

CONCLUSION

This research has found how the issue of women's empowerment is portrayed in the movie *Barbie* (2023). The key findings of this research reveal that this movie promotes how women can have power from within, empower other women, and collectively achieve their common goals, which aligns with the three-dimensional empowerment theory proposed by Rowlands (1997), showing that the portrayal of women's empowerment in the movie is multifaceted. The movie showcases personal empowerment through characters who express their voices and ideas, are aware of their power and identity as women, and make a significant life decision to realize their values. It also emphasizes relational empowerment by showcasing the negotiation to make decisions, crucial emotional support, positive influence within the relationships between Barbie and other Barbies, between Barbie and Ken, and between Barbie and the Real Woman. Furthermore, the film emphasizes collective empowerment by depicting characters who engage in collective action and participation to fight the patriarchal systems in Barbie Land.

The issue of women's empowerment can be inferred to remain a central message in films. This shows that a film can be a powerful tool for promoting women's empowerment and challenging patriarchal systems. The movie *Barbie* (2023) effectively showcases how women can achieve their goals through empowerment by promoting this issue. The female characters are made to be individuals who are aware of their identity and self-capacity, support one another, and collectively fight the male-dominated systems for their autonomy. Moreover, the characters also reveal and encourage that women in the real world can have what Barbies have in Barbie Land, such as opportunities to work even in stereotypically men-dominated fields, the ability to express their voice and be heard, as well as have power and influence in society, aligns with their iconic motto of "If Barbie can be anything, women can be anything." These findings are significant because they provide insights into how films as literary works can promote feminist and empowerment values using the world-famous doll Barbie.

The concept of women's empowerment in *Barbie* (2023) is framed within Western culture and Hollywood's portrayal of empowerment through contemporary media representations. The film promotes personal, relational, and collective

empowerment, emphasizing important values like being aware of self-capacity and the fight for gender equality. However, its portrayal has sparked debates and even bans in some countries due to conflicting moral and cultural perspectives. This demonstrates how global media can present diverse and sometimes contrasting views on empowerment, potentially challenging or aligning with local cultural beliefs. The film's message underscores the complexity of interpreting women's empowerment across different cultural and societal contexts, revealing both its potential and limitations in advancing global discussions on gender equality.

This research is also expected to contribute to film study by analyzing the mise-en-scène and cinematography of the movie *Barbie* (2023) using the formal system analysis to highlight its potential to inspire women through features the audience can see in the movie scenes. The research examines visual elements like setting, costume design, and cinematography to reinforce themes of personal, relational, and collective empowerment. By exploring these aspects, a deeper understanding can be obtained of how visual storytelling can promote feminist ideals and challenge societal norms. Future researchers should continue to explore the representation of women in films and their effects on society, ensuring that these messages of empowerment continue to inspire women. The researcher also suggests that further research should be conducted to examine relevant issues that require empowerment, such as the social system caveats and sexism portrayed in *Barbie* (2023) and other movies with the same themes.