



DAFTAR PUSTAKA:

- ABC News In-Depth . (2023). *Greta Gerwig and Margot Robbie discuss Barbie’s surprising feminism* | 7.30. <https://youtu.be/GuWr-v3TOO8>
- Abad-Santos, A. (2023, July 24). What does it mean to be “just Ken”? *Vox*. <https://www.vox.com/culture/2023/7/24/23805608/barbie-movie-explained-2023-ken-feminist-im-just-ken-ryan-gosling-oscars>
- Abitbol, A., & Sternadori, M. (2018). Championing women’s empowerment as a catalyst for purchase intentions: Testing the mediating roles of oprs and brand loyalty in the context of femvertising. *International Journal of Strategic Communication*, 13(1), 22–41. <https://doi.org/10.1080/1553118x.2018.1552963>
- Adjoteye, E. A., Saragih, M. Y., & Ridwan, M. (2021). Methodological approaches to reception analysis research in ghanaian media studies. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(1), 1545–1551. <https://doi.org/10.33258/birci.v4i1.1786>
- Afifah, N., Daud, I., & Mulyadina, M. (2022). Viewer behavior on social media: Viral marketing of A movie trailer in Indonesia. *Gadjah Mada International Journal of Business*, 24(2), 178. <https://doi.org/10.22146/gamaijb.49987>
- Ali, M. (2023, July 25). *Simu Liu and Issa Rae on why Barbie is a win for diversity*. Luxury London. <https://luxurylondon.co.uk/culture/entertainment/simu-liu-issa-rae-barbie-interview/>
- Alsawalqa, R. O., Alrawashdeh, M. N., & Hasan, S. (2021). Understanding the Man Box: The link between gender socialization and domestic violence in Jordan. *Heliyon*, 7(10), e08264. <https://doi.org/10.1016/j.heliyon.2021.e08264>
- Álvarez-Monzoncillo, J. M., de Haro Rodríguez, G., & Picard, R. G. (2018). Digital word of mouth usage in the movie consumption decision process: The role of Mobile-WOM among young adults in Spain. *International Journal on Media Management*, 20(2), 107–128. <https://doi.org/10.1080/14241277.2018.1471606>
- Amir, A., Roca, D., Sadaf, L., & Obaid, A. (2023). How does femvertising work in a patriarchal context? An unwavering consumer perspective. *Corporate Communications: An International Journal*, 29(2), 170–186. <https://doi.org/10.1108/ccij-03-2023-0040>

- Anchor. (2023, August 15). *The marvel of the barbie movie marketing campaign*. Anchor. <https://anchordigital.com.au/articles/the-marvel-of-the-barbie-movie-marketing-campaign>
- Andersson, F. & Tersmeden, S. (2020). *Mundane Resistance to Feminsim: Exploring Men's Resistance to Feminism Trough Femvertising Commercials* (Thesis, Lund University: School of Economics and Management). <https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=9018422&fileId=9018423>
- Annur, C. M. (2023, December 22). 10 Film Box Office dengan Pendapatan Tertinggi Sepanjang 2023, Barbie Tercuan. *Databoks*. <https://databoks.katadata.co.id/media/statistik/3e9459fe1b490aa/10-film-box-office-dengan-pendapatan-tertinggi-sepanjang-2023-barbie-tercuan>
- Archer-Brown, C., Kampani, J., Marder, B., Bal, A. S., & Kietzmann, J. (2017). Conditions in prerelease movie trailers for stimulating positive word of mouth. *Journal of Advertising Research*, 57(2), 159–172. <https://doi.org/10.2501/jar-2017-023>
- Ardanawati, I. (2012). Iklan Film dan Perubahan Kehidupan Sosial-Ekonomi Perkotaan 1950-1966. *Lembaran Sejarah*, 9(1).
- Austin, B. A. (2009). Motivations for movie attendance. *Communication Quarterly*, 34(2), 115–126. <https://doi.org/10.1080/01463378609369627>
- Azahra KR, F. & Sadasari, L. M. (2021, January 1). *Femvertising, Sikap Konsumen, dan Brand Attachment (Pengaruh Femvertising terhadap Brand Attachment dengan Sikap Konsumen sebagai Variabel Mediator dalam kampanye @nipplets_official Real People Real Body di Instagram)*. (Skripsi Sarjana, Universitas Gadjah Mada). <https://etd.repository.ugm.ac.id/penelitian/detail/196152>
- Babin, D. M. (2024). Genderqueer reflections on Weird Barbie. *Feminist Theory*, 25(4), 587–600. <https://doi.org/10.1177/14647001241291446>
- Becker-Herby, Elisa. (2016). *The Rise of Femvertising: Authentically Reaching Female Consumers*. Retrieved from the University of Minnesota Digital Conservancy, <https://hdl.handle.net/11299/181494>.

