

## ABSTRACT

This research examines the reception of Indonesian Generation Z males towards hegemonic masculinity depicted in *Barbie* (2023) by Greta Gerwig. By utilizing a qualitative approach and in-depth interviews, the study explores how films as pop-cultural products influence views on masculinity within Indonesia's patriarchal context. Applying the theory of hegemonic masculinity and audience reception, this study finds that while traditional values like leadership and responsibility remain upheld, Generation Z males are redefining masculinity to include emotional intelligence, empathy, vulnerability, and respect for gender equality. The results of this research—by the end—show that although traditional values such as leadership and responsibility are still upheld, Indonesian Generation Z males are beginning to show encouragement to challenge traditional norms and adopt more progressive perspectives. The findings highlight the role of social media platforms—TikTok, Instagram, and YouTube—and exposure to global media in encouraging young men to challenge traditional norms and adopt progressive perspectives. However, cultural and religious factors still significantly shape perceptions of masculinity. This study offers insights into how Indonesian Generation Z males navigate traditional values while embracing modern ideals, reflecting the dynamic interplay between local and global influences in redefining masculinity today.

**Keywords:** Audience Reception, Hegemonic Masculinity, Generation Z, *Barbie* (2023), Social Media, Indonesia