

ABSTRACT

This research examines the narrative of a male character (M) portrayed as a family caregiver to an elderly person (his grandmother) depicted in the Thai film *How to Make Millions Before Grandma Dies* (2024). In Southeast Asian cinema, such portrayals are still limited, as traits like dominant, heroic figures with patriarchal ideals still persist in male characters. By utilizing a qualitative approach and narrative analysis, it shows that the male character, M changed from an opportunistic caregiver driven by inheritance to an altruistic caregiver who puts his grandmother's welfare and emotional connection first. Applying hegemonic masculinity and narrative framework, this film challenges the assumption of caregiving as a feminine responsibility and through caregiving, it can become a space for reconstructing masculinity through growth of compassion, emotional awareness, and familial duty from the narrative of the male character, M's caregiving journey. *How to Make Millions Before Grandma Dies* (2024) depicts caregiving as a means of redefining masculinity beyond the pursuit of wealth and towards genuine care.

Keywords: caregiver, elderly, narrative analysis, hegemonic masculinity, Southeast Asia