

GENDER STEREOTYPES IN THE *BARBIE* (2023) MAIN CHARACTERS: A LIVE ACTION MOVIE BY GRETA GERWIG

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ABSTRAK

Stereotip gender diperluas dan dimanifestasikan dalam berbagai cara dalam kehidupan sehari-hari. Menelaah stereotip gender yang digambarkan dalam film sangatlah penting karena pengaruhnya yang besar terhadap penonton, karena film dapat membentuk perspektif dan sikap penonton terhadap peran gender, sehingga menjadi aspek penting dalam analisis. Tujuan dari skripsi ini adalah untuk mengetahui unsur-unsur stereotip gender, sifat-sifat femininitas dan maskulinitas, dan dampak stereotip gender dalam film *Barbie* (2023) Live Action Movie oleh Greta Gerwig. Peneliti menggunakan teori Linda Brannon (2017), Brannon memberikan penjelasan yang jelas mengenai stereotipe gender. Dalam skripsi ini, peneliti menggunakan metode kualitatif. Peneliti menemukan unsur-unsur stereotip gender pada femininitas yaitu, *submissiveness* dan *purity*. Kemudian, unsur-unsur yang ditemukan pada maskulinitas yaitu, *the sturdy oak*, *give 'em hell*, dan *the big wheel*. Ciri-ciri stereotip gender yang ditemukan pada femininitas yaitu, *submissive*. Kemudian, ciri-ciri yang ditemukan pada maskulinitas adalah *big wheel*, *give 'em hell*, dan *the sturdy oak*. Dampak stereotip gender yang ditemukan adalah diskriminasi dan prasangka. Film ini menggambarkan bagaimana karakter *Barbie* mampu melawan stereotip gender dan mendukung kesetaraan gender di Masyarakat.

Kata Kunci : *Stereotip gender, Femininitas, Maskulinitas.*

ABSTRACT

Gender Stereotypes are extended and manifested in various ways throughout daily life. Examining gender stereotypes portrayed in films is essential due to their profound influence on audiences, as movies can shape audiences perspectives and attitudes towards gender roles, making it a crucial aspect of analysis. The aims of this thesis are to find out the elements of gender stereotypes, the traits of femininity and masculinity, and the impact of Gender stereotypes in the Barbie (2023) Live Action Movie by Greta Gerwig. The researcher used Linda Brannon (2017) framework, Brannon presents a clear explanation of gender stereotypes. In this thesis, the researcher used a qualitative

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method. The researcher found the elements of gender stereotypes on femininity are submissiveness, and purity. Then, the elements found on masculinity are the sturdy oak, give 'em hell, and the big wheel. The traits of gender stereotypes found on femininity is submissive. Then, the traits found on masculinity are big wheel, give 'em hell, and the sturdy oak. The impact of gender stereotypes found are discrimination and prejudice. The movie illustrates how the Barbie character is able to fight gender stereotypes and support gender equality in society
Keywords : Gender Stereotypes, Femininity, Masculinity.

INTRODUCTION

Literary works are the result of human's imaginations and creativity who convey their thoughts through art to portray meanings that may be felt and understood through intuition and feelings. Movie, as literary works in the form of audiovisual media, are quite popular in various groups nowadays because they are very entertaining media, and the story in a film becomes meaningful through the presence of characters in it. Wardaningsih & Kasih (2022), a movie is a form of mass communication that is created for a broad audience. A movie can convey culture through the interaction between filmmaker and audience. The advantages of movie as one of the most popular forms of literary works are the presentation of moral values, the diversity of genres, the appeal of interesting animation, wide and affordable availability, and the inclusion of linguistic, cultural, and social content.

Gender Stereotypes are extended and manifested in various ways throughout daily life. Examining gender stereotypes portrayed in films is essential due to their profound influence on audiences, as movies can shape audiences perspectives and attitudes towards gender roles, making it a crucial aspect of analysis. Gender stereotypes are societal beliefs about conceptions of men and women that indicate that ideal men are masculine, which means they are perceived as aggressive, competitive, strong, and independent (Ji, 2021) and ideal women are feminine, which means they are perceived as weak, dependent, and women are more likely to be treated unfairly (Ji, 2021).

