



***SOCIETAL COMMENTARY IN GRETA GERWIG'S
BARBIE (2023) MOVIE: A FEMINISM ANALYSIS***

**THESIS
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**BUDDHI DHARMA UNIVERSITY
TANGERANG**

2025



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THESIS

**Presented as partial fulfilment of the requirement for the Bachelor
Degree In English Studies Faculty of Social Sciences and
Humanities
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Bachelor Degree**

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FINAL PROJECT APPROVAL

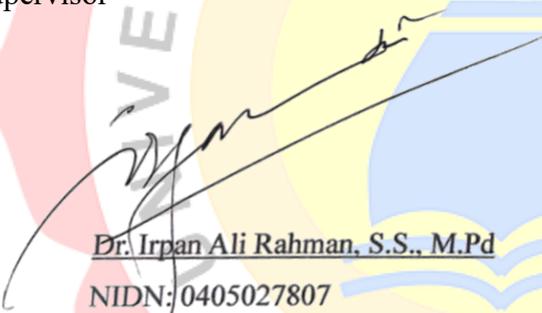
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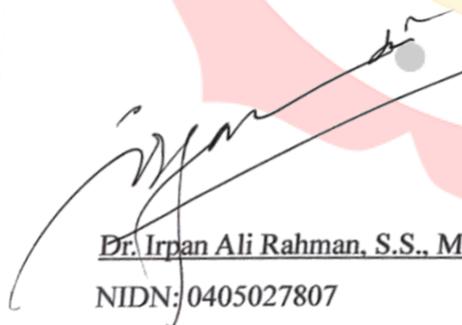
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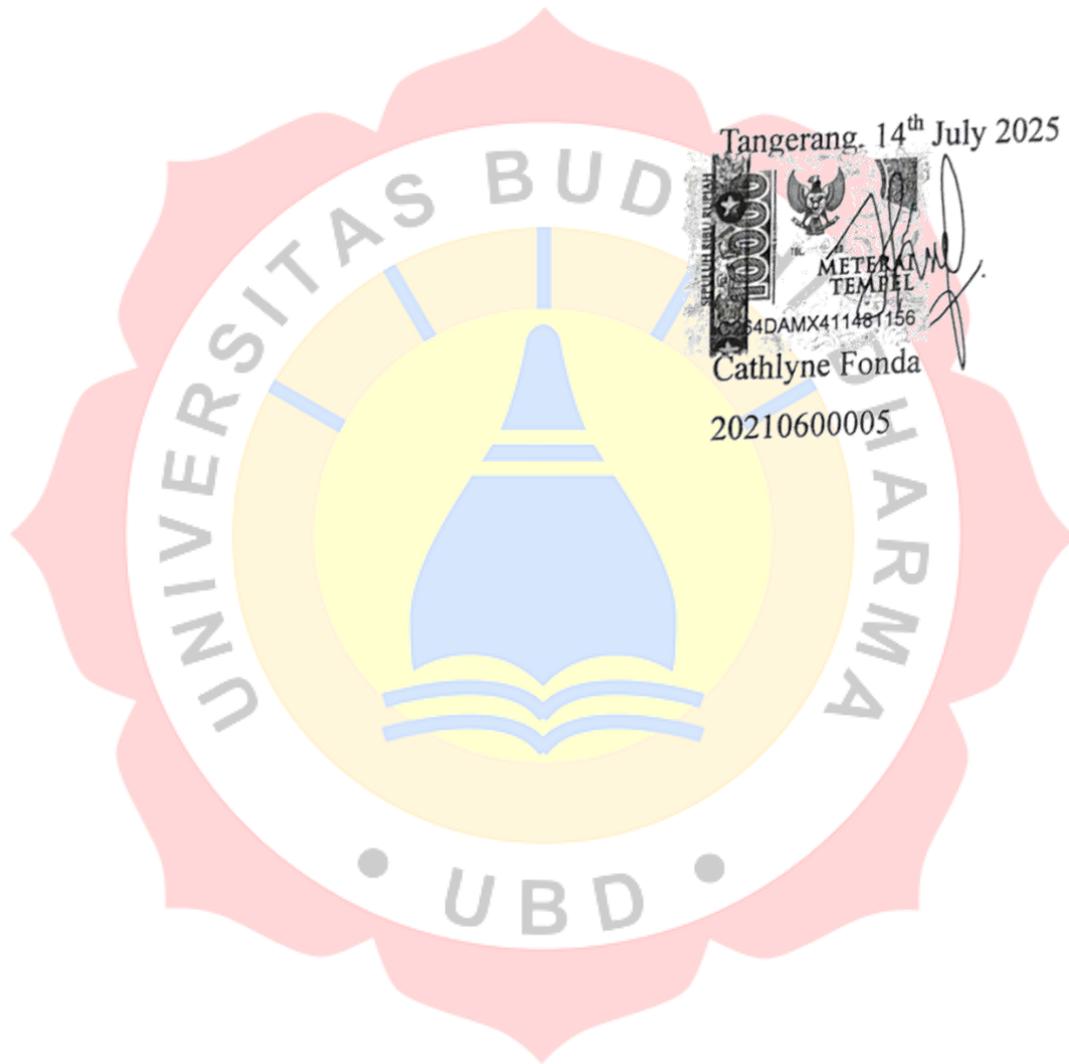
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STATEMENT OF AUTHENTICITY

I honestly declare this final project is my own writing. This is true and correct that I do not take any scholar ideas or work from other dishonestly. All the cited works are quote in accordance with ethical code academic writing.



