

ABSTRACT

This study aims to analyze the practice of gender bias experienced by female leaders at Vecha Event Organizer, by highlighting the perceptions of project staff towards female leadership. Using a qualitative approach through in-depth interviews and observations, this study found that female leaders still face two main forms of gender bias, namely descriptive bias and prescriptive bias. Descriptive bias appears in the form of stereotypes that women are perceived as less assertive and more emotional, while prescriptive bias is seen when the assertiveness of female leaders is negatively assessed, such as being labeled “fierce” or “bossy”. A double bind phenomenon was also identified, where female leaders had to balance the demands of being communal and agency, while still risking negative judgment. Project staff perceptions of female leadership were divided into positive, negative and neutral perceptions, which were influenced by work experience, organizational cultural values and social norms. The findings confirm that gender bias remains a significant challenge for women leaders in establishing authority and recognition of their competence. This research recommends the need for organizational efforts to raise awareness of gender bias and create a more inclusive work environment to support women's leadership development.

Keywords: *Gender Bias, Female Leadership, Vecha Event Organizer, Perception Analysis, Descriptive Bias, Prescriptive Bias, Double Bind*