



## Women Empowerment in Graphic Design as a Dazzling Revolution

Nurfadilah; Kasiyan

Master of Arts Education Study Program, Faculty of Language, Arts, and Culture, Yogyakarta State University,  
Indonesia

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### **Abstract**

This article aims to identify the role of feminism in graphic design as an effort in the women's empowerment movement. The method used in this article is a literature study using a relevant literature review approach. The collection of information and data is done by reviewing or reviewing various journals, books, and other sources relevant to the topic of this article. This paper refers to the theory of liberal feminism which emphasizes the importance of fair laws and rights between male and female designers, fighting for equal opportunities in obtaining education, careers, and the right to contribute to the creative industry. Thus, liberal feminism in graphic design prioritizes the importance of individuals and women's rights in gender achievement. This approach or movement seeks to achieve progress through changes in societal systems and regulations that have restricted women's freedom of career and expression. Therefore, feminism in graphic design needs to be voiced to solve problems that hinder the development of feminism in graphic design and be able to encourage a revolution or change in perspective, as well as eroding patriarchal culture so that people can see the skills, opportunities, and charm implied in every work of Indonesian women designers. The results of this literature review are: 1) Society's perception of the role of women and men in graphic design is still influenced by patriarchal culture. The culture that develops in society creates perceptions that trigger the emergence of stereotypes that limit the roles and rights of women in the graphic design industry; 2) Women empowerment strategies can build counter-hegemony awareness of gender discrimination by providing education through education and strengthening competence through design training from an early age. So that with this, it can be a strong foundation for future graphic designers. 3) Women empowerment in graphic design today shows a significant revolution, where women designers in Indonesia have been given the space to fight for their rights and get equal opportunities in working and having a career in the graphic design industry.

**Keywords:** *Women Empowerment; Liberal Feminism; Graphic Design*

### **Introduction**

Negative labels about women's rationality, sensibility, and weakness stem from myths developed in society. These perspectives lead to assumptions that women are not equal to men, are prohibited from leading, and are considered less important in various aspects of life. This label creates a situation that triggers discriminatory treatment against women and creates stereotypes that limit women's roles and

rights. Gender discrimination is an unfair treatment of women that can have a significant impact on the lives of the individuals concerned. Forms of gender discrimination are evident in the world of work, where the outdated concept of practical authority still prevails in society (Kasim, 2022).

In general, the importance of gender equality for women has been recognized and accepted as a normative conceptual framework for human development and well-being. It is reflected in a broad vision and applied in the Millennium Development Goals. A set of objectives of this concept agreed upon globally with certain limitations, promote gender equality, and increase women's employment opportunities in various sectors of the world economy. CEDAW (Covenant on the Elimination of All Forms of Discrimination Against Women) was agreed in 1979 by the United Nations General Assembly and has been adopted by 180 countries around the world. This conference on the elimination of all forms of discrimination against women, details women's rights, discrimination, freedom, equality, and equal treatment under the law (Hubeis. A. V. S, 2011).

Gender discrimination also often occurs in the field of graphic design. The discrimination that occurs can be seen in unfairness in employment opportunities, unequal pay, and various forms of stereotypes and hegemony in the workplace. The small number of female graphic designers results in the strengthening of this discrimination, the design work created by women is often ignored and even considered not serious even though the quality is the same or even much better than the work of male designers. Despite the stereotypes that label women, the quality of female designers in the creative industry is increasingly showing its abilities. One Indonesian woman who has proven her quality is Yolanda.

Yolanda is a female designer from Indonesia who has been involved in graphic design projects for the movie *Desperate Housewives* (2004) and several other famous movies. Reflecting on Yolanda's achievements, this should be a trigger and motivation for female graphic designers in Indonesia to further improve their quality. Women's contribution to the creative industry is a form of gender equality. This proves that women are also able to compete in the creative industry sector and even the income earned can be a source of livelihood or the main support in the family (Agustin et al., 2023). Although stereotypes about female graphic designers have been successfully broken by Yolanda, the impact of myth-busting and labeling of women has resulted in the lack of participation of female graphic designers in the world of work. Thus, an effort is needed to overcome this problem to increase women's empowerment in the field of graphic design.

The Women empowerment movement is a movement that exists to empower women and refers to efforts to improve the status, role, rights, and welfare of women in society. Empowerment in the field of graphic design focuses on the main problems that have been or are being faced by female graphic designers in Indonesia. Women's work in the formal sector often does not provide adequate legal protection and welfare guarantees. As a result, there is a poor working environment with low income for women designers.

