

## **ABSTRACT**

**Novi Christina, Psychology study program.**

**The self-esteem difference in sales promotion girl who suffer minor, modest, and severe sexual harassment (P.Tommy Y.S. Suyasa, M.Si, Psi. & Denrich Suryadi, M.Si, Psi.)**

**Master (S1) Program of Tarumanagara University. (69 pages, P1-P7)**

Self-esteem is an ability to evaluate the whole of one's self, and have a feeling that she is valuable to have her desires to be respect. Every individual has self-esteem, no exception in female teenagers who work as sales promotion girl. However, individual's self-esteem may have change due to an event that she experiences. Product which has male majority consumer segmentation such as automotive and cigarette, generally present a quite minimal clothes design for its SPG. It makes the SPG work to be susceptible to the sexual harassment. This study is conducted to test the probability of the difference in SPG self-esteem based on minor, modest, and severe sexual harassment status that they suffered. The subjects are 223 late female teenagers, with 77 subjects minor sexual harassment, 91 subjects modest sexual harassment, and 55 subjects severe sexual harassment. This study measures 8 dimensions in self-esteem and global self-worth. This study proff that there is a difference in self-esteem on scholastic competence dimension reviewed based on sexual harassment status.