

**Peran PT Loreal Indonesia dalam Membangun Kesetaraan Gender di Bidang
Ketenagakerjaan Sebagai Pemenuhan Komitmen SDG Poin 8 di Indonesia
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ABSTRAK

Salah satu isu gender yang kini menjadi perhatian internasional adalah mengenai kesetaraan gender di bidang ketenagakerjaan. Kesetaraan gender dalam bidang ketenagakerjaan juga menjadi hal yang telah diperhatikan oleh Indonesia melalui pengadopsian *The Convention on the Elimination of All Forms of Discrimination against Women*. Sayangnya, hingga kini masih terdapat ketimpangan antara laki-laki dan perempuan dalam bidang ketenagakerjaan di Indonesia karena berbagai faktor, termasuk faktor budaya dan norma. Adapun dalam hal ini, MNC masuk ke Indonesia dengan membawa nilai-nilai baru, termasuk kesetaraan gender. Dengan menggunakan metode penelitian kualitatif deskriptif, peneliti berupaya melihat bagaimana peran PT Loreal Indonesia dalam membangun kesetaraan gender di bidang ketenagakerjaan dan mengaitkannya dengan pencapaian SDG poin 8 di Indonesia menggunakan pandangan dari teori peran organisasi internasional oleh Clive Archer. Hasil penelitian menunjukkan bahwa, pada beberapa program internal dan external, PT Loreal Indonesia dapat diklasifikasikan sebagai aktor independen. Meskipun demikian, penulis juga menemukan peranan PT Loreal Indonesia sebagai instrumen pada beberapa program eksternal lainnya.

Kata Kunci: MNC, Kesetaraan Gender, SDG

The Role of PT Loreal Indonesia in Building Gender Equality in the Employment Sector as Fulfillment of SDG Point 8 Commitments in Indonesia for the 2018-2022 Period

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ABSTRACT

One of the gender issues currently receiving international attention is gender equality in the field of employment. Gender equality in the field of employment is also something that Indonesia has paid attention to through the adoption of The Convention on the Elimination of All Forms of Discrimination against Women. Unfortunately, until now there is still inequality between men and women in the field of employment in Indonesia due to various factors, including cultural factors and norms. In this case, MNC entered Indonesia with new values, including gender equality. By using a descriptive qualitative research method, researchers seek to see how the role of PT Loreal Indonesia in developing gender equality in the field of employment and relate it to the achievement of SDG point 8 in Indonesia using the view from the theory of the role of international organizations by Clive Archer. The research results show that, in several internal and external programs, PT Loreal Indonesia can be classified as an independent actor. Nonetheless, the authors also found the role of PT Loreal Indonesia as an instrument in several other external programs.

Key Words: MNC, Gender Equality, SDG