

## ABSTRACT

### ***Potrayal of Gender Bias in Female Characters in Gadis Kretek Series (Qualitative Content Analysis of Dasiyah, Arum, Rukayah, Purwanti, and Roemaisa characters in Episodes 1 -5)***

Dyan Nathasya <sup>1)</sup>, Sri Wijayanti<sup>2)</sup>

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

*The majority of gender bias issues follow a similar pattern, namely discrimination based on roles and gender. The Gadis Kretek series is one example that reveals how women are victims of the patriarchal system entrenched in Indonesian culture for a long time without recognition. Therefore, it is interesting to examine how Dasiyah, Arum, Rukayah, Purwanti, and Roemaisa are portrayed as female characters featured in episodes 1–5 of the Gadis Kretek series. For this reason, this research utilizes a qualitative content analysis method to examine depictions using presentation indicators such as quantity, characterization, position, relationships with male characters, and gender bias. Data analysis was carried out thematically. The findings indicate that, in terms of quantity, female characters, both in number and duration, are fewer than men. Female characters are also predominantly portrayed as supporting actors rather than main ones, positioned more as objects than subjects. Likewise, their relationships with male characters predominantly involve romantic relationships. While the depiction of gender bias mostly manifests in stereotypes, the results of this research highlight that patriarchy and gender bias persist in society and are detrimental to women.*

**Keywords** : Women, Gender Bias, Patriarchy, Gadis Kretek  
**Libraries** : 45  
**Publication Years** : 2014 – 2024