



Existentialist Feminism in Barbie Movie (John Fiske Semiotics Study)

Hanindyalaila Pienrasmi

Communication Science, Faculty of Social and Political Sciences, Bandar Lampung University
Email: pienrasmi@ubl.ac.id

Nurfat Amalia*

Communication Science, Faculty of Social and Political Sciences, Bandar Lampung University
Email: nurfatamalia@gmail.com

Noning Verawati

Communication Science, Faculty of Social and Political Sciences, Bandar Lampung University
Email: noning.verawati@ubl.ac.id

M. Denu Poyo

Communication Science, Faculty of Social and Political Sciences, Bandar Lampung University
Email: denu@ubl.ac.id

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Abstract

Existentialist feminism highlights the importance of individual freedom and personal responsibility, and emphasizes women's struggle in the domestic sphere. The Barbie film is the subject of this research because it can depict and educate about issues of gender equality and feminism to the audience, especially young girls, with strong characters and stories, and has become a symbol that has grown with society. This research aims to understand the ideas of existentialist feminism that are represented and visualized in the Barbie film according to John Fiske's semiotic analysis. The analysis found that this film shows the values of existentialist feminism primarily through aspects of costume, narrative, appearance, conflict, behavior, and music in certain scenes. The most frequently appearing value is supporting women's freedom in constructing themselves.

Keywords: *Feminism , Film Barbie , Women.*

Abstrak

Feminisme eksistensialis menyoroti pentingnya kebebasan individu dan tanggung jawab pribadi, serta menekankan perjuangan perempuan dalam ranah domestik. Film Barbie menjadi objek penelitian ini karena mampu menggambarkan dan mengedukasi tentang isu-isu kesetaraan gender dan feminisme kepada penonton, terutama anak-anak perempuan, dengan karakter dan cerita yang kuat serta menjadi simbol yang telah tumbuh bersama masyarakat. Penelitian ini bertujuan untuk mengetahui ide feminisme eksistensialis yang di representasikan dan divisualisasikan dalam film Barbie menurut analisis semiotika John Fiske. Hasil analisis menemukan bahwa film ini menunjukkan nilai feminisme eksistensialis terutama melalui aspek kostum, narasi,

penampilan, konflik, perilaku, dan musik dalam adegan-adegan tertentu. Nilai yang paling sering muncul adalah mendukung kebebasan perempuan dalam mengkonstruksi dirinya sendiri.

Kata Kunci: *Feminisme, Film Barbie, Perempuan.*

Introduction

Feminism is a social and political movement that aims to achieve gender equality and overcome the inequalities that women have experienced in various aspects of life. Women are often disadvantaged by society's stereotypes with negative labeling. Stereotypes that are widely circulated in society are that women's roles are only like taking care of children, cleaning the house and being a spouse or mother without emphasis on autonomy and independence (Pohan et al., 2023).

One of the existentialist feminist figures is Simone de Beauvoir. According to her, humans are born free and have the right to determine the direction of their own lives as subjects and regardless of male domination. Feminism is an ideology that claims equal rights between men and women. Etymologically, feminism comes from the word femina, which means having female characteristics. Feminism is also often interpreted as a women's emancipation movement that voices the equal position of women and rejects differences in degrees between men and women.

Equality between men and women in this understanding applies to all aspects of life. Women often feel they are not equalized, oppressed or discriminated against. Feminism not only focuses on the problems faced by women, but also tries to explore the root causes of gender inequality and involves changes that benefit all individuals, regardless of gender.

The movement has evolved throughout history and involves various perspectives and approaches in achieving its goals. Some examples of schools of feminism include liberal feminism, radical feminism, socialist feminism, and postcolonial feminism. Existentialist feminism emerged in the second wave in the early 1960s after liberal feminism, radical feminism, Marxist feminism, and psychoanalytic feminism (Arivia, 2003).

One of the existentialist feminist figures is Simone de Beauvoir. According to her, humans are born free and have the right to determine the direction of their own lives as subjects and independent of male domination. Existentialist feminism believes that women must break away from the view of being objects or others controlled by men. Existentialist thinking emphasizes that each individual is responsible for making choices and giving meaning to their own lives (Pranowo, 2013).

Existentialist feminism provides a strong philosophical foundation for understanding women's struggles in the context of freedom, responsibility, and the search for the meaning of life. It paves the way for deep reflection on the condition of women in society and the role of individual women in shaping their lives. Women's liberation should not be an individual choice, but rather a complex social process change (Prameswari, Ni Putu Laksmi Mutiara; Nugroho, Wahyu Budi; Mahadewi, 2019).

