

CHAPTER I

INTRODUCTION

This chapter discusses the background of the research, statement of the problems, research objectives, research significance, previous studies, and definition of key terms. In the background of the research, the researcher will explain how Barbie was formed, began to be recognized by many people and became popular. After explaining the history of Barbie's development, the researcher explains why they chose Greta Gerwig's Barbie film to be analyzed and why this film is worthy of being used as research. Then the researcher chose three research objectives to answer all research questions in accordance with the title chosen by the researcher and the researcher chose three previous studies as references in completing this research.

1.1 Background of the Research

Barbie is one of the most popular and influential toy dolls in the world. Barbie is a human-shaped doll who has various professions, hobbies, styles and friends. Barbie was created by Ruth Handler, a woman who also co-founded the toy company Mattel, Inc. with her husband in 1945. The idea for Barbie emerged when Handler saw her daughter, Barbara, playing with paper dolls that resembled adult women. Handler realized that girls needed dolls that could represent their dreams and aspirations for the future. Handler was then inspired by the Lili doll, a German doll based on a comic strip character aimed at adult men. On March 9, 1959, Mattel officially introduced Barbie at the American International Toy Fair in New York City. The doll was marketed as a youth fashion model, different from the baby dolls common in that era. Barbie's full name is Barbara Millicent Roberts, after Handler's daughter. The first Barbie doll had blonde hair and wore a black and white striped swimsuit.

Since then, Barbie has continued to develop and evolve according to the times and trends. Mattel releases various versions of Barbie with varying skin colors, hair, eyes and body shapes. Mattel also releases various accessories, clothes, cars, houses and friends for Barbie. One of Barbie's famous friends was Ken Carson, who was Barbie's boyfriend since 1961. Ken was also named after Handler's son. Barbie is not only a favorite toy for millions of girls around the world, but also a popular culture icon that has a huge influence on women's identity and image. Barbie has become a symbol of feminism, freedom, creativity and success for many generations of women. Research on Barbie has been carried out by academics, activists, writers, artists and others from various fields of science and perspectives. However, this research still has room to be developed and criticized. This research wants to fill the existing knowledge gap by using a cultural studies approach. Because the film that will be studied is still a newly released film.

Barbie by Greta Gerwig (2023), chosen by the researcher as the object to be detailed. It started with the researcher's curiosity about her desire to watch this film in the cinema because on the release date this film was very popular. From the results of this viewing, the researcher believes that the *Barbie 2023* film is a film that is both entertaining and inspiring. This film gives the impression that women can be whatever they want, without having to be bound by the standards or boundaries set by society. This film also teaches lessons that women must be confident, independent, creative, and brave enough to face challenges and changes that exist in the real world. This film also shows that relationships between men and women can be mutually respectful and supportive, without having to compete or dominate. The film also highlights the

suitable for all groups to watch, both children and adults, because this film has humor, drama, action and interesting romance. This film also has a lot message, but it is not too patronizing or offensive. This film is a film that deserves to be appreciated as a work of art that has succeeded in bringing the character of the Barbie doll to life in a way that is fresh and relevant to the times.

Barbie 2023 is a live-action film adapted from the adult female doll character created by Ruth Handler in 1959. This film stars Margot Robbie as Barbie and Ryan Gosling as Ken, two dolls who live in Barbie's fantasy world, but feel they are not fit their environment. Then, the film *Barbie* is a film directed by Greta Gerwig, an Oscar-nominated filmmaker who is known as one of the feminist figures in the world of cinema. Greta Gerwig is a director who is known as a feminist figure in the world of cinema. He often makes films that raise issues about women, such as *Lady Bird* (2017) and *Little Women* (2019). She was also a fan of Barbie dolls as a child, and wanted to make a film that honored the doll's legacy and charm.