The researcher found a previous researcher on the Barbie Film (Pramaisela Lubis, 2024). The previous researcher only focused on the type of masculinity in Ken's character. Shabbir et al. (2023) investigate about the representation of individualism, female ability, gender stereotype, and liberal feminism with reference to Belle, a woman protagonist of the Beauty and the Beast Movie. Another studies, Gürkan & Serttaş (2022), focused on masculinity of male character. The previous researcher investigates whether masculine representations promote existing patriarchal male images or create alternative male models by being depicted in two different mass media in Turkey, television series and in films. Next, Chen et al (2022), presented about the effectiveness of women roles in the Disney Films. The previous researcher examined the ways in which Disney films support women's rights, unite feminists, and increase awareness of these issues. Previous researcher found on the Live-Action Disney Film Mulan (Gong & Tian, 2021). The study only focused on the feminist analysis of the character Mulan, The Disney action movie Mulan in 2020 emphasizes feminist enriches and power Mulan's image.

However, this research will explore the Barbie Film further and to analyze this research, the researcher uses Linda Brannon (2017) framework, because Brannon (2017) presents a clear explanation of gender stereotypes, especially about Femininity and Masculinity.

Barbie (2023) Live Action Movie directed by Greta Gerwig presents many social issues. This unique fantasy comedy drama investigates the lives of Barbie and her male counterpart, Ken, offering a new perspective on the portrayal of gender stereotypes such as Femininity and Masculinity which until now has been a social conversation through the characters in the Barbie Movie. This makes the characters in the Barbie Movie worth to analyze because Barbie Live Action Movie is unique in that some of the features associated with the main character do not seem to conform to typical gender norms.

Based on the background of the analysis above, the problem of the study in this research are:

1. what are the elements of Gender Stereotypes found in the Barbie Live Action Movie?
2. what are the traits of Femininity and Masculinity found in the Barbie Live Action Movie
3. What are the impacts of Gender Stereotypes in Live Action Barbie Movie?

The aims of this research is to find out the elements of gender stereotypes, the traits of Femininity and Masculinity, and to find out the impact of Gender stereotypes.

THEORETICAL FRAMEWORK

This section discuss some theories of the research. This divided into five major parts: (1) movie, (2) main characters, (3) gender stereotypes, (4) femininity, (5) masculinity.

Movie

Movie have a significant impact on their audiences and play an important role in spreading and delivering information to the public. It captures and holds the attention of the target audience while also working to develop, shape, and change the opinions of some experts. Wardaningsih & Kasih (2022), a movie is a form of mass communication that is created for a broad audience. A movie can convey culture through the interaction between filmmaker and audience. The advantages of movie as one of the most popular forms of literary works are the presentation of moral values, the diversity of genres, the appeal of interesting animation, wide and affordable availability, and the inclusion of linguistic, cultural, and social content.

Main Characters

Characters participate in the story. In a fictional story, there are usually characters or actors. They usually consist of people, but they can also be personal identities or entities that emerge from works of art or performances. Character, characterization, and character refers to the traits and attitudes of the characters as interpreted by the audience. Characters in movies are essential to the story; without them, the story would be meaningless. In general, literary audiences often refer to movie characters as main characters and secondary characters. The definition of a main character in a story is a character whose role is more important. Harinanda & Junaidi (2021) states, the main task of the character is to give the message or image to the audience with more opportunities.

Gender Stereotypes

According to Brannon (2017), Gender stereotypes refer to ideas about the psychological features and behaviours acceptable for men and women. Gender stereotypes are broad assumptions about masculinity and femininity that are often based on cultural norms. Stereotypes based on gender have a significant impact on how people conceptualise both men and women. They create social categories that serve as representations of public opinion. Even when beliefs diverge from reality, they can nevertheless exert a strong influence on how one judges oneself and other people. Thus, understanding the influence of gender on people's lives requires an understanding of the origins, evolution, and purpose of stereotypes.

