

ABSTRACT

The dual role phenomenon experienced by women to function as both breadwinners and primary caregivers is a consequence of patriarchal cultural constructs that impose unequal expectations on women's domestic responsibilities. Domestic culture, shaped by tradition, religion, and education, continues to reproduce gender norms despite the growing participation of women in the workforce. While, the burden of childcare further exacerbate their physical and mental well-being. These inequalities not only affect adult women but also influence younger generations, who adopt gender stereotypes from their immediate environment, making systemic change increasingly difficult. This study focuses on DKI Jakarta as an urban setting that illustrates both high female workforce participation and persistent gender-based challenges such as sexual violence and unequal access to public spaces. As a response, an editorial illustration book is designed as an educational and advocacy medium targeting youth and young adults. Through storytelling, cultural critique, and visual exploration, the editorial illustration book aims to foster awareness on gender equity and the representation of women in both domestic and professional contexts.

Keyword : Double burden, domestic, woman.