

# Cinderella complex on working women

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**ABSTRACT:** The goal of this research is to explore the Cinderella complex phenomenon on working women. Women with Cinderella complex tendency can feel that they are in an unrescueable condition, need men to save them, and ultimately limit their potential. The questions from this research are (1) why does the Cinderella Complex exist among married-working women and unmarried-working women? (2) How does Cinderella Complex appear on married-working women and unmarried-working women? (3) How does the effect of Cinderella Complex on married-working women and unmarried-working women work? The findings from this research cover (1) Relationship with their closest tends to become the cause of Cinderella Complex on participant (2) The forms of Cinderella Complex that appear are the fear for success and excessive worshipping of men (3) The effect that can be felt covers neurotic addiction and the helplessness feeling that makes women helpless and dependent on men.

*Keywords:* cinderella complex, working women, married women, unmarried women.

## 1 INTRODUCTION

Women's' role nowadays is transforming due to modernization. Modernization causes beliefs related to women's traditional role now starts to shift towards fighting for gender equality, which is women getting equal chance to forge a higher degree of education, better work opportunity, financially independent, self-improvements, and independence (Himawan et al. 2017).

Peus et al. (2015) state that working women face several challenges, starting from family or even workplace. Individual factors for women with confidence as well as showing lower self-interest compared to men can slow women down in reaching a higher position. Apart from that, there is also a lack of public figure that supports women to be more aggressive in chasing careers (interpersonal factor). Bias towards women in the recruitment stage and selection also becomes a challenge itself (organizational factor), as well as gender stereotype that women receive in society (social system), becomes the main hurdle for women in developing their career.

For married women, another hurdle that is experienced is "double bind" that becomes its own dilemma because women need to show professionalism in work, but at the same time also need to prioritize family. One of the difficulties that working women faces is the men's traditional thinking that prefers their wives to stay at home taking care of households rather than working, which enable Cinderella Complex to grow.

Cinderella complex relates with own psychological dependency and the will to be cared and protected by someone else (especially men), which can become the main driver that immobilizes women and makes women unable to maximize their potential and creativity. In correlation with the origin of the name of Cinderella Complex from the fairy tale of Cinderella, this tendency covers women's helplessness that dependent on men. This tendency is based on the thinking that it is only right for women to depend on and receive protection from men (Dowling 1982).

Without realizing it, the Cinderella complex dependency phenomenon is actually found quite frequently. For example the joke "*Haduh, kerjaan*

*kok gak ada abis-abisnya, mending nikah aja lah*" which is translated to "Gee!, I have never ending works, then I'd rather get married". A phenomenon like this indirectly shows there is a kind of dependency of women to men. Marriage is taken as a solution to the problem that the women are experiencing. Women are assumed to get acknowledgment and honor after being "saved" by men (Su & Xue 2010).

Social experiment regarding Cinderella Complex has been done by Saha & Safri (2016) on women. In the beginning, married working women and students rejected the concept of Cinderella Complex with the argument that work and the desire for education that they are doing are based on their own desire. However, after a thorough understanding of the concept of Cinderella Complex, they began to relate their life to the concept. Working women realize their financial condition is watched and guided by men, which makes the women happy and peaceful with this condition. Indirectly, women's career and finance are determined by men. Cinderella Complex on married and working women covers the limitation of women's career due to marriage status that is considered slowing down women's work rate. Married women have responsibility on work and also have to prioritize family (Peus et al. 2015).

The goal of this research is to explore the Cinderella Complex phenomenon on married working women and un-married working women by describing data obtained related to the research phenomenon. 1) Why does the Cinderella Complex exist among married-working women and unmarried-working women? (2) How does Cinderella Complex appear on married-working women and unmarried-working women? (3) How does the effect of Cinderella Complex on married-working women and unmarried-working women work?.

## 2 RESEARCH METHODS

This research used the phenomenology approach with the purpose of describing and explaining a social phenomenon in order to enable the researchers to interpret and understand the meaning in a social environment. Each individual's life experiences are unique, exceptional, and meaningful in their own way. Researchers can describe, understand, and interpret the essence and meaning from married working women and un-married working women's experiences concerning Cinderella Complex.

