

ABSTRAK

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REPRESENTASI PERJUANGAN GENDER PADA FILM GADIS KRETEK

(xiii + 92 halaman: 15 gambar; 14 tabel; 3 lampiran)

Kata kunci: Perjuangan Gender, Representasi, Semiotika, Pemberdayaan Perempuan, Kesetaraan dalam Media

Film Gadis Kretek merepresentasikan perjuangan gender melalui tokoh Dasiyah dalam konteks industri kretek di Indonesia era 1960-an. Penelitian ini bertujuan untuk menganalisis representasi perjuangan gender dalam film Gadis Kretek menggunakan metode semiotika Roland Barthes. Pendekatan kualitatif dengan analisis semiotika diterapkan untuk mengkaji 14 scene kunci yang menggambarkan perjuangan gender. Hasil penelitian mengidentifikasi empat tema utama representasi perjuangan gender: (1) Perlawanan terhadap sistem patriarki dan stereotip gender, ditunjukkan melalui keberanian Dasiyah mendobrak batasan tradisional dengan memasuki ruang racik saus yang dilarang bagi perempuan; (2) Kemandirian dan pemberdayaan perempuan, tercermin dari kemampuan Dasiyah mengelola bisnis dan menciptakan produk kretek inovatif; (3) Otonomi dalam pengambilan keputusan, terlihat dari ketegasan Dasiyah mempertahankan pendapat dan menolak perjodohan; (4) Pencarian identitas dan aktualisasi diri, digambarkan melalui upaya Dasiyah mewujudkan aspirasi pribadi di tengah tekanan sosial. Penelitian ini menunjukkan bagaimana film dapat menjadi medium untuk menantang konstruksi gender tradisional dan mempromosikan kesetaraan gender dalam konteks budaya Indonesia.

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ABSTRACT

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REPRESENTATION OF GENDER STRUGGLE IN THE FILM GADIS KRETEK

(xiii + 92 pages: 15 images; 14 tables; 3 appendices)

Keywords: Gender Struggle, Representation, Semiotics, Women's Empowerment, Media Equality

The film *Gadis Kretek* represents gender struggle through the character of Dasiyah within the context of Indonesia's kretek (clove cigarette) industry in the 1960s. This research aims to analyze the representation of gender struggle in *Gadis Kretek* using Roland Barthes' semiotic method. A qualitative approach with semiotic analysis was applied to examine 14 key scenes depicting gender struggle. The research findings identified four main themes of gender struggle representation: (1) Resistance against patriarchal systems and gender stereotypes, demonstrated through Dasiyah's courage in breaking traditional boundaries by entering the forbidden sauce mixing room; (2) Women's independence and empowerment, reflected in Dasiyah's ability to manage business and create innovative kretek products; (3) Autonomy in decision-making, evident in Dasiyah's assertiveness in maintaining her stance and refusing arranged marriage; (4) Search for identity and self-actualization, illustrated through Dasiyah's efforts to realize personal aspirations amid social pressure. This research demonstrates how film can serve as a medium to challenge traditional gender constructs and promote gender equality within Indonesian cultural contexts.

References: 121 (1959-2024)