

**THE MASCULINITY AND FEMININITY OF BARBIE AND KEN
IN *BARBIE MOVIE* (2023)**



An Undergraduate Thesis

Submitted as a Partial Fulfillment of the Requirements

For *Sarjana Sastra* Degree

Devita Aprilia

2109010005

**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF CULTURAL SCIENCES AND COMMUNICATION
UNIVERSITAS MUHAMMADIYAH PURWOKERTO**

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APPROVAL SHEET

This is to certify that this undergraduate thesis entitled **"THE MASCULINITY AND FEMININITY OF BARBIE AND KEN IN BARBIE MOVIE (2023)"** by Devita Aprilla has been approved by the advisor and the Head of English Department to be examined by the Board of Examiners.

Purwokerto, 18 June 2025

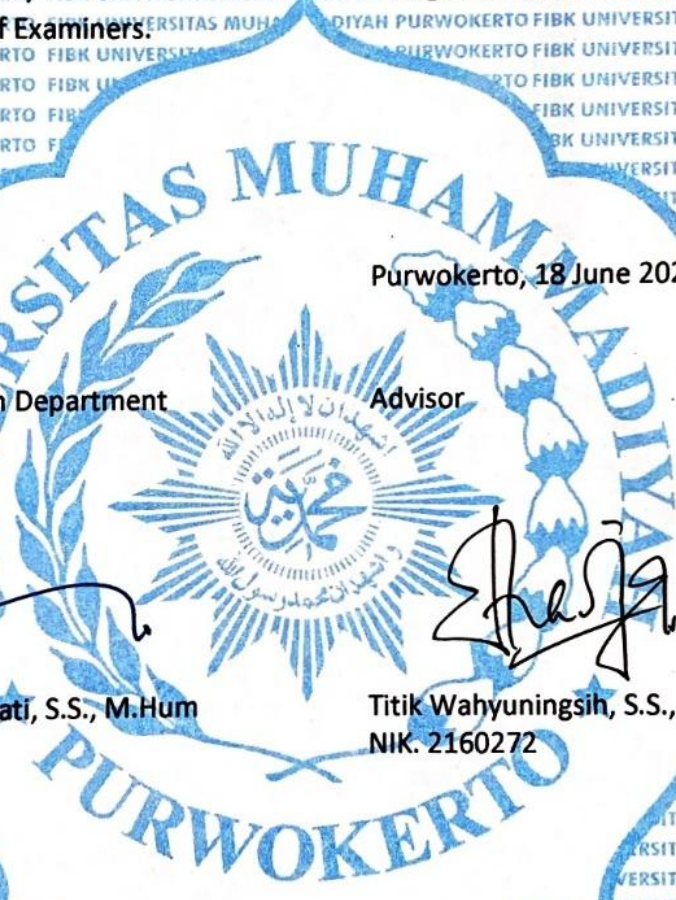
Head of English Department

Advisor



Sulasih Nurhayati, S.S., M.Hum
NIK. 2160274

Titik Wahyuningsih, S.S., M.Hum
NIK. 2160272



VALIDATION SHEET

**THE MASCULINITY AND FEMININITY OF BARBIE AND KEN
IN 'BARBIE' MOVIE (2023)**

An Undergraduate Thesis

**by
Devita Aprilia
2109010005**

**has been examined and approved by the Board of Examiners as one of the
requirements for Sarjana Sastra Degree on 1 July 2025**

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NIK. 2160209**

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NIK. 2160272**

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NIK. 2160370**

STATEMENT OF ORIGINALITY

Name : Devita Aprilia

Student Number : 2109010005

I, the undersigned researcher of the undergraduate thesis entitled **"THE MASCULINITY AND FEMININITY OF BARBIE AND KEN IN BARBIE MOVIE (2023)"**, hereby attest and affirm that the material in this thesis has not been previously submitted and published for a degree in any universities, and to the best of my knowledge, any reference-quotations are shown in the arrangement of citations and bibliography. If later it can be revealed that this undergraduate thesis contains partly or wholly plagiarized pieces of other intellectual works of any kinds, the researcher will be ready to accept the sanction.

Purwokerto, 15 May 2025



Devita Aprilia

MOTTO AND DEDICATION

"You only live once, but if you do it right, once is enough."

— Mae West

I dedicate this thesis to my beloved parents, my dear sister and her adorable son, my two younger cousins, and my closest friends who have always showered me with their prayers and support.