Gerwig made a *Barbie film* that was not like most, instead discussing feminism, because she wanted to show that Barbie was more than just a beautiful, perfect doll. She wanted to explore the human side of Barbie, who also has doubts, fears, failures and desires. She also wants to criticize patriarchal systems, capitalism and popular culture which often limit and exploit women. She also wants to provide inspiration and motivation for girls to pursue their dreams and aspirations without fear of other people's judgment.

This film offers bright pink nuances and is full of comedy, but also contains

social criticism of patriarchy, capitalism and popular culture. This film shows female characters who are strong, intelligent, brave, independent and talented in various fields. This film also challenges gender stereotypes that limit the role and potential of women in a patriarchal society. This film also depicts the unconventional and egalitarian romantic relationship between Barbie and Ken.

The *Barbie film* received a positive response from critics and audiences. This film managed to set a box office record by earning revenues of 155 million US dollars or around Rp. 2.3 trillion in the first week since its release. This film is also recorded as the film by a female director with the highest grossing in history, beating *Captain Marvel* and *Wonder Woman*. This film also received praise for succeeding in bringing back the character of the Barbie doll, which has been around since 1959, in a way that is fresh and relevant to the times. In the social world, Barbie is now not only considered the highest-selling doll throughout her career. More than that, Barbie is currently considered to have an intensity phenomenon that is directly related to women. Remembering the first time it appeared in 1956, Ruth Elliot Handler saw his daughter named Barbara glancing at the lili doll (a German production doll inspired by cartoon strips and used as a male sex symbol). while shopping. Elliot had previously owned a company called Mattel Inc. with its theme, Harold Matson (1944), from the narrow concern of girls' toys at the time. If we watch the movie, then the appearance of Ruth (Barbara's mother), who remembers her daughter named Barbara, is at the end of this Barbie movie shot.

Starting from there, Elliot created a doll inspired by his daughter's name, Barbara. He also created a male version of the doll named Kendra. After meledekanya this doll, the construction of feminism and masculinity increasingly formed in such a way. At that time, Barbie was represented like an idol like Britney Spears and James Bond, surrounded by fans. Barbie then became the highest fantasy for women regarding beauty. Barbie offers an imagination that some girls can't get in the real world.

Barbie was born in 1959, which, on its way up to 1989, was a sign that it took 30 more years for Barbie to exude her name and become a popular cultural identity in America. Through the glasses of Foucault (1975), Barbie is a symbol of how the body rejects natural nature; now the body is a piece of meat that can be shaped as the owner wants. Barbie's brilliant career as a beautiful girl, white and slim, as time goes by. As Mattel officials say on the Mattel website, there are now 35 different skin colors, 94 hairstyles, and 9 body types.

Indirectly, Barbie then accompanied the feminist movement in fighting patriarchy in the third wave, according to Ritzer on (Sunarto, 2009:34–35), namely in the second and third waves. The second wave occurred in the late 1960s until now, marked by an intellectual movement that questioned gender differences, gender inequality, and gender oppression, and then moved on to the next wave that emerged in the 1980s. Continuing the intellectual development of earlier times as an implication of the success of the contemporary women's movement in an interrelated global order.

In this case, the forms of patriarchy that are promoted include liberal feminists and Marxists questioning the oppression of women, which is not only

different and the same, but women are actively controlled and subordinated, formed, used, and often abused by men. Then determine whether the perception of ownership of Millet is actually true. However, the social sphere in which Dimaskud formed a new era of patriarchy, in Barbie's opinion, was the community of capitalism and market ideology. Barbie brings a simulation of the imagination of beauty and women into a thin patriarchal reality between the world of dolls and the real world.

Women as subjects are dead and unable to control themselves but are controlled by the ideology of the market. Barbie is a miniature that symbolizes the body shape coveted by women and admired by many men. It has become the object of experimentation, chunks of meat that are ready to be formed continuously. From the beginning, Barbie conceptualized herself as a tool of personal imagination. According to Foucault himself, the body is a complexity, not just a collection of bones and flesh, but has entered because of the power controlled by something, so that the ownership of the body is not permanent or belongs to the woman herself. Barbie produced a patriarchal discourse and Western hegemony that later instilled the ideology of patriarchy itself.

