

## DAFTAR PUSTAKA

- Abdurrahman, A. F. (2018). Analisis semiotika film Cek Toko Sebelah. Skripsi, Universitas Pasundan, Bandung.
- Afanin, Z. N. (2023). Male entitlement bagian stereotype gender (Analisis semiotika). *Kediri Journal of Journalism and Digital Media*, 1(1), 88–109. <https://doi.org/10.30762/kjourdia.v1i1.1386>
- Aisyah, S. (2009). Feminitas dan maskulinitas sebagai pembeda dalam berbusana. *HomeEc*, 8(1). <https://doi.org/10.59562/homeec.v8i1%20NOV.444>
- Algirdas Julien Greimas. (1983). *Structural semantics*. University of Nebraska Press.
- Aryawan, D., Dewa, I., Sugiarica, A., Agung, G., & Suryawati, A. (2021). Representasi feminisme dalam film *Lady Bird*.
- Barnard, M. (1996). *Fashion as communication*. Routledge.
- Barthes, R. (1967). *The fashion system*. Vintage Books.
- Barthes, R. (1968). *Elements of semiology*. Hill and Wang.
- Barthes, R. (1972). *Mythologies*. The Noonday Press.
- Barthes, Roland. *Camera Lucida: Reflections on Photography*. New York: Hill & Wang, 1981.
- Berger, P. L., & Luckmann, T. (1966). *The social construction of reality*. Penguin Books.
- Butler, J. (1990). *Gender trouble: Feminism and the subversion of identity*. Routledge.
- Bye, H. H., Solianik, V. V., Five, M., & Agai, M. S. (2022). Stereotypes of women and men across gender subgroups. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.881418>
- Christanti, C., & Wicandra, O. B. (2021). Kesetaraan gender dalam iklan-iklan televisi Indonesia. *Nirmana*, 18(2), 66-73. <https://doi.org/10.9744/nirmana.18.2.66-73>
- Connell, R. W., & Messerschmidt, J. W. (2005). Hegemonic masculinity: Rethinking the concept. *Gender & Society*, 19(6), 829–859. <https://doi.org/10.1177/0891243205278639>
- Crane, D. (2009). *Fashion and its social agendas: Class, gender and identity in clothing*. Tpb.
- Danesi, M., & Gunawan Admiranto, A. (2010). *Pengantar memahami semiotika media*. Jalasutra.
- Darwanto, F.X (1992). How Non Verba; Behaviour is Used In The Structure of Conversation. *Jurnal Atma Nan Jaya*. Majalah Ilmiah Universitas Katolik Indonesia Atma Jaya No. 2. Tahun V
- Davies, K. (2025). Barbie: Brand value worldwide 2015-2024. *Statista*. <https://doi.org/1005000/1009126-blank-355>
- Davis, L. L. (1985). Sex, gender identity, and behavior concerning sex-related clothing. *Clothing and Textiles Research Journal*, 3(2), 20–24. <https://doi.org/10.1177/0887302x8500300203>

