

ABSTRAK

Isu mengenai gender dalam media massa berupa media hiburan yaitu film adalah isu yang menarik untuk diperbincangkan. Berbagai macam isu gender, salah satunya adalah femininitas, dibahas dan direpresentasikan, salah satunya adalah melalui media hiburan berupa film. Penelitian berjudul Representasi Femininitas berupa Peran dan Posisi Perempuan dalam Film (Analisis Isi pada Film Barbie (2023)) memiliki tujuan untuk mengetahui bagaimana femininitas direpresentasikan dalam Film Barbie (2023) karya Greta Gerwig. Penelitian ini dilakukan dengan menggunakan pendekatan kualitatif dengan metode analisis isi, serta objek penelitian berupa konten yaitu Film Barbie (2023). Analisis dilakukan oleh dua *coder* yang masing-masing meneliti lima belas *scene*, yang dipilih berdasarkan *three act structure*, yang meliputi bagian *set up*, *confrontation*, dan *resolution*. Unit kajian dalam penelitian ini mencakup representasi, femininitas, dan film. Hasil dari penelitian ini menunjukkan bahwa Film Barbie (2023) merepresentasikan femininitas sebagai konstruksi sosial yang dinamis, tidak tunggal, dan terus mengalami proses negosiasi makna. Pada bagian *set up* film, femininitas direpresentasikan dalam kerangka femininitas tradisional yang menekankan pada keharmonisan sosial dan kesempurnaan fisik dari perempuan. Pada bagian *confrontation*, kerangka femininitas tradisional mengalami benturan dengan femininitas modern melalui pengalaman tokoh utama. Femininitas pada bagian ini mulai dipertanyakan dan dinegosiasikan. Pada bagian *resolution*, femininitas modern direpresentasikan sebagai bentuk kesadaran diri, refleksi personal, dan pilihan otonom perempuan.

Kata kunci: representasi gender, femininitas, film, Barbie (2023)

ABSTRACT

Gender issues in mass media, particularly in entertainment media such as film, constitute a significant and relevant area of discussion. Various gender-related issues, including femininity, are explored and represented through film as a form of popular culture. This study, entitled Representation of Femininity through Women's Roles and Positions in Film (A Content Analysis of the Film Barbie (2023)), aims to examine how femininity is represented in Barbie (2023) directed by Greta Gerwig. This research employs a qualitative approach using content analysis as its method, with the object of study being the film Barbie (2023). The analysis was conducted by two coders, each examining fifteen selected scenes based on the three-act structure, which consists of the set up, confrontation, and resolution stages. The units of analysis in this study include representation, femininity, and film. The findings indicate that Barbie (2023) represents femininity as a dynamic and non-singular social construct that continuously undergoes processes of meaning negotiation. In the set up stage, femininity is represented within the framework of traditional femininity, emphasizing social harmony and the physical perfection of women. In the confrontation stage, traditional femininity encounters tension with modern femininity through the experiences of the main character, leading to the questioning and negotiation of femininity. In the resolution stage, modern femininity is represented as a form of self-awareness, personal reflection, and women's autonomous choice.

Keywords: *gender representation, femininity, film, Barbie (2023)*