dengan melihat karakter wanita dalam organisasi, terutama dalam hal keterampilan komunikasi.

<i>ABSTRACT</i>

This article presents the influence of gender towards the Public Relations industry that is female dominated. Through literature reviews, this article presents whether women truly dominate the industry, or only by means of quantity. Gender roles serve as a basis to divide the distribution of roles in the Public Relations profession, along with the impacts of such roles, that is the disparity in salary, opportunity for advancement, leadership style, image, and sexual harassment. The position of women practitioners is analyzed through the Feminist Standpoint Theory, taking into account the characteristic of women in an organization, mainly in communication skills.</i>