

## ABSTRAK

### **Putri Oktalia (15043011). Analisis Representasi Gender Dalam Laporan Tahunan Bank Pembangunan Daerah di Indonesia (Studi pada Bank Aceh dan DKI Jakarta Tahun 2016-2018)**

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*This study aims to provide analysis and understanding of gender representation in the annual report of the Regional Development Bank (BPD) in Indonesia. The objects of this research are PT Bank Aceh and PT Bank DKI Jakarta. The study uses a qualitative descriptive approach with secondary data types obtained from the Annual Report of PT Bank Aceh and Bank DKI. Data collection is done by documentation techniques by collecting photographs of humans in the company's annual report. The analytical method used is content analysis. The research steps are: 1) identifying photos of humans in the annual report, 2) grouping photos by employees or non-employees, only men, only women, or men and women together, 3) overview of the quantity of photos by group, 4) interpret the results of research found in the annual report. The results showed that gender portrayals in the BPD Aceh and DKI Jakarta annual reports did not support equality between men and women. Employee photos in the annual report are dominated by male gender, while very few female photos are displayed. In the analysis of gender photographs described in the annual report it was found that male gender predominates in terms of roles, places, clothes, body language, because indeed the photos contained in the annual report show more male gender. However, in the analysis of the relative position of men and women shown standing or sitting together. As a recommendation, further research is expected to use other qualitative aspects in its research such as linguistics or semiotics contained in annual reports, so that it can provide results of analysis and more specific knowledge about gender in a company/organization.*

**Keywords :** *Annual Report; Gender Representation; Regional Development Bank.*