

## Analysis of Gender Equality in The Film Barbie The Movie

**Ika Fitri Alviyanti\***

Universitas Paramadina

[Ika.alviyanti@students.paramadina.ac.id](mailto:Ika.alviyanti@students.paramadina.ac.id)

**Fuad Mahbub Siraj**

Universitas Paramadina

[fuad.siraj@paramadina.ac.id](mailto:fuad.siraj@paramadina.ac.id)

### Abstract

Gender-based discrimination still occurs in various aspects of life. In fact, currently gender equality has experienced extraordinary progress. The nature and severity of discrimination varies widely between countries and regions. Women do not enjoy equal access to political, social and economic rights in any country or region in the world. This research is qualitative research with the type of library research. This research seeks to understand how gender equality is represented in the Barbie film using descriptive analysis methods. The primary data source used in this research is the film Barbie The Movie. This primary source is in the form of scenes or images that show gender equality in the film Barbie The Movie. This data is obtained from the Loklok application. Later, relevant data will be collected and examined through an analysis process. The results of this research show how the Barbie film inspires women around the world and promotes gender equality. Through engaging storytelling, Barbie films inspire girls to recognize gender differences, believe in themselves, and achieve their goals.

**Keywords:** Barbie; Film; Feminism; Gender Equality.

### Abstrak

*Diskriminasi berbasis gender masih terjadi di berbagai aspek kehidupan. Faktanya, saat ini kesetaraan gender telah mengalami kemajuan yang luar biasa. Sifat dan tingkat keparahan diskriminasi sangat bervariasi antar negara dan wilayah. Perempuan tidak menikmati akses yang sama terhadap hak-hak politik, sosial dan ekonomi di negara atau wilayah mana pun di dunia. Penelitian ini merupakan penelitian kualitatif dengan jenis penelitian kepustakaan. Penelitian ini berupaya memahami bagaimana kesetaraan gender direpresentasikan dalam film Barbie dengan menggunakan metode analisis deskriptif. Sumber data primer yang digunakan dalam penelitian ini adalah film Barbie The Movie. Sumber primer ini berupa adegan atau gambar yang menampilkan kesetaraan gender dalam film Barbie The Movie. Data ini didapat dari aplikasi Loklok. Nantinya, data yang relevan akan dikumpulkan dan diperiksa melalui proses analisis. Hasil penelitian ini menunjukkan bagaimana film Barbie menginspirasi perempuan di seluruh dunia dan mempromosikan kesetaraan gender. Melalui penyampaian*

*cerita yang menarik, film Barbie menginspirasi anak perempuan untuk mengenali perbedaan gender, percaya pada diri sendiri, dan mencapai tujuan mereka.*

**Kata Kunci:** *Film; Barbie; Feminisme; Kesetaraan Gender.*

## 1. INTRODUCTION

One type of audio visual technology is film. Film is an audiovisual communication medium that is popular with many people. The people who watch films vary in age from children to elderly people (Mulachela et al., 2019). Through narrative media, films can also be seen as a means of providing information and educating audiences. As a form of cultural art, film functions as a means of mass communication and a social institution. Film as a mass communication medium certainly has a big impact in changing the status and role of women in society (Maulidina, 2020).

Justice is often the driving force behind the perception of gender issues as social injustice. There is still a lot of gender discrimination in society's social structure, especially against women. The key factor that often supports this discrimination is the still embedded patriarchal culture in society's social system. According to patriarchal culture, men are the ones who rule, control and exploit women. All aspects of the social network, including family, education, culture, and politics, are affected by gender discrimination. The word gender has an etymology related to sex in English (Sulistiyowati, 2021).

Mansour Fakih believes that gender is a historically and culturally produced attribute that is innate in both men and women. For example, men are seen as strong, logical, manly, and powerful, while women are known to be kind, attractive, emotional, and motherly. These qualities are entirely interchangeable, so there are men who are motherly, emotional, and gentle and women who are strong and rational (Karim, 2014). Therefore, the premise for distinguishing the differences between men and women concerning social and cultural circumstances is gender (Marzuki, 2017).

Understanding the concepts of sex and gender is a challenge for women. To avoid contaminating knowledge about gender and gender inequality, it is essential to differentiate these two ideas. The division of roles between men and women in society is imprecise because of the ambiguity surrounding sex and gender. "sex" refers to separating the two human sexes into biologically determined traits innate to a particular sex. The body's chemical and hormonal composition, physical architecture, reproductive systems, and biological characteristics fluctuate depending on gender (Tune Sumar, 2015).