According to Brannon (2017), elements of Stereotyping of Women and Men as follows.

The Cult of True Womanhood	Male Sex Role Identity
Piety: True Woman are naturally religious.	No Sissy Stuff: A stigma is attached to feminine characteristics.
Purity: True Women were sexually uninterested.	The Big Wheel: Men need success and status.
Submissiveness: True Women were weak, dependent, and timid.	The Sturdy Oak: Men Should have toughness, confidence, and self-reliance
Domesticity: True Women's domain was in the home.	Give 'Em Hell : Men should have an aura of aggressions, daring, and violence.

Table 1. Element of Gender Stereotypes

In the book Brannon (2017) mentions Stereotypical Traits of Men and Women Matched to Descriptions from Rosenkrantz et al. (1968) as follows.

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Table 2. Traits of Gender Stereotypes

Femininity

The feminist movement of the 20th century brought about a distinct sort of early modern feminist action in Britain. Whether or whether this era's fight for equal treatment for women and men qualifies as visible feminism. According to Brannon (2017), the Cult of True Womanhood emerged in the years 1820–1860. "The four cardinal virtues of True Womanhood—purity, piety, domesticity, and submissiveness—may be used to categorise the qualities by which a woman evaluated herself and was evaluated by her spouse, neighbours, and society" (Welter, 1978, p. 313). The Cult of True Womanhood held that the combination of these characteristics provided the promise of happiness and power to the Victorian woman, and that without these, no woman's

life could have real meaning. Women were expected to be timid, weak, and dependent (Brannon, 2016). However, feminism is a women's liberation ideology, as all of its approaches are based on the premise that women face injustice due of their gender.

Masculinity

Brannon (2017) states the 19th-century idealization of women also had implications for men, who were seen as the opposite of women in a number of ways. Men were independent, active, strong, and coarse. Issues such as male roles, gender inequality, and gender discrimination where men are considered first-class citizens have always been associated with masculinity. By promoting the idea that men should be dominant, heterosexual and intolerant of women, masculine ideology reinforces men's power over women. According to this ideology, masculinity is a cultural construction determined by various beliefs and expectations about how men should behave in a particular culture and time. Men are considered strong, mighty, should be leaders, and should not cry. The power domain associated with culture can identify the characteristics of a man with a specific ideal. In today's modern civilizations, a man with a certain ideal must have these qualifications that serve the institution of social structure. The man with a certain ideal can be regarded as a productive man who internalizes gender roles by adhering to social norms.

RESEARCH METHOD

The researcher used a qualitative method. The qualitative research process involves a number of procedures, such as data collection, data analysis, and interpretation of data meaning. According to Creswell & Creswell (2018), qualitative research is a method that aims to investigate and comprehend how individuals or groups interpret a social or human situation. Creswell & Creswell (2018), also mentions the category of qualitative, namely qualitative audiovisual and digital materials, one of which is taken in a movie. The researcher takes data from the Barbie Live Action film and analyzes the data found in the Barbie Live Action movie. The research procedure conducted by the researcher to collect data related to gender stereotypes is as follows:

1. choose the Barbie live action movie to be used as a research object in collecting gender stereotypes data
2. watch the Barbie live action movie and listens carefully several times in order to understand the whole movie
3. read the script repeatedly to understand the meaning and content in the Barbie movie
4. collect scenes and dialogs from Barbie characters related to gender stereotypes in Barbie live action movie
5. identify data from the scenes and dialogues found
6. analyze the data using related theories
7. make conclusions from the data that has been obtained.

RESULTS AND DISCUSSION

The elements of Gender Stereotypes

a. Femininity

Data 1 (Submissiveness)

The situation is explained when Barbie wants to get out of Barbieland to the real world, but suddenly Ken is also in the back seat of Barbie's vehicle.

(Times: 25.23 – 25.26)



Figure 1. Submissiveness Element

Ken: Barbie, what if there's beach? You'll need someone who's a professional in that.

