

## ABSTRACT

*This study analyzes the impact of gender conflict on help-seeking behavior in Indonesia, with self-stigma as a mediating variable. Based on Gender Role Conflict theory by O'Neil (1981), self-stigma theory by Corrigan and Watson (2002), and help-seeking behavior theory by Barker (2007), this research explores the impact of traditional masculinity norms on men's tendency to seek psychological help. The study employs a quantitative method with a correlational approach, using questionnaires distributed to 145 adult male members of R Fitness & Gym in Surakarta. Data analysis was conducted using t-tests, F-tests, and the Sobel test to examine the relationships among gender conflict, self-stigma, and help-seeking behavior. The results indicate that gender conflict has a significantly negative impact on help-seeking behavior ( $t = -10.240, p < 0.05$ ) and a significantly positive impact on self-stigma ( $t = 10.636, p < 0.05$ ). Self-stigma also has a significantly negative impact on help-seeking behavior ( $t = -9.837, p < 0.05$ ). The Sobel test confirms that self-stigma mediates the effect of gender conflict on help-seeking behavior ( $p = 0.00002714$ ). These findings reveal that traditional masculinity norms emphasizing toughness and independence increase self-stigma among men, which in turn inhibits them from seeking psychological help. This study provides new insights into the dynamics of gender and mental health in Indonesia by integrating gender conflict, self-stigma, and help-seeking behavior into a comprehensive mediation model.*

*Keywords: Adult Men, Gender Conflict, Help-Seeking Behavior, Mental Health, Self-Stigma*