

## **THE DISCRIMINATION OF WOMEN IN THE MOVIE "GADIS KRETEK"**

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### **ABSTRACT**

*The movie "Gadis Kretek" highlights the issue of discrimination against women. In this analysis, Roland Barthes' semiotic approach is used. This research investigate how the signs and symbols in the movie reflect the relevant social reality. The movie not only presents an interesting story, but also reflects existing social dynamics, especially around the roles of men and women in the context of tobacco industry. This research uses a qualitative method with a critical paradigm and data is collected through observation and documentation. Data analysis was carried out using Roland Barthes' semiotic analysis technique by paying attention to denotative, connotative and myth signs contained in the movie. In semiotic analysis, the first denotative aspect highlights the facial expressions of female characters, dialogue and depiction of women in the tobacco factory environment. Secondly, the connotative aspect discusses the use of visual and narrative symbols in depicting restrictions on women in society in the 1960s as seen from the color of clothing, certain symbols and the layout of the scene. Thirdly, the myth aspect highlights societal stereotypes and beliefs about the role of women in the tobacco industry, as well as the movie's attempts to challenge these views. The results of the study found that the movie "Gadis Kretek" successfully portrays the complex social reality surrounding the role of women in tobacco industry, including discrimination and stereotypes that are still relevant in today's society. Through semiotic analysis, this film provides in-depth picture of discrimination against women such as inequality, role restrictions in the field of work, especially in the tobacco industry. In addition, many women struggle to overcome patriarchal norms. The findings of this study, in providing deep insight into women's discrimination in the movie "Gadis Kretek", as well as contributing to the understanding of the community about movies that can be a tool in conveying relevant social messages.*

*Keywords: Discrimination, Women, Movie, "Gadis Kretek".*

