

ABSTRACT

Stereotype puts labels how a person should act or live according to the gender, personality, and other facts. Discrimination against women exists because of stereotypical expectations, attitudes and behaviors. A. Samovar & E. Porter (in Mulyana, 2000: 218) define stereotypes are perceptions or beliefs that are held regarding groups or individuals based on opinions and attitudes that were first formed. This belief leads to judgment that tends to be negative and even demeaning to others. By using the theory proposed by A. Samovar & E. Porter (in Mulyana, 2000: 218), the researcher attempt to write the story based on theory itself. The method that will be used in this study is by conducting a library research. The purpose of a library study is to gather information that supports research. The strategy used in the library research is by reading other people's research reports and reading academic articles on the internet, and also the other method used in this research is interview. Interview in this research method conducted structured interview with many lists of question which the research wants to know more detailed information from the interviewee about negative streotype of lady companion.

Keywords: Stereotype, gender, discrimination