- Diani, A., Lestari, M. T., & Maulana, S. (2017). Representasi feminisme dalam film *Maleficent*. *ProTVF*, 1(2), 139–150. <https://doi.org/10.24198/ptvf.v1i2.19873>
- Eagly, A., & Wood, W. (2012). Social role theory. *Handbook of Theories of Social Psychology*, 2, 458-476. SAGE Publications, <https://doi.org/10.4135/9781446249222.n49>
- Ellemers, N. (2018). Gender stereotypes. *Annual Review of Psychology*, 69(1). <https://doi.org/10.1146/annurev-psych-122216-011719>
- Esa, Q. R., & Yuliana, N. (2024). Semiotic analysis of patriarchal relations in the film *Barbie*. *Jurnal Sosial Sains Dan Komunikasi*, 2(2), 151–159. <https://doi.org/10.58471/ju-sosak.v2i2.340>
- Gerwig, G., & Robbie, M. (2023, July 12). Greta Gerwig and Margot Robbie discuss *Barbie's* surprising feminism | 7.30 (S. Ferguson, Interviewer) [Interview]. *YouTube*. <https://www.youtube.com/watch?v=GuWr-v3TOO8>
- Hall, S. (1997). *Representation: Cultural representation and signifying practices*. Sage.
- Handayani, B., & Daherman, Y. (2020). Wacana kesetaraan gender: Kajian konseptual perempuan dan pelaku media massa. *Jurnal Ranah Komunikasi (JRK)*, 4(1), 106–106. <https://doi.org/10.25077/rk.4.1.106-121.2020>
- Herd, P., & Moynihan, D. (2024). Gendered administrative burden: Regulating gendered bodies, labor, and identity. *Journal of Public Administration Research and Theory*, 35(1). <https://doi.org/10.1093/jopart/muae021>
- Hoffman, C., & Hurst, N. (1990). Gender stereotypes: Perception or rationalization? *Journal of Personality and Social Psychology*, 58(2), 197–208. <https://doi.org/10.1037/0022-3514.58.2.197>
- Kartikawati, D. (2020). Stereotype perempuan di media film: Obyek, citra dan komoditi. *Syntax Literate: Jurnal Ilmiah Indonesia*, 5(3), 53. <https://doi.org/10.36418/syntax-literate.v5i3.975>
- Killian, K. D. (2022). An analysis of *Black Widow* (2021): Marvel's most feminist film features powerful sisters and an attenuated male gaze. *Journal of Feminist Family Therapy*, 35(1), 1–8. <https://doi.org/10.1080/08952833.2022.2139926>
- Kusumawati, T. I. (2016). *Komunikasi verbal dan nonverbal*. Al-Irsyad: Jurnal Pendidikan Dan Konseling, 6(2), 83–98.
- Liszka, J. J. (1996). *A general introduction to the semiotic of Charles Sanders Peirce*.
- Mackay, F., Kenny, M., & Chappell, L. (2010). New institutionalism through a gender lens: Towards a feminist institutionalism? *International Political Science Review*, 31(5), 573–588. <https://doi.org/10.1177/0192512110388788>
- Maaheerah, L. (2023). Genderless fashion sebagai cara mengekspresikan diri. Skripsi, Universitas Islam Indonesia, Yogyakarta.
- McLuhan, M. (1964). *Understanding media*. Sphere Books.
- McRobbie, A. (2009). *The aftermath of feminism: Gender, culture and social change*. SAGE Publications.
- Mulvey, L. (1975). *Visual pleasure and narrative cinema*. London: Afterall Books.

