

Table Of Content

CHAPTER I INTRODUCTION	1
1.1 Background of the Research	1
1.2 Statement of the Problem.....	19
1.3 Research Objectives.....	20
1.4 Significance of Research	20
1.5 Definition of Key Terms.....	21
1.6 Previous Studies.....	22
CHAPTER II THEORETICAL UNDERPINNING.....	24
2.1 Critique Literature.....	24
2.2 Patriarchy and Gender Role.....	26
2.4 Cultural Studies	45
2.5 Character and Characterization.....	49
2.6 Representation.....	53
2.7 Synopsis of Film	53
2.8 Autobiography of author.....	53
CHAPTER III RESEARCH METHOD.....	60
3.1 Research design	60
3.2 Source of data	63
3.3 Sample Data.....	65
3.4 Technique of Collecting Data	70
3.5 Technique of Analyzing Data.....	71
CHAPTER IV FINDING AND DISCUSSIONS.....	73
4.1 Discrimination Against Women in Barbie 2023.....	73
4.2 The Culture Influence in Barbie land and in the real world through its narration	86
4.3 The Barbie character orientation towards patriarchal culture.....	106
CHAPTER V CONCLUSIONS AND SUGGESTIONS	121
5.1 Conclusions.....	121
5.2 Suggestions	121
REFERENCES.....	127

