RESEARCH METHODOLOGY

This research employed a qualitative method to analyze the portrayal of women's empowerment in the movie *Barbie* (2023). The analysis primarily utilized a textual approach to systematically examine and explore characters, storylines, and underlying messages to comprehensively understand how empowerment is portrayed in the film as a formal system. Moreover, the researcher analyzed the aspect of women's empowerment in the movie and its style in terms of the mise-en-scène and cinematography aspects. Qualitative research is a method that involves the researcher in making sense of or interpreting materials and phenomena based on the meanings people ascribe to them, using theoretical frameworks and studying the research problem in depth (Denzin & Lincoln, 2005; Creswell, 2007). The theory employed in this research is the three-dimensional model proposed by Rowlands (1997), which categorizes the data into three categories: personal, relational, and collective. The film's scenes were analyzed using Bordwell and Thompson's (2008) theory, focusing on mise-en-scène elements such as setting, color, makeup and costume, and properties, as well as the cinematography technique.

The data used in this research is the movie *Barbie* (2023), with a duration of 113 minutes and 54 seconds, and the movie script, co-written by Greta Gerwig and Noah Baumbach, consisting of 116 pages. The data studied from this movie in this research are in the form of the character and narrator dialogues, as well as the film style, covering the mise-en-scène and cinematography aspects of the movie. The movie explores themes of gender and women's empowerment, starting from the issue of Barbie's journey to fix her unexpected existential crisis and her efforts, along with Gloria and other supporting characters, to restore Barbie Land from the patriarchal system established by Ken.

In terms of the data collection and analysis process, the researcher implemented several methodological steps aimed at comprehensively addressing the research question concerning the portrayal of women's empowerment in the movie *Barbie* (2023). First, the researcher watched the movie *Barbie* (2023), directed by Greta Gerwig, closely several times. Second, the researcher collected the primary data by selecting or marking some dialogue and scenes to be classified

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based on Rowlands' three-dimensional model theory (1997) and analyzed the mise-en-scène and cinematography based on the theory of Bordwell & Thompson (2008). Third, the researcher processed the data found and classified all of them into suitable aspects of women's empowerment according to Rowlands' theory (1997). Finally, the researcher presented the data with detailed elaboration and drew conclusions based on the research findings.

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