This research about Cinderella Complex phenomenon on married working women and unmarried working women used data collection method of an in-depth interview and the collected data were compared with theories used to further picture the Cin-

derella Complex phenomenon. The research sample was decided using the purposive technique. The research samples were married working and unmarried women with a minimum age of 21 years old. The process for analyzing phenomenology data starts from (1) Making a list of expressions from the participants' answers that enable those expressions to be shown as it is.

Each expression is treated the same (horizontalization); (2) Deciding the *initial code* by sorting out the expressions which can be categorized and given a label or theme. The reduction and elimination of unclear, repeated, and overlapped expressions. (3) Determining a theme or cluster on expressions that are consistent and show similarities. Expressions that have been labeled are the core theme of the subject's life experiences. (4) Validation towards labeling the expressions in themes.

The expressions to be reviewed on the interview transcript or observation. Expressions that have been labeled must be ensured to go along and explicitly exist in the subjects' life experiences. (5) Lastly, creating *Individual Textural Description* (ITD) that explains the expressions that have been validated according to the theme accompanied with a verbatim quotation from the interview (Sudarsyah 2016).

## 3 RESULTS AND DISCUSSIONS

Cinderella Complex on working women has varying causes, appearances, and effects. The cause of the Cinderella Complex on working married women is the parenting pattern. Parents become the role model for married participants in conquering their household life and work. Married participants who are working with their partner stated that parents teach and give the advice to work with husband because the result will be much better. Even though, participants truly wanted to work in another field, however still chose to follow their parent's advice. Here's a quote from participants statement: "*Kan papa mamaku juga dari dulu naneminnya gitu. Kamu kalau bisa jadi istri support suami, bantu kerjaan suami. bisnis yang dilakoni sama suami barengan itu hasilnya bisa lebih bagus daripada satu orang yang jalani kayak gitu*" (My parents always say that I must work and support my husband and his business. The business that is carried out with the husband together will give better results than if only one person runs the business. Well, my parents always say that since I was young".

Married participants working as an employee also feels that parents become the role model in taking work decisions as an employee. The participants' family was all working as employees. This causes

participants to be afraid and lack of confidence when advised to be an entrepreneur by the husband.

Unmarried participants who work with couples experience Cinderella complex tendencies caused by patriarchal culture. Participants feel that they should obey their partners because they are women. Participants feel helpless and obey the desire of the couple to work together. Other than that with unmarried participants who work as employees, they feel that the current job has no future. The decision to develop a career is hampered due to family factors, namely the aunt who becomes the boss where she works. Participants were afraid that when she left her current job, family relations could deteriorate, so she career is hampered due to family factors, namely the aunt who becomes the boss where she works. Participants were afraid that when she left her current job, family relations could deteriorate, so she decided to stay at work now. Although there are career opportunities in a better place.

Feelings of helplessness and dependence on men are shown by married women who work with partners in the form of fear of success. Participants limit themselves in a career because they assume that men have a better career than women. This is stated in the following statement: *"Sebenarnya sih wanita berkarir kalau menurut aku ya, wanita berkarir setinggi-tingginya itu gak masalah asal, wanita menikah ya kalau punya suami itu kalau menurutku gimana-gimana harus kasik "muka" ke suami. Jadi ya gimana-gimana kan suami cowok, laki-laki itu kepala keluarga jadi kita berkarir, sebisa mungkin selama ekonomi kita cukup ya jangan sampai melangkahi penghasilan suami."* ("For me, women with good career are fine. As a married woman, we need to show something to our husband. Yet, a husband is a man who is the leader of our family. Thus, as long as our economy is sufficient, we should not earn income that is more than our husband.")

In married participants who work as employees, the Cinderella complex form can be seen from the lack of participants' ability to make their own decisions. The current work is done by looking at examples of parents who work as employees. The desire to be self-employed comes from the husband's advice and the reason for staying on the job is currently caused by an employer who supports his work. As a result, the decisions taken by participants depend on others. When participants are asked to become entrepreneurs, there is a feeling of fear and anxiety about failure because entrepreneurship means not being able to depend on others anymore and taking care of their own work.

