

**WOMEN'S EMPOWERMENT PORTRAYED IN *BARBIE* (2023)**

A Research Paper

Submitted as Partial Fulfillment of the Requirements for *Sarjana Sastra* Degree of  
English Language and Literature Study Program



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# **WOMEN'S EMPOWERMENT PORTRAYED IN *BARBIE* (2023)**

Oleh

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar  
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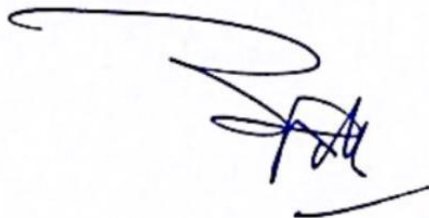
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## ABSTRACT

Women's empowerment remains to be a significant worldwide issue, often highlighted as a central theme in films. The world-famous doll Barbie is considered to represent women's fight for empowerment in the recently acclaimed film titled *Barbie* (2023). This research aims to analyze how women's empowerment is portrayed in *Barbie* (2023) through its characters and the film style. This research employed Rowlands' (1997) three-dimensional theory of empowerment and Bordwell and Thompson's (2008) formal system analysis to examine the film's style. The research revealed three dimensions of women's empowerment in the movie, showing that the empowerment in the movie is multifaceted. The first is personal, showing the characters' individual capacity to express their voices, make a significant life decision, and overcome internalized oppression. The second is relational, demonstrating characters who embody values such as emotional support, positively influence relationships, and promote social equality in Barbie Land. The third is collective, revealing characters' efforts in collective action and participation to fight the patriarchal system in Barbie Land. Future researchers are suggested to explore other relevant issues related to gender or empowerment, such as the social systems caveat and sexism portrayed in this movie and others with similar themes.

**Keywords:** Barbie, dimension, film studies, women's empowerment

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