This beauty then gave birth to its own hegemony; Stuart Hall (Hall, 2013) calls it the "theater of struggle," where in a society that has a dynamic nature, the struggle between conflicting ideologies is constantly changing. This process takes place continuously, which then leads to the formation of a delicate balance between the interests of the strong group and the interests of the lower group, which in this case is women, a balance in which the interests of the dominant

group remain in force (men) in harmony, as stated by Millet (1975). Seen from a Gramscian perspective, the mass media is interpreted as an instrument to spread and strengthen the dominant hegemony, but nevertheless, the mass media can also be used to spread ideas that counter the hegemony.

In the film, which will be released in 2023, it could be that hegemony regarding gender equality is more dominant, but like its own philosophy, Mattel Inc. seems reluctant to change its vision and mission where Barbie still has to sell fantasies and also women's imagination.

In the process of modernization to postmodernization, Mattel has taken various steps to produce many of its own changes, from patriarchal models to gender equality. If it feels it can make a big loss, Mattel does not hesitate to change the color of Barbie's skin, eyes, and hair and produce dolls from various countries.

But despite all these changes, Barbie remains a product that serves capitalism and is also a milestone in the ideology of the market towards women. Mattel served the rapid consumption of the body, one of the main goals of the capitalist system, with its marketing strategy in the 1970s. For example, this marketing strategy makes eyelashes more real than ever, setting a new standard among women. In addition, Barbie, which can be called a representation of women in general, expressing detachment from patriarchal realities, is nevertheless criticized for being ambiguous.

Mattel has not made any effort to ascertain religious and cultural differences. On the contrary, other toy companies have taken actions with

religious characteristics. Perhaps the most remarkable criticism made against Barbie is that she is an acute feminist. Critics such as Barbie, who only express beauty and femininity, have impossible body proportions, arouse sexual desire, and reduce a woman to a sexual commodity.

Mattel has gone to great lengths not to attach an adjective. She has chosen diversity in body type, skin color, profession, and so forth. But never make a Barbie that has a snub nose. Barbie does not have traits that can be described as physically negative, such as being spotty, long-eared, hairy, and gingsul-toothed. In reality, Barbie was never ugly. Then, to get to that equality, "does Barbie need to be ugly?"

The researcher chose the film *Barbie 2023* as material for the thesis because this film has feminist values that can be researched from various points of view. Researchers are interested in analyzing how this film represents women's identity through the symbols, codes and used in the film. Researchers also want to see how this film provides space for resistance or transformation of patriarchy through the female characters in it. Researchers also want to contribute to the development of literary science.

Boy Pratama (2020) in his *Menelisik Film Sebagai Sastra Modern* says that film can be considered as a part of literature because film has literary elements such as plot, story, character, theme, setting, and so on. Film also uses language as a medium of communication, both spoken and body language. Film is a result of creativity and imagination of the author who wants to convey a message or a certain meaning to the audience. Film can also be regarded as a

form of modern literature that combines various other arts such as music, photography, theater, and architecture. This film, which lasts approximately 1 hour 54 minutes, tells the story of Barbie (Margot Robbie), a doll who lives in Barbie Land, a place full of perfection and happiness. However, Barbie felt dissatisfied with her monotonous life and was limited by the rules that applied there. He wants to explore the real world and find his true identity.

Barbie decides to go to the real world with Ken (Ryan Gosling), a boy doll who loves her. In the real world, they experience various adventures and challenges that make them learn many things. Barbie also meets new friends who are different from herself, such as Dua Lipa (Dua Lipa), a bold and expressive pop singer, Hari Nef (Hari Nef), a confident and inspiring transgender model, and Emma Mackey (Emma Mackey), a caring and committed environmental activist.

