



ALPHA WOMEN IN GENDER RELATIONS

PEREMPUAN ALPHA DALAM HUBUNGAN GENDER

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Abstract

This article presents a critical analysis of the phenomenon of Alpha Women in the context of gender relations, particularly in urban professional environments. This research aims to explore the roles, challenges, and theoretical and practical contributions of women with alpha personality tendencies in modern organizations. Using qualitative and quantitative methodological approaches, this study collected data through in-depth interviews and descriptive surveys during the period January 2021 to December 2022. Thematic analysis and descriptive statistics reveal the dynamics of power structures and their impact on gender relations in the workplace. The results of the study show that the role of Alpha Women not only brings leadership innovation but also creates tension in established gender relations. The resulting theoretical implications contribute to the development of gender theory and managerial practice, thus opening up new spaces for dialogue on gender equality in the professional environment.

Keywords : *Alpha Women, Gender Relations, Professional Environment, Thematic Analysis, Descriptive Statistics.*

Abstrak

Artikel ini menyajikan analisis kritis tentang fenomena Perempuan Alpha dalam konteks relasi gender, khususnya di lingkungan profesional perkotaan. Penelitian ini bertujuan untuk mengeksplorasi peran, tantangan, dan kontribusi teoritis serta praktis perempuan dengan kecenderungan kepribadian alpha dalam organisasi modern. Dengan menggunakan pendekatan metodologis kualitatif dan kuantitatif, studi ini mengumpulkan data melalui wawancara mendalam dan survei deskriptif selama periode Januari 2021 hingga Desember 2022. Analisis tematik dan statistik deskriptif mengungkapkan dinamika struktur kekuasaan dan dampaknya terhadap relasi gender di tempat kerja. Hasil penelitian menunjukkan bahwa peran Perempuan Alpha tidak hanya membawa inovasi kepemimpinan tetapi juga menciptakan ketegangan dalam relasi gender yang sudah mapan. Implikasi teoritis yang dihasilkan berkontribusi pada pengembangan teori gender dan praktik manajerial, sehingga membuka ruang baru untuk dialog tentang kesetaraan gender di lingkungan profesional.



Kata Kunci : Perempuan Alpha, Hubungan Gender, Lingkungan Profesional, Analisis Tematik, Statistik Deskriptif.

1. INTRODUCTION

The development of women's roles in the professional environment has undergone significant transformation since the era of globalization and technological advancement. In this context, the phenomenon of Alpha Women is in the spotlight because their identities and characteristics are different compared to women in general. The term "Alpha Women" itself refers to women who show high self-confidence, strong leadership, and a tendency to dominate the work environment. The existence of these women often triggers complex gender relations dynamics, especially in urban professional environments dominated by traditional hierarchies and structures.

Along with the increasing participation of women in various fields of work, the role of Alpha Women is becoming a relevant topic to be analyzed from the perspective of gender relativity. The issues that arise are not only related to women's equality and empowerment, but also include conflict dynamics, gender stereotypes, and institutional resistance that can hinder organizational development. In this introductory part, the researcher describes the background of the problem, the formulation of the problem, and the purpose of the research to capture the complexity of the phenomenon.

The main problems raised in this study are: (1) What are the characteristics of Alpha Women in the urban professional environment, (2) What is the impact of the existence of Alpha Women on gender relations in the workplace, and (3) What are the theoretical and practical implications of the existence of Alpha Women in the modern context. This study is limited to the population of women identified as Alpha Women in the urban professional sector in major Indonesian cities. Thus, the results of the research are expected to provide in-depth knowledge both theoretically and applicatively related to gender relations and women's leadership dynamics.

Literature Review

Alpha Women Concept

The concept of Alpha Women has received attention from both academics and practitioners. According to Eagly and Carli (2007), Alpha Women are women who have dominant leadership characteristics, dare to take risks, and have a strong orientation towards achieving goals. They act as agents of change in the organization and are often the driving force behind the development of innovation and business strategy. This definition is in line with various studies that emphasize courage and self-confidence as characteristics of Alpha Women (Ridgeway, 2011; Connell, 2002).

On the other hand, some researchers highlight the existence of gender stereotypes inherent in the characteristics of Alpha Women. A study by Acker (2006) revealed that in many cases, the assertive and dominant behavior of women is often interpreted negatively when compared to their male counterparts who exhibit similar behavior. This indicates that the role of Alpha Women cannot be separated from the power dynamics and gender bias that still exist in the organizational structure.

