

ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi kebijakan *International Olympic Committee* (IOC) dalam mencapai kesetaraan gender pada periode 2021–2024, serta menilai kontribusinya terhadap pencapaian target partisipasi 50:50 pada Olimpiade Paris 2024. Metode penelitian yang digunakan adalah pendekatan kualitatif melalui wawancara dan studi kepustakaan, dengan tahapan analisis meliputi pemusatan data, penyajian data, serta penarikan dan verifikasi kesimpulan. Hasil penelitian menunjukkan bahwa kebijakan IOC diimplementasikan melalui berbagai instrumen strategis, seperti *Olympic Agenda 2020+5* dan *Gender Equality and Inclusion Objectives 2021–2024*, yang menekankan pendekatan *gender mainstreaming*. Implementasi ini berhasil meningkatkan keseimbangan partisipasi atlet serta mendorong keterwakilan perempuan dalam struktur organisasi olahraga, sehingga berkontribusi pada tercapainya komposisi partisipasi atlet 50:50 pada Olimpiade Paris 2024. Namun demikian, temuan penelitian juga mengindikasikan adanya keterbatasan dalam implementasi kebijakan, khususnya pada aspek representasi media dan transformasi budaya dalam pemberitaan olahraga yang masih menunjukkan bias gender. Selain itu, dinamika media global dan ruang digital memperlihatkan bahwa IOC memiliki keterbatasan dalam mengontrol narasi publik di luar struktur kelembagaannya. Dengan demikian, meskipun kesetaraan gender secara kuantitatif telah tercapai, upaya menuju kesetaraan yang substantif dan inklusif masih memerlukan kolaborasi lintas aktor serta pendekatan yang lebih komprehensif.

Kata Kunci: Kesetaraan Gender, International Olympic Committee (IOC), Olimpiade Paris 2024

ABSTRACT

This research seeks to analyze the implementation of the International Olympic Committee's (IOC) policies aimed at achieving gender equality during the 2021–2024 period, as well as to assess their contribution to achieving the 50:50 participation target at the 2024 Paris Olympics. The research method used is a qualitative approach through interviews and literature review, with analysis stages including data coding, data presentation, and the drawing and verification of conclusions. The research findings indicate that IOC policies are implemented through various strategic instruments, such as the Olympic Agenda 2020+5 and the Gender Equality and Inclusion Objectives 2021–2024, which emphasize a gender mainstreaming approach. This implementation has successfully improved the balance of athlete participation and promoted women's representation within sports organizational structures, thereby contributing to the achievement of a 50:50 athlete participation composition at the 2024 Paris Olympics. The findings of the study also indicate limitations in policy implementation, particularly regarding media representation and cultural transformation in sports reporting, which still exhibits gender bias. Furthermore, the dynamics of the global media and the digital space reveal that the IOC has limited ability to control public narratives outside its institutional structure. Thus, although quantitative gender equality has been achieved, efforts toward substantive and inclusive equality still require collaboration across various stakeholders and a more comprehensive approach.

Keyword: Gender Equality, International Olympic Committee (IOC), 2024 Paris Olympics