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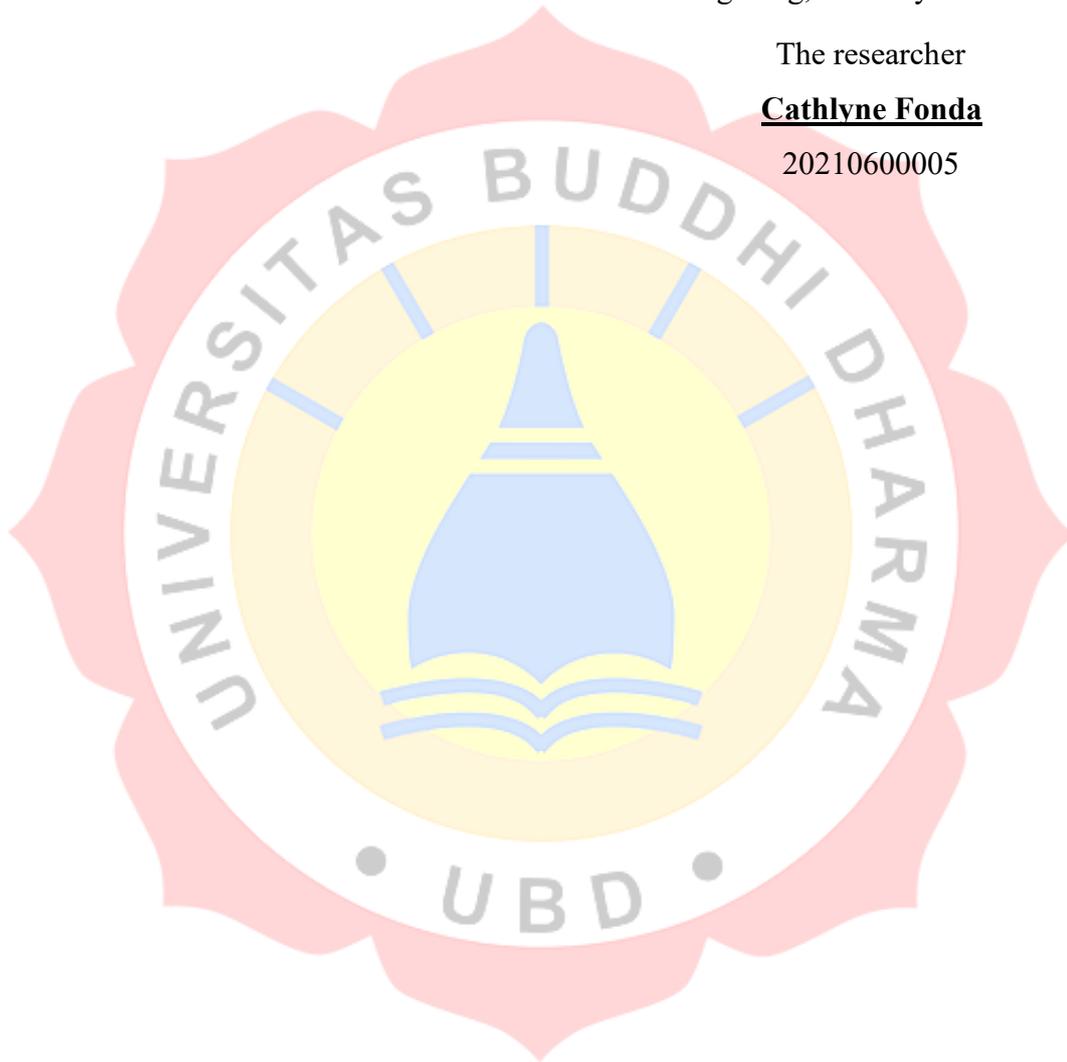
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The researcher

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ABSTRACT

This research aimed to explore how the film presents societal commentary by highlighting on going issues of gender inequality and power imbalance between men and women. The writer using qualitative analysis of selected dialogue and narrative scenes and analyzed how the characters' experiences reflect the broader society that continue to discriminate against women. Moreover, this thesis explores the feminist perspective of Barbie (2023) directed by Greta Gerwig, through the lens of liberal feminism, particularly the theory of Betty Friedan. The Finding of data analysis has seven data points in gender inequality and seven points reflects found in gender inequality such as objectification, unrealistic beauty standards, patriarchal privilege, male-dominance, self-sacrifice expectation, contradictory beauty rules, and motherhood double bind. Meanwhile, there are six data points in power imbalances and five points reflects found in Power Imbalance such as, empowerment of women, male-dominance, control of relationships, two in patriarchy, and sexism. Finally, this thesis shows that Barbie (2023) is more than just a movie. It has a strong feminist message that helps shows women are treated and encourages change.

Keywords: *Feminism, Liberal feminism, Gender inequality, Power imbalance*

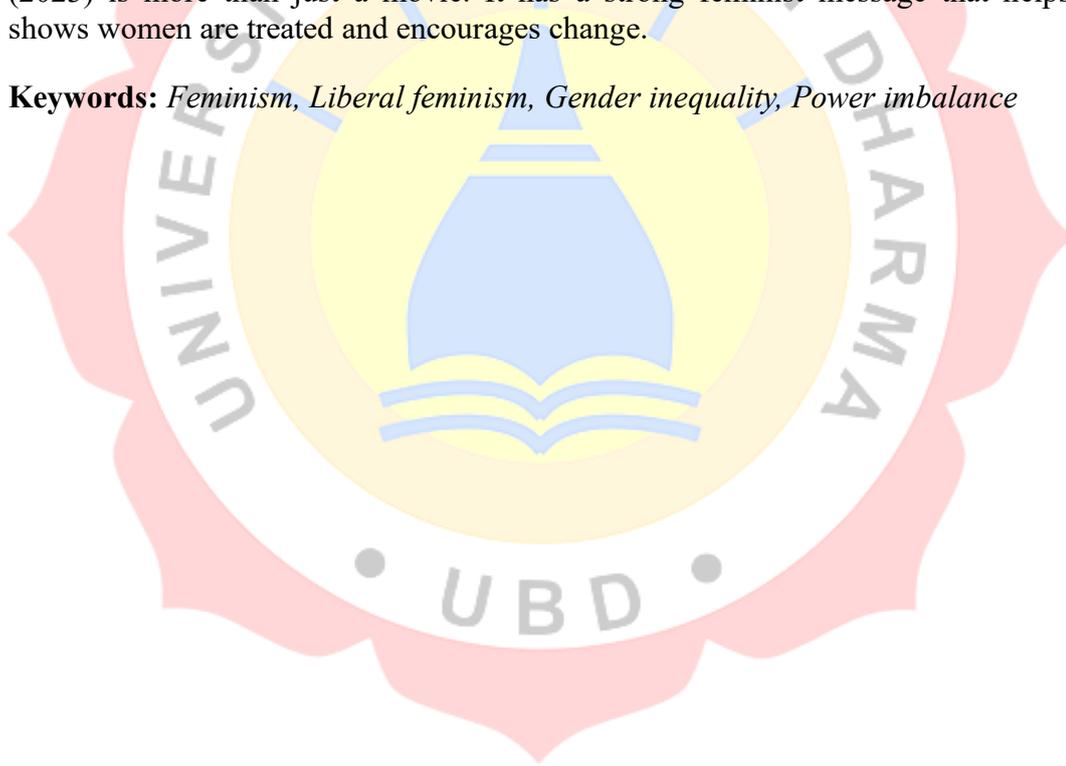
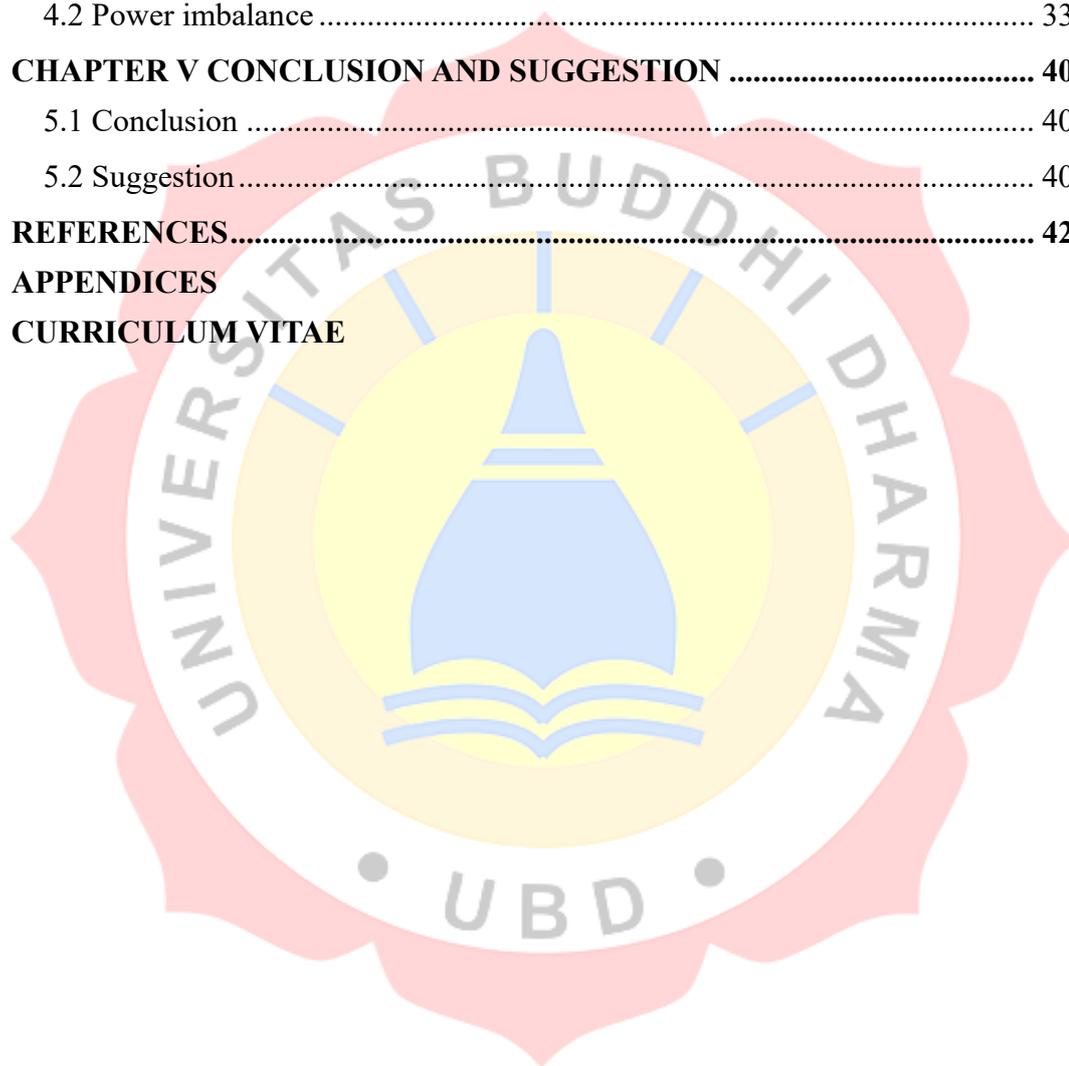