Ken thinks Barbie will need him at the beach, because Ken is an expert in that field. This falls under the Submissiveness element, where women are seen as dependent on men and women are seen as weak and unable to take care of themselves.

Data 2 (Purity)

The situation when Barbie and Ken arrive at Real World, Barbie and Ken are walking around the beach wearing beach clothes.

(Times: 27.25 - 27.40)



Figure 2. Purity Element

Contractor Worker: If I sad you had a hot body, would you hold iy against me?

Contractor Worker: Baby, you are an Angel.

Contractor Worker: I can see myself in your shorts.

Barbie: I dont know exactly what you meant with all of those little quips, but I'm picking up on some sort of entendre, which appears to be double and I would just like to inform you, I do not have a vagina.

Barbie says that because she considers herself a Barbie doll who has no sexual attraction. This falls under the element of femininity, Purity. According to the female gender stereotype, real women are not sexually attracted.

b. Masculinity

Data 3 (The Sturdy Oak)

Ken asked to go to together to the real world with Barbie

(Times: 25:21)



Figure 3. The Sturdy Oak Element

Barbie: You're just gonna slow me down

Barbie shows her self-reliance by saying that she can go to the real word by herself without Ken, because Ken will only trouble her. Self-reliance is included in The Sturdy Oak category, which is an element of male masculinity according to elements stereotyping.

Data 4 (Give 'Em Hell)

The situation when they arrive at the Real World, Barbie and Ken are looking around the beach.

(Times: 28.10 – 28.13)



Figure 4. Give 'Em Hell Element

Stranger: Yeah, Brian! Do it, bro! [patted the Barbie's butt]

Barbie: [punches the stranger in the face]

Barbie hit stranger who patted her butt, Barbie's behavior falls into the masculinity that men have, the element Give 'Em Hell. Some women may stay silent if they are abused, but Barbie cannot stay silent, she does not hesitate to use violence and courage to anyone who is disrespectful to her.

Data 5 (The Big Wheel)

The situation when Ken came to a company, then he talked to the man who was in the company.
(Times: 40.29 – 40.31)



Figure 5. The Big Wheel Element

Ken: *I'll take a high-level, high-paying job with influence, please.*

Ken wants a job with a high position, this is an element of The Big Wheel, where men need success and status. Male masculinity can be measured by success, power, and admiration from others. One must have wealth, fame, and status that is manly.

Femininity	Masculinity
Submissiveness	The Sturdy Oak
Purity	Give 'Em Hell
	The Big Wheel

Table.3 Data Found on Elements of Gender Stereotypes

The traits of Gender Stereotypes

a. Femininity

Data 6 (Submissive: Aware of Feelings of Others)

As Barbie sat on the bench and closed her eyes, she was shown memories from the life of the person who played her in the Real World.

(Times: 31.24 – 31.27)



Figure 6. Submissive Trait

Barbie: *That felt achy, but good.*

Barbie feels so emotional and touching that she unconsciously sheds tears when remembering the memories of the life of the person who played her. This falls under the traits of submissive femininity, aware of feelings of others. She seems to have the ability to put herself in someone else's shoes and imagine what they are thinking or feeling.

b. Masculinity

Data 7 (Give 'Em Hell: Competitive)

The situation explains when Barbie wants to leave Barbie Land and go to the Real world. Many other Barbies gave a welcome to her departure. Ken 1 and Ken 2 talking about Barbie.

(Times: 23.30 – 23.45)



Figure 7. Give 'Em Hell Trait

Ken 2: *I guess she's going without you.*

Ken 1: *You're so lost, Ken. She literally asked me. And I was like, I prefer to stay here.*

Ken 2: *Why? Are you scared?* Ken 1: *No.*

Ken 2: *I bet you're scared. And I bet she doesn't even want you to go.*

Ken 1: *Well, you bet both those things incorrectly, and I bet in the opposite direction.*

When Ken 2 taunts Ken 1, he seems to be showing his masculinity trait where men have a challenging and competitive nature which is included in the Give 'Em Hell masculinity trait component and a nature that wants to dominate, which is included in the Big Wheel masculinity trait component to prove their physicality and prowess.

