

## **ABSTRACT**

*The representation of feminism in popular media has become increasingly important in the modern era, the roles and struggles of women are often depicted and influenced by films and other media. The series "Kretek Girl" provides an opportunity to analyze the way feminist values are integrated and interpreted through its main characters. This research aims to analyze the representation of feminism in the main character 'Jeng Yah' in the first episode of the film series "Kretek Girl" using John Fiske's semiotic analysis. This research is important to understand how feminist values are represented in Indonesian popular media and their impact on audience perceptions of feminism and gender roles. The method used in this research is semiotic analysis proposed by John Fiske, which focuses on three levels: reality, representation, and ideology. The research results show that the film succeeded in conveying strong feminist messages. This research concludes that the film series "Kretek Girl" through the character 'Jeng Yah' succeeded in conveying strong feminist messages and could influence the audience's perception of the role and struggles of women in Indonesia. Thus, this research makes an important contribution to the study of feminism and gender representation in Indonesian popular media.*

**Keywords:** *Feminism, Kretek Girl, Representation, semiotics John Fiske.*