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CHAPTER I

INTRODUCTION

1.1 Background of the study

Literature has been a part of our lives from then until now. It's a form of human expression of written or spoken words that contains ideas, emotion and imagination. Literature is the art of the word, the imaginative expression of human experience through language (Bloom,1990). Based on the previous statement, it serves as a mirror reflecting society, culture, and the individual human condition that not only we can see based on the words, through visual or etc. However, either person around us or ourselves must be experienced it and literature is the expression through life lens.

Literature is a powerful medium through which authors explore the human experience. There is a lot of literary forms like written literature such as non-fiction prose, fiction prose, drama, and poetry. According to (Frye, 1957) literature is a social act, a shared experience, a way of connecting with others, because literature and movies are both storytelling mediums that have the same purpose, expressing emotions, thoughts, and showing the human experience. As the Frye states, it can conclude that movie is an example of a visual work that expresses the human experience, the experience of life. Because movies are also one part of literature especially in portrays or representing a work in a visual form that is very related to human life, or in short, everyone must have experienced it at least once in their life.

Movie is a broad term that encompasses various forms of visual storytelling, including films, short films, documentaries, and animations. Movie is a powerful storytelling medium that has captivated audiences for more than a century. Therefore, it typically serves as a form of entertainment, education, and cultural expression that reflects the beliefs, values, and aspirations or hopes for change of its time. Movies are a reflection of our society, a mirror held up to our hopes, Fears, and dreams (Scorsese, 2019). Based on that statement, movie is an

important part of our lives because they do not escape the reality of life, they are also a means of representing social reality, it helps broaden people's view of life on things usually such as culture, race, and views from a social perspective.

Societal commentary or also known as social critique talk about problems in society or makes a comment on what is happening in general. It can be about how people behave. It can also be about a particular situation or trend in a part of the world at a specific time. In addition, it is the act of saying something about subjects that affect society, or a film, book, piece of art, etc. Furthermore, societal commentary is ability to show and criticize the hidden structures that shape human experience, especially those that keep inequality going. It's not just an academic exercise, but a way of actively dealing with the cultural stories that tell us how people, especially women, should live (Friedan, 1963). Based on the previous statement tries to show the hidden systems that cause differences between people and wants to get rid of them. It's not just about thinking about these issues, but about actively challenging them and working to make society change by showing how inequality and cultural expectations are kept in place. In addition, Societal commentary, according to C. Wright Mills, refers to the act of analyzing and criticizing the deeper social structures that shape individual lives. Mills explains that what many people experience as personal problems are public issues caused by larger forces such as inequality, power, history, and institutions. According to Mills (1959), Neither the life of an individual nor the history of a society can be understood without understanding both. it means that we cannot fully understand a person's feelings, decisions, or problems without also understanding the society they live in. Similarly, we cannot understand social history without paying attention to how it affects real people's culture.

Feminism is a movement advocating for the rights and equality of women. Where feminism is the recognition of the unequal power between women and men in many fields or certain things. In these worlds there is so many things that sometimes all of things is about gender role, in any fields such as work, college, or even in our family environment. Feminism is focused on breaking down the

social rules that confined women to the home, preventing them from achieving their personal and professional goals (Friedan, 1963). based on that statement Friedan's argue that women should be able to make their own decisions about their lives and define who they are, without being influenced by what other people think. Therefore, sometimes is hard to be women that we can't even speak our own voices. According to (Lorde, 1984) if we do not define ourselves for ourselves, we will be defined for us, and usually negatively. That statement highlights part in Barbie Movie that when we are allowed people to dictate who we are, we can lose ourselves like lose confidence and the result is we can get negatively perspective from people around us like Barbie's when she is lose their confidence because feeling anxiety and loss of life direction since the patriarchal system brought by ken from the real world into barbie land which makes Barbie land change its constitution where men take over in any decision and women are not valued and only used as "entertainers" such as "you can stay if you want as my bride wife or my long-term-low-commitment-distance girlfriend". Moreover, is it one example as a woman that face societal pressure like beauty standard, sexual objectification, workplace discrimination, violence both physically and emotionally.

The writer interested to analyze the Barbie movie because it offers unique lens life experience through feminism theory that Barbie as the female character in Barbie movie itself. Moreover, Barbie has always been known for being looking perfect and following patriarchal ideals about women since 1950's till present. However, in this new movie shows us how feminism has changed what people think about it now and is one of way to talk about how women are treated today. By examining the film's portrayal of gender roles, stereotypes, and societal expectations, the writer in can valuable insights into how feminism has evolved and how it is being represented in popular culture. In addition, the movie can contribute to broader discussions on topics such as gender equality, body image, and the impact of societal norms.

1.2 Statement of problem

The release of Barbie movie, directed by Greta Gerwig, sparked widespread cultural conversation about gender roles, societal expectations, and women's empowerment. Through its contrast between Barbie Land which an idealized world where women hold all positions of power and the real world dominated by patriarchy, the film offers a compelling societal commentary on the challenges women continue to face. Although society has progressed significantly, even in the 21st century, women have yet to fully achieve equality in many aspects of life, including leadership roles, workplace recognition, and social value.

