

The Role of "Jeng Yah" In Gender Equality In The Cigarette Girl Series

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KEYWORDS	ABSTRACT
gender equality; framing analysis; cigarette girl series	The issue of gender equality is one of the social problems often faced by Indonesian society, especially in the context of issues involving women. This study aims to know and describe the construction of gender equality contained in the series "Cigarette Girl". In this study, the focus is aimed at the journey of "Jeng Yah" in fighting for her rights to achieve gender equality. By analyzing the visual depiction of each scene, the dialogue of the film, and the facial expressions of the players. The research method used to analyze is to use a qualitative approach with the analysis of Robert N. Entman's model framing theory. Entman divides this framing through 4 indicators, namely Define Problem, Diagnose Causes, Make Moral Judgment and Treatment Recommendation. Based on research that has been done, it shows that in the Cigarette Girl series, there is an issue of gender inequality and is felt by the character "Jeng Yah", this happens because there are still gender stereotypes that ultimately make women unable to realize gender equality.

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Introduction

The topic of gender equality has become a common topic of discussion. Currently, social issues such as gender equality often get criticism through various media that can channel aspirations. Various learning and understanding are also summarized in media that are easily accessible to a wide audience. At this time, the film has shown various social phenomena that are raised based on the reality that exists in society.

According to data from *The Global Gender Gap in 2023*, the *Global Gender Gap Score* in 2023 reaches 68.4%, showing an increase of 0.3% from the previous year, with an absolute score of 0.684. Indonesia's score remained stable from 2022, which was 0.697, indicating that the level of gender equality in the country remained at 69.7%, unchanged from the previous year. This assessment is based on four sub-indices, involving achievements in the areas of education, health and survival, economic participation and opportunity, and political empowerment (ICBWE, 2023).

In this digital era, people have many choices to access content and movies, especially those based on the internet network. Video streaming service platforms for

movies and television series such as Netflix have become a new habit in enjoying the latest films, both local and international. The use of Netflix services has become the most impactful means to provide messages and strengthen values, especially social issues in society (Djamzuri, 2022).

One of the films that displays a representation of gender equality is the film *Cigarette Girl* which is packaged in several episodes or can also be referred to as a series in which there are characters Dasiyah or Jeng Yah who are the main characters in the series and have strong characters in realizing gender equality.

The series "Cigarette Girl" is an authentic Indonesian drama that premiered on Netflix on November 2, 2023. *Cigarette Girl* was chosen as the first Indonesian original series produced directly by Netflix. Netflix itself was formed in 1997 in America and is a subscription streaming service provider that has spread over 190 countries (Murpratiwi, 2022). The series "Cigarette Girl" (*Cigarette Girl*) itself is produced by BASE Entertainment and is the work of Kamila Andini with Ifa Isfansyah who has successfully ranked in the Top 10 global series Netflix worldwide with the series that has been watched by 1.6 million viewers. This is known based on the audience on November 6 to 12, 2023. In addition, in Indonesia, the *Cigarette Girl* series occupies the top position for two consecutive weeks (Annur, 2023).

According to Netflix, the series has been viewed 5.6 million times since its launch on November 2 to January 21. After premiering on November 2 on Netflix, the five-episode series entered the global streamers' top 10 list for non-English television shows for two consecutive weeks, with 16.8 million hours of total views. *Cigarette Girl* also ranked in the weekly top 10 in seven countries: Indonesia (which took the top spot), Malaysia, Chile, Romania, Mexico, Spain, and Venezuela.

The drama series *Cigarette Girl* presents several interesting issues that are closely related to women's lives in Indonesia such as gender inequality, stereotypes of Javanese women, the double burden imposed on women, the patriarchal system is still rampant, and the mushrooming of the cigarette business industry that is on the rise in city M to the tragedy of genocide in Indonesia in 1965. *Cigarette* itself is a cigarette product based on tobacco and cloves native to Indonesia and is inherited from ancestors for generations (Florentika & Kurniawan, 2022). The drama series *Cigarette Girl* is packed very realistically so that the audience will be able to feel the atmosphere that depicts how Javanese women at that time were only considered as complements and did not have the right to choose their own desires. Meanwhile, in the cigarette business world itself, women are described as only allowed to be pelinting. The character of Dasiyah or commonly called Jeng Yah is the daughter of one of the owners of a cigarette company at that time, she was proficient in rolling cigarette since childhood and was very talented in creating cigarette sauce recipes but she could not realize her talent due to existing stereotypes, where there was a belief that sauces formulated by women would change the taste of cigarette into sour.

