

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Caitie Younghwa Lee's story, as General Manager of Moxy Bandung, highlights the critical role of female leaders in overcoming gender stereotypes and creating equality in the hospitality business, particularly in Indonesia. Caitie's journey, highlighted by overcoming self-doubt and cultural expectations, is proof that women can succeed in leadership posts.

Robby Fachri, the Area Director of Human Resources, Marriott Indonesia, provides a deeper perspective that portrays a society battling with cultural norms that generally favor male job chances. However, inside Marriott International, progress toward gender equality is being achieved, as indicated by women holding 51% of managerial positions out of a total of 10,100 employees. This is a determined effort to break down barriers and provide equal opportunity for all women to flourish in leadership roles.

Caitie's story shows not only individual perseverance and determination, but also the value of mentorship, direction, and representation in strengthening future generations of female leaders. Marriott International's dedication to education and equal opportunities for women contributes to the continuous struggle against patriarchal structures and the pursuit of a more balanced and inclusive professional landscape. As the hospitality industry wrestles with these difficulties, Caitie's experiences and Marriott International's organizational actions serve as an inspiration for creating a future where gender equality is the rule rather than the exception.

5.2 Suggestion

Suggestion on storytelling is advice on the main object that is the focus of the video presentation. Suggestions contain the author's views on object findings that are not in accordance with existing general references. Suggestions

must be in accordance with the results of the conclusions made. All the answers provided by the required sources were sufficient for the data of our proposal and all the facilities needed by us are quite well fulfilled. There is one suggestion we would like to make for our storytelling videos, which is:

- Arrange schedule with the interviewee or the sources when they are not busy for shooting purposes.

5.3 Limitations of Storytelling

The limitations of research are limitations to storytelling. The limitations that we can take are that this storytelling that we only shot the videos only from the workplace of the sources and the videos taken are only to provide the views or the perspective of the speakers on women leaders in Indonesia today.

5.4 Recommendation

The recommendation in this storytelling is the author's recommendation for other researchers who will raise the profile as a topic for preparing a capstone project or raising the topic of women leaders in Indonesia. For other researchers who want to research more deeply on the topic of women leaders, the author who is part of Agung Podomoro University Students has various recommendations for other researchers who want to raise Women Leaders as research material, namely as follows:

- For those who want to raise women leaders as a capstone project topic, it is advisable to define the scope to help focus on the research. It can include investigating specific industries whether business or hospitality, and organizational structures.
- For those who want to raise women leaders as a capstone project topic, it is advisable to examine the role of mentorship and support networks in assisting women in their leadership journeys. Investigate how mentorship-building programs might help with professional and career development for women to become leaders.

- For those who want to raise women leaders as a capstone project topic, it is important to analyse how culture and stigma from people's perspectives may make or destroy a woman's ability to lead an organization or company.