This ongoing disparity is thoughtfully reviewed and captured in the film, which uses satire and symbolism to highlight the gap between how women are portrayed in ideal narratives and the reality they experience. Despite advancements in gender equality movements, the lived experiences of many women remain shaped by systemic discrimination and limited access to power issues that the film brings to the surface through its narrative. Although these themes are present in the film, they have not yet been deeply explored in academic research through a structured feminist lens. Betty Friedan's liberal feminist theory, which advocates for equal rights, educational and professional access, and the redefinition of traditional domestic roles, offers a strong foundation for such an analysis. This Research aims to examine how Barbie reflects the ongoing gender gap and critiques societal structures that hinder women's equality, thereby providing a more comprehensive understanding of the film's feminist message in the context of the 21st century.

1.3 Research question

Based on the previous statement about the movie, the question for the research is: How does the societal commentary revealed on Barbie movie through Liberal feminism theory?

1.4 Goal and Function

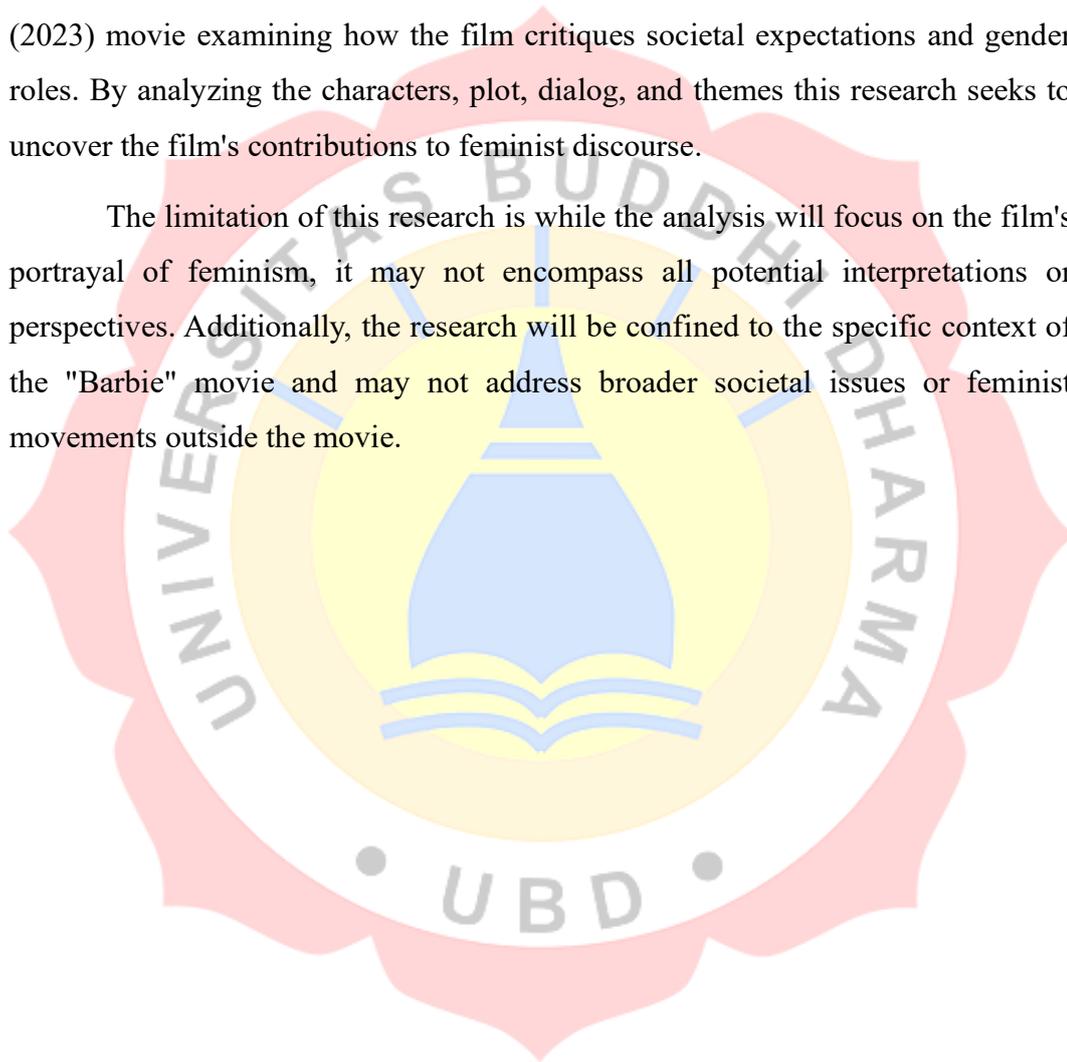
The goal of this research is to understand about the feminism issue nowadays. In addition to explore another perspective about how men and women should be like,

people's belief, and action in society. Nevertheless, the function of this research is to raise awareness for audience to always respect of women rights, equality, gender roles, or even how they look because all woman is worthy and have value regardless of their forms.

1.5 Scope and Limitation

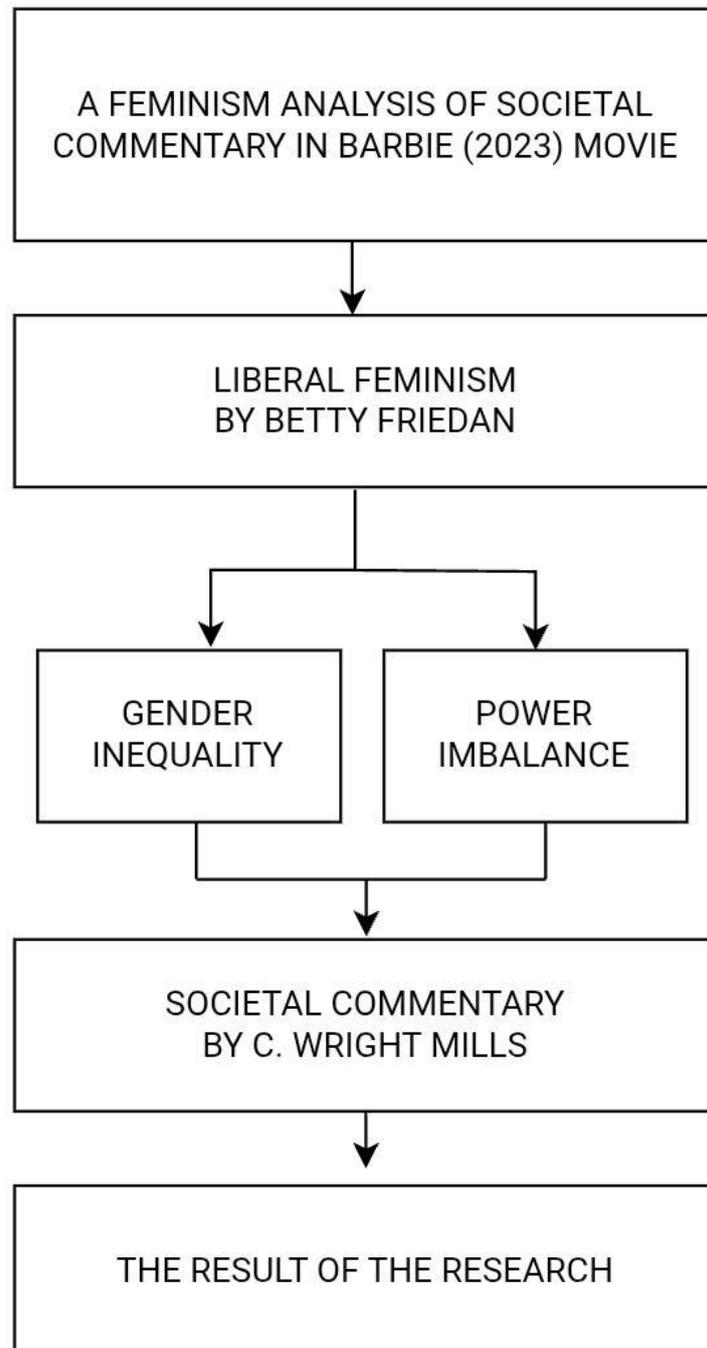
The scope in this research is delve into the feminist undertones present in Barbie (2023) movie examining how the film critiques societal expectations and gender roles. By analyzing the characters, plot, dialog, and themes this research seeks to uncover the film's contributions to feminist discourse.