- Benshoff, H. M. (2016). *Film and television analysis: An introduction to methods, theories, and approaches*. Routledge.
- Berger, J. (2012). What makes online content viral? *Strategic Direction*, 28(8).
<https://doi.org/10.1108/sd.2012.05628haa.014>
- Braizaz, M. (2018). Femininity and Fashion: How Women Experience Gender Role Through their Dressing Practices. *Cadernos de Arte e Antropologia*, Vol. 8, No 1, 59–76.
<https://doi.org/10.4000/cadernosaa.2001>
- Braun-LaTour, K. A., LaTour, M. S., & Zinkhan, G. M. (2007). Using childhood memories to gain insight into brand meaning. *Journal of Marketing*, 71(2), 45–60.
<https://doi.org/10.1509/jmkg.71.2.045>
- Brinkmann, S. (2022). *Qualitative interviewing: Conversational knowledge through research interviews*. Oxford University Press.
- Bonifacio, G. T. (2017). *Global currents in gender and feminisms: Canadian and international perspectives*. Emerald Group Publishing.
- Byrnes, A., Loreck, J., & May, N. (2024a). “She’s everything”: Feminism and the Barbie movie. *Feminist Media Studies*, 1–7. <https://doi.org/10.1080/14680777.2024.2381254>
- Carter, M. (2014). Gender socialization and identity theory. *Social Sciences*, 3(2), 242–263.
<https://doi.org/10.3390/socsci3020242>
- Cavalcante, A., Press, A., & Sender, K. (2019). *Feminist reception studies in a post-audience age: Returning to audiences and everyday life*. Routledge.
- Carroll, N. (2023, July 13). How Barbie got “comfortable being uncomfortable” to strengthen its brand. *Marketing Week*.
<https://www.marketingweek.com/how-barbie-got-comfortable-being-uncomfortable-to-strengthen-its-brand/>
- Chen, X. (2024). The influence of information media on people’s gender identity. *Lecture Notes in Education Psychology and Public Media*, 37(1), 78–82.
<https://doi.org/10.54254/2753-7048/37/20240507>
- Cleary, O.-A. (2023, August 3). Weird Barbie: An ode to Kate McKinnon’s character. *Glamour UK*. <https://www.glamourmagazine.co.uk/article/ode-to-weird-barbie-kate-mckinnon>

- Covx, D. (2023, August 4). Barbie's muddled feminist fantasy still bows to the patriarchy. *The Guardian*.
<https://www.theguardian.com/film/2023/aug/04/barbies-muddled-feminist-fantasy-still-bows-to-the-patriarchy>
- Didy Ika Supryadi, & Luluk Fadliyanti. (2020). Dari Tradisional Ke Digital: Pemasaran Film dan Tantangan Konsumsi. *Journal of Economics and Business*, 6(2), 58–66.
<https://doi.org/10.29303/ekonobis.v6i2.47>
- Disch, E. (2009). *Reconstructing gender: A multicultural anthology*. McGraw-Hill Humanities, Social Sciences & World Languages.
- Drake, V., Elizabeth. (2017). The Impact of Female Empowerment in Advertising (Femvertising). *Techmind Research Society*, 7(3). Core.ac.uk.
<https://doi.org/10.17722/JORM.V7I3.199>
- Dixon, M. (2019). *Media theory for A level: The essential revision guide*. Routledge.
- Dodgers, S., Cordoba, S., & Coe, J. (2023b). Examining the role of childhood experiences in gender identity and expression: An interpretative phenomenological analysis using social learning theory. *Gender Issues*, 40(2–4), 255–274.
<https://doi.org/10.1007/s12147-023-09314-4>
- Fakih, M. (2003). *Analisis gender & transformasi sosial* (2nd ed.). Pustaka Pelajar Offset .
- Fathiyah, & Hidayah, N. F. (2019). Citra Perempuan dalam Tayangan Iklan TV. *KOMUNIDA : Media Komunikasi Dan Dakwah*, 9(1), 89 – 102.
<https://doi.org/10.35905/komunida.v9i1.1134>
- Faux, E. (2024). Deconstructing Barbenheimer: A feminist analysis of gender and the representation of nuclear war. *Feminist Theory*, 25(4), 669–686.
<https://doi.org/10.1177/14647001241291706>
- Feng, Y., Chen, H., & He, L. (2019). Consumer responses to femvertising: A data-mining case of Dove's "campaign for real beauty" on youtube. *Journal of Advertising*, 48(3), 292–301.
<https://doi.org/10.1080/00913367.2019.1602858>
- Femvertising awards*. (n.d.). Femvertising Awards. Retrieved June 12, 2024, from <https://www.femvertisingawards.com/>