According to Simone de Beauvoir's existential feminism in her book "The Second Sex", women are objects and an Other. From Beauvoir's various opinions in the view of existentialist feminism, it can be said that

existentialist feminism has the following values:

- 1) Supporting women's freedom in constructing themselves.
- 2) Supporting social and cultural constructions that recognize women as subjects.
- 3) Supporting women to be able to work as men.
- 4) Supporting women to become intellectuals.
- 5) Reject patriarchal culture that subordinates women (Simone, 1953).

Existentialist feminism highlights the importance of individual freedom and personal responsibility. This includes an understanding of how women can create meaning in their own lives and take responsibility for their decisions. This school was born due to stereotypes circulating in society about women's unequal rights in choosing their own lives. Existentialist feminism emerged in the second wave in the early 1960s after liberal feminism, radical feminism, Marxist feminism, and psychoanalytic feminism (Arivia, 2003).

Over time, people began to pay more attention to gender equality issues and support the feminist movement. Information and education about feminism is widespread through social media, online platforms, gender equality campaigns and in the world of film. In the study of communication science, film is a form of audiovisual mass media. Films in general can function as aesthetic works that are able to provide entertaining effects for the audience, but can also be used as propaganda tools, political campaigns, educational media and as a medium in disseminating information and new cultural values (Tuhepaly & Mazaid, 2022). Film is synonymous with a work of art

born from the creativity and ideological values of its creators. A movie contains many signs that contain many meanings, both implied and explicit meanings.

Movies, as a form of mass media, can also play this role in shaping and guiding public attention. Through stories, dialog, and visuals, films can play a role in shaping and directing public opinion. Agenda setting theory emphasizes that the mass media has a role as a leader of public opinion. This theory states that mass media, especially news and reporting, have the power to select and set the agenda or public attention to certain topics or issues (Ritonga, 2018). In other words, the mass media play an important role in determining what is the focus of public attention. Movies can reflect the reality and issues that are happening in society. The messages conveyed through movies can influence the audience's perceptions and attitudes towards a particular problem or issue.

Generally, a movie is made by a director with a specific purpose, to convey a message or display phenomena or trends that are happening in society. Not infrequently the audience only enjoys the storyline presented, the visual game, the character and acting of the cast, and the entertainment presented but does not pay attention to the moral message and meaning that the director wants to try to convey, both from narration, location settings and costumes, scenes and character emotions. So in this case it is important to do semiotic analysis, one of which is on film works to be able to dig deeper into the meaning contained in a movie. Movies always record the reality that grows and develops in society, and then projects it onto the screen (Sobur, 2006).

One example is the Barbie movie directed by Greta Gerwig. It shows that this movie tries to cover all issues such as gender

roles, gender equality, and patriarchy. The movie concludes that both men and women have power over themselves. Barbie movie is directed by Greta Gerwig, she wrote the script along with Noah Baumbach. The Barbie movie itself is produced by Margot Robbie, Tom Ackerley, Robbie Brenner, and David Heyman.

The first Barbie movie premiered on July 19, 2023. The movie is starring Margot Robbie as the lead, Ryan Gosling, Will Ferrel, Emma Mackey, Simu Liu, and several other famous artists and actors. The genres of Barbie movies are comedy, drama and fantasy. The setting in the Barbie movie has two different settings, namely, Barbie Land and Real Land. Barbie Land is the center of the Barbie's world where Barbie Land is a world for Barbies created by a company, Mattel in the real world, while Real Land is the center of the real world.

In the Barbie movie, stereotypical Barbie is the main character. Stereotypical Barbie carries the character's characteristic of being carefree and adventurous. This stereotypical Barbie character is wrapped in a perfect wardrobe and makeup that reflects the perfect beauty standard in her world or Barbie Land. In Barbie movies, all the female characters are named Barbie. They take on a variety of roles, including being presidents, journalists, and construction workers. Despite having different skin colors and looks, every Barbie is considered equal. Not only Barbies, but in Barbie Land also live Ken and Allan, who are the male versions of Barbie characters. The Ken's in this environment also live in equality, although their role is not as a central character but as a complement in Barbie's life (Faridha, 2019).