To share the benefits of progress fairly, men and women must have the same opportunities and rights as other people to participate in politics, law, economics, socio-culture, education, and the military. Eliminating systemic injustice and discrimination against men and women is another aspect of achieving gender equality (Ninla Elmawati Falabiba, 2019).

Gender in equality occurs in society and has the same impact on men and women. When someone is mistreated solely because of gender differences, gender injustice occurs. However, because so many women suffer from this gender injustice, there are many problems related to women, so that men and women do not have an equal position. Stereotypes, marginalization, subordination, violence, and double burdens are just a few examples of how gender inequality shows up in everyday life (Fibriyanti, 2020).

In all aspects of life, gender-based discrimination still occurs. Although there has been significant progress in gender equality today, this is a fact. Discrimination differs significantly between countries and regions in terms of type and severity. There is no single country or part of the world where women have equal access to political, social, and economic rights. There are several gender disparities in access to and control of resources, the economy, power, and political involvement. Even though women and girls are the ones who suffer the most from injustice, ultimately, everyone is harmed by this injustice. Therefore, gender equality is fundamental to promote and discuss.

The Qur'an does not recommend different treatment of men and women because, in the eyes of Allah, both have equal status. The Qur'an always calls for justice, security, and tranquility by emphasizing goodness and avoiding evil. Therefore, views that marginalize the role of women must be corrected (Sulistiyowati, 2021).

The overall goal of the feminist movement is to liberate women from the injustice and oppression that men perpetrate against them. Thanks to the struggle of these feminist groups, women in the West could gain freedom and equality, which they had not previously denied to them. Because of this imbalance, they tend to choose to identify themselves as feminist (Swirsky & Angelone, 2016). That is why this movement was significant in Europe and the West as a whole.

The connection between gender equality in Islam and the West is made because there are often comparisons or discussions regarding the views and implementation of gender equality in both cultural contexts. Even though the title does not contain any religious elements, it is important for us to remember that this title is a very complex issue and can be approached from various perspectives throughout the world.

Barbie The Movie is a film that discusses gender equality. Barbie's lifestyle in Barbie Land is depicted in this film. There are various characters in each Barbie. Boys are called Ken, while girls are called Barbie. Barbie also aims to offer a variety of female role models and encourage young girls to follow various professional paths and pursue their dreams of becoming whatever they want, such as engineers, doctors, and other professions. Margot Robbie plays Barbie, and Ryan Gosling plays Ken. They both live a happy and colorful life to the point of being picture-perfect (Nur Ramadhaningtyas, 2023).

Based on Mattel's Barbie doll, Gerwig directed "Barbie" from a script she and Noah Baumbach wrote. The film's producers include David Heyman, Robbie, Tom Ackerley, and Robbie Brenner. Executive producers include Michael Sharp, Josey McNamara, Ynon Kreiz, Courtenay Valenti, Toby Emmerich, and Cate

Adams. *Barbie*, a production of Heyday Films, LuckyChap Entertainment, and Mattel, is presented by Warner Bros. Pictures. Warner Bros. Pictures will handle the global distribution of the film, which will open in North American theaters on July 21, 2023, and worldwide on July 19, 2023 ([barbiemovie.id](http://barbiemovie.id)).

*Barbie* experiences an existential crisis in the film *Barbie*. This film has developed into a feminist movie. Researchers cite various examples from films that demonstrate feminism, and filmmakers end their films by promoting gender equality. This research shows that the *Barbie* film inspires women worldwide and conveys a strong message about gender equality. In the movie, *Barbie* is offered as an intelligent and strong woman. The *Barbie* films encourage girls to believe in themselves, realize their aspirations, and respect the differences between men and women through compelling storytelling. *Barbie* emphasizes the importance of accepting and respecting the differences between men and women when discussing gender equality. *Barbie* and other fictional characters show how men and women can collaborate harmoniously and support each other without prejudice or superiority.

This research is qualitative research with the type of library research. This research seeks to understand how gender equality is represented in the *Barbie* film using descriptive analysis methods. Data sources were obtained from books, theses, journals and others. The primary data source used in this research is the film *Barbie The Movie*. This primary source is in the form of scenes or images that show gender equality in the film *Barbie The Movie*. This data is obtained from the Loklok application. Later, relevant data will be collected and examined through an analysis process.

