



**Stereotypes of women with tattoos are depicted in
Listychanpokemon Instagram**
AN UNDERGRADUATE THESIS

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ABSTRACT

Mayriel A. Marlie (2024). Stereotypes of women with tattoos are depicted in Listychanpokemon Instagram. S1. Thesis
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This research focuses on stereotypes of women with tattoos depicted on the Listychanpokemon Instagram account. Social media has opened up wide space for the spread of stereotypes and negative views towards women with tattoos. In Indonesian society, tattoos are often associated with negative things, especially for women, because they conflict with societal norms and expectations.

Through content analysis of comments on the Listychanpokemon Instagram account, this research found that stereotypes of women with tattoos are related to women being naughty, inappropriate, and violating social norms. This reflects the still strong view of gender stereotypes that place women in certain roles that are 'appropriate' for them.

This research contributes to a deeper understanding of netizen responses and the stereotypes on Listy's Instagram account. Future research can explain social norms and societal expectations related to women with tattoos in detail. This can be done with direct interviews to develop a deeper understanding of the struggles faced by Indonesian women who dare to fight norms that limit their rights.

Keywords: Stereotype, response, social media

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