Data 8 (Big Wheel: Dominant)

The situation When Ken has looked around the real world.

(Times: 32.40)



Figure 8. Big Wheel Trait

Ken: men rule the world!

The main power holders in the real world are men, Ken realizes men have a higher position than women in the social structure. This belongs to the Big Wheel Masculinity traits, where men dominate.

Data 9 (The Sturdy Oak: Unemotional)

The situation when Barbie is excited to meet Sasha at school.

(Times: 39.26 – 39.44)



Figure 9. The Sturdy Oak Traits

Sasha: ... And until you showed up here and declared yourself Barbie. I hadn't thought about you in years, you fascist.

Barbie: Okay. It's happening again. I have to.. Will you excuse me? It was really nice talking to you.

Barbie declares that she is Barbie, the doll that Sasha has been playing with. But Sasha said some words that Barbie shouldn't have heard. However, Barbie did not get angry at what Sasha said to her, she just left the place. These traits are included in The Sturdy Oak's trait component, unemotional. This is a stereotype owned by men where they must be able to control their emotions. Controlling emotions can make a person more understanding of themselves and the environment around us.

Femininity		Masculinity	
Component	Trait	Component	Trait
Submissive	Aware of feeling of other	Big Wheel	Dominant
		Give 'Em Hell	Competitive
		The Sturdy Oak	Unemotional

Table 4. Data Found on Traits of Gender Stereotypes

The impacts of Gender Streotypes

In the Brannon Book (2017), prejudice and discrimination are the obvious negative effects of stereotyping. The impact of gender stereotypes found in Barbie movies as follows.

Data 10 (Discrimination Impact)

(Times 56.42 – 56.48)



Figure 10. Impact of Gender Stereotypes

Barbie: What have you done? What are you wearing

Ken: Don't question it. Jusr roll with it, tiny baby.

Ken discriminates by using the nickname to show that Ken is in a higher position than Barbie.

Data 11 (Discrimination Impact)

(Time Code 58.39 – 58:42)



Figure 11. Impact of Gender Stereotypes

Barbie: What are you doing? You're a Doctor.

Because of Ken's behavior that wants to be in power, Ken makes another Barbie who previously worked as a doctor into a maid because Ken has received patriarchal knowledge from the Real world that men are the ones is power.

Data 12 (Prejudice Impact)

(Times 59.11 – 59.14)



Figure 12. Impact of Gender Stereotypes

Ken: Because Barbie Land is now Ken Land

Ken took over Barbie Land and changed it to Ken house. Ken prejudices that Barbie has never considered him. This attitude is the belief of negative stereotypes because of the judgment without seeing the characteristics of an individual or group of people. Then the negative attitude emerges.

Impact	Discrimination
	Prejudice

Table 4. Data Found on Impacts of Gender Stereotypes

CONCLUSION

This research aims to analyze gender stereotypes in the Barbie (2023) Movie. Researchers used two characters, Barbie and Ken, to analyze femininity and masculinity. The elements of gender stereotypes found on femininity are submissiveness, and purity. Then, the elements found on masculinity are the sturdy oak, give 'em hell, 1 and the big wheel. The traits of gender stereotypes found on femininity is submissive. Then, the traits found on masculinity are big wheel, give 'em hell, and the sturdy oak. The impact of gender stereotypes is depicted in Ken's character who causes a negative impact on gender stereotypes, discrimination and prejudice.

Gender stereotypes portrayed by society that women are weak and dependent are refuted by Barbie's character who is portrayed as having elements and traits of masculinity that are common in men, including self-reliance, dominant, and unemotional. However, she still has traits of femininity, namely, being aware of feelings of others. Ken, described as a character who has

elements and traits of masculinity, namely competitive, acts as a leader, dominant, daring, and confidence. The movie Barbie (2023) illustrates how the Barbie character is able to fight gender stereotypes and support gender equality in society.

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