One of the crucial elements of the Women's empowerment movement is feminism. Feminism is a social and political movement that developed as a response to various forms of injustice experienced by women. In this case, the issue of gender equality in graphic design will be explored based on the perspective of liberal feminism. Liberal feminism highlights the importance of achieving gender equality, individual rights, and equal opportunities between men and women in society. This school views that social change that leads to gender equality can be achieved through a reform in the existing legal framework, policies, and institutions, without the need to use radical methods in society. This movement attempts to address issues of injustice to women. Such as legal equality, career and family balance, equal pay, access to healthcare, sexual harassment, limited access to education, and various social and cultural norms that hinder the role of women in society.

Based on the problem identification found, the problem formulation in this can be detailed as follows: 1) how does the public perceive the role of women and men in the graphic design industry? 2) how can women empowerment strategies build counter-hegemony awareness of gender discrimination? 3). how is Women Empowerment in graphic design today?

## ***Results and Discussion***

### **1. Society's Perception of the Role of Women and Men in Graphic Design**

Common perceptions and culture in society often lead to stereotypes that limit women's roles and rights. Women are often considered weak and less competent. Meanwhile, men are seen as more suitable for activities in the public sphere, independent, stronger, competent, and can hold important leadership positions in a scope of work. This perception has long been widespread in society and has been passed down from generation to generation. This culture unconsciously forms an opinion that there is a difference in status between women and men. This is a fundamental mistake that is at the root of gender inequality in the graphic design industry.

Talking about the basic faults behind this inequality (stereotyping), it is certainly driven by the narrow thinking of society, lack of education and tolerance, as well as the high ego about the role of men. This puts even more pressure on women, as they are not supposed to have ambitions in pursuing certain goals or careers because, in the end, a woman will only be a housewife, taking care of the needs of her husband, children, and all household needs. Indeed, this kind of thinking is a serious crime that deprives women of their rights and freedoms.

The label that is pinned on women comes from the culture or customs adopted by the community. Where the prevailing culture in the community group is the culture of the ruler. So, ideologies or thoughts about cultural talents and tastes in society are used as myths that hide the interests of certain parties to dominate and regulate other parties to keep following the rules that have been set. This strategy of domination varies greatly depending on the type of arena. The domination in question is determined by the ownership of capital, habitus, and the strategy of placing capital itself. Domination through discourse, which is part of the ruler's strategy, turns out to disguise Pierre Bourdieu's symbolic violence in the discourse (Haryatmoko, 2022). This symbolic violence is what often happens to women without realizing it is justified by the women themselves.

One example of symbolic violence against women also occurs in the field of graphic design. This can be seen when a graphic design or illustration work contains elements that demean women. It is works like this that unknowingly reinforce gender stereotypes, or promote images of women that do not match reality. For example, advertisements for seasoning and detergent products show visuals of women who are always smiling and engaged in household tasks. In contrast, most advertisements for technology or automotive products still portray men as the main target or experts in these fields, which leads to public opinion regarding the justification that men are more suitable for activities in the public domain.

Symbolic violence in graphic design, such as the examples above, will indirectly affect society's perceptions and expectations of women, and reinforce gender inequality and negative stereotypes. Therefore, it is important to raise awareness of the impact of demeaning graphic design and promote gender equality in the design industry as well as in everyday life.

Pierre Bourdieu (Haryatmoko, 2022) coined the mechanism and strategy of domination. According to Bourdieu, domination is not only perceived from an external effect. But also as an internalized or internalized result. By addressing the system to social actors, sociology provides arguments that can encourage political action. Change in the political and social domains can be interpreted as the result of the convergence of individual efforts and collective action. Reflecting on

Bourdieu's thinking, real action is needed to overcome the dominant attitude of men. In this case, it is not only the external impact of domination that is discussed but also the internal impact that affects women internally.

In Indonesia itself, the feminist movement was carried out by Raden Ajeng Kartini, Dewi Sartika, and Rohana Kudus. All three highlighted the importance of emancipation so that women also get access to be actively involved in the public realm in addition to the domestic. The thinking that was promoted encouraged women not only to be the second sex but also to have rights over themselves, have the right to choose, and determine their life choices. (Galensa. E. Batuwael, 2022) states that the role of women in the family and society greatly affects the extent to which they can be active in social life. In fact, in the dynamics of life and changing times, the position of women is often the main barrier for them to fully participate in the family and society. The position of women is often considered inferior to men, which is a big challenge for women to achieve their full potential in a life that demands equality.

