

ABSTRACT

The deep-rooted patriarchal culture in Indonesia triggered the emergence of various literary works that raise the issue, one of which is the movie *Gadis Kretek* by Kamila Andini. This movie tells about the oppression experienced by the character Dasiyah in achieving her dreams from various sides, namely on the domestic side, public, and the community environment. The purpose of this research is to analyze the forms of oppression against women in the film *Gadis Kretek*. In this study, the Framing analysis developed by Zhongdang Pan and Gerald M. Kosicki, which includes syntactic, script, thematic and rhetorical structures. The findings reveal that the movie *Gadis Kretek* displays various forms of oppression experienced by Dasiyah in the domestic, public and the community environment. The movie managed to find the forms of oppression that experienced by women. This research highlights the impact on women's lives, and is expected to bring about changes to achieve gender equality. Through the character of Dasiyah, who faces discrimination, the movie invites society to understand, erase differences, provide space for women to develop and be recognized in all aspects of life.

Keywords: Kretek Girl, Oppression, Framing Analysis