[](http://crossmark.crossref.org/dialog/?doi=10.33153/dewaruci.v17i2.4147&domain=pdf)Narrative Construction through Cross-Cutting: An Analysis of Episode 3 of the Web Series ‘Gadis Kretek’

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| ABSTRACT |  |  |
| Compelling and unique narratives form the essential foundation of a web series. However, without a coherent shot arrangement in the context of editing, the work will not yield a dramatic presentation. This article explores the application of cross-cutting editing concepts at the end of Episode 3 of the web series 'Gadis Kretek', which is effective in tying together action, revealing issues, and building tension. This research employs a qualitative method with a case study approach, gathering data through observation of Episode 3 of 'Gadis Kretek' as well as relevant literature studies. An interpretative analysis based on editing theory is used to analytically describe how the shot arrangement contributes to the narrative. The findings indicate that the implementation of cross-cutting enriches the narrative by weaving together various storylines involving historical situations, political conditions, and personal dilemmas of the characters into complex events. This study confirms that the strategic use of cross-cutting in editing can transform an engaging and unique story into a cohesive and dramatic web series presentation in 'Gadis Kretek'.  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received ....................  Revised ....................  Accepted .....................  Keywords  Editing  Cross Cutting, and  Web Series ‘Gadis Kretek’ |