Research on gender equality has been widely published, but gender equality in the *Barbie* film has never been studied. First, research was conducted by Yuni Sulistyowati entitled "Gender Equality in the Scope of Education and Social Order." The results of this research show that, despite efforts to protect gender justice and equality, gender prejudice still exists in society. Patriarchy, which still views men as the dominant party and ignores women's position in the social order, is one of the causes of gender inequality. Women are seen as a marginalized and neglected group because of the assumption that they are only equipped to run the household kitchen. Because they are considered weak and helpless, women are often the targets of attacks and other forms of harassment (Sulistyowati, 2021)

Second, Fibriyanti, Inike, completed the thesis entitled "Implementation of Gender Mainstreaming in Education in City State Madrasah Aliyah". The research results show that gender mainstreaming in education has been practiced for quite a long time at MAN Kediri City. However, this has not been put into practice. Curriculum and learning modules, PUG working groups, gender-sensitive budgeting, and school principal policies are some aspects that are still lacking in implementation. Madrasa management, classroom teaching methods, and madrasa infrastructure are the only areas implementing gender mainstreaming in MAN Kediri City. The support of central government policies, including laws on gender mainstreaming in education and madrasahs, is support for human resources for

teachers and students, as well as a madrasah culture that does not separate and differentiate between men and women, are supporting factors. The absence of a policy set by the madrasah leadership or head of each madrasah is an obstacle (Fibriyanti, 2020).

## **2. RESULTS AND DISCUSSION**

### **2.1. Gender Equality in an Islamic Perspective**

Before we discuss about the analysis gender equality in the film *Barbie the Movie*, we would like to show the gender perspective from Islamic point of view and the West. The gender perspective in the Qur'an not only regulates the harmony of gender relations or interactions between men and women in society but also the harmony of relationship patterns between the macrocosm (nature), the microcosm (humans), and the microcosm (God). Generally, it seems that the Qur'an recognizes the existence of gaps between men and women, but these differences do not provide better benefits for one party. This variation is intended to foster the Qur'an's obsession with developing loving and harmonious relationships within the family (Suhra, 2013).

Allah has created men and women in the most beautiful forms, in the most respected positions. Humans are also endowed with virtue because they are capable of thought, emotion, and guidance. As a result, the Qur'an does not differentiate between men and women because, in the eyes of Allah, both are equal. The only difference between men and women is their biology; both sexes have the same rank and position. However, there are still disparities in social life, which often prioritize men in providing privileges. As a result, the women's liberation movement was created and succeeded in guaranteeing equal rights (Maslamah dan Suprapti Muzani, 2014).

The emergence of injustice against women under the pretext of religion is caused by the wrong application of religious teachings themselves, which is caused by the influence of historical, environmental, and cultural factors and patriarchal traditions that exist in society, giving rise to detrimental individual attitudes and behavior. Generation determines women's status. Women and gender is inequality. It is what then gives birth to false myths, which are spread through wrong values and interpretations of religious teachings regarding the superiority of men and the weakness of women. Sometimes, religion becomes a justification for the problem of gender inequality. Religion provides validity to the inferior role and position of women because the majority of society's understanding of this is still limited. The Qur'an does not recommend different treatment of men and women because, in the eyes of Allah, both have equal status. The Qur'an always calls for justice, security, and tranquility by emphasizing goodness and avoiding evil. Therefore, views that marginalize the role of women must be corrected (Sulistiyowati, 2021).

### **2.2. Gender Equality in a Western Perspective**

The beginnings of feminism can be attributed to several sources and purposes. It is impossible to separate the formation of the feminist movement

from elements such as education, awareness, economic conditions, socio-cultural background, etc. The premise of the feminist movement is that women are oppressed and exploited. The feminist movement also emerged as a result of the oppression experienced by women in patriarchal culture, which encouraged women to unite and take action (Susanto, 2013). The first wave of feminism occurred between the 18th century and before 1960, the second wave occurred after 1960, and the third wave of feminism, postfeminism, emerged in 1980 (Suwastini, 2013).