However, the existence of Barbie and Ken in the real world also causes problems. Some people consider them a threat, because they have extraordinary abilities that ordinary humans do not have. Apart from that, Barbie also has to face an identity crisis, because she feels she doesn't fit in with the real world or Barbie Land. He has to choose between returning to his original place or remaining in the real world. This film has sparked conflict in culture studies because this film is considered a form of commodification and exploitation of popular culture created by the Mattel toy company. This film is considered a marketing strategy to increase sales of Barbie products, without paying attention

to the social and cultural values contained therein. The film is also seen as an attempt to maintain Western domination of the world through the representation of the Barbie doll as a symbol of beauty, success and happiness. Then, this film is considered a form of reproduction and reinforcement of patriarchal and heteronormative gender stereotypes. This film shows the characters Barbie and Ken as an ideal couple who love and complement each other. This film also displays traditional gender roles, such as Barbie as a beautiful, sweet and gentle woman, while Ken is a handsome, brave and strong man. This film does not provide space for the diversity of gender and sexuality that exists in the real world. The latter, This film is considered a form of marginalization and discrimination against minority groups who differ from dominant norms. This film features minority characters such as Dua Lipa, Hari Nef, and Emma Mackey as Barbie's friends who only function as supporters or complements to the story. This film does not give credit or recognition to their identity, struggle, and contribution to society. This film also shows the conflict between Barbie and Ken and people who don't like them as a form of violence or a threat to their existence. This film does not give credit or recognition to their identity, struggle, and contribution to society. This film also shows the conflict between Barbie and Ken and people who don't like them as a form of violence or a threat to their existence. This film does not give credit or recognition to their identity, struggle, and contribution to society. This film also shows the conflict between Barbie and Ken and people who don't like them as a form of violence or a threat to their existence. The film *Barbie 2023* is an example of a film that reproduces and

strengthens patriarchal ideology. Patriarchy is a social and cultural system that has dominated many societies worldwide for centuries. In patriarchy, power, control, and authority tend to be concentrated in men, while women often experience inequality in terms of access to power, resources, and decision-making. Within the structure of patriarchy, traditional gender roles are often highly defined, with men seen as leaders, breadwinners, and policy-makers, while women are often expected to conform to more limited norms and roles, such as being homemakers or domestic workers. Patriarchy can manifest at various levels, ranging from individual scales to entire societies. It creates gender inequality that can impact various aspects of life, including economics, politics, education, and culture. Its effects often prove detrimental to women, hindering their potential to pursue their goals and aspirations on an equal footing. (Hooks B, 1984). This film displays several aspects of patriarchy, such as:

1. Patriarchy in romantic relationships: This film shows Barbie and Ken as an ideal couple who love and complete each other. However, their relationship also shows the power imbalance between men and women. Ken is the more active, initiative and protective party, while Barbie is the more passive, reactive and dependent party. Ken also often makes decisions for Barbie without considering her opinions or desires. For example, in one scene, Ken says to Barbie: “Trust me, you'll love it here. I know what's best for you.”

2. Patriarchy in body representation: This film shows Barbie as a woman who has a perfect body, namely a slim, white body, blonde hair,

big breasts, small waist and plump buttocks. Barbie's body is the result of beauty standards set by patriarchy, namely standards that objectify women's bodies as commodities or tools to satisfy men's desires. Barbie's body is also a source of conflict for herself, because she feels she doesn't fit into the real world or Barbie Land. For example, in one scene, Barbie says to Dua Lipa: "I don't belong anywhere. I'm too perfect for the real world and too real for the perfect world."

3. Patriarchy in social roles: This film shows Barbie as a woman who has a limited and stereotypical social role. Barbie is a doll who lives in Barbie Land, a place full of perfection and happiness. However, this perfection and happiness also means that Barbie has no challenges, conflicts, or aspirations in her life. Barbie only does activities that conform to traditional gender roles, such as dressing up, shopping, cooking, cleaning the house, and looking after children. Barbie doesn't have a career or accomplishments that would make her proud or independent. For example, in one scene, Barbie says to Ken: "Is this all there is to life? Just being pretty and happy?"

