

UPAYA GENDER MAINSTREAMING OLEH INTERNATIONAL OLYMPIC COMMITTEE (IOC) DALAM MENGATASI DISKRIMINASI GENDER MELALUI KEBIJAKAN OLYMPIC AGENDA 2020+5: STUDI KASUS WINTER DAN SUMMER OLYMPICS PERIODE 2021-2025

ABSTRAK

Ketidaksetaraan gender masih menjadi tantangan utama dalam tata kelola olahraga internasional, meskipun partisipasi perempuan dalam Olimpiade terus mengalami peningkatan. Selama bertahun-tahun, perempuan menghadapi berbagai bentuk diskriminasi, mulai dari keterbatasan akses terhadap kompetisi, rendahnya representasi dalam kepemimpinan olahraga, hingga stereotip gender dalam pemberitaan media. Penelitian ini bertujuan menganalisis upaya *gender mainstreaming* yang dilakukan oleh International Olympic Committee (IOC) dalam mendorong kesetaraan gender global pada periode 2021–2024. Penelitian menggunakan teori *Feminist Institutionalism* dengan menelaah bagaimana aturan formal seperti kebijakan gender, serta aturan informal seperti budaya organisasi dan praktik historis, berkontribusi terhadap terbentuknya ketimpangan gender atau sebaliknya memberikan peluang bagi reformasi menuju kesetaraan. Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan deskriptif-analitis melalui studi kepustakaan. Hasil penelitian menunjukkan bahwa IOC menerapkan dua pendekatan utama, yaitu *integrated gender mainstreaming* yang diwujudkan melalui reformasi kelembagaan dan kebijakan seperti *Olympic Agenda 2020*, *Olympic Agenda 2020+5*, *Gender Equality Review Project*, *Gender Equality and Inclusion Framework 2021–2024*, penerapan *mixed-gender events*, kebijakan *dual flag bearer*, serta evaluasi kebijakan berbasis gender dan *targeted gender mainstreaming* yang dilaksanakan melalui peningkatan partisipasi atlet perempuan hingga mencapai target 50% pada Olimpiade Paris 2024, penguatan *Women in Sport Commission*, pelaksanaan *Women in Sport High Performance Pathway (WISH)*, *Leadership Development Programme*, dukungan pendanaan melalui *Olympic Solidarity*, pengembangan pelatih dan ofisial perempuan, serta pedoman representasi media yang setara. Meskipun IOC berhasil mendorong perubahan kelembagaan formal menuju kesetaraan gender, namun, implementasi kebijakan tersebut masih menghadapi hambatan berupa budaya patriarki, stereotip gender, dominasi laki-laki dalam kepemimpinan olahraga, serta perbedaan konteks sosial dan politik di berbagai negara yang mempengaruhi efektivitas penerapan kebijakan kesetaraan gender.

Kata Kunci: International Olympic Committee; *gender mainstreaming*; kesetaraan gender; Olympic Agenda 2020+5.

**THE INTERNATIONAL OLYMPIC COMMITTEE (IOC) EFFORTS TO
PROMOTE GENDER MAINSTREAMING IN COMBATING GENDER
DISCRIMINATION THROUGH THE OLYMPIC AGENDA 2020+5
POLICY: A CASE STUDY OF THE 2021-2025 WINTER AND SUMMER
OLYMPIC GAMES**

ABSTRACT

Gender inequality remains a major challenge in the governance of international sport, despite the continuous increase in women's participation in the Olympic Games. For many years, women have faced various forms of discrimination, ranging from limited access to competition and underrepresentation in sports leadership to gender stereotypes in media coverage. This study aims to analyze the gender mainstreaming efforts undertaken by the International Olympic Committee (IOC) to promote global gender equality during the 2021–2024 period. The study employs the Feminist Institutionalism framework to examine how formal rules, such as gender-related policies, and informal rules, including organizational culture and historical practices, contribute either to the persistence of gender inequality or to opportunities for institutional reform toward gender equality. This research adopts a qualitative method with a descriptive-analytical approach based on a literature review. The findings indicate that the IOC has implemented two principal approaches: integrated gender mainstreaming which reflected in institutional and policy reforms, including the Olympic Agenda 2020, Olympic Agenda 2020+5, the Gender Equality Review Project, the Gender Equality and Inclusion Framework 2021–2024, the introduction of mixed-gender events, the dual flag bearer policy, and gender-responsive policy evaluation and targeted gender mainstreaming which has been implemented through increasing the participation of female athletes to achieve the 50% representation target at the Paris 2024 Olympic Games, strengthening the Women in Sport Commission, implementing the Women in Sport High Performance Pathway (WISH) and the Leadership Development Programme, providing financial support through Olympic Solidarity, advancing the development of female coaches and officials, and promoting gender-equal media representation guidelines. Eventhough IOC has made significant progress in advancing formal institutional reforms toward gender equality,, the implementation of these policies continues to face challenges, including patriarchal culture, persistent gender stereotypes, male dominance in sports leadership, and varying social and political contexts across countries that affect the effectiveness of gender equality policies.

Keywords: *International Olympic Committee, gender mainstreaming, gender equality, Feminist Institutionalism, Olympic Agenda 2020*