

ABSTRACT

Women empowerment is a process whereby women become able to manage themselves to raise their own self-reliance, to affirm their independent right to make choices and to control resources which will assist in challenging and eliminating the subordination. By holding equality, women are able to control themselves and reach their own self-belief in order to be independent and capable to make a choice without any obstacles from the idea of subordination position. Srikandi Project Community is one of the communities in Surabaya with business women as their members. The existence of business women nowadays indicates that women are willing to challenge inequality in financial aspect. However, it also causes women to have double position in life, which are business women and wives. Hence, this research endeavors to find the empowerment achieved by the members of Srikandi Project Community members with their positions as business women and domestic women. Through in-depth interview with the members of the community as well as participant observation as the methodology of the research, the data were collected and analyzed using the theory of female individualization by Angela McRobbie. The writer found that business women are portrayed as independent outside the house, but when they return home, they also return to their role as submissive wives. In addition, the writer also found the existence of glass ceiling in the community which can be seen from the inability of the members to achieve empowerment in all aspects. Thus, it can be concluded that business women as an independent person negotiate with their image both as business women and wives. It is because they are still able to achieve their self-

actualization to be empowered outside the house even though they are unable to challenge the subordination caused by the belief of women's fate as wives and mothers inside the house.

Keywords: *business women, domestic women, glass ceiling, traditional gender role, women empowerment*