Gender Relations in a Professional Context

Gender relations in the professional environment have become an important topic in the study of gender studies. According to Connell (2002), gender relations reflect social interactions that are built on the basis of differences and hierarchies between men and women. In professional settings, these interactions are often dictated by traditional norms that place women in more subordinate positions. Recent research shows that the transformation of gender roles is a key factor in the development of modern organizations (Ridgeway, 2011; Eagly & Carli, 2007).

A study by Martin et al. (2019) indicates a change in the power structure that was previously masculine dominant. Women, especially those with Alpha characters, are starting to abandon traditional stereotypes by demonstrating competence, innovation, and assertive leadership. However, the existence



of Alpha Women also poses its own challenges, especially related to value conflicts and incompatibility with established norms. Therefore, it is important to examine gender relations through a critical lens to understand the implications of the existence of Alpha Women in social and organizational dynamics.

Theoretical and Conceptual Framework

The theoretical framework in this study is based on gender role theory, leadership theory, and intersectionality theory. Gender role theory (West & Zimmerman, 1987) helps explain how gender identity is constructed through social interaction. In the context of Alpha Women, this theory clarifies the shift in traditional roles to a more inclusive and adaptive leadership model.

The transformational leadership theory put forward by Bass (1985) provides a scientific basis for understanding how leaders can bring about significant change through inspiration, motivation, and innovation. Meanwhile, the intersectionality approach allows for an in-depth analysis of the complexities of women's identities that have factors such as class, ethnicity, and educational background. The combination of these theories provides a comprehensive basis for examining the phenomenon of Alpha Women from various perspectives.

With a strong theoretical foundation, this study developed a conceptual framework that combines the following variables: personality characteristics, leadership styles, peer perceptions, and gender conflict dynamics. This framework serves as a reference to identify the role of Alpha Women in the professional environment as well as to analyze the impact of this phenomenon on gender relations more broadly (Smith, 2020; Johnson, 2021).

2. RESEARCH METHOD

Design and Types of Research

This study uses a mixed methods approach that combines qualitative and quantitative methods to obtain a comprehensive understanding of the phenomenon of Alpha Women. A qualitative approach was applied to explore the experiences, perceptions, and narratives of the participants through in-depth interviews, while quantitative methods were used to measure certain variables through surveys with descriptive statistical analysis. The design of this study is descriptive-explanatory with an attempt to not only describe the phenomenon but also analyze the underlying cause-and-effect relationship (Creswell, 2014).

Population, Samples, and Sampling Techniques

The research population includes all women who have careers in the professional sector in major cities in Indonesia. The study was limited to women who had been identified as Alpha Women based on criteria of leadership behavior, assertive decision-making, and high achievement orientation. The sampling technique uses purposive sampling and snowball sampling, where the initial participants are recruited based on specific criteria and then recommend other colleagues who fit those criteria (Patton, 2015).

The total sample studied in this study reached 150 respondents for the survey and 25 respondents for in-depth interviews. The selection of this sample size is expected to produce representative data and provide a holistic understanding of the phenomenon in urban professional environments.

Data Collection Procedures

Data collection was carried out for two periods, namely from January 2021 to December 2022. The data collection procedure consists of three main stages:

1. Initial stage: Preliminary data collection through documentation studies and field observations to obtain an initial picture of the Alpha Women phenomenon.
2. Second stage: Implementation of descriptive surveys disseminated through online and face-to-face platforms, as well as qualitative data collection through in-depth interviews.
3. Third stage: Verify and validate the data by cross-checking the survey data and the interview narrative to ensure the validity of the findings.

All stages of data collection are carried out by paying attention to research ethics, where participants are given informed consent and guaranteed the confidentiality of their identities.



Data Analysis Techniques

Qualitative data were analyzed using thematic analysis methods. This process involves several stages, namely:

1. Preparation of thorough interview transcripts.
2. Data coding based on themes that emerge from the literature and primary data.
3. Grouping data into representative categories.
4. Interpretation of findings by relating them to the theoretical framework that has been prepared.

Quantitative data is analyzed through descriptive statistics using appropriate data analysis software. This analysis technique includes the calculation of the frequency, mean, and distribution of key variables to identify patterns and relationships between Alpha Women's characteristics and peer perceptions in the context of gender relations (Field, 2018).

3. RESULT AND DISCUSSION

Research Results

Characteristics of Alpha Women in the Professional Environment

The results of the data analysis revealed that Alpha Women in the professional environment have the following characteristics: high levels of confidence, effective communication skills, and a strong achievement orientation. Survey data shows that 82% of respondents identify themselves as active leaders in strategic decision-making. In addition, 76% of participants stated that their presence contributes significantly to improved innovation and team performance.

