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Construction of Gender Performativity in Mama Lela Series on dika\_bj YouTube Channel

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Abstract

This study aims to examine the construction of gender performativity in the Mama Lela series on the Youtube Channel dika\_bj. This comedy drama series tells the story of the daily lives of the people of Pojok Village in East Java and has become a popular entertainment consumption with the unique character appeal of each character. This study uses a descriptive

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