

SEKSISME PADA BARISTA PEREMPUAN
(Studi Kasus pada Barista Perempuan di Kota Bandung)

TESIS

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar
Magister Pendidikan
Program Studi Pendidikan Sosiologi



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MAGISTER PENDIDIKAN SOSIOLOGI
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
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2020

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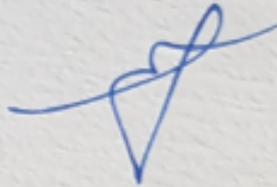
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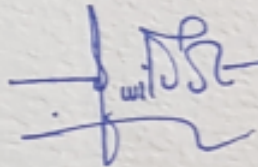
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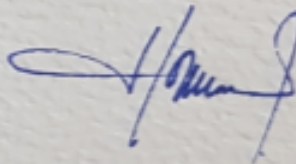
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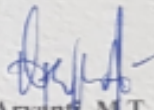


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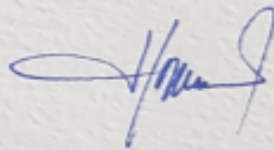
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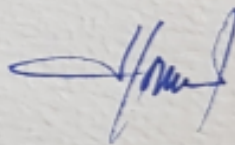
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ABSTRAK

Perempuan yang bekerja kerap kali mendapatkan stigma negatif dari masyarakat Indonesia termasuk barista perempuan di Kota Bandung. Penelitian ini bertujuan untuk mendapatkan gambaran umum tentang *seksisme* yang terjadi pada barista perempuan di Kota Bandung. Pendekatan kualitatif dengan metode studi kasus digunakan dalam penelitian ini. Teknik wawancara mendalam dengan didukung oleh dokumentasi berupa gambar dan rekaman suara menunjukkan bahwa: 1) persepsi pelanggan terhadap barista perempuan memiliki kecenderungan ke arah *seksisme*; 2) barista perempuan cenderung pasif dan persuasif dalam menyikapi *seksisme* yang didapatkan saat bekerja; dan 3) pengelola kedai kopi bersikap pasif dan kompromistik dalam menyikapi *seksisme* yang dialami oleh barista perempuan saat bekerja.

Kata Kunci : Barista Perempuan, Gender, *Seksisme*.

SEXISM ON FEMALE BARISTAS
(The Case Study of Female Baristas in Bandung)

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ABSTRACT

Female worker frequently gets a negative stigma from society including the female barista in Bandung. This research aims to get an overview of the sexism that occurs on female barista in Bandung. A qualitative approach with case study methods is used in this study. In-depth interview techniques and supported by the documentation such as images and aud sound recording show that: 1) customer perception of the female barista has sexism tendency; 2) female barista tends to be passive and persuasive in addressing sexism while working; and 3) Coffee shop managers are passive and compromised in addressing the sexism that experienced by female baristas.

Keywords: *Female Barista, Gender, Sexism.*

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