

ABSTRACT

The world has changed a lot, but there are still injustices experienced by women, gender stereotypes are a problem that affects the perception and treatment of women in various aspects of life, often putting women in a position that is considered lower than men. Men are often seen as more rational, strong, assertive, responsible, and self-centered, whereas women are typically viewed as more emotional, indecisive, and dependent, making them less suitable for leadership. This has a negative impact on women's self-concept, limiting their potential and opportunities

This study gathers information by conducting interviews with experts, questionnaires targeting female respondents in Bandung City and Regency aged 18-25 years and 26-30 years, and literature studies. Data analysis was conducted using the AISAS approach and matrix analysis.

The purpose of this research is to inform the public about how gender stereotypes affect women's self-perception through print media in the form of Zines. Zines were chosen because they are able to package heavy topics with interesting content and strong visuals. Zines as print media can convey information in a way that is less complicated to understand.

The findings of the research are expected to increase public awareness about gender stereotypes and support women to have a more positive self-concept, confident to develop more and be able to maximize their potential.

Keywords: Gender equality, Gender stereotypes, Women's self-concept, Zine