The limitation of this research is while the analysis will focus on the film's portrayal of feminism, it may not encompass all potential interpretations or perspectives. Additionally, the research will be confined to the specific context of the "Barbie" movie and may not address broader societal issues or feminist movements outside the movie.



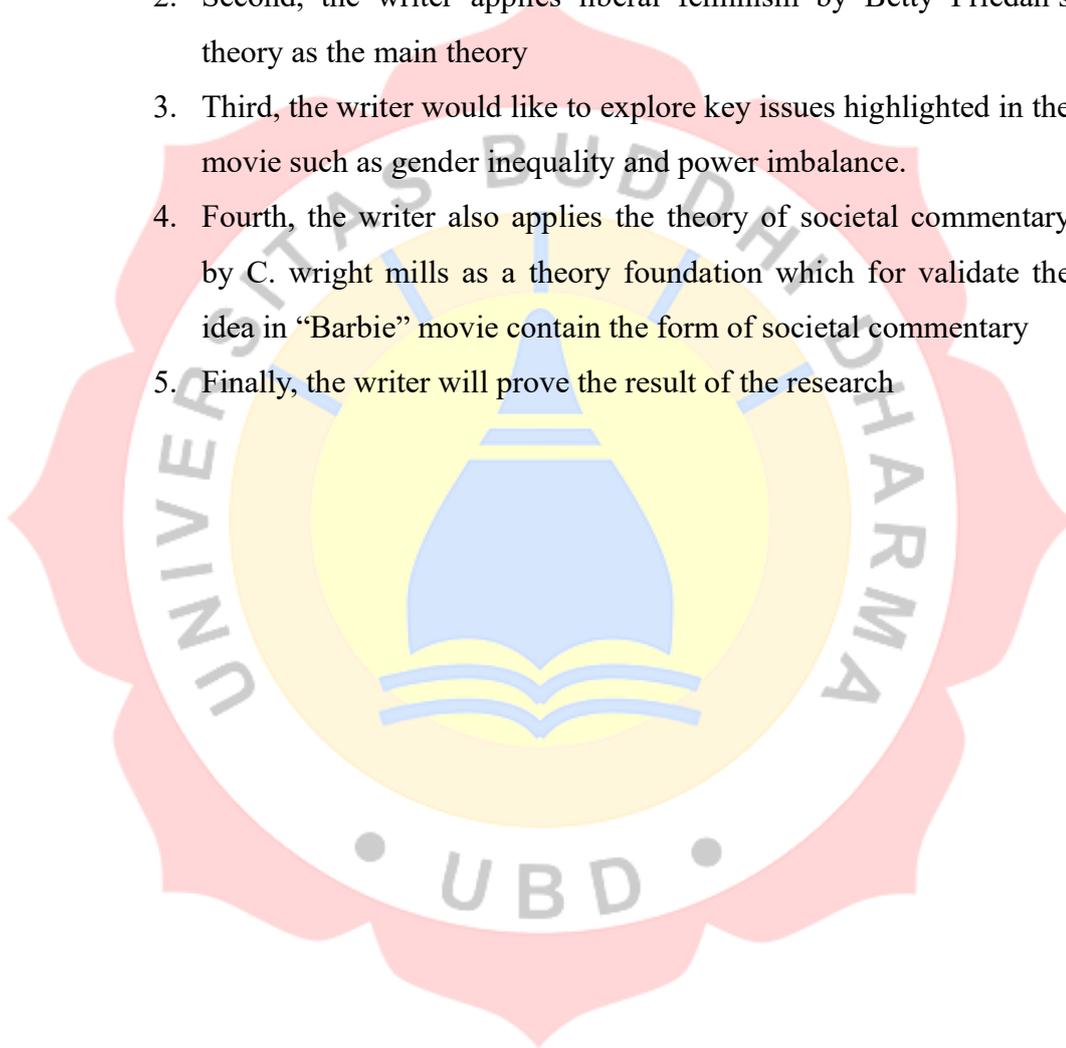
1.6 Conceptual Framework

In this section, the writer will provide the framework or the diagrams that shows the topic step by step.



At this point the writer will explain how this research was conducted in the conceptual framework above such as:

1. First, the writer would like to analyze the societal commentary in the Barbie (2023) movie through the lens of feminism which focusing on how the film reflects or critiques society/societal commentary from a feminist perspective.
2. Second, the writer applies liberal feminism by Betty Friedan's theory as the main theory
3. Third, the writer would like to explore key issues highlighted in the movie such as gender inequality and power imbalance.
4. Fourth, the writer also applies the theory of societal commentary by C. Wright Mills as a theory foundation which for validate the idea in "Barbie" movie contain the form of societal commentary
5. Finally, the writer will prove the result of the research



CHAPTER II

THEORETICAL BACKGROUND

2.1 Previous Study

In addition to learning some object, the author discovered three previous studies that related to the writer's research. The concept of feminism has evolved significantly over time, challenging societal norms and expectations. In previous research entitled "A deconstructive view of feminism in the 2023 Barbie live action movie" by Pantja, I (2024). Universitas Nasional, shows that feminist itself is not about put women more dominating than men, feminism is to achieve a long-lasting gender equality that avoid negative view from opposite or even discriminate against feminists. "The representation of Liberal feminism through the main character in "The Post" Movie" by Azizah, Fitri (2019). Batanghari University, "Generally, women suffragists defined their goals as liberal: they cared more about personal freedom for each woman than about making the powers of government more equally divided" it highlighting that the point of feminism is free from inequality and have freedom to do anything as women where that place is not about only men can do. As a result, the researcher found that there are three types of liberal feminism. First the feminism of equal rights, second the feminism of fear, and last the feminism of personal development, in this research is dominant with feminism of personal development and liberal feminism representation in the movie. Other previous research, "Analysis of Liberal Feminism in the novel Mulan's secret plan by Tessa Roehl" by Kadek, Resen, Sidhakarya (2021) "women and men have equality of opportunity" shows that they have the same right as well as the same opportunity to develop themselves in many aspects of life. According to Research findings, Mulan's liberal feminism was characterized by her support for equal rights to education and freedom.