The Marquis de Condorcet and Lady Mary Worlky Montagu, both members of the Association of Scientific Women, were leaders of feminism during the European Enlightenment. After the publication of "*The Subjection of Women*" by John Stuart Mill, this idea spread to America and developed rapidly. Until World War II, new countries were born free from European colonial rule and gave women the right to vote in parliament. The feminist movement has existed since the 18th century, according to the book "*Islamic Encyclopedia*." Even though feminism has a long history, 1960 is the only time feminism is recognized as the birth year of the movement. Following the release of Friedan's book "*Feminist Mystique*" in 1963, many feminist organizations emerged to fight for women's rights in all areas. This movement is increasing almost all over the world, including Europe, Canada, and Australia (Ariwiyantoro, 2021).

The overall goal of the feminist movement is to liberate women from the injustice and oppression that men perpetrate against them. Thanks to the struggle of these feminist groups, women in the West could gain freedom and equality, which they had not previously had, which is why this movement was significant in Europe and the West as a whole. Negative perceptions of women in the West have colonial overtones, and the women's liberation movements that have taken place since the turn of the 20th century have also primarily aimed to achieve imperialist goals. Therefore, we can see that the idea of gender equality is not essential for Muslims. In addition to violating God's laws and will, especially the nature and character that he ordained, feminism developed in the West as a response to the abuse of women. In the West, feminism expresses anger and resistance to injustice. It is a silent protest against society's culture, which is considered patriarchal, primarily through writing and unity.(Harris & Muhtar, 2019).

### **2.3. Barbie The Movie**

Barbie is one of the most famous and loved toys around the world. However, since its debut in 1959, this doll has never appeared in a single film. The first live-action Barbie film was titled Barbie The Movie. Barbie The Movie's production company, Warner Bros, has stated that it will begin filming in 2019. The worsening of the pandemic has delayed the release of the film, which was scheduled for release in 2020. In 2020, filming of the new Barbie film began and the show will premiere in 2023.

Margot Robbie and Ryan Gosling in this film as Barbie and Ken in Greta Gerwig's "Barbie," which also stars America Ferrera, Kate McKinnon, Michael Cera, Ariana Greenblatt, Issa Rae, and Rhea Perlman. Simu Liu, Ncuti Gatwa, Scott Evans, Jamie Demetriou, Connor Swindells, Sharon Rooney, Nicola Coughlan, Ritu Arya, Dua Lipa, and Academy Award winner Helen Mirren all appear in the film. Based on Mattel's Barbie doll, Gerwig directed "Barbie" from a script she and Noah Baumbach wrote. The film's producers include David Heyman, Robbie, Tom Ackerley, and Robbie Brenner. Executive producers include Michael Sharp, Josey McNamara, Ynon Kreiz, Courtenay Valenti, Toby Emmerich, and Cate Adams. Barbie, a production of Heyday Films, LuckyChap Entertainment, and Mattel, is presented by Warner Bros. Pictures. Warner Bros. Pictures will handle the global distribution of the film, which will open in North American theaters on July 21, 2023, and overseas on July 19, 2023.

Several gala premieres have been held, including in the United States, England, and South Korea. The Barbie Movie will be packaged in the form of a comedy film. It is known that the production costs for making this Barbie film reached USD 145 million. If converted into rupiah, this film costs around IDR 2.17 trillion.

Even though it was only shown for the first time a few days ago, July 19 in the world and July 20 in Indonesia, as of July 20, 2023, the Barbie film has officially been screened in 15,700 cinemas in 51 countries. It does not rule out the possibility that there will be more cinemas. The profit is estimated to be around IDR 473.5 billion on July 20, 2023. After Avengers: Endgame, Avengers: Infinity War, and Spider-Man: No Way Home, the Barbie film is reportedly the fourth record breaker. Barbie is a doll created by Ruth Handler. Ruth got inspiration from a beauty called Bild Lilli (from Germany). Bild Lilli is a comic strip character in the Bild-Zeitung, a daily newspaper in Hamburg, Germany, created by artist Reinhard Beuthien. The inspiration for making Barbie was also due to Ruth Handler's observation of her daughter, Barbara, who often played with baby-shaped dolls.

#### **2.4. Synopsis of The Film Barbie The Movie**

Barbie The Movie is a film that discusses gender equality. Barbie's lifestyle in Barbie Land is depicted in this film. There are various characters in each Barbie. Boys are called Ken, while girls are called Barbie. Barbie also aims to offer a variety of female role models and encourage young girls to follow various professional paths and pursue their dreams of becoming whatever they want, such as engineers, doctors, and other professions. Margot Robbie plays Barbie, and Ryan Gosling plays Ken. They both live a happy and colorful life until they look perfect (Devira Prastiwi, 2023).

