ABSTRACT

GENDER DISPLAY OF WORKING WOMAN FIGURE IN CONY STICKER "CONY'S HAPPY WORK LIFE" EDITION BY LINE MESSENGER APPLICATION

The depiction of men and women in media often brings out gender stereotypes issues. It aims to characterize what men and women normally should do related to the traditional gender roles. Traditional gender roles present men often in a higher position over women especially in the workplace. One of media that portray gender stereotypes in the workplace is LINE messenger through its official sticker. Thus, the study is designed to analyze in what ways gender display is used to represent women's beauty on working women figure in Cony sticker "Cony's Happy Work Life" edition by using a conceptual replication of Erving Goffman's study along with the theory from Naomi Wolf, *The Beauty Myth*. The whole Cony stickers in that edition are categorized into 15 stickers, which are related to the beauty concept. In this sense, those stickers are being analyzed in several Goffman's categories of decoding behavior: relative size, feminine touch, function ranking, family scenes, ritualization of subordination, and licensed withdrawal. This study evokes gender stereotypical issues, therefore, this study is analyzed by using qualitative method. Finding reveals that significant gender display reinforced stereotypical notions of working women about beauty in Cony sticker. Under the theory, those conceptualization depicts that women even they obtain a job, they still subordinate and homogenized through the concept of beauty by patriarchy. Thus, the idea of beauty in media still limits working women to attain equality in the workplace.

Keywords: *beauty myth, cony, gender display, gender stereotypes*