The character of Dasiyah is a figure who is described as having an unyielding character, he is very trying to fight for his dream of becoming the successor of his father's business in the cigarette sector by creating a sauce recipe to develop a variety of cigarette flavors that are not only superior in the market but have a distinctive taste that describes him. With her strong determination, she managed to create a sauce recipe with a mixture of several spices to produce a quality sauce and different from other cigarette on the market which was eventually produced into cigarette products under the name "Cigarette Girl". But the success was not enough, because in traditional Javanese society at that time,

women were seen as individuals who had the obligation to meet certain social expectations, such as acting as housewives, doing work that was considered appropriate according to the type of gender. This results in the creation of inequality in social structure and ultimately creates inequality and injustice for women. (Hasanah, 2023)

Research analyzing the Cigarette Girl series has been conducted before, namely *"From Stereotypes to Subordination of Women in the 2023 Cigarette Girl Series by Ratih Kumala"* by (Hasanah, 2023). However, because this series is relatively new, existing research on this series is still not widely found, but research on the novel Cigarette Girl by Ratih Kumala has been carried out by (Simanungkalit, 2020) with the title *"Novel Cigarette Girl by Ratih Kumala Studies of Feminism and Educational Values"*. (Windiarti, 2014) with the title *"Gender Inequality in Cigarette Girl Novel by Ratih Komala"*. (Rahayu et al., 2021) with the title *"Gender Stereotypes and Women's Resistance in the Cigarette Girl Novel by Ratih Kumala"*, from all studies that have been conducted by previous researchers prove that there is gender inequality in Cigarette Girls in the series and in the novel version. However, there is no complete discussion of the *framing* of Jeng Yah in dealing with the impact of inequality described above. Therefore, researchers are interested in analyzing Jeng Yah figures using *framing analysis*.

To analyze in more detail about the character Jeng Yah who faces the consequences of gender inequality in the Cigarette Girl series, researchers use a framing approach to identify the existing inequality, especially experienced by the character Jeng Yah.

Literature Review

Series

Film is one form of mass media that has a role as entertainment for society in the current era of digital progress. In addition to films, there are also series and series that are part of the film. According to KBBI, series or series are sequential films so that the story is continuous.

Literally film is cinematographie, which comes from the word cinema meaning "motion" and the word *tho* or *phytos* meaning "light". Therefore film can also be interpreted as painting moving light. Film also has a meaning as a social and cultural document to convey messages to the audience through visual elements that are designed in such a way as to be received with positive thoughts by the community (Alfathoni & Manesah, 2020).

While series and series are parts of films that have several advantages where in the series the storyline shown can be developed in a more complex and in-depth manner. In addition, series also usually depict characters in the story. Series and series in movies are usually aired in several episodes and released seasonally or weekly with a duration of 30 minutes to 2 hours.

Film is a work of art that usually discusses problems that often occur in society, this makes film audiences feel for themselves the scenes contained in the film (Ma'la & Asiyah, 2023). By reviewing an interesting storyline, the visualization of each scene, the film script and the facial expressions of each player will make it easier for the audience to understand the message contained in the film.

In general, films are divided into two elements, namely narrative elements and cinematic elements. The narrative element relates to aspects of the story contained in the film. While the cinematic element is related to the technical aspects contained in the production activities of a film. The two elements are continuous and interact with each other (Ma'la & Asiyah, 2023)

The Value of Gender Equality

Gender injustice or gender inequality is one form of social issues that occur in society that are often faced by the Indonesian people, especially issues about women. Gender injustice occurs due to societal stereotypes that view women as beings inferior to men who are often considered strong and dominant figures. This issue does not only involve women; men are also often trapped in stereotypes that require them to always appear strong and restrain emotional expression (Pohan et al., 2024).

Gender inequality is caused by stereotypes that already exist in society. Gender stereotypes have become a serious problem and are widely found in people's social life in various aspects of life and cause women to only be considered capable of working in domestic areas such as domestic affairs. Even though women have great opportunities in all fields. One of them is that women are able to encourage their role in the economy, politics and other areas that include women's work life (Rahim et al., 2022).

Framing

Framing is framing an event, or in other words framing is used to find out how the perspective or perspective used by journalists or mass media when selecting issues and writing news (Kartini et al., 2022).

In the field of communication studies, framing analysis represents a tradition that puts forward a multidisciplinary approach or perspective to analyze communication phenomena and activities (Prastya, 2016).

