

## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

The beginning hypothesis of this research was whether Indonesian women, especially graphic designers, encountered a specific stereotype in the workplace or received discrimination that might be an obstacle to them to hone their skills and advance their career. The research question, *"How do Indonesian women graphic designer contributes to Indonesian graphic design?"* lies various answers, as every individuals have their own capability, way of thinking, and their own specialty.

Throughout this research, it has been found that Indonesian women has contributed in Indonesian graphic design, starting with equal opportunities and access. It has been found that:

- 1) Stereotyping comes from external sources (e.g. clients); including age stereotyping;
- 2) gender stereotyping might happen as a facade in order to disguise complaints;
- 3) graphic design has nothing to do with gender, but rather the skills;
- 4) there has been a phenomena of **motherhood penalty** that might halt women from advancing their careers;
- 5) and most importantly, graphic design in Indonesia has opened equal opportunities and access for both men and women.

The journey of finding equality in every aspect is not to make women get a higher position than men, but to be in **equal position**, do collaborations, and support each other with respect. Even though the progression of gender inclusivity in graphic design work field is already progressing well, we need to be aware that gender inequality still happen in regular basis, where it might not happen in the workplace, but **when women go to their workplace or when they get home from workplace**. This was often happened in form of catcalling, sexual harassment in public transport, or it might also happen in the scope of domestic abuse.

## 5.2 Recommendations

Due to limited time of the research, the researcher was only able to gather stories from eleven (11) inspirational figures in Indonesian graphic design with representatives from each generation. If any research is conducted in the future with similar topic, the writer has several recommendations that can be used.

- 1) A further research about women in Indonesia Graphic Design History can be conducted from the **historical** aspect. Including women and finding women that was once in the part of the history itself.
- 2) Look into: creative workers (women) in *advertising* and *big companies*. This research is mostly limited to creative workers in academic institution, agencies, and association. Therefore, the writer suggests that there might be something untold in this research from those two fields.
- 3) When conducting another research, although it's personal, the writer also suggests to map out **marital status** (married/single). A new hypothesis arises that women are more successful when they choose not to marry (still not proven yet in this research), which might lead to **motherhood penalty**. This might be personal, but adds a lot into women's decision and priority scale, and might also be related to **care work**.
- 4) Conduct a similar research but with **quantitative methods**; in order to know the percentage of gender in graphic design field. Finding data to ASPRODI (Asosiasi Program Studi Desain Komunikasi Visual Indonesia), to find the numbers of female and male students, then compare it with the actual data in industry. Also, future researcher can also conduct a national survey about higher-up positions.
- 5) There are several notes from the interviewed designers, that there might have been a unique phenomenon where sometimes, meticulous and better designs do come **from men who exhibit feminine traits**. A further research can also be conducted from this, by carefully and neutrally defining feminine traits and minimizing the use of gender identity in order to not harm any parties.

- 6) Engage with **other** designers other than graphic designers (service design, industrial design, product design, interior design, fashion design, etc.).
- 7) Add more point of view from **male's perspective**.
- 8) Lastly, do not delve in the narrative of 'women should be dominating the industry', but, instead, work on **collaboration** and balance between men and women, and how both parties understand each other's struggle in pursuing their career, or in the society.

The researcher would add something to the issue of **motherhood penalty**: other than maternity leave, *paternity leave* exists for men—for fathers who would like to take care of their child. In the gender spectrum and phenomenon, there is also a movement called **Father's Right Movements**—where fathers demand the same right and opportunity to do as much as care work as their wife do. This, can be taken into consideration for companies to allow paternity leave the same duration as women, or taking turns, as bearing and taking care of children comes to both parents' responsibility, while also fulfilling financial needs.

Most importantly, the researcher would like to recommend and address the importance of **recognizing care work**, in order to respect the choices of women who decided to do career-shifting from doing formal work (office work, etc.) to care work (domestic work).