From childhood we often watch Barbie movies that are presented with

animation and stories that aim to provide entertainment. Barbie movies are generally targeted at children's audiences, especially girls. Along with the development of the world of cinema, Mattel and Warner Bros made a live-action Barbie movie (Faizal, 2023). Unlike the animated movie, the live action Barbie movie was not only made with the aim of providing entertainment to its audience, but the live-action Barbie movie was made with the aim of educating its audience with issues of gender equality and feminism with the characters and stories they have created. (Azhari, 2020).

The author wants to analyze more deeply the Barbie film as the object of research because Barbie is a strong character and has grown together with children until now in society, with this it can be used to add public insight into the issue of feminism after being researched with an existentialist feminism approach by applying John Fiske's semiotic analysis. Semiotics is generally known as the science or analytical method for studying signs. Signs themselves can be interpreted as devices used to try to find our way in this world, between people and people (Sobur, 2017).

Semiotics is a collection of theories that explain signs that can represent objects, ideas, circumstances, situations, feelings and conditions. Semiotics has the aim of knowing the meaning contained in a sign or translating the meaning contained so that we can find out how the message is constructed by the communicator.

Semiotics is a field of study in communication theory that discusses how signs represent objects, ideas, conditions, situations, feelings, and circumstances beyond the signs themselves. The study is not only

limited to written language, but also includes the analysis of symbols, gestures, images, visual layouts, and various other forms of non-verbal communication. Its applications include a variety of contexts such as literature, visual arts, mass media, and popular culture (Kartika Puspa Rini, Nurul Fauziah, 2020).

By studying signs and symbols, semiotics helps us understand the complexities of communication and meaning in culture and society. John Fiske is a cultural and media theorist who developed the concepts of semiotics, particularly in the analysis of media and popular culture (Pah & Darmastuti, 2019). John Fiske's semiotic analysis is the process of representing the reality of various objects presented by the media through the encoding process.

Reality is depicted in the media according to the technical language used. The organized codes then lead to ideology (Arlina & Nuraeni, 2022). The events in the media are encoded through three levels, namely the level of reality (appearance, clothing, makeup, behavior, body language, expression accessories, speaking style, environment), the level of representation (dialogue, camera angle, editing, sound, narrative, conflict, character, conversation, place) and ideology (feminism) (Vera, 2014). This analysis will produce codes and meanings in the film which are shown in three stages including the level of reality, the level of representation and the level of ideology.

In this study, the author analyzes feminism issues about the representation of existentialist feminism raised in the Barbie film which will be examined through a critical paradigm. The author chose this paradigm, because the critical paradigm is a social critical theory that has an influence on social change which has a basic concept of questioning the

conditions of social reality in society to find issues of inequality or injustice in society (Sugiyono, 2015). The critical paradigm seeks to describe social science as a process that critically seeks to reveal the true structure or system of illusions, false needs that appear from the material world with the aim of forming a social consciousness and improving and changing the conditions of human life for the better (Patton, 2002).

This research refers to the existentialist feminism approach contained in scenes in the Barbie movie shown in 2023, by Greta Gerwig using images, words, and other supporting documents. This research observes each scene that illustrates existentialist feminism and then explains it descriptively. The research method used is qualitative research with semiotic analysis, John Fiske model. John Fiske's semiotic theory is divided into three levels, namely representation, reality and ideology (Vera, 2014).

The object of this research is based on the Barbie movie. The research to be done is to observe and analyze the film with a duration of 114 minutes. The unit of analysis of this research is the scenes in the Barbie movie that have been sorted according to the codes and meanings that represent existentialist feminism contained in the film. This research was conducted by observing the data source in the form of Barbie movies and then cut per scene containing codes and meanings of representations of existentialist feminism (Muslim, 2018).

Results and Discussion

Barbie is a fantasy, drama, and comedy movie with a screenplay written by Greta Gerwig and Noah Baumbach. In addition to being a screenwriter Greta Gerwig is also a

director in this film. The movie is produced by Warner Bros Pictures. The first Barbie movie premiered on July 19, 2023. The movie is 114 minutes long (Faizal, 2023).

This movie tells about the lives of Barbies who have different characters and traits. All women are called Barbie and men are called Ken, but they can get to know each other. The setting in the movie Barbie has two different settings namely, Barbie Land and Real. Barbie Land is the center of the Barbie's world where Barbie Land is a world for Barbies made by a company, Mattel in the real world, while Real Land is the center of the real world.

Figure 1. Scene 1



Source: Research Data

In this image, four girls are playing with a baby doll, assuming the role of a mother and thinking of the baby doll as a child.

On the Reality Level, playing with baby dolls reflects gender stereotypes that limit women to the domestic role of motherhood. This may limit their outlook towards future career choices.

