



Salah satu dampak dari budaya patriarki adalah lahirnya konstruksi sosial terkait persepsi gender, termasuk persepsi masyarakat terhadap maskulinitas. Film, terutama sinema arus utama (*mainstream*), merupakan salah satu elemen kebudayaan yang turut berkontribusi dalam menciptakan konstruksi sosial terkait peran gender dan maskulinitas toksik. Akan tetapi, film juga memiliki kekuatan sebagai medium wacana alternatif untuk memberikan perspektif baru terkait maskulinitas toksik. Melalui produksi karya film pendek "Bonceng", peneliti mengeksplorasi fenomena maskulinitas dalam budaya berkendara di Indonesia dalam upaya menghadirkan wacana alternatif terkait maskulinitas toksik. Sebagai produser, peneliti berperan atas terlaksananya keseluruhan proses produksi, mulai dari tahap praproduksi yang meliputi *scheduling*, *budgeting*, dan *funding* film, sampai tahap pascaproduksi yang meliputi distribusi dan publisitas film.

**Kata kunci:** *film pendek, produksi film, produser, maskulinitas toksik, wacana alternatif*

### ***Abstract***

*One of the impacts of patriarchal culture is the emergence of social constructions related to gender perceptions, including society's perception of masculinity. Film, especially mainstream cinema, is one of the cultural elements that contribute to creating social constructions related to gender roles and toxic masculinity. However, film also has the power as a medium of alternative discourse to provide new perspectives on toxic masculinity. Through the production of the short film "Bonceng", the researcher explores the phenomenon of masculinity in the driving culture in Indonesia in an effort to present an alternative discourse on toxic masculinity. As a producer, the researcher is responsible for the entire production process, from the pre-production stage, which includes scheduling, budgeting, and funding the film, to the post-production stage, which includes distribution and publicity of the film.*

**Keywords:** *short film, film production, producer, toxic masculinity, alternative discourse*