

**REPRESENTATION OF JAVANESE KEBAYA ON WOMEN
IN "GADIS KRETEK" SERIES**

By:

Adition Alam Rizki, Anis Endang, Sri Narti

ABSTRACT

The movie of "Gadis Kretek," based on the novel by Ratih Kumala, depicts the social reality and struggle of women in the Javanese kretek industry, and highlights the traditional kebaya dress as a central element. This study aims to examine the representation of Javanese kebaya on women in the series "Gadis Kretek" through John Fiske's semiotic analysis. The research uses descriptive qualitative method with data collection through observation, documentation, and internet searching. The focus of this research is on the first episode "Jeng Yah". The analysis was conducted on three levels: reality, representation, and ideology. At the level of reality, the film depicts life from the colonial period to the independence era with the use of traditional costumes, dialogue, and realistic character behavior. At the representation level, cinematic techniques such as narration, shooting, and editing are used to construct this reality. At the level of ideology, the film raises values about the role of women in industry, social criticism of labor conditions, and the importance of culture and tradition. The results show that the movie "Gadis Kretek" not only presents an interesting story but also depicts historical reality, strengthens the narrative through cinematic elements, and conveys ideological messages about women's struggles and the importance of cultural heritage. This research is expected to add insight into cultural representation in mass media and strengthen national cultural identity through Javanese kebaya.

Keywords: Representation, Javanese Kebaya, Women , Film.