In addition, based on these three previous studies, the different from my research is using the latest movie in 2023, then the theory I use is the theory of

Betty Friedan to gender inequality and power imbalance that portrayed in the Barbie (2023) movie.

2.2 The Definition of Feminism

Feminism is a movement that advocates for gender equality, rather than a biological fact, and that gender roles and expectations are learned behaviors. They challenge the traditional notion that men are inherently superior to women and advocate for equal opportunities and rights for all genders.

The other meaning of feminism according to (Butler, 1990) persistent interrogation of the structures that sustain gender as a regulated ideal. It defines to how these rules affect people's lives and works to change them. Feminism argues that gender is not fixed but is something we perform, like acting in a play. It challenges the idea that there are only two genders, male and female, and questions how these categories are used to control people. By doing this, feminism aims to create a more equal and fair society where everyone has the same opportunities, regardless of their gender.

According to (Millett, 1970) Feminism is the theory and practice of achieving equality between the sexes, this definition emphasizes the practical and theoretical aspects of feminism. It highlights the goal of achieving equality between men and women in all areas of life, including social, political, and economic spheres. Millett's definition is a clear and concise statement of the core principles of feminism.

Therefore, the conclusion of those all is Feminism is a movement that believes everyone should have equal rights and opportunities, regardless of their gender. It challenges the idea that men are better than women and that gender roles are set in stone. Instead, it sees gender as something we learn and perform. Feminism aims to create a fairer world where everyone is treated equally and has the same chances to succeed.

2.3 History of Feminism

Feminism, as a movement advocating for gender equality, has a rich and complex history spanning centuries. While the term "feminism" didn't emerge until the 19th century, the struggle for women's rights can be traced back to ancient civilizations.

The first wave of feminism emerged in the late 18th century to early 20th Century, primarily in Europe and North America. Key issues during this period included women's property rights, education, and suffrage. Notable figures of the first wave feminism include Mary Wollstonecraft, author of "A Vindication of the Rights of Woman" (1792), and Susan B. Anthony and Elizabeth Cady Stanton, leaders of the women's suffrage movement in the United States.

The second wave of feminism gained momentum in the 1960s-1980s, coinciding with the civil rights movement and the anti-war protests. This wave focused on broader issues of gender inequality, including workplace discrimination, reproductive rights, and domestic violence. Key figures of the second wave feminism include Betty Friedan, author of "The Feminine Mystique" (1963), and Gloria Steinem, a prominent feminist activist and journalist.

The third wave of feminism emerged in the 1990s till present, building upon the achievements of the second wave while addressing the complexities of gender identity and intersectionality. This wave emphasizes diversity, inclusivity, and challenges the rigid binary categories of "male" and "female." Notable figures of the third wave feminism include Chimamanda Ngozi Adichie, author of "Americanah" (2013), and bell hooks, a feminist scholar and activist. The fourth wave of feminism is often characterized by its digital activism and focus on social media. This wave addresses issues such as online harassment, body shaming, and the representation of women in popular culture. Notable figures of the fourth wave feminism include Greta Thunberg, an environmental activist, and Tarana Burke, the founder of the #MeToo movement.

Feminism today is a diverse and multifaceted movement, encompassing various perspectives and approaches. While significant progress has been made

towards gender equality, there is still much work to be done to address ongoing issues such as gender pay gap, gender-based violence, and discrimination against marginalized groups. Feminism continues to evolve and adapt to the changing needs and challenges of society.

2.4 Types of Feminism

Feminist research focuses on gender and tries to establish gender equality in the world (Kaur, & Nagaich, 2019). However, according to (Jaggar, 1983) feminism can be manifested into six categories as Liberal feminism, Social and Marxist feminism, Radical feminism, Cultural feminism, Black feminism, and Post-modern feminism. Based on the previous statement, this analysis will delve into seven categories of feminism. Therefore, feminism has been around for a long time and continues to this day, like such as liberal feminism that has existed since the first wave (late 18th century to early 20th century, then in Second Wave Feminism (1960s to 1980s) there is radical feminism, socialist feminism, and black feminism, then in third wave feminism (1990s to present) there is postmodern feminism. In addition, there are also fourth wave feminism (from 2010 to present) which includes cultural feminism, eco feminism, and multiracial feminism. As a result, in this section the writer will be explain eight types of feminism such as;

2.4.1 Radical Feminism

Radical feminism is a type of feminism that seeks to dismantle patriarchal structures and create a society free from gender oppression. Furthermore, it thinks that men have too much power and that this is what makes life hard for women. According to Hooks (1994, p.13) Feminism is not about equality, but about ending oppression. Based on the previous statement, feminism is not just about making men and women equal. It's about breaking down the systems that disadvantage women. it highlights that true gender justice requires challenging and overthrowing patriarchal structures. In addition, Radical feminists believe that patriarchy affects women's lives in many ways, from their personal relationships

to their careers. They argue that women are often treated unfairly because of their gender, and that this unfair treatment is built into the very structure of society.

2.4.2 Social and Marxist Feminism

Social and Marxist feminism are often considered together as they share some similarities and overlap in their analysis of gender and social structures. Social Feminism is a type of feminism that analyze the intersection of gender and social structures, such as class, race, and sexuality. It means that women are treated unfairly because of these things, not just because they are women. Meanwhile, Marxist feminism focuses how women are treated unfairly because of the way our economy works. According to Allison (1992, p.123) we must recognize that the oppression that women are not only treated unfairly because they are women, but also because of their race, class, and sexuality. However, based on the previous statement it means that women's experiences of oppression are complex and influenced by many different factors. To truly understand and address women's oppression, we need to consider all of these factors together, not just one at a time, Nevertheless, both social and Marxist feminism seek to create a more just and equitable society by addressing the interconnectedness of gender oppression with other forms of social inequality, so women can have freedom to speak their voices.

2.4.3 Black Feminism

Black Feminism is feminism that addresses the unique experiences of Black women, who face multiple forms of racism based on race and gender. According to (Lorde, 1984) racism is not about individuals, it is a system of power that creates and enforces inequalities. Based on the previous statement, it emphasizes that racism is a systemic issue embedded within institutions and societal structures. It's not merely about individual prejudice but rather a broader system that perpetuates disparities in areas like education, employment, criminal justice, housing, and healthcare. This systemic racism reinforces the power of a dominant racial group while marginalizing others, creating a cycle of inequality and oppression. In addition, black people especially women are often got oppression

not only from opponent genders, but also women itself moreover about the skin color problem that they are always face in cosmetics, outfits, etc. Therefore, the aims of this are important to raise awareness of people around the world about their perspective about black women, because not easy to be them and it is also concern about no matter how skin color, race, forms of their body, or even hair they are still woman, and they are worthy.