- Fletcher, H. (2023, July 19). *Greta Gerwig's Barbie movie is a 'feminist bimbo' classic – and no, that's not an oxymoron.* The Conversation. <https://theconversation.com/greta-gerwigs-barbie-movie-is-a-feminist-bimbo-classic-and-no-thats-not-an-oxymoron-210069>
- Gerdeman, D., & Coffman, K. (2019, February 25). How gender stereotypes kill a woman's self-confidence. *Harvard Business School*. <https://www.library.hbs.edu/working-knowledge/how-gender-stereotypes-less-than-br-greater-than-kill-a-woman-s-less-than-br-greater-than-self-confidence>
- Gündoğan, E. (2021). On the difference between the social and the cultural: Reconstructing historical-geographical materialism. *Social Science Information*, 60(1), 27–62. <https://doi.org/10.1177/0539018420987826>
- Hall, S. Encoding Decoding. (1999). dalam During, S. (1999). *The Cultural Studies Reader*. Psychology Press.
- Hall, S. Reception Theory: Stuart Hall. (2020). dalam Dixon, M. *Media Theory for A Level: The Essential Revision Guide*. Routledge: Taylor & Francis Group.
- Hamadeh, Y. (2023, July 21). Meet Sugar Daddy Ken, Midge, and 'Barbie's other discontinued dolls. *Mashable*. <https://mashable.com/article/barbie-movie-all-the-discontinued-barbies-explained>
- Hamilton, C. (2023, July 24). *Demographics show why 'barbenheimer' was meant to be.* TheWrap. <https://www.thewrap.com/barbie-oppenheimer-barbenheimer-age-gender-demo/>
- Harn, J. (2001). Men and Gender Equality: Resistance, Responsibilities and Reaching Out. Keynote Paper, Men and Gender Equality, 15-16 March 2001, Örebro, Sweden
- Hermawan, H. (2022). Penggunaan Seksualitas Wanita Dalam Iklan Televisi. *Hybrid Advertising Journal: Publication for Advertising Studies Vol. 1, No. 2 Oktober (2022), pp. 112-118*
- Hogenboom, M. (2021, May 25). The gender biases that shape our brains. *BBC*. <https://www.bbc.com/future/article/20210524-the-gender-biases-that-shape-our-brains>
- Hoominfar, E. (2019). Gender socialization. In *Encyclopedia of the UN Sustainable Development Goals* (pp. 1–10). Springer International Publishing. https://doi.org/10.1007/978-3-319-70060-1_13-1