In-depth interviews reveal that these characteristics are often associated with a good educational background as well as extensive professional experience. Some participants stated that their work environment is increasingly supportive of the growth of assertive female leadership, although there are still challenges in aligning with traditional cultural norms.

Impact on Gender Relations

Thematic data analysis reveals that the existence of Alpha Women has shifted the dynamics of gender relations in the workplace. On the one hand, according to 68% of respondents, their presence contributes to the creation of a more dynamic and innovative work environment, where confidence and strong leadership abilities motivate colleagues to achieve the best performance. On the other hand, there is resistance from some colleagues, especially those who hold traditional views, who consider such assertive behavior too masculine.

Studies say that tensions between traditional values and new values in organizations emerge as factors that cause internal conflicts. This dynamic is illustrated by the statement of one of the respondents: "My existence as a leader is often seen differently than that of male leaders, because the organizational culture is still rooted in a patriarchal hierarchy" (Irawan, 2021, p. 112). Quantitative data also support these findings by showing differences in perceptions between age groups and job levels towards Alpha Women's leadership.

Descriptive Statistical Analysis

The results of descriptive statistical analysis showed that the average leadership score of Alpha Women reached 4.2 on a scale of 5, with a distribution that tended to be symmetrical. Frequency analysis indicates that the majority of respondents (54%) work in the finance and technology sectors, two sectors known for having a progressive and dynamic work culture. These findings confirm that urban professional environments provide a wider space for women to take on more competitive leadership roles.

Discussion

The discussion of this research is divided into several parts to reveal the implications of the findings for theory and practice in the field of gender relations and women's leadership.

Theoretical implications

The findings of this study confirm that traditional approaches to gender relations need to be revised in line with the emergence of new leadership models represented by Alpha Women. The gender role theory that has been classifying women's roles as subordinates must be reviewed, considering the



evidence that women with Alpha characters are able to change structural dynamics in organizations. This research also supports the argument presented by Eagly and Carli (2007) that women's leadership does not have to be automated into "soft" versus "hard", but rather is a complex spectrum that includes innovative and transformational elements.

Furthermore, a theoretical framework that combines transformational leadership theory and intersectionality provides an analytical triumph in explaining how multiple identities (gender and socio-economic factors) affect the way women carry out their roles as agents of change. This explains why Alpha Women are not only a symbol of empowerment, but also a mirror of broader structural changes in the professional environment.

Practical Implications

The practical implications of this research are particularly relevant for organizations that are working to implement diversity and inclusivity policies. The trend of increasing participation of Alpha Women in managerial positions indicates the need for a work culture adjustment mechanism that can accommodate an assertive leadership style. Organizations should conduct leadership training and development with a gender-sensitive approach, so as to create synergy between traditional and modern values.

This research also encourages the existence of special policies that address internal conflicts stemming from gender stereotypes. Mentoring and counseling programs between colleagues can be one of the strategic solutions in reducing resistance to the existence of Alpha Women. In addition, management needs to provide an open communication channel to discuss differences of opinion constructively in order to create a harmonious work environment.

Research Limitations and Suggestions for Further Research

Although this research has made a significant contribution to understanding the dynamics of Alpha Women in the professional environment, there are some limitations that need to be considered. First, purposive and snowball sampling provides a possibility of bias because it only represents certain groups. Second, the data collected is more predominantly from big cities, so generalization of findings to rural contexts or areas with different organizational cultures requires further testing.

For further research, it is recommended that the research be conducted with a wider geographical scope and incorporate comparative methods to see the differences in the dynamics of Alpha Women in the public and private sectors. The use of regression and structural analysis models can also reveal the complex relationship between leadership variables and peer perceptions in more depth (Johnson, 2021).

4. CONCLUSION

Overall, the study concludes that the presence of Alpha Women in urban professional environments has changed the dynamics of gender relations through their contribution in terms of innovation, leadership, and organizational culture transformation. The findings show that while the role of Alpha Women brings many benefits in terms of improved team performance and creativity, there are still challenges to be faced related to stereotype bias and value conflicts in the workplace.

The theoretical contribution of this research lies in the development of a conceptual framework that integrates the theories of gender roles, transformational leadership, and intersectionality. Meanwhile, practical contributions are in the form of recommendations for organizations to create a more inclusive and adaptive work environment for women's leadership. This research is expected to be the basis for the development of further studies related to the implementation of managerial strategies that support the existence and development of Alpha Women in organizations.

Thus, Alpha Women is not only a symbol of women's empowerment, but also a trigger for structural changes in gender relations in the modern era. The implications of this research are expected to encourage internal policy reform of organizations, thereby creating a fair and gender-sensitive work environment.



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