2.4.4 Post-modern Feminism

Post modern feminism is a branch of feminism that emerged in the 1990s and challenges the essentialist and universalist assumptions of earlier feminist theories. According to (Butler, 1990) Gender is not a property of individuals, but rather a set of relations performed over time. Based on the previous statement it refers to gender isn't a fixed thing like being a man or a woman. Instead, it's something we do, like acting in a certain way, that is support the postmodern feminism that has influenced the way we think about gender and has helped to make the feminist movement more inclusive. In addition, Postmodern feminism is a new way of thinking about women's rights. It doesn't think all women have the same problems. It says women are different and have different experiences. This kind of feminism wants to include everyone, not just a few. It also looks at how words and pictures can make women seem like they're less important than men. As a result, postmodern feminism is a way of thinking that challenges old ideas about women and wants to make things fairer for everyone.

2.4.5 Cultural Feminism

Cultural feminism is a type of feminism that emphasizes the value of feminine qualities and attributes, arguing that women have unique strengths and perspectives that are different from men. Cultural feminists think that these feminine qualities are important and should be valued. They often criticize things that are seen as masculine, like being aggressive and competitive. Therefore, it sounds like "You can't be highly educated because eventually you'll become a housewife and just cook and take care of the kids or don't be too high level because men will be afraid and will be insecure to approach you, you can't get

married easily”. According to Gilligan (1982, p.6) In relationships between men and women, men tend to emphasize rights and justice, while women tend to emphasize care and responsibility. Based on previous statement, it concerns that men and women have different moral orientations. As a result, it has been influential in challenging the idea that men's perspectives are superior and in promoting the value of feminine qualities such as care and empathy.

2.4.6 Ecofeminism

Ecofeminism is the theory and practice of examining and challenging the political, social, historical, epistemological, and conceptual links between the domination of women and the exploitation of nature. Ecofeminists often explore the relationship between women's bodies and the natural world. This can include discussions about reproductive rights, body autonomy, and the objectification of women in patriarchal cultures. According to Shiva (1988, p.137) the destruction of nature is a form of violence against women. Based on the previous research, it highlights that hurting the Earth is like hurting women. It means that when we damage the environment, we are also harming women. This is because women are often the ones who are most affected by environmental problems. For example, when there is pollution or a lack of clean water, women are often the ones who have to suffer the most. In addition, it aims that everyone, men and women, should care for the planet and work to protect the environment. They think that the way we treat the Earth and the way we treat women are both important.

2.4.7 Multiracial Feminism

Similar but not same with Black Feminism, According to Zin and Dill (1996) Multiracial feminism is a framework within feminist theory that emphasizes the importance of race, class, and gender as interconnected systems of oppression. In addition, Multiracial feminism also is about how being a woman and belonging to different races or ethnic groups are connected. However, it does not like the way some people talk about feminism that only focuses on white women, it is concern about how we need to talk about everyone's experiences, especially women of color, to understand the problems they face. Multiracial feminism recognizes the

in-between, hybrid or liminal identities that don't fit neatly into dominant categories. In addition, is it complexities faced by women who identify with multiple racial or ethnic backgrounds. Example, if both of parents is have different race, skin color, or even country like if the parents is black and white people the children might have tan skin color, or the parents is from Asian and western. Their child must be like “too white for black people, and too black for white people”, or “too Asian for western, and too western for Asian” even though it's important to remember that multiracialism is more than just physical appearance but that are the stereotype example of feminism of multiracial. According to (Lorde. 1980) It is not our differences that divide us. It is our inability to recognize, accept, and celebrate those differences. Based on that statement it defines that differences is cannot being a problem because it is diversity of human has special and unique forms, is it just stereotypes that takes the first place of human first perspective of each other. However, by acknowledging and celebrating these differences, we can work towards dismantling systems of oppression and creating a more just and equitable society.

2.4.8 Liberal Feminism

Liberal feminism is one of theory exist in feminism. Liberal feminism is a type of feminism that emphasizes individual rights and equal opportunities for women within existing societal structures. As one of the earliest theories in feminism, Liberal feminism is the first feminism appear, and it provides a valuable foundation for exploring the equality challenge in society. According to Friedan (1963) in her influential book “The Feminine Mystique” Liberal feminism argues that women should have the same legal and social rights as men, including the freedom to pursue education, careers, and personal identity outside of traditional domestic roles. Friedan criticized the way society limited women to being wives and mothers. She described the dissatisfaction many women felt in these roles as her book tittle “the problem that has no name,” emphasizing that women need equality and self-fulfilment just like men. She said that while these roles were idealized by society, they restricted women's personal growth and denied them the opportunity to define their own identities. According to Friedan (1963), true

equality means that women should have the same freedom as men to get an education, get a job and find personal fulfilment. In addition, it tries to achieve gender equality through the law and politics. This includes making sure people have the same opportunities, letting people make their own choice, criticizing traditional ideas about men and men, and pushing for change to the law.

One of the most important beliefs of liberal feminism is that everyone should have the same opportunities. This means that women should have the same chances as men in all areas of life. This includes things like education, jobs, being a leader and moving up in society. Friedan said that traditional gender roles often stopped women from getting these opportunities by keeping them at home and not letting them do as much. In her book *The Feminine Mystique* (1963), Friedan said that many women could achieve much more but were systematically denied access to those opportunities. In the 2023 Barbie movie, this idea is shown in Barbie Land, where Barbies are shown in all the important roles, like doctors, presidents and construction workers. This represents a world where women can do well in any field without being limited by their gender. But when Ken brings traditional ideas about men being in charge to Barbie Land, it shows how quickly things can change if power is not shared equally.

Liberal feminism also believes that people should be free to make their own choices about their lives. This includes the right of women to make their own decisions without being pressured or restricted by society. Friedan believed that women should be free to choose what they want to do with their lives. This could be a career, staying at home, or a combination of both. They shouldn't have to fit into one idea of what it means to be a woman. Personal choice means being able to make your own decisions and not feeling like you have to fit in with other people. In the 2023 film *Barbie* as an example when Barbie decides to leave her world and explore the real one. Her choice to seek meaning and identity beyond perfection and predictability is similar to Friedan's theory for women to take charge of their own lives. This is what liberal feminism is all about, women

should not have to fit into society's expectations they should be free to choose who they want to become.

Friedan's liberal feminism criticizes the idea that a woman's most important role is to be a wife and mother. Friedan showed how this perfect idea of what it meant to be a housewife, which was popular in American culture after the war, made many women feel like they had no choice and were not happy. She described this emotional struggle as "the problem that has no name," showing how women were unhappy with roles that stopped them from growing as people. It can be example like Barbie should deal with her own feelings of not knowing what she wants in life. As she starts to think about death, imperfections and dissatisfaction, her story shows the same inner questioning that Friedan described. It challenges the idea that women should be perfect and content just by looking beautiful and supporting others. Moreover, it shows that being fulfilled means being free to grow beyond just looking after your home and family.

In addition, Liberal feminism is about making legal and political changes to achieve gender equality. Instead of completely changing the system, liberal feminists try to make it better by creating laws and policies that are fairer and support women's rights and equal participation. This is also shown in Barbie (2023), where the Barbies organize a resistance against the Kens taking over Barbie Land. When they get their power back and make society fairer, it shows that people who believe in equality and fairness for women want to change society to protect and restore women's rights. The film's message is that the law and society need to be changed to make sure that both men and women are treated fairly.