I also dedicate this work to myself—thank you for enduring every challenge, for persevering until the end, and for finally completing this journey.



ACKNOWLEDGEMENT

Alhamdulillahirobbil 'alaamiin. All praises be to Allah SWT, the Most Gracious and the Most Merciful, who has given me strength, patience, and guidance throughout this journey. It is by His infinite grace that I have been able to complete this thesis with the title “The Masculinity and Femininity of Barbie and Ken in Barbie Movie (2023).” While writing this thesis, I have been blessed with immense support and assistance from many individuals. Without them, this work would not have come together as it has. Therefore, I wish to express my deepest and most heartfelt gratitude to all those who have been a part of this journey:

1. My deepest gratitude goes to my beloved parents Mrs. Darkem and Mr. Sukarno, and also my sister Andri Ariani, for their endless prayers, unwavering support, boundless energy, and selfless sacrifices. Their love has been my greatest strength.
2. My heartfelt thanks to Mrs. Titik Wahyuningsih, S.S., M.Hum., my thesis advisor, for her patience, guidance, and invaluable knowledge. Her support has been a guiding light throughout this journey, from the very first page to the last.
3. To my thesis examiners, Mrs. Dr. Widya Nirmalawati, S.S., M.A., and Mrs. Asih Ernawati, Ph.D., I sincerely appreciate their constructive feedback and insightful suggestions, which have helped shape this thesis into a better work.
4. To all the lecturers of the Faculty of Cultural Sciences and Communication who have generously shared their wisdom and experiences throughout my academic journey, and to the administrative staff of the faculty, whose assistance has made the bureaucratic process smoother.
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6. To my dearest friend, Destri Nur Rohmah—thank you for being my friend and for helping me from the very first steps of college until now. I hope our friendship remains warm and lasting, no matter how much time passes.
7. To my fellow thesis groupmate—thank you for the shared moments of frustration, encouragement, and constant reminders to keep going. Enduring this battle together has made the journey far more bearable.
8. To Arifin, thank you for all the encouragement, support, and help you've given throughout my thesis journey.

9. To the researchers and scholars whose names are cited in this thesis, my utmost respect and gratitude for their dedication to knowledge, which has paved the way for my own academic exploration.
10. And finally, to myself—thank you for persevering, for enduring the struggles, and for seeing this task through to completion. You have fought well, and you have made it.

In all sincerity, I acknowledge that this thesis is still far from perfection and still requires constructive feedback and suggestions for improvement. Nevertheless, I hope it can provide value to students, lecturers, and readers in general who may find it helpful. May Allah SWT continue to bless and guide us in all our endeavors.

Purwokerto, 15 May 2025

The Researcher



Devita Aprilia



**THESIS PUBLICATION APPROVAL STATEMENT PAGE
FOR ACADEMIC PURPOSES**

As an academic community of Universitas Muhammadiyah Purwokerto and for the development of science, I am the undersigned:

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ABSTRACT

Aprilia, Devita, 2109010005. 2025: The Masculinity and Femininity of Barbie and Ken in *Barbie Movie* (2023). Undergraduate Thesis for Sarjana Sastra Degree, English Department, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.

The concepts of masculinity and femininity are ongoing subjects of discussion in society, as they shape perceptions of gender roles and identity. This research aims to analyze Barbie and Ken's masculine and feminine types. This movie is a live-action version of Barbie by Greta Gerwig, released in 2023. The method used is descriptive qualitative research, with the primary data source being the movie Barbie (2023). The analysis used Raewyn Connell's hegemonic masculinity theories and emphasized femininity. The results indicate that Barbie demonstrates hegemonic masculinity, while Ken exhibits both hegemonic and complicit forms of masculinity. Additionally, Barbie represents resistance femininity, whereas Ken does not show any form of femininity according to the theory.

Keywords: hegemonic masculinity, emphasized femininity, Raewyn Connell, *Barbie movie* (2023).

