



**FEMALE LEADERSHIP REPRESENTATION AND GENDER MAINSTREAMING
EFFORTS: CLOSER LOOK INTO PARK GEUN-HYE'S PRESIDENCY AND
CHILDCARE LEAVE POLICY (2013-2016)**

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Abstract

This thesis aims to answer the research question, “*Does Park Geun-Hye’s representation as female president of Korea (2013-2016) translate to gender mainstreaming in the childcare leave policies in the South Korean workforce?*”. Methodology being used is qualitative research, narrowing into qualitative coding of 50 Park Geun-Hye (hereinafter PGH)’s speeches, and 26 Ministry of Gender Equality and Family (hereinafter MOGEF)’s PR policy reports with the ministers’ speeches on it, being coded accordingly to the theoretical frameworks being deployed. This thesis finds that PGH’s leadership does results in gender mainstreaming policies in the scale of gender responsive, due to the finding that the Father’s Month childcare policy did not results in change of “norms, cultural values, and power structure”. The Father’s Month policy do mainstreaming of more men/fathers to take part in childcare, in addition to the aforementioned statement, PGH, while addressing the issues and interest of women, furthermore envision the policy to be able to have career interrupted women contributed to the Korean economy, in terms of human resources, while men/fathers take part in Father’s Month childcare leave.

Keywords: women representation, gender mainstreaming, park geun hye, feminist leadership

Abstrak

Tesis ini bertujuan untuk menjawab pertanyaan penelitian, “Apakah representasi Park Geun-Hye sebagai presiden perempuan Korea (2013-2016) diterjemahkan menjadi pengarusutamaan gender dalam kebijakan cuti pengasuhan anak di angkatan kerja Korea Selatan?”. Metodologi yang digunakan adalah penelitian kualitatif, menyempit ke pengkodean kualitatif dari 50 pidato Park Geun-Hye (selanjutnya PGH), dan 26 laporan kebijakan Humas Kementerian Kesetaraan Gender dan Keluarga (selanjutnya MOGEF) dengan pidato para menteri di atasnya, diberi kode sesuai dengan kerangka teoritis. Tesis ini menemukan bahwa kepemimpinan PGH menghasilkan kebijakan *gender mainstreaming* dalam skala *gender responsive*, karena kebijakan pengasuhan anak *Father’s Month* tidak menghasilkan perubahan “norma, nilai budaya, dan struktur kekuasaan”. Kebijakan *Father’s Month* melakukan pengarusutamaan laki-laki/bapak untuk ikut mengasuh anak, selain itu, PGH, sembari mengangkat isu dan kepentingan perempuan, mencita-citakan kebijakan tersebut agar perempuan yang putus karir dapat berkontribusi pada perekonomian Korea.

Kata kunci: representasi perempuan, pengarusutamaan gender, park geun hye, kepemimpinan feminis

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