- Hutapea, L. K., & Wulansari, A. (2021). The marketing communication strategy of Indonesian film A study case: Laskar pelangi film. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(10), 567–591. <https://doi.org/10.47405/mjssh.v6i10.1131>
- Heryana, A. (2018). *Informan dan Pemilihan Informan dalam Penelitian Kualitatif*.
- IDN Research Institute. (2024). Indonesia Gen Z Report 2024: Understanding and Uncovering the Behavior, Challenges, and Opportunities. IDN Media. <https://cdn.idntimes.com/content-documents/indonesia-gen-z-report-2024.pdf>
- Iswara, M. A., & Susanty, F. (2021, June 16). Survei Feminisme: Tolak Label Feminis, tapi Mendukung Isu Perempuan. *Tirto.Id*. <https://tirto.id/survei-feminisme-tolak-label-feminis-tapi-mendukung-isu-perempuan-ggLF>
- Jankowski, N. W., & Jensen, K. B. (2002). *A handbook of qualitative methodologies for mass communication research*. Routledge.
- Johnston, K. M. (2019). Researching historical promotional materials: Towards a new methodology. *Historical Journal of Film, Radio and Television*, 39(4), 643–662. <https://doi.org/10.1080/01439685.2019.1615293>
- Kainde, L. L. A., Langitan, J. S., Matindas, G. D., Mapasa, G. W. P., & Lumawir, F. L. (2024). Dampak Keberagaman Etnis terhadap Toleransi Mahasiswa dalam Konteks Pendidikan. *EDUKASIA: Jurnal Pendidikan Dan Pembelajaran*, 5(1), 1175-1186. <https://doi.org/10.62775/edukasia.v5i1.1000>
- Karray, S., & Debernitz, L. (2015). The effectiveness of movie trailer advertising. *International Journal of Advertising*, 36(2), 368–392. <https://doi.org/10.1080/02650487.2015.1090521>
- Kholisoh, N., Andika, D., & Suhendra, S. (2021). SHORT FILM ADVERTISING CREATIVE STRATEGY IN POSTMODERN ERA WITHIN SOFTWARE VIDEO EDITING. *Bricolage: Jurnal Magister Ilmu Komunikasi*, 7(1), 041. <https://doi.org/10.30813/bricolage.v7i1.2391>
- Koç, F., Efendioğlu, İ. H., Özkan, B., Uğurtan, H., & Baran, T. (2024). Effects of brand awareness and feminist message level in femvertising: An experimental study. *Women’s Studies International Forum*, 106, 102957. <https://doi.org/10.1016/j.wsif.2024.102957>
- Kumala, A. D., & Sukmono, F. G. (2023). Exploring society’s views on gender role reversal in kudapan spesial movie: An analysis using reception analysis and constructivism

paradigm. CHANNEL: Jurnal Komunikasi, 11(1).

<https://doi.org/10.12928/channel.v11i1.94>

- Lavenia, A. (2021, April 14). Representasi Perempuan di Media: Bukan Token Konten Semata. *Remotivi.Co.Id*. <https://www.remotivi.or.id/headline/konsep-dan-isu/675>
- Lee, C. S., & Park, J. H. (2012). 'We need a committee for men's rights': Reactions of male and female viewers to reverse gender discrimination in Korean comedy. *Asian Journal of Communication*, 22(4), 353–371. <https://doi.org/10.1080/01292986.2012.681664>
- Mahlknecht, J. (2015). Three words to tell a story: The movie poster tagline. *Word & Image*, 31(4), 414–424. <https://doi.org/10.1080/02666286.2015.1053036>
- Mansyur, A. I., Sapitri, R., & Fidlawati, F. (2023). Stigma Warna Kulit terhadap Standar Kecantikan di Kalangan Mahasiswa Prodi Tadris IPS UIN Mataram Tahun 2023. *Istinarah: Riset Keagamaan, Sosial Dan Budaya*, 5(2), 76. <https://doi.org/10.31958/istinarah.v5i2.9106>
- Martadi, M. (2004). CITRA PEREMPUAN DALAM IKLAN DI MAJALAH FEMINA EDISI TAHUN 1999 Kajian Semiotik Terhadap Nilai-nilai Gender Dalam Desain Iklan. *Jurnal Desain Komunikasi Visual Nirmana*, 3(2). <https://doi.org/10.9744/nirmana.3.2.Negm>
- M. (2023). Femvertising social marketing: A focus on perceived authenticity and perceived congruence of the advertising and consumers' attitudes toward female portrayal. *Journal of Humanities and Applied Social Sciences*, 5(5), 435–449. <https://doi.org/10.1108/jhass-05-2023-0053>
- Marcomcentral. (2024, July 11). Hi Barbie! Inside the Barbie movie marketing strategy. MarcomCentral. <https://marcom.com/the-year-of-barbie-a-marketing-case-study/>
- Marzuki F.A., Hidayat, R. & Sidabutar. Y. F.D (2023). POTENSI PERTUMBUHAN PENDUDUK DAN EKONOMI DALAM PENGEMBANGAN WILAYAH KELURAHAN TANJUNG PINGGIR KECAMATAN SEKUPANG. *Jurnal Potensi*, 3(1). <https://doi.org/10.37776/jpot.v3i1.1132>
- Mattel. (n.d.). Retrieved Desember 29, 2024, from <https://corporate.mattel.com/brand-portfolio/barbie>
- Mazzuca, S., Moscatelli, S., Menegatti, M., & Rubini, M. (2022). Men's reactions to gender