The aim of this research is to examine characterization in presenting the characters in the film *Barbie 2023* and relate it to one of the cultural studies problems in the film. In a film, revealing patriarchal attitudes in the feminist world or analyzing cultural studies is certainly crucial. Because the film contains inspiration or a moral message that can be accepted by the audience or film lovers themselves. Whatever the film genre, the film must contain a moral message that

the audience can understand. Therefore, it is important to examine cultural studies that occur not only in the real world but also in the films themselves. The *Barbie 2023* film genre can be used in feminism research, because this film displays various aspects related to the feminist movement and ideology. As a method, researchers use characterization. In this film, it tells the story of Barbie who leaves Barbieland, a world that requires women to appear perfect and conform to patriarchal standards. Barbie feels uncomfortable with herself and wants to find her identity in the real world. This shows that this film criticizes social norms that restrain women and encourages them to explore their own potential without having to be bound by gender stereotypes. Even though the film chosen as the object has not been studied much by other researchers because this film is a new film, this is a challenge that motivates researchers to become one of the previous researchers of this film. This can also motivate other researchers to study this film as an object with different ideas too. Because certain films convey moral themes in a unique way and can teach us various things in a fun way, such as Horace's thesis which states that the main purpose of literary works is to teach and please, or the famous concept, *Utile et Dulce*. Horace's theory states that all literary works should be informative and enjoyable (Nurrachman, 2017). The moral values we get from a film can be seen from the characterization of a character in the film. For example, when a character is faced with a problem or difficult situation, for example social prestige or discrimination, then the way they deal with this problem will be the way they convey their own moral message. Characters can also communicate moral

messages through their words.

Universe in the *Barbie 2023* film is a world consisting of two different dimensions, namely Barbieland and the real world in film. Barbieland is a world that requires women to appear perfect and conform to patriarchal standards. Here, Barbie and her friends live in a state of false happiness and uniformity. The real world is a world full of challenges, conflict and diversity. Here, Barbie and her friends learn to discover themselves and appreciate differences. The film depicts the contrast between the two worlds in terms of appearance, behavior, values, and relationships between women and men. This film also reflects various feminist values that are relevant to current gender issues. This film also contains several controversial issues, such as the love relationship between Barbie and Ken, the map of the South China Sea shown in the film, and the environmental impact of Barbie doll production. The universe in the *Barbie 2023* film is a world consisting of two different dimensions, namely Barbieland and the real world. Barbieland is a world that requires women to appear perfect and conform to patriarchal standards. Here, Barbie and her friends live in a state of false happiness and uniformity. The real world is a world full of challenges, conflict and diversity. Here, Barbie and her friends learn to discover themselves and appreciate differences. The universe in the *Barbie 2023* film is a world consisting of two different dimensions, namely Barbieland and the real world. Barbieland is a world that requires women to appear perfect and conform to patriarchal standards. Here, Barbie and her friends live in a state of false happiness and uniformity. The real world is a world full of challenges, conflict

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The reason the researcher chose the film Barbie 2023 as the research object is because this film offers a critical view of social issues in the current cultural context. This film also explores identity, existentialism and creativity through the character Barbie who tries to find herself in the real world. This film also attracted attention because it was the result of a collaboration between Mattel, the company that makes Barbie dolls, and Warner Bros, the film studio that produced this film. This raises questions about how this film promotes Barbie products while criticizing the consumer culture behind it. Apart from that, this film also utilizes marketing strategies involving various brands and social media to reach a wide and diverse audience. Therefore, The Barbie 2023 film is an interesting and important object of study for understanding popular culture

phenomena in the era of globalization. Barbie is always depicted as a woman who is at the forefront of facing every problem that exists. However, it turns out there is something else behind the dominance of women in the Barbie film, namely the patriarchal system.

Because of these two opposing things, researchers conducted research on how the representation of the main character brings out the patriarchal ideology that is behind female domination. This research uses Cultural Studies as a basis for analyzing material objects. To find research results, researchers used Fiske's Polysemy theory which was then continued by exploring the analysis using the Character Reading approach as a tool to find representations of the main characters. Each theory and approach has a certain role to help researchers reveal the patriarchal ideology embodied in the main character.