When night falls in Barbie Land, the Barbies throw a party and dance together. While Barbie was dancing, she suddenly thought of something about death. Then the Barbies fell silent about this, and the Barbies said, "I just want to dance." Then, the Barbies continued dancing. The next day, Barbie had some problems. The problems are that when you yawn, your mouth smells; when you

shower, the water is too cold; the waffles are burnt; the milk is expired, it falls from the roof; there is cellulite on Barbie's thighs, Barbie's heels touch the ground, and she doesn't tiptoe anymore (flat feet). It makes other Barbies afraid because now Barbie is no longer a stereotypical Barbie but an imperfect Barbie. The other Barbies suggest meeting the strange Barbie to find out the cause. According to the peculiar Barbie, all the problems with the Barbie are related to its owner in the real world. Barbie owners feel sad in real life, and it affects them. If Barbie wants to be a stereotypical Barbie again, she must go into the real world and find her owner.

Finally, Barbie went from Barbie Land to the real world; in the middle of the journey, Barbie sang, and suddenly Ken was behind Barbie. This shocked Barbie, and suddenly stopped. Then Barbie agreed that Ken would come with Barbie. Barbie and Ken continue their journey to the real world in a pink car. In the real world, Barbie and Ken have a beautiful appearance that steals the attention of many people. While in the real world, Barbie and Ken soon discover the joys and dangers of living among humans. However, some people realize that they are Barbies. It turns out the natural world and Barbieland are very different. In the real world, men are highly respected. So Ken was lulled by this. After that, Ken went home and changed Barbieland to Kenworld. It causes all Barbies to submit to things.

## **2.5. Analysis of Gender Equality in the Film Barbie The Movie**

In Barbie The Movie, Barbie experiences an existential crisis. This film has turned into a feminist film. Researchers will provide several scenes that show feminism. And at the end of the film closes with gender equality by the filmmaker.

In the film, feminism is the fight for gender equality. Apart from challenging gender stereotypes and educating society about the power of women and equality with men, the feminist movement also encourages and explores women's lives further. Even today, the role of women in film continues to grow. The gap still exists even though the proportion of women playing roles in films has increased. Feminism in films contributes to cultural change and has a very significant positive influence on public awareness of gender issues by presenting strong and diverse opinions.

At the film's beginning, the narrator says, "*Barbie can be anything; woman can be anything*". These words mean that women can be what they want and dream of without being burdened or having specific standards. Interpretations regarding women have been formed since ancient times, namely "*women are only in the kitchen*," "*women are not allowed to work*", and "*a woman's job is being a housewife*." There are still many bad words about women. Therefore, women don't need to be afraid of these words; they can be whatever they want.



**Picture 1**

The narrator says, "*Because Barbie can be anything, women can be anything.*"



When Barbie and Ken arrived in the real world, they faced many problems. First, People stare and laugh at their clothes. Second, the men said words and jokes that were inappropriate for them and made Barbie say that she didn't have a vagina and Ken didn't have a penis, but Ken said he did. Third, where are the women, and why are no female builders? In this film, we examine the phenomena of patriarchy and sexism in the real world through the experiences of Barbie and Ken. Barbie realizes that women are always oppressed and unhappy in the real world.

**Picture 2**

*Unlike in Barbie, Barbie and Ken's conversation in the real world is upside down.*



The Barbie stereotype is entirely rejected by Sasha, a girl who he thinks is the one who plays it. Sasha is a skeptical child and speaks frankly. Sasha calls Barbie a "*capitalist and fascist*" and only pretends to be a feminist but doesn't care about women. With the emergence of Barbie, all girls were required to look exactly like Barbie: perfect, beautiful, thin, with straight hair, and so on. It made Barbie cry and feel hurt by Sasha's words, and Sasha didn't care about this. All these problems make girls think they are required to be perfect, like Barbie.

**Picture 3**

*The Conversation between Barbie and Sasha in the school cafeteria.*



Meanwhile, people's attention to Ken makes him happy. Men are everywhere; women are unimportant; men ride horses, wear suits, and do sports. All of these things witnessed by Ken in the real world made him return to Barbie's land without Barbie bringing shallow knowledge about patriarchy and turning the world into "*Ken-dom*" or Ken's kingdom to fulfill his existential needs.