- inequality in the workplace: From relative deprivation on behalf of women to collective action. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.999750>
- Merdassa, A. B. (2023). Traditional masculinity, peer pressure, and sensation seeking as correlates of risky behaviours. *International Journal of Adolescence and Youth*, 29(1). <https://doi.org/10.1080/02673843.2023.2298087>
- McQuail, D. (2005). *McQuail's mass communication theory*. SAGE.
- Monllos, K. (2015, July 17). These empowering ads were named the best of #femvertising. *Adweek*. <https://www.adweek.com/brand-marketing/these-women-empowering-ad-campaigns-win-inaugural-femvertising-awards-165949/>
- Miles, M. B., Huberman, A. M. and Saldana, J. (2018). *Qualitative Data Analysis*. (Fourth Edi). SAGE Publication. Ltd.
- Morin, A. (2023, July 22). How barbie's signature pink is a symbol for strength and empowerment. *E! News*. <https://www.eonline.com/news/1379724/how-barbies-signature-pink-is-a-symbol-for-strength-and-empowerment>
- Naidu-Ghelani, R. (2019, November 20). The difference between men and women: How we view gender equality. *Ipsos*. <https://www.ipsos.com/en/difference-between-men-and-women-how-we-view-gender-equality>
- NCBI. (2006). WWW Error Blocked Diagnostic. <https://www.ncbi.nlm.nih.gov/books/NBK19924/>
- Nguyen, C. V., & Tarp, F. (2022). Changing male perceptions of gender equality: Evidence from a randomised controlled trial study. *World Development*, 158, 106019. <https://doi.org/10.1016/j.worlddev.2022.106019>
- Neuman, W. L. (2013). *Social research methods: Qualitative and quantitative approaches*.
- Nevins, A. (2023, August 1). The hollywood reporter. *The Hollywood Reporter*. <https://www.hollywoodreporter.com/movies/movie-features/greta-gerwig-barbie-movie-feminism-analysis-1235548386/>
- Ocal, F. & Nasir, Suphan. (2016). *Film Marketing: The Impact of Publicity Activity on Demand*

- Generation. dalam Panwar, U. S. Kumar, R. dan Ray, N. Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector. Hershey: IGI Global
- Oliver, K. (2017). The male gaze is more relevant, and more dangerous, than ever. *New Review of Film and Television Studies*, 15(4), 451–455. <https://doi.org/10.1080/17400309.2017.1377937>
- O'Reilly, D., & Kerrigan, F. (2013). A view to a brand: Introducing the film brandscape. *European Journal of Marketing*, 47(5/6), 769–789. <https://doi.org/10.1108/03090561311306868>
- Palumbo, J. (2023, July 21). Why Midge, Barbie's controversial best friend, is due for a comeback. *CNN*. <https://edition.cnn.com/style/pregnant-midge-barbie-movie/index.html>
- Parmelee, S. (2009). Remembrance of films past: Film posters on film. *Historical Journal of Film, Radio and Television*, 29(2), 181–195. <https://doi.org/10.1080/01439680902890662>
- Petterson, A. L. (2023, November 23). *Why the man-hating feminist is a myth – according to science*. The Conversation. <https://theconversation.com/why-the-man-hating-feminist-is-a-myth-according-to-science-218167>
- Phiri, P. (2023). Wokeism: A Critical Analysis of its Impact on Society and the Emergence of Woke Capitalism. *Diversity and Equality in Health and Care*, 20(03). <https://doi.org/ISSN: 2049-5471>
- Pruitt, S. (2022, March 2). What are the four waves of feminism? *HISTORY*. <https://www.history.com/news/feminism-four-waves>
- Provost, R. (2023, October 8). Barbie director Greta Gerwig on her inspiration & process. *StudioBinder Inc*. <https://www.studiobinder.com/blog/barbie-director-greta-gerwig/>
- Qing, S. (2020). Gender role attitudes and male-female income differences in China. *The Journal of Chinese Sociology*, 7(1), 1–23. <https://doi.org/10.1186/s40711-020-00123-w>
- Rahma, K. L. & Tania, S. (2022a, January 1). FEMVERTISING DAN RESONANSI JENAMA (Studi Korelasi antara Resepsi Femvertising dan Resonansi Jenama pada Kampanye Femvertising Make Over). (Skripsi Sarjana, Universitas Gadjah Mada).

