

ABSTRACT

This study aims to understand and describe the perception of women in receiving sexist comments directed at them on the Instagram social media platform through categorization of types of comments with Ambivalent Sexism theory. Sexism is a prejudice or discriminatory behavior based on a person's gender, especially women who are often placed as subordinate second-class human beings, this study explains how perceptions are in accordance with the intentions, feelings and experiences that have been passed by the victims. This study uses a constructivist paradigm in qualitative research methods through a descriptive approach, as well as data collection steps using in-depth interviews with key informants. From the results of research that has been carried out, explaining the results of the formation of perceptions of early adult women in receiving sexist comments is influenced by several factors such as the environment in which they grew up, emotional impact and views on themselves as a woman. There is a perception that there is a gap in understanding between gender roles and unethical actions in the form of gender discrimination.

Keywords: sexism, perception, women.