**Picture 4**

*Ken realized that the real world is not like Barbie Land.*



Barbie was taken to the Mattel office, where Barbie saw that most of the people in the Mattel office were men. There, the CEO of Mattel tried to defend himself by saying, "*I care about women. I am my mother's son, grandmother's grandson, and aunt's nephew.*" In the real world, many companies and institutions claim to support women and give women rights, but men hold strategic decision-

making positions. Women's role is still low in the world of work; women are often considered weak and become targets of sexual harassment. Therefore, gender equality is fundamental to implement, especially in positions, to avoid undesirable things.

**Picture 5**

*The conversation of Barbie at the Mattel office.*



After arriving at Barbie Land, Barbie was very surprised because Barbie Land had turned into "Ken-dom" or Ken's kingdom. Ken learns that he can be more than just a Ken in the real world. This problem occurs because of patriarchy. Patriarchy makes Ken think that he doesn't need the presence of women; women should serve and submit to men, and men hold the system of power.

**Picture 6**

*Barbie land was transformed into "ken-dom" or Ken's kingdom.*



Barbie gets depressed and gives up because Barbie Land is now Ken Land. Gloria's idea made Barbie rise. The Barbies, Gloria, and Sasha make a plan for Barbie Land to return. It is a matriarchy. Women want to rule the world; the system of power held by women and men is simply useless.



**Picture 7**

*Barbie, Gloria, and Sasha make plans for Barbie Land to return.*



Barbie apologizes to Ken. Then, no more problems occur, and they live a life unlike before. After discussing feminism, the filmmakers highlight the final goal at the film's end, namely Barbie and Ken finally living side by side. The social and government systems in Barbie Land also involve Ken. This Barbie film raises the issue of gender equality and reminds us that men and women have the right to express themselves without being intimidated.

**Picture 8**

*Conversation Barbie and Ken live side by side without any more problems.*



Researchers looked at the climax of the film Barbie The Movie. After his narrative, Ken realized the fact that the patriarchy he had introduced into Barbie Land had a harmful impact. Barbie expresses regret to Ken for underestimating her. Barbie Land eventually returns to normal, although Barbie acknowledges showing tremendous respect for the Kens. Barbie stereotypes believe that she no longer belongs in Barbie Land. After experiencing the real world, Barbie thinks her position and way of life are more suitable.

Barbie's creator, Ruth Handler, supports her desire to live in the real world. Barbie, who has migrated to the real world, lives with Gloria's family. Even at the end of the film, it is clear that Barbie was taken somewhere by Gloria's family, a

gynecologist. It has to do with the film's opening narration, where Barbie and Ken first encounter the natural world and receive a call from a construction worker. However, Barbie immediately approached them, and there was a dialogue that Barbie and Ken did not have genitals. The construction workers seem shocked by Barbie's statement, and Barbie realizes that not having genitals means they are not human.

It encourages Barbie to see a gynecologist at the end of the film. He wanted to have his genitals made for him because he would now live like a human. A gynecologist is a medical professional who focuses on women's reproductive and physical health. In other words, if Barbie had genitals, she would be fully human.

## **2.6. Messages from the Movie Barbie The Movie**

The Barbie film conveys a clear message about how important gender equality is in everyday life. Barbie is often portrayed as a strong and intelligent woman who can achieve anything she wants. It aims to show girls that they are the same as boys.

The Barbie film instills a sense of self-confidence and being yourself, "*Trust Your True Self*," in its viewers. Barbie's personality consistently exemplifies respecting each person's individuality and refusing to change oneself to meet other people's expectations. It sends a strong message about self-acceptance and the importance of believing in one's talents to succeed.

In this film, there are always new obstacles that must be overcome in every scene. The audience is invited to understand that life in the world is a life that is always full of problems through this scene. But if we have courage and perseverance, we can win. The message is: Don't be afraid to try new things. "*Imagination Life is Your Creation*".

Barbie is often a symbol of goals and dreams in the film; one of the quotes is "Live Your Dream." This message emphasizes the value of having goals and objectives in life explicitly aimed at a young audience. The Barbie films offer inspiration to follow your aspirations despite setbacks and criticism. The Barbie films instill empathy and kindness as virtues. Barbie's personality consistently shows care and concern for others and is ready to help them in difficult situations. The emphasis of this message is on the importance of compassion and empathy in relationships with others.