This research reveals how the main characters experience character development and their world undergoes changes. Researchers identified a hidden ideological value behind female domination. This shift in the values of femininity and masculinity shows the strong dominance of the patriarchal system towards the main character, shown by his father as the leader of the kingdom and leader of his family who has the right to regulate all the needs and lives of his wife and children. So the value of femininity and masculinity of the main character to try to fight against male power is a form of the patriarchal system which naturally exists in the film as a hidden ideology.

Everything produced by society with its mind and conscience for and/or in social life is called cultural studies. Literary works are created in a society

that already has traditions, norms, conventions, beliefs, ways of life, ways of living, ways of thinking, aesthetic points of view, and other empowerments. Literature can be said to be an important part of the social and cultural life of its creators. Society's need for legitimacy of its social and cultural life, or more precisely a legitimation of its existence, leads to the creation of literature in this context. Although this may not be completely justified in today's world, this event apparently had a huge impact on people's lives at that time, as evidenced by several classical works.

As a work of imaginative fiction that depicts various human and humanitarian problems, the problems of human life in their interactions with the environment and other people, dramatizes various forms of human relationships based on the author's life experiences and observations, providing models of life. The creation of a fictional world model of life is almost certainly based on a real world model. In other words, the model of life in the literary world is a reflection of the model of life in the real world, complete with the social and cultural life of its inhabitants. Fiction literature is important as a tool for knowing and understanding the socio-cultural situation of the society that is the model because it contains and offers a model of life. In other words, literary works can be used to encourage understanding between forces.

Literature is developing rapidly in the current era of modernization. Observing the rapid progress of technology and its influence on the world of literature. The transformation of literary texts into film form has been going on for decades.

Films in general are a new way for people to enjoy new works of art while taking advantage of continuously developing technology. Film was born in the 18th century, during the European industrial revolution, when classic novels were distributed across continents to share life stories. At that time, films emerged as a new means of enjoying life stories that were previously told through books, short stories, poetry and other media. Film is a sophisticated art form and a unique means of communication, impacting all levels of society. Movies aren't just a great way to pass the time; they also give you the feeling of being in a world you can't get anywhere else, a world that is not real. Films can evoke strong emotions and involve viewers directly and clearly with the world "out there" and the lives of other people. Viewers are taken out of everyday life and transported to another world when they watch a film. Viewers become engrossed in the lives of imaginary characters, their minds begin to form ideas about the historical events depicted in the film, and they remain fascinated by the creative mix. Viewers become engrossed in the lives of imaginary characters,

Film plays an important role in mass communication as a method of conveying messages to society. The impact of the message can be beneficial or detrimental. Many people are easily able to "catch" the message of a film. However, many people face difficulties in this area. Moreover, there are also those who just watch for entertainment. Many people criticized people who watched the film because they thought it was a waste of time and not fun at all. This is not wrong, because everyone has the right to choose how they will digest

a film in their own way, such as enjoying a film without really considering the meaning of the message behind it.

However, it would be incorrect to assume that studying a film prevents one from enjoying it. Films can inform, educate and even inspire us if we are ready to try to understand, interpret and open our minds to them. The moral message in the film is a reflection of reality. For example, when we try to understand the plot of a film, we often look for similarities or parallels between ourselves and the characters in the film, and we sort out the characters' attitudes and actions, right and wrong. Moral themes in films can then help us in dealing with various social problems, especially personal problems in life. These messages teach us important truths that we can apply in our daily lives.

Researchers chose the title *Barbie 2023: A Critique of Patriarchy in the World of Dolls*. This title illustrates that this thesis will analyze how the *Barbie 2023* film criticizes social norms that restrain women and encourages them to explore their own potential without having to be bound by gender stereotypes. This thesis will also discuss how the *Barbie 2023* film reflects various feminist values that are relevant to current gender issues. This thesis will also relate the *Barbie 2023* film to the historical, cultural and social context behind the film's production and consumption. This thesis will use a qualitative approach with content analysis and interview methods. It is hoped that this thesis can contribute to the development of feminism and media studies.

