

ABSTRACT

Rizshaly Riandy Mulya, NIM. 09.05.2.1.1.000.40, Program Studi Sosiologi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura. Skripsi ini tentang Eksploitasi Tubuh Perempuan (Studi Kasus Perempuan Berprofesi SPG (*Sales Promotion Girls*) *Freelance* Multi Produk di Kota Surabaya). Dibawah bimbingan Dr. Dra. Sri Hidayati, M.Si.

Penelitian ini dilatarbelakangi oleh proses berlangsungnya eksploitasi tubuh perempuan yang terjadi pada *sales promotion girls freelance* yang terdiri dari *sales promotion girls freelance* mobil, *sales promotion girls freelance* rokok, *sales promotion girls freelance* minuman berenergi dan *sales promotion girls freelance handphone*. Penelitian ini menggunakan metode kualitatif deskriptif dengan jenis penelitian studi kasus. Peneliti memperoleh data dari lapangan dengan melakukan aktifitas observasi partisipan, wawancara tak terstruktur dan dokumentasi melalui alat bantu rekam suara maupun gambar terhadap 5 informan, tentunya atas dasar pendekatan studi kasus. Kemudian data di analisa dengan menggunakan metode analisa Miles dan Huberman dan diperiksa keabsahan datanya melalui triangulasi sumber.

Hasil dari penelitian tersebut, bahwa fenomena eksploitasi tubuh perempuan yang terjadi pada *sales promotion girls freelance* yang terdiri dari *sales promotion girls freelance* mobil, *sales promotion girls freelance* rokok, *sales promotion girls freelance* minuman berenergi dan *sales promotion girls freelance handphone*, dimana bentuk eksploitasi terjadi dalam diri *sales promotion girls freelance* yang bersangkutan sebagai hasil dari distribusi kekuasaan perusahaan yang berujung intimidasi seksual yang dilakukan oleh pelanggan laki-laki, disiplin tubuh yang berlebihan dan keanekaragaman strategi pemasaran produk ekonomi.

Kata kunci: eksploitasi tubuh perempuan, *sales promotion girls Freelance*, multi produk

ABSTRACT

Rizshaly Riandy Mulya, NIM. 09.05.2.1.1.000.40, Sociology Program, Faculty of Social Sciences and Humanities, University Trunojoyo Madura. This thesis of the Exploitation of the Female Body (Case Study of Women Profession SPG (Sales Promotion Girls) Freelance Multi Products in Surabaya). Under the gradunce of Dr. Dra. Sri Hidayati, M. Si.

This research is motivated by the on going process of exploitation of the female body that occurs in sales promotion girls freelance consisting of sales promotion girls freelance car, sales promotion girls smoking freelance, freelance sales promotion girls sports drinks and sales promotion girls freelance handphone. This study uses qualitative descriptive case study. Researchers obtained data from the field to perform activitie participant observation, unstructured interviewing and documentation tools through sound and image recording to 5 informants, of course, on the basis of a case study approach. Then the data were analyzed by using the method of analysis Miles and Huberman and checked the validity of the data through triangulation of sources.

Results from these studies, that the phenomenon of exploitation of women's bodies that occur in sales promotion girls freelance consisting of sales promotion girls freelance car, sales promotion girls freelance cigarettes, sales promotion girls freelance sports drinks and sales promotion girls freelance mobile phones, where the form of exploitation occurs inside sales promotion girls freelance concerned as a result of the power distribution companies that culminate sexual intimidation committed by male customers, excessive body discipline and economic product marketing strategy.

Key words: eksploitsasi body female, sales promotion girls Freelance, multi product