Talking about gender equality in the world of work, the perception of people in several regions in Indonesia is still very concerning, still adhering to the concept of patriarchy. Thus, the roles of women and men in the field of graphic design are still unbalanced. Generally, people still think that this industry is much more suitable for men than women. This imbalance is reflected very clearly in several cases where inequality is still very much inherent in society, especially in terms of obtaining employment opportunities. The proof is that there are still many companies or agencies that employ male graphic designers rather than women. In addition, the wage gap also often occurs. Although in general the wages received by female workers continue to increase every year, the income is still lower than the wages received by male workers. This shows that the gender wage gap still exists in Indonesia (Nuraeni & Lilin Suryono, 2021). Another opinion regarding wage discrimination comes from (Khotimah, 2015) which states that women's duties are in the domestic sector, so giving lower wages to women in the public sector is considered legitimate because work in the sector is considered only a side job to support the husband. This kind of thinking is often an obstacle for female designers to improve their careers in the graphic design industry, even though they have worked professionally, in reality, in some blood in Indonesia, there are still many female designers who often receive unfair treatment just because they are female.

This of course has to do with the stereotypes in society that assume that men are more technical, creative, and better suited to work in fields that focus on technology and information, in this case, graphic design pieces. Without realizing it, this becomes a detrimental role limitation for women. Family should be the safest, most peaceful, and serene place for all family members (Anita Rahmawaty, 2015). However, it is the family that limits the rights and obligations of husbands, wives, and children. Thus, the lack of support and motivation from the family results in many women feeling less encouraged and not getting equal opportunities to pursue careers and education in certain fields, including in the field of graphic design. This is due to broken expectations or even too strong a bias in education. The field of graphic design demands a lot of time and commitment from each designer. Of course, this is a challenge for women in fighting the stigma that considers "women cannot be consistent and do not have a strong commitment in a job, because women are at home and take care of the household". Without realizing it, this stigma has developed in society for generations and restrains women and makes them not confident in their potential. Although there are many doubts about the potential of women many women are trying to enter this field and provide positive changes. Starting from the renewal of ideas and creative work that can bring new colors to the field of graphic design. Therefore, women should be more consistent in developing themselves and adjusting to the industrial world which is dominated by men. So with this, the role and contribution of women can be recognized.

Feminism is a social and political movement committed to supporting gender equality, especially in the fight for women's rights. The basic concept of feminism is the elimination of gender discrimination, protection against sexual harassment and violence, and recognition of women's hard work beyond their nature. The growing feminist movement in the 1960s showed that in the social system of modern society,

a strong patriarchal culture has caused significant imbalances. The restriction of women's roles in various aspects of life, especially economics and politics, is concrete evidence provided by feminists (Dana & Retnani, 2017). Feminism itself is not a movement that aims to elevate women above men or a movement that intends to demean men. Rather, it seeks to create a just and equal society for men and women, by eliminating gender prejudice, recognizing women's rights, and fighting for justice. It is important to remember that it is a movement that will continue to evolve, with feminism having a variety of approaches. There are liberal feminism, socialist feminism, radical feminism, and Marxist feminism, each of which has a different focus and perspective on achieving gender equality.

The theory of feminism can be identified as a thought or view that was born from the social faction that subsequently helped spark modernity and burst into the Western academic world in the 60s in a liberal bourgeois nuance where society was indirectly led to change perspectives on the concept of gender and 'citizenship' in response to feminist demands, along with the development of social conditions of society. Furthermore, feminism changes demands based on the direction of fulfilling women's needs fairly. In the graphic design industry, women are also able to contribute to the world of work. However, this still cannot be separated from the issues surrounding stereotypes of women (Ayu Wardhani & Maulina, 2022).

Graphic design is the art and practice of combining text, images, and visual elements to produce a communicative, effective, and attractive work. The book *Analogy of Indonesian Graphic Design*, states that art is the womb of design. When art meets industrial interests, it is called design. Art or design has a different platform where design moves towards function, while art serves and conquers itself and has the freedom to choose space, create new interpretations, and have more meaning than what is created (Wong, 2014). The role of graphic design is very important because it can help in various ways. Especially in today's creative industry, graphic design can also help convey a message more aesthetically and understandably. For example, poster design, advertisements, magazines, illustrations, and various other graphic design works. The growing creative industry in Indonesia today cannot be separated from the big role of graphic design where graphic design has great power or influence in improving personal branding, business, or certain institutions. By using graphic design that is consistently attractive and innovative, it can build a strong image and is easily remembered by the public.