Unmarried participants who work with partners show a Cinderella complex tendency through exces-

sive adoration of their partners. The partner is considered as a superior figure that can meet their needs, kind, is able to work and appreciate her so that the participants let the partner control themselves and make them helpless. Unmarried participants who work as employees show a functioning behavior below their abilities. Participants are actually able to develop careers, but choose to limit themselves which can lead to feelings of saturation and tend to accept fate. Fear of developing a career is greater than the desire to have a better career.

The impact of Cinderella complex on married participants who work with partners is to become financially dependent and decision making. Participants limit their careers so they cannot have maximum income. In addition, career decisions are also dependent on the husband and family so that they are unable to make their own decisions.

Married participants who work as employees also become dependent because of self-doubt so that decisions making need help from other people, such as husbands, parents, and superiors. Unmarried participants who work with partners sometimes experience abusive relationships. Abusive relationships that are carried out are related to excessive protection, prohibition of dealing with other people, domination, to manipulation of the partner that makes it increasingly helpless, dependent, and unable to get out of this relationship.

An unmarried participant who works as employees are surrendered in a career, in the sense of doing their recent career and accepting the existing circumstances because of anxiety and doubt to maximize their abilities Cinderella complex in participants is very varied because the background of the participants was quite diverse. The dependence of participants on men is less visible in some participants. This is caused by lower psychological pressure on working women than housewives (Gove & Tudor 1973).

Previous research conducted by Padma (2007) concludes that the Cinderella complex tendency in married working women is lower than married women who do not work. This is because work provides many benefits for participants such as earning their own income, filling in their spare time, and wanting to increase knowledge / achievement. The main motivation of participants in working is to fill their spare time and increase their knowledge. Financial aspects are not the main motivation for participants to work. This is because there is still the assumption that work is not the main priority for women, but rather taking care of the family. *"Karena pertama kan tugas wanita dari awal kan.. dari awal ya lebih ke keluarga. Suami yang bekerja cuman ya jaman sekarang ya wanita juga bisa beker-*

*ja gitu lo. Tapi ya nomer satu ya tetep memang keluarga dulu sih kalau saya.*" ("Family is the women's first priority. But nowadays, I also need to work as my husband also works. Yet, for me, a family is still my first priority").

Working is indeed not the top priority for participants in life, but it is very important. Especially nowadays, participants feel that the opportunity to work for women is very high and increasingly facilitated so they tend to work to be more productive and useful.

#### 4 CONCLUSION

The conclusions that can be drawn from this study are (1) Parenting and patriarchy culture are the main causes of the Cinderella complex in participants. (2) Cinderella complex manifestations include fear of success, excessive adoration of men, and achievement gaps. (3) Cinderella complex causes participants to become dependent, be in abusive relationships, and surrender a career and life.

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## FOREWORD

Knowledge acquisition, sharing, networking, clustering and innovation are now recognized as key developmental of competitive advantage factors and essential considerations for organizations seeking to meet their customers' needs and the changing demands, especially in hyper competition environment. In the scientific literature, researchers recognize dynamic capabilities to be a key factor in firm competitiveness through sensing, seizing and reconfiguring. Initially, dynamic capabilities are considered to be a firm's ability to "integrate, build and reconfigure internal and external competencies to address rapidly changing environments. Further discussion on the relation between dynamic capabilities and competitive advantage will be focused on innovation, specifically on digital technology development as a simultaneous balance between radical and incremental innovation.

Hundreds of scientific papers are sent to a conference committee, and the results of a rigorous selection of more than 55 elected. This paper is derived from a variety of authors, both within and outside the country, academics and practitioners. All the articles are then presented at the symposium and documented in this book of abstracts.

We thank all authors, participants and Co Host for their contributions and we hope that these proceedings can contribute to the development of science and business practices. Hopefully you can enjoy and gain valuable lessons from this article collection.

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