Framing in a film or series is very important because it plays a role in knowing the perception given by the audience to the story shown. By displaying the cinematographic concept and utilizing the visual language of each character in the series, Cigarette Girl is able to convey messages or information to the audience.

According to Pratista, framing is the relationship between the camera and the object to be taken, such as the limitation of the image area, distance, height, camera movement, and so on. Therefore, framing in films or series has a relationship with each other in knowing the success or failure of delivering information to the audience through the story and visual language of each character.

Research Methods

The research method used in this study is qualitative method. Qualitative method is a research approach using data collected from each word and pictures (Moleong, 2020). In this research using Robert N's framing model analysis, Entman to examine the construction of gender equality which in this method is found in four ways, namely defining the problem, diagnosing the problem, making moral judgment, then emphasizing the solution (treatment recommendation) (Septyan Ardiansyah, 2022).

This study uses data sources that are grouped into two parts, namely: Primary data was obtained directly from the object of research in the form of Cigarette Girl Series episodes 1-5. And secondary data is complementary data related to research in the form of sources from references, books and research journals and articles originating from the internet.



Data collection techniques are carried out through (1) observation: namely by observing directly at the Cigarette Girl series in detail, mainly from dialogue, behavior of characters who have a relationship with gender equality; (2) interviews: i.e. with informants who have watched the series Cigarette Girl; (3) Documentation: i.e. through sources from scene screenshots, dialogue transcripts, interview results and written documents.



Results and Discussions

This discussion contains a report on the results of an analysis conducted by researchers related to the Framing of Jeng Yah Characters in the Cigarette Girl series. The concept of framing has often been used in communication research to describe the process of selecting and highlighting certain aspects of a news by the media. The use of framing analysis aims to understand why an event can be chosen to be reported or not, as well as why news about an event can be presented with diverse points of view, where certain aspects are emphasized while others are not (Sobur, 2002).

From this statement, the author analyzes the data based on predetermined categories. After watching the Cigarette Girl series, the author found scenes, dialogues and information related to the conflict of inequality and gender equality experienced by Jeng Yah which was raised in the theme of this study. In other words, the researcher only takes a few parts to be used. The research data to be studied are in the table below:

Table 1. Data Scene and Dialogue Series Cigarette Girl

NO.	SCENE	DIALOG
1	 <p data-bbox="339 1207 790 1240">Episode 1, Minutes 36:12 to 36:36</p>	<ul style="list-style-type: none"> <li data-bbox="842 860 1251 893">▪ Mr Budi: “Ngapain kamu?” <p data-bbox="842 916 1449 987">(Dasiyah checking the mangroves sent by Pak Budi)</p> <ul style="list-style-type: none"> <li data-bbox="842 992 1449 1064">▪ <i>Dasiyah: “Kualitasnya berbeda dari yang Pak Budi tunjukkan di pasar”</i> <li data-bbox="842 1068 1449 1249">▪ <i>Mr Budi: “Kamu nuduh saya? Emang bisa penjual kretek tanpa penjual bakau? Itu bukan urusanmu! Urusanmu itu cuman bersih-bersih rumah sama cari suami, ngerti gak?”</i> <p data-bbox="842 1272 1449 1344">(Jeng Yah was silent and felt annoyed by Mr. Budi's words)</p>
2	 <p data-bbox="339 1756 786 1789">Episode 2, Minutes 34:50 to 35:50</p>	<p data-bbox="831 1346 1449 1417">(Mr. Dibyo saw Dasiyah coming out of the sauce room)</p> <ul style="list-style-type: none"> <li data-bbox="842 1422 1449 1494">▪ <i>Dasiyah: “Saya punya ide untuk saus baru”</i> <li data-bbox="842 1498 1225 1532">▪ <i>Mr Dibyo: “Ya Tuhan...”</i> <li data-bbox="842 1536 1449 1675">▪ <i>Dasiyah: “Pak dibyo harus ngerti, kalau kita tidak memberikan sesuatu yang baru pada orang, mereka akan beralih ke kretek proklamasi”</i> <li data-bbox="842 1680 1449 1751">▪ <i>Mr Dibyo: “Maksudmu sausku tidak enak? Kamu tau apa soal saus?”</i> <li data-bbox="842 1756 1449 1861">▪ <i>Dasiyah: “Saya tahu, jika saya diberi kesempatan, berikan saya waktu saya akan membuktikan”</i> <li data-bbox="842 1865 1449 1966">▪ <i>Pak Dibyo: “Wah ini kelewatan Pak Idroes, tidak bisa ini, tidak bisa perempuan ada di ruang saus, tidak bagus, kalau</i>

