

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Feminism in social life is a multifaceted movement that spans a wide range of ideas and actions dedicated to achieving gender equality and dismantling oppressive structures. At its core, it advocates for the rights and opportunities of all genders, challenging traditional gender roles and addressing systemic issues that perpetuate inequality. Within social contexts, feminism seeks to establish an inclusive and supportive environment that recognizes and values diverse experiences and contributions, irrespective of gender. This involves advocating for equal opportunities in education and employment, challenging harmful stereotypes associated with gender, and acknowledging the intersectionality of identities, including race, class, and sexuality. Feminism also supports marginalized groups, emphasizing consent and agency in personal relationships, advocating for reproductive rights, and promoting increased representation in various fields. Through education and awareness, feminism endeavors to challenge biases, fostering a more informed and empathetic society. Ultimately, feminism in social life strives to create a world where everyone can live free from discrimination, with equal opportunities and respect for autonomy and choices.

Gender inequality within feminist discussions extends to reproductive rights, with efforts to secure women's autonomy over their bodies and decisions. It encompasses issues like access to healthcare, family planning, and combating gender-based violence, including domestic abuse and sexual harassment. Feminists emphasize the importance of dismantling patriarchal structures that perpetuate gender imbalances in political representation, workplaces, and everyday interactions. Gender inequality is a fundamental concern for feminism, driving efforts to create a more equitable and just society where individuals of all genders can thrive without systemic barriers.

Gender inequality-focused feminist theories acknowledge that women's position in and encounter with social contexts are not just distinct but also imbalanced compared to men's. According to liberal feminists, women possess an equal capacity for moral reasoning and agency as men. However, they contend that

throughout history, patriarchy, especially the sexist division of labor, has deprived women of the chance to articulate and apply this reasoning (Norlock Kathryn, 2019).

The movie script I used to analyse is Barbie by Greta Gerwig & Noah Baumbach, published in 2023. Greta Gerwig, the three-time Oscar-nominated director and writer of 2017's "Lady Bird" and 2019's "Little Women," directs. The actress-turned-filmmaker co-wrote the screenplay with her longtime partner Noah Baumbach, having previously collaborated on 2013's "Frances Ha" and 2015's "Mistress America."

Barbie tells the story of a Doll lives in bliss in the matriarchal society of Barbieland, embraces her role and serves as an inspiration for girls through various iterations over the years, encouraging them to pursue their dreams without limitations. On the other side, Ken, who also lives in Barbieland, remains overshadowed by Barbie's superiority. When Barbie begins to experience unfamiliar emotions, her world is thrown into chaos. With the help of "Weird Barbie", Weird Barbie determines that there is something happening in the real world with someone playing with her being unhappy leading to Stereotypical Barbie reluctantly heading to the real world to rectify what is happening with that person, she first needing to find this person.

Beyond their mission to find this person, Barbie and Ken will find the real world unlike anything they know in Barbieland, especially in it being a male dominated society. While Barbie still has to find out what's going on that made her come to the real world, Ken is finding a newfound control which he wants to bring back to Barbieland. If he is able to do so, the role of Barbie in the real world may be forever changed. On top of everything, executives at Mattel, primarily white men, discover that a "real life" Barbie and Ken doll have infiltrated the real world, their mission to capture the pair, but especially Barbie, to put them/her back in their/her place, namely in a manufacturer's sealed box.

In Barbie movie script, positions of power portrays an idealized utopia where women dominate positions of power, illustrating a society where qualities like intelligence and kindness, traditionally associated with females, prevail. In Barbieland, men are depicted as acceptable only when subdued, creating a sharp

divergence from the real-world portrayal of men as often characterized by stupidity, incapability, and offensiveness.

The conflict arises when masculinity infiltrates Barbieland, challenging the established female hegemony. However, the narrative takes an unexpected turn as women leverage their superior intelligence to restore control and guide men away from toxic behaviors. Despite the initial appearance of a feminist message, the film's true essence subverts expectations. Men are portrayed as comical and harmless, rendering the patriarchy in Barbieland incompetent.

1.2 Identification of the Problem

Based on the background of the problem, it can be seen that centers around gender dynamics, power structures, and societal expectations in Barbieland, a matriarchy where women hold all positions of power, challenges traditional norms but also raises questions about male exclusion. I explore these elements impact on the movie script feminist narrative and their implications for real-world gender equality discussion.

1.3 Limitation of the Problem

Based on the identification of the problem, I limit the problem of the research consider their impact on the movie script feminist message and broader discussions about gender equity. The theories and concepts that I use for this research are through intrinsic and extrinsic approaches.

1.4 Formulation of the Problem

Based on the background of the problem above, the research problem formulation is as follows:

1. How are the characterization of the main characters in Barbie (2023) movie script?
2. How are the plot and setting of Barbie (2023) supporting the characters to show feminism in this movie script?
3. How are the intrinsic and extrinsic approaches support the themes in Barbie (2023) movie script?

1.5 Objectives of the Research

Based on the problem formulation described above, the research objectives are as follows:

1. To analyse the characterization of the main characters in Barbie (2023) movie script.
2. To analyse the plot and setting of Barbie (2023) supporting main characters to show feminism in this movie script.
3. To analyse the intrinsic and extrinsic approaches that support the themes in this movie script.

1.6 Benefit of the Research

This study aims to present more viewpoints who conducted with a similar studies. It involves a case study or opinion survey to investigate the perspectives of a specific society or group on liberal feminism. This study aims to present more viewpoints. The goal is to provide recommendations or suggestions for enhancing the experience, implementation, or positive impact of liberal feminism.

The study acts as a valuable resource for students, lecturers, and anyone interested in gaining a deeper understanding of liberal feminism. This research can assist readers in comprehending sociological issues, particularly those related to liberal feminism.

1.7 Systematic Organization of the Research

To provide of this research consists of 5 chapters as follows:

CHAPTER 1 : INTRODUCTION

This chapter consists of the background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objectives of the research, benefits of the research, and systematic organization of the research.

CHAPTER 2 : FRAMEWORK OF THE THEORIES

This chapter contains definitions and explanations of the theories that support research, namely the intrinsic approach, namely characterization, setting and plot. And the extrinsic approach is liberal feminism.

CHAPTER 3 : RESEARCH METHOD

This chapter contains the research time and location, research method, research object, research data, data collection technique, and data analysis technique,

CHAPTER 4 : THE REFLECTIONS OF LIBERAL FEMINISM IN MOVIE SCRIPT BARBIE (2023)

This chapter consists of data analysis with the aim of answering the problem formulation in chapter 1. The results of the analysis will be determined based on the theories described in chapter 2.

CHAPTER 5 : CONCLUSION

This chapter contains the conclusion and suggestion from the research results.