<https://etd.repository.ugm.ac.id/penelitian/detail/213539>

- Ramos, M. R., Barreto, M., Ellemers, N., Moya, M., Ferreira, L., & Calanchini, J. (2015). Exposure to sexism can decrease implicit gender stereotype bias. *European Journal of Social Psychology*, 46(4), 455–466. <https://doi.org/10.1002/ejsp.2165>
- Rubin, R. (2023, July 23). Variety. *Variety*. <https://variety.com/2023/film/box-office/barbie-marketing-campaign-explained-warner-bros-1235677922/>
- Ryle, R. (2023). *Questioning Gender: A sociological exploration*. SAGE Publications.
- Samantha, S. (2015). #Femvertising: A New Kind of Relationship Between Influencers and Brands. SheKnowsMedia.Com. https://cdn.sheknows.com/corporate.sheknows.com/production/nodes/attachments/24521/iBlog_Magazine-SheKnows-FemvertisingFeature.pdf?1429105587
- Santonico, F.; Trombetta, T.; Paradiso, M.N.; Rollè, L. (2023). Gender and Media Representations: A Review of the Literature on Gender Stereotypes, Objectification and Sexualization. *Int. J. Environ. Res. Public Health*, 20 (10), 5770. <https://doi.org/10.3390/ijerph20105770>
- Saraharah, Z. D., & Ningtyas, S. (2023). Change of beauty standards in Indonesian society through beauty product that improve lately. *Sabda: Jurnal Kajian Kebudayaan*, 18(1), 54–67. <https://doi.org/10.14710/sabda.18.1.54-67>
- Sharf, Z. (2023, June 27). Variety. *Variety*. <https://variety.com/2023/film/news/mattel-ceo-argued-margot-robbie-barbie-scene-off-brand-1235655398/>
- Shi, W. (2023). The influencing factors of gender stereotypes- based on early childhood education. *Lecture Notes in Education Psychology and Public Media*, 18(1), 54–62. <https://doi.org/10.54254/2753-7048/18/20231285>
- Skey, S. (2015). Femvertising A New Kind Relationship Between Influencers and Brand. *iBlog Magazine* SheKnows. https://cdn.sheknows.com/corporate.sheknows.com/production/nodes/attachments/24521/iBlog_Magazine-SheKnows-FemvertisingFeature.pdf?1429105587



- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Staiger, J. (1990). Announcing wares, winning patrons, voicing ideals: Thinking about the history and theory of film advertising. *Cinema Journal*, 29(3), 3. <https://doi.org/10.2307/1225178>
- Studies, M. (2020, October 1). Stuart Hall’s reception theory. *Media Studies*. <https://media-studies.com/reception-theory/>
- Sun, J. (2023). Evolution of disney princesses and its impacts on gender roles and the portrayal of love among young girls. *SHS Web of Conferences*, 180, 03006. <https://doi.org/10.1051/shsconf/202318003006>
- Suvattanadilok, M. (2021). Social media activities impact on the decision of watching films in cinema. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1920558>
- Tefertiller, A. C., Maxwell, L. C., & Morris, D. L., II. (2019). Social media goes to the movies: Fear of missing out, social capital, and social motivations of cinema attendance. *Mass Communication and Society*, 23(3), 378–399. <https://doi.org/10.1080/15205436.2019.1653468>
- Thakore, B. K. (2020). On the origin of white hollywood: The racialized space of the U.S. film industry. *American Behavioral Scientist*, 64(14), 2016–2027. <https://doi.org/10.1177/0002764220975085>
- The Economic Times. (2023, July 20). Is ‘Barbie’ movie suitable for kids? Tips for parents before watching the film. *Economic Times*. <https://economictimes.indiatimes.com/news/international/us/is-barbie-movie-suitable-for-kids-tips-for-parents-before-watching-the-film/articleshow/101993373.cms>
- Thobejane, T. D., Mogorosi, L. D., & Luthanda, N. V. (2018). Gender-based violence against men: A muted reality. *Southern African Journal for Folklore Studies*, 28(1). <https://doi.org/10.25159/1016-8427/4304>