## **2. Women Empowerment Strategies Can Build Awareness of Counter-Hegemony against Gender Discrimination**

Women's empowerment strategies have a very important role in building counter-hegemony awareness against gender discrimination. Hegemony refers to the concept of domination or strong influence of a group or entity over other groups in a society. In this context, hegemony against gender discrimination refers to the dominance or strong influence of men over women in various aspects of life.

Through women's empowerment, ideologies or policies that justify gender discrimination can be shaken and challenged through the real actions of female graphic designers. The strategy that can be carried out as an effort to build counter-hegemony awareness of gender discrimination is by planting education through education and strengthening competence through design training to prepare for the peak of the revolution that can open the eyes of the world to the aesthetics of the work of Indonesian women graphic designers. Planting education related to gender equality in graphic design cannot be separated from the support of education and training. Education and training are steps that can be taken to increase human potential, especially in terms of developing aspects of intelligence and individual character (Zakiyuddin, 2016).

Empowerment is a conscious effort to liberate people so that they can actively participate in all development (Sugiarti, 2020). This empowerment is very relevant to the context of human development which focuses on providing equal opportunities for every individual, especially women. Women's

empowerment can influence the progress of the graphic design industry. This is evidenced by the many graphic design works that can promote diversity and better gender representation and are acceptable to the public. In addition, women who are empowered in this industry often create works that represent gender equality and issues that are relevant to the goals of women's empowerment. The work of these female designers becomes a tool to educate and influence public opinion and dispel doubts about women's talent and competence.

Through education and training, educational values related to the code of ethics in graphic design and the benefits of learning graphic design can be instilled early on. Thus, this can be a strong foundation for future graphic designers. In the dynamics of transformation, graphic design companies occupy a central role as the main players in this sector. Training is a surefire step that can be taken to improve a person's competence in a field to carry out a certain job. In this context, the government strives to support and create competent individuals to improve and develop human resources in Indonesia. Improving the ability of the workforce can be done through formal and non-formal education (Habibi & Nugroho, 2019).

The spearhead of the gender equality movement is education. Education itself is the basic key to the continuous development of knowledge. In terms of designing, the basic competency that needs to be learned is design methodology. Methodology is defined as the study of methods designed before carrying out something, in this context what is meant is to carry out design activities (Hananto et al., 2020). In the realm of education, graphic design is also known as visual communication design (DKV). This mention is none other than because graphic design communicates messages and information to the audience by using a thick visual touch, such as a combination of colors, illustrations, typography, and lines. Graphic design is often categorized as commercial art because graphic design is a combination of fine art and communication aimed at business (Casofa, 2023).

Through education, educators have the opportunity to imply noble educational values through the application of ethics in graphic design, emphasizing the importance of learning the graphic design discipline, and ensuring fair treatment of men and women in the classroom. This can ultimately change society's view on the stereotypes that are often attached to women. Through the educational process, women have equal opportunities to pursue their interests and prove their potential through achievements in the field of graphic design.

A training program is a learning effort that emphasizes practical activities over theory and can be conducted independently or in groups to improve competence. The types of training include theory-based training, skills, and interpersonal or soft skills (Razilu & Pangestu, 2022). Graphic design training programs for women, gender equality initiatives from each individual, and full support in campaigns aimed at eliminating gender stereotypes will be the right solution and step in reducing this imbalance. The main task for capital owners or companies in this sector is to produce visual communications that shape the label's image, enhance the user experience, and convey complex messages through aesthetically appealing designs. To remain competitive in the ever-changing industry market and meet the fluctuating demands of clients and consumers, graphic design firms must cultivate a culture of innovation and creativity (Chinakidzwa & Phiri, 2020).

One example of graphic design training intended to empower women is the 3 In 1 Custome Made Junior Operator training program. This training is a type of training in the field of women's fashion clothing that has the opportunity to give birth to young entrepreneurs and create new jobs in the world of women's fashion clothing (Agustian & Pamungkas, 2020). Meanwhile, the field of graphic design is open for the Young Graphic Designer Competency class. The implementation of the 3 1 training program activities is supervised by the Industrial Training Center (BDI), as another form of government effort to improve the competence of human resources in the industry (Sugiyanto et al., 2022). Expanding women's access to training and providing equal opportunities in the field of graphic design, can erode the

inequality that has occurred so far. Over time, if this becomes a joint commitment, it can be believed that, in the future, a world of work will be created where every individual has equal opportunities, regardless of gender, and the creation of an inclusive and women-friendly work environment.