- Myisha, N., Sabila, D., Maharani, A. B., Ramadhan, A. H., & Kamalia, M. F. J. (2023). Decoding the perpetuation of patriarchal culture in the *Barbie* movie. *Cultural Narratives*, 1(2), 71–82. <https://doi.org/10.59066/cn.v1i2.617>
- Oktasari, N., Anggraeni, D., & Sigalingging, B. M. (2024). Semiotic analysis of women representation in the *Barbie* movie. *Sabda: Jurnal Sastra Dan Bahasa*, 3(3), 197–203.
- Pinto, J., Puspitasari, Y., Joaquim, G., & Madeira, I. (2025, February 10). Metode penelitian kuantitatif dan kualitatif: Teori dan aplikasi. *Research Gate; PT. Kodogu Trainer Indonesia*. <https://www.researchgate.net/publication/388836594>
- Rachmat Kriyantono. (2006). *Teknik praktis riset komunikasi: Disertai contoh praktis riset media, public relations, advertising, komunikasi organisasi, komunikasi pemasaran*. Kencana.
- Rahardjo, M. (2016). *Paradigma interpretif*. Repository UIN Maulana Malik Ibrahim Malang.
- Rahayu, A. P. O. (2024). Representasi gender dalam film *KKN di Desa Penari* karya Simpleman. *Seminar & Conference Proceedings of UMT*, 1, 114–119. <http://dx.doi.org/10.31000/cpu.v0i0.12393>
- Rakhmat, J. (2013). *Psikologi komunikasi*. PT Remaja Rosdakarya.
- Ridwan, N. (2023). Standar ganda perempuan dalam ruang publik. *Jurnal Ilmiah Multidisiplin*, 2(2), 168–176.
- Roberts, H. E. (1977). The exquisite slave: The role of clothes in the making of the Victorian woman. *Signs*, 2(3), 554–569. <http://www.jstor.org/stable/3173265>
- Saguni, F. (2014). Pemberian stereotype gender. *Jurnal Musawa IAIN Palu*, 6(2), 195–224.
- Sajid, R., Ali, S. H., & Chaudhry, A. G. (2021). Relationship between stereotypical beauty standards and secondary social status of women. *Global Digital & Print Media Review*, IV(III), 60–67. [https://doi.org/10.31703/gdpmr.2021\(iv-iii\).06](https://doi.org/10.31703/gdpmr.2021(iv-iii).06)
- Salsabila, S. S., Kadafi, M., & Maloko, M. T. (2024). Pengaruh perubahan sosial terhadap peran gender dalam masyarakat di Kecamatan Manggala Kota Makassar perspektif hukum Islam. *Madani: Jurnal Ilmiah Multidisiplin*, 2(1), 111–117. <https://doi.org/10.5281/zenodo.10497603>
- Savitri, E., Syarief, A., & Nilotama, S. K. L. (2022). Konsep pakaian gender-fluid berdasarkan pandangan masyarakat urban. *Jurnal Seni Dan Reka Rancang*, 4(2), 271–287. <https://doi.org/10.25105/jsrr.v4i2.13497>
- Stanaland, A., Gaither, S., & Gassman-Pines, A. (2023). When is masculinity “fragile”? An expectancy-discrepancy-threat model of masculine identity. *Personality and Social Psychology Review*, 27(4), 359–377. <https://doi.org/10.1177/10888683221141176>
- Stannard, U. (1971). Clothing and sexuality. *Sexual Behavior*, 1, 25–33.
- Sugiyono. (2005). *Memahami penelitian kualitatif*. CV. Alfabeta.
- Tasker, Y., & Negra, D. (2007). *Interrogating postfeminism: Gender and the politics of popular culture*. Duke University Press.

- Ultavia, A., Jannati, P., Malahati, F., Qathrunnada, & Shaleh. (2023). Kualitatif: Memahami karakteristik penelitian sebagai metodologi. *Jurnal Pendidikan Dasar*, 11(2), 2023.
- Umadiyan, S., & Kalifia, A. D. (2024). Perbedaan respon emosional antara remaja perempuan dan laki-laki terhadap faktor-faktor penyebab depresi. *Gudang Jurnal Multidisiplin Ilmu*, 2(1), 293–296. <https://doi.org/10.59435/gjmi.v2i1.245>
- Umanailo, M. C. B. (2019). Paradigma konstruktivis. <https://doi.org/10.31219/osf.io/9ja2t>
- Uncu, G., & Çalışır, G. (2018). *Studies on Balkan and Near Eastern Social Sciences – Volume 2* (R. Yilmaz & G. Löschnigg, Eds.). Peter Lang D. <https://doi.org/10.3726/b13866>
- Van Zoonen, L. (1994). *Feminist media studies*. Sage.
- Vandello, J. A., & Bosson, J. K. (2013). Hard won and easily lost: A review and synthesis of theory and research on precarious manhood. *Psychology of Men & Masculinity*, 14(2), 101–113. <https://doi.org/10.1037/a0029826>
- West, R. L., & Turner, L. H. (2010). *Introducing communication theory: Analysis and application* (4th ed.). McGraw-Hill.