Ariani, Rika Tri. *Gender Stereotypes and Reinforcement of Patriarchy Constructed in the Reality Show Pilih-PilihMantu*

**ABSTRACT**

Gender is a social construction, that is, learned and perpetuated for people’s identity. In this sophisticated era, media become one of the most influential agents in perpetuating the idea of gender construction in society. For years media keep portraying women and men stereotypically and unequally. Women are portrayed with feminine traits such as affection, domestic, emotional, submissive, and weak. Then men are portrayed with masculine traits such as brave, dominant, rational, and strong. Masculine traits always have more positive description than feminine traits. Using content analysis this study analyzes one of Indonesian television program, *Pilih-PilihMantu*, and finds that this program still represents gender stereotypically. The frequency of the contestants’ representation on the traits which are stereotyped to their sexes is the highest. It affirms gender stereotype and leads to the reinforcement of patriarchy in the program.

**Keywords:** femininity, gender stereotype, masculinity, patriarchy, *Pilih-PilihMantu*. 