Indonesia in recent years has been actively developing the creative industry sector. Creative industries arise from the utilization of creativity, expertise, and individual potential to create welfare and employment opportunities by producing and utilizing innovations and works of art. In other words, the creative industry is an economic pillar that does not rely on natural resources, but on human potential (Arifianto & Pungky, 2019). The government and society (creative economy actors) have sought to utilize the potential of culture, art, creativity, and innovation to increase economic growth and promotion of Indonesian works in the global market.

Seeing this opportunity, both educators and creative actors, in this case, lecturers, teachers, training instructors, investors, or capital owners, should provide the widest possible opportunity for female and male graphic designers to increase their potential through education and training and take an active role in the development of the creative industry as a form of maximum human resource empowerment, as well as a form of contribution in improving the country's economy.

So, overall it can be concluded that using women empowerment strategies can help build counter-hegemony awareness of gender discrimination that occurs in society, by providing equal opportunities for women to develop their potential. This strategy is believed to help reduce gender inequality and promote gender equality thoroughly and continuously in the community.

### **3. Women's Empowerment in Graphic Design Today**

In an increasingly advanced graphic design industry, not many people realize that female graphic designers in Indonesia have been able to change the face of the graphic design industry in a more creative, unique, and interesting way. Where, female designers can combine feminine and masculine aesthetics in their designs or works, by tending to use bright colors and complicated but interesting motifs in their designs. In addition, they also tend to be more daring in experimenting in their work, able to create innovative and creative design solutions to reach all groups.

In the context of maintaining and enhancing the progress of the women's empowerment movement, the role of the media is very important. The media has significant potential in supporting these empowerment efforts, with its ability to influence people's perceptions, provide education, and promote gender equality. Thus, the media is considered the right tool in voicing women's empowerment.

Talking about graphic design, it's not always just about professions or jobs. If this field is used wisely and intelligently, graphic design can be the right educational tool to communicate messages related to liberal feminism issues as a form of effort to realize women's empowerment in the graphic design industry. The voice of this message usually uses symbols, color selection, infographics, graphic campaigns through illustrations, advertising, and many more. In this way, the feminist movement in graphic design can be voiced and conveyed to the public.

The hope is that the development of information and technology, can erode the narrow understanding of Indonesian society towards women and provide equal freedom and rights both in choosing a career and the field you want to work in. (Hidayati, 2018) states that Issues regarding women carried by feminism in social theory are not a new idea. However, this also cannot be said to be an idea that has existed since the beginning of the development of this theory.

The role of female graphic designers is crucial in changing the face of the graphic design industry that is unique, creative, and innovative. However, gender equality is still a stumbling block in some areas. The contributions of female designers are not taken into account. Therefore, liberal feminism is here to

encourage inclusive representation of women. Where women are given the space to fight for their rights and opportunities to work. Gaining as much experience and knowledge as possible in the graphic design industry. In addition, this movement will also support the elimination of gender stereotypes that have limited the role and image of women in the world of work. With this, it is hoped that every Indonesian graphic designer will use their opportunity to further explore various narratives of perspectives in the world of design and avoid arguments or depictions that narrow women's identity in society.

All female designers have the same rights as male designers. This encourages artists, especially graphic designers, to be active in voicing or promoting messages and values of gender equality in the Indonesian graphic design industry. Empowering all women who have an interest and talent in graphic design by fighting for fair treatment in graphic design training, education, and relationships, and providing space to collaborate and exchange ideas or ideas with others is one of the efforts to mobilize and influence people's perceptions of female designers.

In today's modern era, the skills that are most needed in the world of work are the abilities and skills that a person has. Thus, gender is no longer a determining factor for success in the world of work (Fadhillah et al., 2023). This is achieved by the emergence of female designers who have extraordinary talents and can attract the attention of the public with modern and fresh design tastes. So with this Movement, it is hoped that society's perspective on women designers will change. So that designers can fully contribute to improving the quality of Indonesian graphic design as a definite future goal by the concept or purpose of the creative industry. This industry covers a variety of fields, including advertising, architecture, fashion, multimedia, and design (Suryadharma et al., 2023).(Suryadharma et al., 2023)

Noe'man in the book *Anthology of Indonesian Graphic Design 2#* said that "the formulation of the creative industry is cultural innovation and cultural heritage that will not be meaningful in the creative economy without an innovation" (Tirtoarazaq & Cahyono, 2022). This means that the creative industry provides full opportunities for every individual to innovate, and develop their creativity and professionalism in the field of interest. In addition, this industry has also received full support from the government through various policies, training programs, access to financing, and infrastructure that support the growth of the economic sector to encourage the growth of the creative industry. The positive impact is that Indonesia is starting to be recognized by various developed countries because of this industry.