		<p><i>sesudah ini Kretek Merdeka rasanya asam jangan salahkan saya ya.</i></p> <ul style="list-style-type: none">▪ <i>Soeraja: "Pak Dibyo saya bisa pastikan ruang saus bersih besok pak, bagaimana pak?"</i>▪ <i>Pak Dibyo: "Harus benar-benar bersih, tidak ada bau-bau Perempuan."</i>
3		<p>(Soeraja was persuading Mr. Idroes about Dasiyah's potential)</p> <ul style="list-style-type: none">▪ <i>Soeraja : "Tapi Pak Idroes harus tau satu hal, putri bapak itu sangat berbakat. Putri bapak itu, adalah peracik saus yang sangat berbakat"</i> <p>(Soeraja gave the results of rolled cigarette made by Dasiyah)</p> <ul style="list-style-type: none">▪ <i>Pak Idroes : "Ini racikannya anak saya?"</i>▪ <i>Soeraja : "Betul pak, Jeng Yah memang istimewa."</i> <p>(Mr. Idroes' expression was amazed as if he couldn't believe that Jeng Yah had potential)</p>
4		<p>(The atmosphere of the launch of new cigarette products made by Jeng Yah)</p> <ul style="list-style-type: none">▪ <i>Pak Idroes: "Bapak-bapak, ibu-ibu, mas-mas mba-mba tuan-tuan dan nyonya nyonya, malam ini pabrik kretek Idroes Muria akan meluncurkan produk baru namanya gadis kretek. Sekali isep gadis yang tuan impikan akan muncul dihadapan tuan, silahkan dicoba, boleh dicicipi."</i> <p>(Jeng Yah's expression was very happy because at that moment he felt that his struggle was appreciated)</p>

Source: Netflix

The data findings were then analyzed using Robert N. Entman's framing model analysis in which there were four important indicators as a reference in analyzing the data that had been studied previously.

According to (Mulyana, 2002) the concept of framing according to Robert N. Entman is divided into four elements,

(1) Define problems is the initial stage in the framing process. This is the main framework that first appeared. When we encounter an event or issue, this stage determines how we understand it. This shows that perceptions of the same event can vary.

(2) Diagnoses Causes (identifying the source of the problem) is an element of framing to formulate who is considered responsible for an event. This cause can refer to what or who. The way an event is understood largely determines the identification of its

cause, so it varies depending on the perspective used. Therefore, when the problem is understood in different ways, the identification of the cause can also be different.

(3) Make moral judgment is an element used to justify or provide arguments against an event that has been determined. Once the problem is defined and the cause is established, a strong argument is needed to support the event.

(4) Treatment Recommendation is a Framing element used to assess the desired goal, the method chosen to deal with the problem, and the resolution of the problem depending on how the event is viewed and who is considered to be the cause of the problem.

Discussion

The results of the research obtained, not only based on the author's observations, we also carried out the second data collection technique, namely through the interview method. Interview is a data collection method that aims to obtain relevant and more objective information by involving interactions between researchers and informants (Rifa'i, 2023). From the framing structure and elements of the film, researchers obtained an idea of how Jeng Yah in the Cigarette Girl series framings gender equality into this film.

Analisis Framing Scene 1



Figure 1. Mr. Budi's expression

This scene shows Pak Budi talking to Jeng Yah who asks about the tobacco that Pak Budi has shown in the market but is different from what he sent. Pak Budi felt unacceptable because Jeng Yah often said that the tobacco he received was different, but Pak Budi felt that he was accused of cheating and then told Jeng Yah that it was not a woman's business. It can be seen based on the dialogue as follows:

- Mr. Budi: " *Ngapain kamu?*"

(Dasiyah checked the mangroves sent by Pak Budi)

- Dasiyah: " *Kualitasnya berbeda dari yang Pak Budi tunjukkan di pasar*"

- Mr. Budi: " *Kamu nuduh saya? Emang bisa penjual kretek tanpa penjual bakau? Itu bukan urusanmu! Urusanmu itu cuman bersih-bersih rumah sama cari suami, ngerti gak?*"

(Jeng Yah was silent and annoyed by Mr. Budi's words)

The indicators of framing gender inequality conflict framing in the first scene in this Cigarette Girl series based on Robert N Entman's *framing* model analysis can be seen in the Table as follows:

Table 2 Analysis Framing Scene 1

Indicator	Analysis
<i>Define Problem</i>	Condescending to the other person while communicating is something that should be avoided because it can cause the other person to feel offended and demeaned. Even though what Jeng Yah did was actually just ask the

	promise that had been said when they discussed buying tobacco
<i>Diagnose Causes</i>	The intolerant nature of Pak Budi makes Jeng Yah seem to be a threat that he receives again.
<i>Make Moral Judgement</i>	The importance of maintaining verbal when we are talking to others, good communication ethics are needed to be able to carry out successful 2-way communication without having to demean, discriminate or corner one of our parties or interlocutors.
<i>Treatment Recommendation</i>	Should be able to behave better when talking to others, especially if our interlocutors are not our peers which must be different ways of communicating and how to receive the words we throw. Things that should not be good to do, can be things that will later be emulated by others just because we are not good to them.

Analysis Framing Scene 2



Figure 2. Mr. Dibyo scolded Jeng Yah

This scene depicts Jeng Yah being caught coming out of the sauce room, which is where the sauce room is not allowed to be entered by a woman. Mr. Dibyo immediately introduced Jeng Yah and said it was not true, Jeng Yah also tried to explain the reason but Mr. Dibyo did not accept the explanation. It can be seen based on the dialogue as follows:

(Mr Dibyo saw Dasiyah coming out of the sauce room)

- *Dasiyah: "Saya punya ide untuk saus baru"*
- *Mr Dibyo: "Yatuhan..."*
- *Dasiyah: "Pak dibyo harus ngerti, kalau kita tidak memberikan sesuatu yang baru pada orang, mereka akan beralih ke kretek proklamasi"*
- *Mr Dibyo: "Maksudmu sausku tidak enak? Kamu tau apa soal saus?"*
- *Dasiyah: "Saya tahu, jika saya diberi kesempatan, berikan saya waktu saya akan membuktikan"*
- *Mr Dibyo: "Wah ini kelewatan Pak Idroes, tidak bisa ini, tidak bisa Perempuan ada di ruang saus, tidak bagus, kalau sesudah ini kretek Merdeka rasanya asam jangan salahkan saya ya."*
- *Soeraja: "Pak Dibyo saya bisa pastikan ruang saus bersih besok pak, bagaimana pak?"*
- *Mr Dibyo: "Harus benar-benar bersih, tidak ada bau-bau Perempuan."*

The indicators of framing gender inequality conflict framing in the second scene in this Cigarette Girl series based on Robert N Entman's framing model analysis can be seen in the Table as follows:

Table 3 Analisis Framing Scene 2

Indicator	Analysis
<i>Define Problem</i>	Degrading one's ability just because of gender without giving a chance to prove is a form of discrimination against Jeng Yah who is a woman. Even though Jeng Yah just wants to prove that he can provide sauce innovations to advance the business but is considered unable and only brings bad and detrimental impacts.
<i>Diagnose Causes</i>	The discriminatory attitude carried out by Mr. Dibyo to Jeng Yah certainly shows that there is a clear gender inequality that occurs in the series where women are believed to be destroyers of cigarette flavor and are unable to make cigarette sauce recipes as delicious as Mr. Dibyo's previous concoction.
<i>Make Moral Judgement</i>	The society's view of women's gender that considers women only mandatory in the kitchen makes a woman's space limited in realizing her dreams. In this Cigarette Girl series, Jeng Yah is very underestimated, even her abilities are only limited to nonsense just because her gender is female. It should be able to respect each other and give equal opportunities to someone regardless of the gender of that person.
<i>Treatment Recommendation</i>	The need to improve views on a gender so that there are no acts of degrading or discriminating, and providing equal opportunities because in essence everyone has equal rights in all fields including the field of work.