## **3. CONCLUSION**

The film Barbie The Movie is the work of Greta Gerwig with a script written by Noah Baumbach. This film tells the adventure of Barbie and Ken heading into the real world for a mission. This film carries the theme of feminism and gender equality. This film conveys a clear message about the importance of gender equality in everyday life. The Barbie film has had a positive impact on women all over the world. The message in the Barbie film about gender equality has the power to change adolescent girls' perceptions of their position in society. They are instructed to dream big and push boundaries without letting gender limit them. This film tends to be made for children but the filmmakers try to insert

positive values including messages about gender equality and women's empowerment.

## REFERENCES

- Ariwiyantoro, E. (2021). Kerangka Teori. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- barbiemovie.id. (n.d.). <https://www.barbiemovie.id/>. <https://www.barbiemovie.id/>
- Devira Prastiwi. (2023). 8 Fakta Film Barbie yang Baru Rilis di Indonesia, Sosok Margot Robbie hingga Sinopsisnya. Liputan 6.
- Fibriyanti, I. (2020). Implementasi Kesetaraan Gender Dalam Pendidikan di Madrasah Aliyah Negeri Kota. *Journal Insan Cendekia*, 10–32.
- Harris, K. M. A., & Muhtar, A. (2019). The concept of gender equality in Islam and the west. *Afkar*, 21(2), 33–74. <https://doi.org/10.22452/afkar.vol21no2.2>
- Karim, A. (2014). ( Model Penelitian Kualitatif tentang Perempuan dalam Koridor Sosial Keagamaan ). *Fikrah*, 2(1), 57–74.
- Marzuki. (2017). Studi Tentang Kesetaraan Gender dalam Berbagai Aspek. *Studi Tentang Kesetaraan Gender Dalam Berbagai Aspek*, 1(1), 1–13.
- Maslamah dan Suprapti Muzani. (2014). Konsep-konsep Gender menurut Perspektif Islam. *Jurnal SAWWA*, 9(2), 275–286.
- Maulidina, S. (2020). Representasi Feminisme Dalam Film 3 Srikandi (Studi Analisis Semiotika). *Skripsi*, 32.
- Mulachela, H., Paramita, E. P., & Teluma, A. R. L. (2019). Pesan Kesetaraan Gender dalam Film “ Marlina Si Pembunuh Dalam Empat Babak .” 2(3), 136–147.
- Ninla Elmawati Falabiba. (2019). Konsep Dasar Gender. *Kesetaraan Gender & Posisinya*, 12–71.
- Nur Ramadhaningtyas. (2023). Fakta Menarik Film Barbie The Movie yang Tayang 19 Juli 2023, Margot Robbie Jadi Pemeran Utama. Bangkapos.
- Suhra, S. (2013). Kesetaraan Gender Dalam Perspektif Al-Qur'an Dan Implikasinya Terhadap Hukum Islam. *Jurnal Al-Ulum*, 13(2), 373–394.
- Sulistiyowati, Y. (2021). Kesetaraan Gender Dalam Lingkup Pendidikan Dan Tata Sosial. *IJouGS: Indonesian Journal of Gender Studies*, 1(2), 1–14. <https://doi.org/10.21154/ijougs.v1i2.2317>
- Susanto, D. (2013). Kajian tentang feminisme: pengertian, sejarah, teologi dan aliran-aliran dalam Feminisme. *Kajian Tentang Feminisme: Pengertian, Sejarah, Teologi Dan Aliran-Aliran Dalam Feminisme, Feminisme, Teologi, Ideologi*, 25–63.
- Suwastini, N. K. A. (2013). Perkembangan Feminisme Barat Dari Abad Kedelapan Belas Hingga Postfeminisme: Sebuah Tinjauan Teoretis. *Jurnal Ilmu Sosial Dan Humaniora*, 2(1), 198–208. <https://doi.org/10.23887/jish-undiksha.v2i1.1408>
- Swirsky, J. M., & Angelone, D. J. (2016). Equality, empowerment, and choice: what does feminism mean to contemporary women? *Journal of Gender Studies*, 25(4), 445–460. <https://doi.org/10.1080/09589236.2015.1008429>

Tune Sumar, W. (2015). IMPLEMENTASI KESETARAAN GENDER DALAM BIDANG PENDIDIKAN. *Jurnal Musawa IAIN Palu*, 7(1), 158–182. <https://doi.org/10.1016/j.anuro.2003.10.003>