Feminism in Indonesian graphic design is currently undergoing a significant revolution. With this movement, women's career rights are fought for and fully supported. Liberal feminism emphasizes fair laws and rights between male and female designers, fighting for equal opportunities in terms of education, career, and the right to contribute to the creative industry. So, it can be concluded that liberal feminism in graphic design prioritizes the importance of individuals' and women's rights in gender achievement. This approach or movement seeks to achieve revolution or progress by changing the systems and regulations of society that have been confining women's freedom of career and expression. With this, it can create a more inclusive and fair society in women's rights and obligations to achieve a revolution that is dazzling in the eyes of the world. To foster innovation in the creative industries sector, it is important to support collaboration between industry and academic institutions to provide access to resources and funding, while formulating policies that encourage creativity, innovation, and competitiveness. (Oyekunle & Sirayi, 2018).

Internationally, it has been recognized and accepted that gender equality is becoming increasingly important in the normative framework of human development (Sari et al., 2021)). The involvement of women in the graphic design industry today can significantly impact social change and gender equality. Where, when women are given the space to be active in this industry, what happens is that gender stereotypes in the realm of work that have limited women can be broken, as well as proven that women also have the same abilities and talents as men in terms of creating an attractive and effective design. A



career and work in the graphic design industry needs to pay attention to the code of ethics in the work. It should be noted that both female designers and male designers need to pay attention to ethics and must be environmentally friendly. Designers must also have a humanist nature and instill a sense of social responsibility for the results of their design work. (Setiadi, 2018).

Despite the design stereotypes that society labels female graphic designers, the contribution of these designers to the advancement of the creative industry is one of the manifestations of gender equality in the creative industry in Indonesia (Aprela Agustin et al., 2023). In the process, besides being able to create a more inclusive work environment, women's involvement is also able to inspire the younger generation, especially women who are interested in building a career in graphic design. The role of women in creating designs can reflect the various perspectives and aesthetic experiences of each gender and can also influence the meaning of the message and visual appearance conveyed through design. So, the involvement of women in this industry brings diverse representations, influences the visual appearance, can inspire young people, creates collaboration and relationships, and most of all can encourage gender equality in society.

## **Conclusion**

Based on the formulation of the problem that has been stated, it can be concluded that Feminism in graphic design in Indonesia is currently experiencing a significant revolution. Where, with the existence of women's empowerment, women's rights in a career are fought for and fully supported. The feminist movement emphasizes fair laws and rights between male and female designers, fighting for equal opportunities in obtaining education, careers, and the right to contribute to the creative industry. So, it can be concluded that women's empowerment in graphic design prioritizes the importance of individuals and women's rights in achieving gender equality. This approach or movement seeks to achieve revolution or progress through changes in societal systems and regulations that have been confining women's freedom of career and expression. With this, it can create a society that is more inclusive and fair in women's rights and obligations.

Women's empowerment strategies in graphic design play an important role in changing people's awareness of gender discrimination and promoting equality. Women's empowerment in graphic design helps build counter-hegemony to overcome gender stereotypes that exist in society. Through education, training, and full support, women have an equal opportunity to thrive in the graphic design industry. These efforts support the growth of the creative industry sector and contribute to the country's economy while creating an inclusive and female-friendly work environment. Female graphic designers in Indonesia bring innovation by combining feminine and masculine aesthetics, daring to experiment, and incorporating vibrant colors. The media plays an important role in supporting the women's empowerment movement by voicing the message of liberal feminism. This helps change people's perceptions and break down gender stereotypes in the graphic design industry. Support through education, training, collaboration, and room to grow encourages innovation in the creative industry. The contribution of female designers plays an important role in building the image of the graphic design industry in Indonesia bringing diverse representations and inspiring the younger generation, promoting gender equality in society as a whole and continuously.

This women empowerment movement should be widely introduced and voiced to all levels of society, aiming to erode gender discrimination in graphic design. The hope is that all parties can jointly reflect that with solidarity and a strong commitment to fighting for gender equality for women, it will create a future and work environment that is friendly and inclusive of women.

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