

ABSTRACT

There is a separation between men and women, and the process of gender stereotyping starts at a young age. Toys are one of the elements that help shaping gender stereotypes on kids. Boys will be given with robots, toy cars, and the toys tend to be black or blue. While girls are given with dolls, cooking toys, and tend to be pink or yellow. This will form the stereotypes and carry over into adulthood, which will eventually do the same thing to their children. The research method for this design used qualitative methods, surveys and interviews were also conducted to understand better about people's opinion, especially children and their parents. This design research tries to make children more free to play with various choices they interested to and also wants to educate children about the diversity of things or one's profession without gender restrictions. That's why the design of this toy will focus on visualizing the diversity of a profession and colors that are not traditionally matched by their gender in the form of a puzzle figure, and from each of the parts of the figure, kids will assemble it himself to choose and form a character what he wants.

Key words: Stereotypes, toys, profession, boys, girls.