

CHAPTER 1

INTRODUCTION

1.1 Background of The Problem

Various form of literature, such as film, poetry, drama, and movie scripts, are often regarded as reflections of social reality. This study focuses on one of these forms, a movie script, as the main of analysis. Wellek and Warren (2014:94), that literature is not only about the writer's imagination, but also represents the culture and society. Hence, a movie script can be a scientific study object to explore social issues, including identity, power, and gender inequality.

The issues of gender inequality is clearly reflected in how Barbie portrays between men and women within the world of Barbie Land. At the beginning of the story, Barbie dominates and takes every important position, while men are shown as secondary figures. However, as the story unfolds, Barbie learns that equality does not mean one gender have to be superior to another. The story clearly depicts feminist values that advocate equal right and the elimination of gender based hierarchy.

The issues of power also plays a essential role in the narrative. Power in Barbie is not only portrayed as authority or control but also as the ability to influence and brings change. When Ken encounters patriarchy in the real world, he returns to Barbie Land and introduces male dominance, transforming the once harmonious matriarchal society into a system ruled by men. This shift demonstrates how power can easily be abused when it is concentrated in one group. Barbie's realization that she must reclaim her voice and restore balance represents a feminist perspective that power should be shared and used to empower others, not to suppress them. The movie criticizes between patriarchy and matriarchy as systems that create inequality, emphasizing instead the need for equality based empowerment. This reflects the broader feminist goal of dismantling power hierarchies that restrict human freedom and equality.

The last about identity, forms the emotional foundation of the movie script.
When she enters the real world, Barbie begins to question her existence and



purpose. She no longer feels perfect or flawless as she was in Barbie Land. This process of self discovery shows how Barbie tries to define her own identity beyond the labels society has placed on her. It illustrates women's struggle to understand who they truly are and to accept themselves without conforming to unrealistic ideals of beauty or perfection.

Based on these portrayals, *Barbie* reflects main issue within feminist discourse, including gender inequality, power, and identity. Therefore, this study aimed to analyze how feminism is represented in the Barbie and how it reveals the social issues faced by women in modern society, such as unequal opportunities, workplace discrimination, and societal expectations about beauty and behavior. The background of this research lied on understanding how feminist perspectives are expressed through movie scripts narratives that combine fantasy and reality to challenge gender norm and promote women's empowerment.

1.2 Identification of Problem

Based on the background of the study, the problems identified in this research are as follows. In the *Barbie*, there are some situations that reflect gender inequality, such as the contrast between Barbie Land and the real world, which highlights how women still face discrimination and limited opportunities. The movie script shows a shift of power when patriarchal ideas are introduced into Barbie Land, illustrating the struggle of women to maintain autonomy and control over their lives. Barbie's journey of self discovery in the movie script reflects challenges related to identity, showing how women must navigate societal expectations and personal growth to undeand their true selves.

1.3 Limitation of The Problem

Based on previous the identification of problem above, I limit the research problem focus on, the analysis of feminist issues are gender inequality, power, and identity as potrayed in the *Barbie* Movie Script. The study is limited to the representation of these aspects within the dialogues, actions, and storyline of the main characters.

1.4 Formulation of The Problem

Based on the problem limitation above, the problem in this movie script can be formulated to prove feminism in the main characters of *Barbie*. There are two questions that are assumption of this research. Therefore, the problem in this research is formulated as follows:

1. How is the characterization used to reflect feminism found in *Barbie* movie Script?
2. How is the plot used to reflect feminism found in *Barbie* movie script?
3. How is the setting used to reflect feminism found in *Barbie* movie Script?

1.5 Objective of The Problem

Based on previous the formulation of the problem, the researcher implement this study for the following aims:

1. To explain feminist values reflected through the characterization in the *Barbie* movie script.
2. To describe how the plot reflects feminist issues in the *Barbie* movie script.
3. To describe how the setting reflects feminism in the *Barbie* movie script.

1.6 Benefit of The Research

This study is expected to make a contribution to understanding how the feminist values are represented through three issues: gender inequality, power, and identity in the *Barbie* movie script. In theory, this study enriches literature study and movie scripts in the application of feminist standpoint theory in literary works. In practice, this study can be referenced by students and other researchers in the future and then help audiences or readers see experiences and women's positions in movie scripts critically.

1.7 Systematic Organization of the Research

Based on the information above, the systematic organization of the research "An Analysis of Feminism in *Barbie* Movie Script 2023" are as follows:

CHAPTER 1

: INTRODUCTION

This chapter be composed of the phases of thr research layout, such as the background of the problem, the identification of the problem, the limitation of the problem, the formulation of problem, the objectives of the research, the benefit of the research, and systematic organization of the research.

CHAPTER 2

: THEORITICAL FRAMEWORK

This chapter be composed of the experts' theories, which the research data: characterization, plot, setting, feminism theory, and screenplay theory

CHAPTER 3

: RESEARCH METHOD This chapter includes time annd location, research approach and method, research objects and data, data collection techniques, and data analysis techniques.

CHAPTER 4 IN *BARBIE* MOVIE SCRIPT 2023”

: “AN ANALYSIS OF FEMINISM

This chapter is the core of the all result. This chapter be composed of analysis to prove my research objectives.

CHAPTER 5

: CONCLUSION

This chapter be composed of the conclusion of the research and suggestion for future research.