- Tongco, Ma. D. C. (2007). Purposive sampling as a tool for informant selection. *Ethnobotany Research and Applications*, 5, 147. <https://doi.org/10.17348/era.5.0.147-158>
- Tong, S., Mastromarino, J. P., & Hagan, A. (2023, July 21). *WBUR*. Here & Now. <https://www.wbur.org/hereandnow/2023/07/21/greta-gerwig-barbie>
- Topo, H., Lastoro, G. L., & Gustami, S. (2019). APROPRIASI METAFORA FILM IKLAN MANDIRI SECURITAS. *Capture: Jurnal Seni Media Rekam*, 10(1), 27. <https://doi.org/10.33153/capture.v10i1.2181>
- Utami, N., Soetrisnaadisendjaja, D., & Fauzi, A. (2022). AKULTURASI BUDAYA DALAM PERGAULAN SOSIAL MAHASISWA LOKAL DAN PENDATANG. *ETNOREFLIKA: Jurnal Sosial Dan Budaya*, 11(2), 215-230. <https://doi.org/10.33772/etnoreflika.v11i2.1525>
- Van Laar, C., Van Rossum, A., Kosakowska-Berezecka, N., Bongiorno, R., & Block, K. (2024). MANDatory - Why men need (and are needed for) gender equality progress. *Frontiers in Psychology*, 15. <https://doi.org/10.3389/fpsyg.2024.1263313>
- Varghese, N., & Kumar, N. (2020). Feminism in advertising: Irony or revolution? A critical review of femvertising. *Feminist Media Studies*, 22(2), 441–459. <https://doi.org/10.1080/14680777.2020.1825510>
- Vázquez, A., López-Rodríguez, L., & Brambilla, M. (2024). Acknowledging that Men are Moral and Harmed by Gender Stereotypes Increases Men's Willingness to Engage in Collective Action on Behalf of Women. *Sex Roles*, 90(3), 417–443. <https://doi.org/10.1007/s11199-024-01444-7>
- Warih, N. & Purwaningtyas, M. P. F. (2023). Kaum Muda Indonesia dan Isu Edukasi Seks dalam Serial Televisi Populer: Analisis Resepsi Audiens Serial Sex Education di Netflix (Skripsi Sarjana, Universitas Gadjah Mada). <https://etd.repository.ugm.ac.id/penelitian/detail/222514>
- Wood, J. T. (1994). Gendered Media: The Influence of Media on Views of Gender. *Gendered Lives: Communication, Gender, and Culture, Chapter 9*, pp. 231-244. Ohio: Wadsworth Publishing, a division of Thomson Learning.
- Wright, L. (2003). The Wonder of Barbie. *Essays in Philosophy*, 4(1), 28–52. <https://doi.org/10.5840/eip20034121>



UNIVERSITAS
GADJAH MADA

Memaknai Gender dalam Iklan Film: Analisis Resepsi Audiens Perempuan dan Laki-laki terhadap Femvertising dalam Iklan Film "Barbie" (2023)

Monika Sih Armyta Hapsari, Mashita Phitaloka Fandia Purwaningtyas S.I.P., M.A.

Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>

- Yenilmez, M. İ., & Kişla, G. Ş. H. (2021). *The Economics of Gender Equality in the Labour Market: Policies in Turkey and other Emerging Economies*. Routledge.
- Yulistiyaniti, Y., & Kasprabowo, T. (2020). The portrayal of Indonesian women in advertisements. *JELLE : Journal Of English Literature, Linguistics, and Education*, 1(2). <https://doi.org/10.31941/jele.v1i2.1223>
- Zhou, X. (2024). Breakthrough and beyond - An analysis of feminism in Barbie. *Lecture Notes in Education Psychology and Public Media*, 40(1), 184–190. <https://doi.org/10.54254/2753-7048/40/20240747>