

Studi perbandingan sikap peran gender dan preferensi pemilihan mainan pada ibu bekerja yang menyandang status breadwinner dan bukan breadwinner di Jabodetabek = Comparative study of mothers gender role attitudes and toys desirability in working mothers who are breadwinners and not breadwinners in Jabodetabek

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk melihat perbandingan sikap peran gender ibu dan preferensi pemilihan mainan pada ibu bekerja yang menyandang status breadwinner dan bukan breadwinner di Jabodetabek. Jumlah partisipan dalam penelitian ini adalah 108 orang ibu bekerja yang memiliki anak berusia 3-5 tahun. Alat ukur Normative Gender Role Attitudes (NGRA) digunakan untuk mengukur sikap peran gender ibu dan Toys Desirability Judgement digunakan untuk mengukur preferensi pemilihan mainan anak oleh ibu. Hasil penelitian menunjukkan bahwa terdapat hubungan yang negatif antara preferensi pemilihan cross-sex toys dengan sikap peran gender pada ibu bekerja yang menyandang status breadwinner dan bukan breadwinner di Jabodetabek ($r(106) = -.210, p = 0.029$, two-tailed). Akan tetapi, tidak ditemukan perbedaan skor sikap peran gender dan preferensi pemilihan mainan anak baik pada ibu bekerja yang merupakan breadwinner maupun bukan breadwinner di Jabodetabek.

.....This quantitative research was aimed to examine the comparison of mother's gender role attitudes and toys desirability in working mothers who are breadwinners and not breadwinners in Jabodetabek. The participants of this research were 108 working mothers who had children aged between 3-5 years old. Gender role attitudes was measured using Normative Gender Role Attitudes (NGRA) and toys desirability was measured using Toys Desirability Judgement. The results showed that there was a significant negative relationship between toys desirability cross-sex toys and gender role attitudes in mothers with breadwinner status and not breadwinner in Jabodetabek ($r(106) = -.210, p = 0.029$, two-tailed). However, there were no differences in toys desirability and gender role attitudes for Mothers who were breadwinners or not breadwinners in Jabodetabek.