

ABSTRACT

This study aims to analyze the implementation of gender equality in Micro, Small, and Medium Enterprises (MSMEs) at Disclosure Store, an outlet with a Y2K concept offering unique products and shopping experiences. The background highlights the importance of gender equality in supporting the Sustainable Development Goals (SDGs), particularly SDG 5, which targets achieving gender equality and empowering women, as well as the challenges faced by women in the MSME sector that require inclusive policies.

The research employs a qualitative approach using semi-structured interviews with employees to explore their understanding of gender equality implementation. The analysis focuses on four main indicators: access, control, participation, and benefits.

The results show that Disclosure Store successfully implements gender equality comprehensively. All employees, regardless of gender, have equal access to company resources, training, and work facilities. Women face no barriers in occupying strategic and leadership positions, with promotions based on competence. An inclusive participation culture is reflected in daily briefings that provide space for all employees to express ideas and feedback. Financial and non-financial benefits are distributed fairly and evenly.

However, challenges remain in eliminating gender bias related to the allocation of physical tasks and the formulation of strategic policies such as maternity leave and career development. This study contributes valuable insights into gender equality practices in MSMEs and recommends policies that better support gender diversity in the business environment.

Keywords : gender equality, sustainable development goals (SDGs), micro small and medium enterprise (MSMEs), Disclosure Store