Analisis Framing Scene 3



Figure 3 Soeraja meets with Mr. Idroes

In this scene, Soeraja is convincing Mr. Idroes that Jeng Yah has extraordinary talent in cigarette, Soeraja convinces Mr. Idroes by giving the results of the cigarette sauce concoction that Jeng Yah has made. After tasting the cigarette, Mr. Idroes was amazed

that his children were indeed talented in this cigarette. It can be seen based on the dialogue as follows:

(Soeraja was persuading Mr. Idroes about Dasiyah's potential)

- *Soeraja : "Tapi pak idroes harus tau satu hal, putri bapak itu sangat berbakat. Putri bapak itu adalah peracik saus yang sangat berbakat"*

(Soeraja gave the results of rolled cigarette made by Dasiyah)

- *Mr Idroes : "Ini racikannya anak saya?"*
- *Soeraja : "Betul pak, Jeng Yah memang istimewa."*

(Mr. Idroes' expression was amazed as if he couldn't believe that Jeng Yah had potential)

The indicators of framing gender inequality conflict framing in the third scene in the Cigarette Girl series based on Robert N Entman's framing model analysis can be seen in the Table as follows:

Tabel 4 Analisis Framing Scene 3

Indicator	Analysis
<i>Define Problem</i>	The emergence of trust that Jeng Yah finally gained because of the help from Soeraja in convincing Mr. Idroes that Jeng Yah had extraordinary talent in concocting cigarette sauce.
<i>Diagnose Causes</i>	Jeng Yah's struggle in fighting for gender equality by realizing her dream as a sauce compounder has reached a bright spot, with the help of Soeraja in convincing Mr. Idroes that Jeng Yah deserves to pour his homemade sauce recipe idea into a new product innovation of Idroes Moeria cigarette.
<i>Make Moral Judgement</i>	Giving opportunities to someone is not a mistake, not only to men but women should also be given the right to get what they want, what has been their dream.
<i>Treatment Recommendation</i>	The need to implement gender equality in the world of work, because in a job between men and women have the same rights and obligations in order to create a fair and inclusive work environment.

Framing Analysis of Scene 4



Figure 4. The Atmosphere of the Inauguration of Cigarette Girl

This scene depicts the atmosphere of the launch of the latest product from cigarette merdeka, Cigarette Girl, which is the result of a sauce concoction from Jeng Yah. This scene became the peak of happiness for Jeng Yah because in the end he was able to realize his dream of making ketek products with his own sauce concoction. The crowded

atmosphere attended by all circles made the day a very happy day. It can be seen based on the dialogue as follows:

(The atmosphere of the launch of new cigarette products made by Jeng Yah)

- Mr Idroes: "Bapak-bapak, ibu-ibu, mas-mas mba-mba tuan-tuan dan nyonya-nyonya, malam ini pabrik kretek Idroes Muria akan meluncurkan produk baru namanya Cigarette Girl. Sekali isep gadis yang tuan impikan akan muncul dihadapan tuan, silahkan dicoba, boleh dicicipi."

(Jeng Yah's expression was very happy because at that moment she felt her struggle was appreciated)

The indicators of framing gender inequality conflict framing in the fourth scene in this Cigarette Girl series based on Robert N Entman's framing model analysis can be seen in the Table as follows:

Tabel 5.
Analisis Framing Scene 4

Indicator	Analysis
<i>Define Problem</i>	The peak night of the launch of cigarette products with Jeng Yah sauce was finally held to inaugurate the innovation of new cigarette products from the Idroes Moeria factory under the name "Cigarette Girl". Jeng Yah was finally able to make his dream come true, making cigarette with his homemade sauce recipe that was recognized and loved by many people.
<i>Diagnose Causes</i>	Mr. Idroes fully trusted his son, Jeng Yah, that he was able to mix cigarette sauce that had characteristics and was able to compete with the cigarette that was already on the market at that time.
<i>Make Moral Judgement</i>	With the creation of the product "Cigarette Girl" has been able to break the stereotype that cigarette sauce formulated by women will taste sour. Because in fact, when given the opportunity women are also able to provide new innovations to the world of cigarette without changing the taste of cigarette itself.
<i>Treatment Recommendation</i>	Giving appreciation to one's abilities can be the beginning of success, in addition to the need for appreciation also needs to give others the opportunity to try things he likes. Learning from Jeng Yah, he managed to prove his ability and successfully brought his cigarette business so that it was in demand by many people.

Conclusion

Based on the framing analysis that has been carried out using the Robert N Entman model with 4 indicators, namely Define Problem, Diagnose Causes, Make Moral Judgement, and Treatment Recommendation, it can be concluded that the Cigarette Girl Series contains the issue of Gender Equality.

The gender inequality experienced by the character "Jeng Yah" is caused by a lack of mutual respect for gender differences and occurs because there are still gender stereotypes that ultimately make women unable to realize gender equality. With the determination and unyielding attitude of the character "Jeng Yah" has proven that with persistent and unyielding struggle she is able to realize her dream and get Gender Equality. This can motivate all women not to give up and persevere in striving to realize their dreams.

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