

## Studi sikap peran gender dan preferensi pemberian mainan pada ayah dan ibu dengan anak usia tiga sampai lima tahun = How mothers and fathers differ in toy preferences In relation to their gender role attitudes

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### Abstrak

#### **ABSTRAK**

Pemilihan mainan oleh orang tua kepada anak dapat menjadi sebuah sarana untuk sosialisasi gender. Penelitian sebelumnya menunjukkan adanya hubungan antara preferensi mainan orang tua dengan sikap peran gender, serta mengindikasikan adanya pengaruh jenis kelamin orang tua dan jenis kelamin anak terhadap preferensi mainan tersebut. Penelitian ini bertujuan melihat hubungan antara preferensi mainan (toy desirability) orang tua dan sikap peran gender mereka, serta perbedaan kedua variabel tersebut antar populasi ayah dan ibu. Toy desirability diukur dengan meminta partisipan menilai desirability akan 30 buah mainan dengan skala Likert 7 poin, sementara sikap peran gender diukur dengan alat ukur Normative Gender Role Attitudes (NGRA). Partisipan terdiri dari 285 ayah dan ibu domisili Jabodetabek. Hasil menunjukkan bahwa terdapat hubungan yang signifikan antara gender role attitudes orang tua dengan penilaian toy desirability untuk same-sex ( $r=0.196$ ,  $p<0.01$ ) dan neutral toys ( $r=-0.187$ ,  $p<0.01$ ). Tidak terdapat perbedaan sikap peran gender maupun preferensi pemberian mainan antara ayah dan ibu. Ketika jenis kelamin anak diperhitungkan, ditemukan bahwa orang tua lebih menginginkan same-sex toys dan tidak menginginkan cross-sex toys bagi anak lelaki ketimbang anak perempuan.

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#### **ABSTRACT**

The toys parents select for their children could play a part in their socialization of gender roles. Previous studies indicate a correlation between gender role attitudes in parents and their preference of toys, as well as a difference in toy preference as a function of the parents and the child's gender. This study aims to look into parents toy desirability ratings, its correlation with parents gender role attitudes, and the difference between the two variables in mothers and fathers, with and without considering the gender of their child. Toy desirability scores are obtained by asking participants to rate the desirability of 30 toys using a 7-point Likert scale, whilst the Normative Gender Role Attitudes (NGRA) scale is used to measure gender role attitudes. The study is participated by 285 Indonesian mothers and fathers residing in Jabodetabek area. Results show a significant correlation between parents gender role attitudes and their desirability ratings for same-sex toys ( $r=0.196$ ,  $p<0.01$ ) and neutral toys ( $r=-0.187$ ,  $p<0.01$ ). No difference is shown between mothers and fathers in gender role attitudes and toy desirability ratings when the child's gender is not considered. When the child's gender is considered, it is found that parents desire same-sex toys and reject cross-sex toys for their sons more they do for their daughters.