On the Level of Representation, the narrative illustrates that women have long been instinctively assumed to have caring and soulful maternal traits. This reinforces the traditional role of women as mothers who care for their children.

On the Ideological Level, existentialist feminism is seen in the relationship between the levels of reality and representation. These baby doll toys can limit

girls' freedom by setting expectations that their primary role is motherhood. This stereotype can have a negative impact on women and curb their freedom in choosing a life path. Education should emphasize that a woman can also succeed as an intellectual and has the right to reject herself as an Other and support women's freedom to construct themselves

Figure 1. Scene 2



Source: Research Data

This scene shows twenty-three Barbies with different professions and physical appearances. There is a disabled Barbie who has a profession as a veterinarian, a Barbie with black skin who works as a flight attendant, a Barbie wearing a hijab who works as a judge. In this scene Barbie is seen with different professions ranging from doctor, flight attendant, astronaut, architect, journalist, judge, pilot, athlete to president.

On the Reality Level, existentialist feminism is seen in costumes and appearance. The costumes used by Barbie in scene 2 represent the professions they do. Their physical appearance that is different from race, religion and disability does not stop them from pursuing their dream profession. The visuals shown have the meaning that women can also work as men and women can also be an intellectual.

On the Representation Level, existentialist feminism is seen in the narrative aspect. The narration of scene 2 states "All these women are Barbie and Barbie is all these

women. Maybe at first she was just a woman in a swimsuit, but she became broader. She has her own money, her own house, her own car, her own career. Because Barbie can be anything then women can be anything." and this narrative represents that women also have the right to freedom in constructing themselves and choosing their own life choices without any dispute or opposition from any party. Women have the same rights as men to access jobs, career opportunities, and equal income.

On the Ideological Level, existentialist feminism is seen in the relationship between the level of reality and the level of representation, namely women's freedom must be supported so that women are able to choose and determine their choices in all aspects of life.

.Figure 3. Scene 3



Source: Research Data

In this scene, a child wears costumes corresponding to various professions such as gymnastics, marshaller, singer, hair stylist, chef and doctor. Next to her, there is a white box with a Barbie doll wearing a similar costume.

On the Reality Level, existentialist feminism is seen in the costumes the girls choose and their expressions of happiness, showing that they are happy to be able to pursue their dreams without restrictions.

On the Representation Level, existentialist feminism is seen in the narrative

aspect. In scene 3, the narration "They grow into women, who can achieve anything as long as they are determined." represents that all girls can have the right to freedom in choosing their life choices and their dreams as long as they are determined to pursue their dreams.

On the Ideological Level, existentialist feminism is seen in the importance of supporting women's freedom of choice and decision-making without gender pressure or restrictions. For example, they should be supported to pursue their dreams and aspirations without any pressure from other parties.

Figure 4. Scene 4



Source: Research Data

In this scene, there are hundreds of women who have different appearances in terms of skin color, race, and religion. But in this scene they are seen smiling and marching forward.

On the Reality Level, existentialist feminism is seen in expressions. The smiles seen from all the women in this scene show joy, happiness, and satisfaction with equal rights in feminism issues that have been resolved.

On the Representation Level, existentialist feminism is seen in the narrative aspect. In this scene, the narrative reads "Thanks to Barbie all the problems of feminism and equal rights have been solved." representing that feminism problems such as inequality in the scope of work, violence

against women, gender stigma and stereotypes, and discrimination faced by women have been resolved and achieved gender equality.

On the Ideological Level, existentialist feminism is seen in the relationship between the level of reality and the level of representation, namely in this scene there is a message to support women's freedom to form their own identity and construct themselves without being shackled by stigma or standardization of society and support social and cultural constructions that recognize women as subjects.

Figure 5. Scene 5



Source: Research Data

In this scene, a black Barbie wears a sash that says "President," signifying that she is the president of Barbie Land.

On the Reality Level, existentialist feminism is seen in Barbie's gestures and costumes that show confidence and elegance. The pink dress Barbie wears is synonymous with femininity and gentleness, while the "President" sash emphasizes her profession.

On the Representation Level, existentialist feminism is seen in the character aspect. President Barbie who looks confident and happy with her work. Through scene 5, it also represents that women can also lead a country or region or become the most important number one person in a country or region and not be shackled in a patriarchal culture that subordinates women.