According to Friedan (1963) The only way for a woman, as for a man, to find herself, to know herself as a person, is by creative work of her own. based on that statement it also shows critique about Gender inequality and power imbalance in her book "The feminine mystique", Gender inequality is when women are treated unfairly because they are female. This can mean that they are paid less than men for the same job, or that they have less chance of getting a promotion at

work. It can also mean that they are underrepresented in politics, business and the media. At the same time, the term power imbalance refers to the fact that men still have more control over public and private life, meaning they have more power to make decisions, more influence over other people, and more control over resources. In addition, women often have more supportive or subordinate roles. These imbalances are kept going by institutions like the government and companies, but also by culture, education and especially stories in the media that make traditional ideas about gender roles seem normal.

These shown in Barbie at the start of the movie, Barbie Land is a world where the power is held by women (Barbies), who hold all the important positions, while men (Kens) are mostly irrelevant or sidelined. This shows a society where women have more power than men, which makes audiences think about what that would be like. But when Ken goes to the real world and sees that men dominate power, he becomes inspired by patriarchy and goes back to Barbie Land and turning it into "Kendom". it causes Barbies become submissive and lose their leadership roles. This is similar to how real-world systems can be manipulated to maintain male dominance. This change shows Friedan's worries, and how quickly power can change hands. It also shows that women must fight to be equal and in control again. The film looks at how gender inequality exists and why it continues, and how progress can be unstable if people's beliefs about society itself do not change.

As a result, the writer choose the suitable theory for analyze this paper. The theory types that writer choose is Liberal Feminism based on Friedan. The Barbie movie (2023) is a feminist film. It shows a world where women are in charge and men are not. This challenges the usual way things are, where men are more powerful. Barbie as the main character, doesn't follow the rules that others set for her. This is what feminists believe; everyone should be equal and free to choose their own path. The movie shows strong and successful women, which is different from how women are usually shown. It makes us think about how men

and women are treated differently and how we can make the change for the world that equal to everyone in many aspects of life.



CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses and answers the research question by explaining the subject, object, material, approach and the procedure of the research. The term “Research Methodology” refers to a technique or approach that is explicitly chosen to address an issue in research. In addition, the writer uses research methodology to obtain the correct answer to questions about their object of the research by following a set of structured processes.

3.1 Subject Matter

The subject matter of this research is the character of Barbie (2023) movie directed by Greta Gerwig. The movie is told about the main character. However, (Stereotypical) Barbie is the source problem of this story. (Stereotypical) Barbie suddenly changes into malfunction and think about death and her feet is flat, that is related to some person in real world that playing her weird barbie said. (stereotypical) barbie must be go to the real world and find the human that play with her, but accidentally ken is followed her. Instead, barbie make a chaos herself in real world, she almost caught by Mattel the company that made barbie that has only man as CEO or superior, ken who is run back into barbie land and change all the government by bringing back the patriarchy, and got the sexual harassment by guys in real world, when back and bring the human that play with her, barbie land change with chaos, she is stressed and more malfunction until they are found the way to solved by bringing the feminism back as a gloria (the people who is play with barbie) said to awakes all of barbies in barbie land such as “you have to be their mommies, but not remind them of their mommy any power you have must be masked under a giggle”. The writer applied liberal feminism theory because the movie and the theory has connected. The research is from the movie, script, and the content of the movie itself, Barbie (2023).

3.2 Material

In this section, the writer uses data from Barbie (2023) movie by Greta Gerwig. The movie published in 2023 on Warner Bros. The writer also used the e-script, article from the internet and the other online source about the Barbie (2023) movie. This movie is a unique because the theme was bringing the main problem that we face over the world, inequality of gender roles. As the (stereotypical) barbie feel in the real world and when comeback to barbie land that change into ken-dom. She is feeling anxiety, trauma, stressed by the human that play her, Gloria. Instead, she is also got injustice as mother and woman where she should follow her husband and take care of her puberty daughter that cruel to her, it is impacted to barbie too. Moreover, barbie should also take responsibility for Ken that is love her, but she does not. Ken revenge for it by bring patriarchy and make barbie losing self-esteem or the will to life. Ken brainwashes all Ken's in barbie land to use barbie or woman as object for their pleasures, such as being their long-term-low-commitment-distance girlfriend. From the movie, writer has chosen and listed the dialogue that have relation with feminism theory. The writer will use the dialogue and script as primary sources. In addition, the secondary sources are from data, articles, thesis from another universities and Buddhi Dharma that discuss the same theory and topic. Therefore, the writer also collected the secondary data from internet in order to support the writer's analysis.

3.3 Approach

The writer employs a qualitative research approach in this research According Fraenkel and Wallen (1993) the qualitative is referred to research studies that investigate the quality of relationship, situation, activates, or material. Based on the previous statement, the writer employs qualitative approach in analyze the character of Barbie to answer the research question because it is focus to the material that the writer will analyze, such as Barbie (2023) movie. In addition, the writer applies the qualitative approach by analyze of what (Stereotypical) Barbie experiences in both world such as the Barbie land and real world to answer the research question in the chapter I. Moreover, the writer also takes the relevant

information from e-script, clip from the movie in YouTube, and another internet sources.

3.4 Procedure

In this section, every step in this research it's important for the writer to get the result of the research. The writer took several steps to completing this research. First, finding the interesting movie that want to analyze. Second, choose the right theory, feminism theory is the suitable theory for this research. Third, the writer collected.

The data by watching that movie and analyze it by feminism aspect that exist in. In addition, this writer chooses this movie because the movie has feminism aspect that relate to human life where inequality is being one of most problem in the world. Moreover, the writer watching the movie and other sources relevant from internet, e-script, or the fan page about the movie. Not only from library sources, but also thesis, and journal from internet also one of the secondary sources in this thesis. In addition, the writer chooses Barbie as the subject because her character was very interesting, instead of biased, the actions and the settings are very colorful that reminding of every woman childhood. As the result, writer had enough data of information needs, the writer applied the liberal feminism theory by Betty Friedan to analyze.

CHAPTER IV

DATA ANALYSIS

This movie portrays the societal commentary reflected both in real world and Barbie land as form that concluded all. Although in Friedan's book *The Feminine Mystique* does not explicitly use the term "societal commentary", but through the themes of gender inequality and power imbalance found in dialogues and character behaviour. This can be seen this narration "I begin to feel I have no personality. I'm a server of food and putter-on of pants and a bedmaker, somebody who can be called on when you want something. But who am I?" According to that narration, it reflects gender inequality and power imbalance through the speaker's emotional collapse into a role of servitude, exposing how societal norms have denied her a personal identity. Is it form of societal commentary because it critiques the cultural and societal system that limits women to domestic service and self-erasure. It relates to Barbie (2023) where the Kens assume control and the Barbies are expected to serve until the Barbies realize they have been disempowered. According to Mills (1959), "Neither the life of an individual nor the history of a society can be understood without understanding both." it supports the film's use of societal commentary. Together, Mills' and Friedan's theories highlight how the film uses individual experience to critique that reveals a form of societal commentary.

4.1 Gender inequality

In this chapter, a compilation of evidence will be presented in two main sub-sections such as Gender inequality and Power Imbalance. Each section will feature selected scenes and dialogue from the original script to highlight how the movie presents societal commentary aligned with liberal feminist thought, especially the framework developed by Betty Friedan. All quotations from the script will be cited by page number and significant lines also bold the dialogue that emphasize the feminist critique.