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Stereotipe, dampak, dan perlindungan hukum bagi SPG (Sales Promotion Girl)

Stereotype, effects, and law protection for SPG (Sales Promotion Girl)

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Abstract

Stereotyping was still affecting the company to recruit employees. However, these stereotypes did not always give positive results as expected the company to its employees. This often lead employees to be abuse, which later affected the performance. Stereotypes were not supported by facilities and protection of the company, or from a legal perspective. These made women as Sales Promotion Girl (SPG) increasingly vulnerable to do the job. The Convention on The Elimination of Discrimination Against Women (CEDAW) should help to provide legal protection for this SPG but what happened the application of CEDAW was not implemented by the company. Besides social security program, workers were often violated as well. This research was based on random sample to 25 (twenty five) SPGs in Mall Margo City, Mall Depok Town Square, Plaza Depok, Depok, Jawa Barat. The results showed that the stereotype the company had, increase the chance for those women to experience sexual harassment. The nation should regulate the guideline in this matter, so that those women are protected from sexual harassment in the workplace.

Keyword: stereotype, SPG, Cedaw, law, protection, sexual, harassment,

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