1.2 Statement of the Problem

This research analyzes the patriarchy from the characters in *Barbie Movie*

(2023). Based on the explanation of the research background and research scope above, the researcher formulated the problem as follows:

- 1) How does discrimination against women in film *Barbie* (2023)?
- 2) How does this film influence the culture that exists in Barbie land and in the real world in film through its narration?
- 3) How does the Barbie character still have an orientation towards patriarchal culture?

1.3 Research Objectives

In relation to the statement of problems, the research has three objectives to be achieved by the researcher. The main objectives of this research are as follows:

- 1) To explain the discrimination against women in film *Barbie* (2023).
- 2) To analyze this film influence the culture that exists in Barbie land and in the real world in film through its narration.
- 3) To identify Barbie character still have or no an orientation towards patriarchal culture.

1.4 Significance of Research

By doing this research in fact, this research has a number of important meanings and the author hopes that this research can be useful, both theoretical and practical benefits:

- 1) Theoretically

This research is expected to be a useful source for understanding

the content of films and how characterization theory is applied in this research. It is also hoped that this study can be studied by students, lecturers and parties interested in the film.

2) Practically

This research is expected to provide the new references it is hoped that this research can be used as a reference for students who are interested in analyzing this or other films can also be used by lecturers who use their research as a source of supporting teaching and it is hoped that this research can be used by other people who like films as reading material to truly understand the film especially how the values of patriarchy in film *Barbie Movie (2023)* are analyzed through patriarchy theory.

1.5 Definition of Key Terms

Key terms are taken from words in research papers. These key terms are written down to make the readers can understand this research problem more easily. In addition, the writing of these key terms is also provided to avoid misunderstandings in this research. In this research the researcher use the following key terms:

Representation: Representation is the description or portrayal of someone or something in a particular way or as being of a certain nature.

Patriarchy : Patriarchy is a social and ideological thinking that involves displaying attitudes and behaviours that signify and validate maleness, and involves being recognised in particular ways by other men and women in

all aspects of life such as political, economic, social, and others.

Characterization: Characterization is the representation of characters (persons, creatures, or other beings) in narrative and dramatic works.

Stereotype: An assumption about an individual that is only seen through a certain background or characteristic

1.6 Previous Studies

The first previous study that the author used was undergraduate thesis “*Manifestation of The Spirit of Feminism as Reflected in Barbie and Fairy Secret The Movie*” written by Heni Nur Amala in 2012, the researcher analyzed the concept of feminism reflected in the film Barbie and Fairy Secret. This research used a qualitative approach to analyze the object material and employed three concepts in Feminist Criticism, namely Third Wave Feminism combined with Traditional Gender Role Patriarchy.

The second, from a journal “*Patriarchy Representation In The Film 'YUNI'*” by Nadya Febiola. This journal analyses how patriarchy is presented in the film 'Yuni' which raises patriarchal culture in Indonesia which still often occurs in everyday life. This journal uses Roland Barthes' semiotic analysis method and found five important aspects: patriarchy controls women's sexuality, patriarchy limits women's education, patriarchy limits women's work in the domestic sphere, patriarchy encourages early marriage and patriarchy limits women's movement and freedom.

The third previous study is Patriarchal Representation in the Film 'Photocopier' by Atha Nilakandi Oknadia. This journal examines how

patriarchal representations in films raise issues related to sexual violence. This journal uses the method of semiotics assisted by John Fiske's television codes and shows that the representation of patriarchy in the film shows male leadership and power over women, the formation of female identities by men, and men's ability to manipulate their faults against women.

This research indeed proves that researchers are trying to increase research regarding characterization and cultural studies that play a role in this film. Researchers use the different object but samet heories and topics for their analysis.