INTISARI

Aprilia, Devita, 2109010005. 2025: Maskulinitas dan Feminitas pada Barbie dan Ken dalam Film Barbie (2023). Skripsi. Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

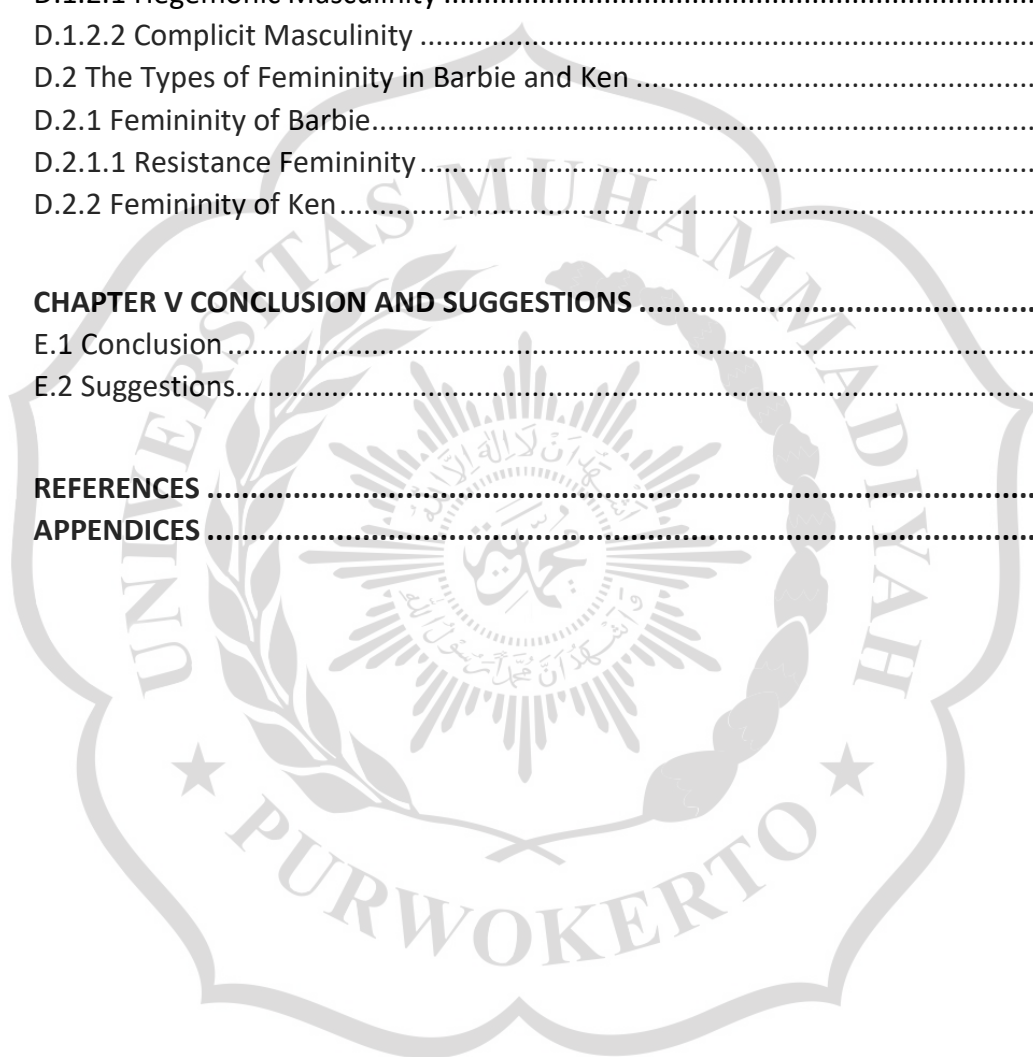
Konsep maskulinitas dan femininitas merupakan topik yang terus menjadi bahan diskusi dalam masyarakat karena membentuk persepsi tentang peran dan identitas gender. Penelitian ini bertujuan untuk menganalisis tipe-tipe maskulin dan feminin Barbie dan Ken. Film ini adalah versi *live-action* dari Barbie karya Greta Gerwig, yang dirilis pada tahun 2023. Metode yang digunakan adalah penelitian kualitatif deskriptif, dengan sumber data utama adalah film Barbie (2023). Analisis dilakukan dengan menggunakan teori maskulinitas hegemonik dan feminitas yang ditekankan oleh Raewyn Connell. Hasil penelitian menunjukkan bahwa Barbie memperlihatkan maskulinitas hegemonik, sementara Ken menunjukkan dua bentuk maskulinitas, yaitu maskulinitas hegemonik dan maskulinitas komplot. Selain itu, Barbie merepresentasikan tipe femininitas perlawanan, sedangkan Ken tidak menunjukkan bentuk femininitas apa pun menurut teori tersebut.

Kata kunci: maskulinitas hegemonik, feminitas yang ditekankan, Raewyn Connell, film *Barbie* (2023).

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