On the Ideological Level, existentialist feminism emphasizes women's freedom to choose their life choices in all aspects, including becoming a president. This scene also shows that women can work equally with men without applying patriarchal culture in the work environment. This supports the social and cultural construction that recognizes women as subjects and allows them to be intellectuals. This supports the social and cultural construction that recognizes women as subjects and allows them to be intellectuals.

Figure 6. Scene 6



Source: Research Data

In this scene, all the Barbies are gathered at the Nobel Prize Ceremony which honors Barbie in the Journalism and Literature category.

On the Reality Level, existentialist feminism is seen in Barbie's expressions and behaviors upon receiving the award, which show their pride and confidence in their dedication to their work. In scene 6, the reactions of Journalism Barbie and Literature Barbie also reflect their confidence and hard work in pursuing their dreams.

On the Representation Level, it can be seen in the characters and conversations. Journalism Barbie and Literature Barbie are very confident that they will get the Nobel Prize. Confident people have a strong belief in their own abilities and worth. This is also

reinforced by the dialogue when given the Nobel Prize, Journalism Barbie also appears to answer "I've worked hard, I deserve it." and this represents that Journalism Barbie has dedicated herself to her work in journalism.

On the Ideological Level, existentialist feminism is seen in the relationship between the level of reality and the level of representation, namely supporting women to become intellectuals. They are also free to have the right to dedicate their lives to their work and refuse to be othered.

Figure 7. Scene 7



Source: Research Data

In this scene, there is Barbie who is driving her car greeting Barbie who works as a pilot using a pilot costume who is driving an airplane. This scene is also accompanied by background music with lyrics that read "What can't Barbie do?".

On the Reality Level, existentialist feminism is seen in the costume aspect. Barbie Pilot's costume, she uses a pilot uniform which indicates that she works as a pilot. This means that women can also work like men. Women also get the same career opportunities as men and there is no patriarchal culture in the work environment.

On the Representation Level, existentialist feminism is seen in the music aspect. The music that has the lyrics "What can't Barbie do?" is full of messages that women can also be anything. Women have the

same career opportunities as men. Women have the freedom to construct themselves.

On the Ideological Level, existentialist feminism is seen in the relationship between the level of reality and the level of representation, namely women can be anything and women are also not shackled by patriarchal culture in their work environment. Women can work according to their wishes and women can become intellectuals.

Figure 8. Scene 8



Source: Research Data

In this scene, there are two Barbies who have professions as astronauts. These two Barbies are wearing astronaut costumes and are in outer space.

On the Reality Level, existentialist feminism is seen in the costume aspect. By wearing an astronaut costume that shows that she works as an astronaut. This implies that women are able to pursue careers as well as men. Women are capable of being an intellectual.

On the Representation Level, existentialist feminism is seen in the aspect of place. In this scene, the location of this story is in outer space. This represents that women are free to choose their dreams without any restrictions.

On the Ideological Level, existentialist feminism is seen in the relationship between the level of reality and the level of representation, namely women

have the right to freedom to construct themselves and choose their dreams, women have the ability to take any role and are not limited by the influence of patriarchal culture in the workplace. They have the freedom to pursue careers as they wish and can become intellectuals.

Figure 9. Scene 9



Source: Research Data

In this scene, Barbie and Ken were rollerblading by the beach when they were suddenly attacked by a man who deliberately hit Barbie's buttocks. Barbie feels violated, quickly retaliating by hitting the man.

On the Reality Level, existentialist feminism is seen in Barbie's shocked and angry expression when she is harassed, as well as in her immediate retaliation to the attack. This shows that women are not just objects, but can also be agents of change by fighting back against any form of harassment.

On the Representation Level, existentialist feminism is seen in the conflict between Barbie and the man who harassed her. Barbie shows direct resistance to the harasser, depicting women's struggle against violence and sexual harassment directly. This reflects the individual struggle of women in the domestic sphere through direct resistance.

On the Ideological Level, existentialist feminism is seen in the relationship between the level of reality and the level of representation, namely the struggle of women according to existential feminism is

how women can directly fight the perpetrators of non-violence or sexual harassment directly and face-to-face and fight for their individual rights in the domestic sphere. This also implies messages that support social and cultural constructions that recognize women as subjects.

Figure 10. Scene 10



Source: Research Data

This scene tells the story of Barbie, Gloria, and Shasa who are traveling from Real Land to Barbie Land using a rocket. On this trip they talk about Barbie's life in Barbie Land.

On the Reality Level, existentialist feminism is seen in the aspect of speaking style. In this scene, Barbie chats with Shasa and Gloria with an overbearing intonation. Barbie informs them that in Barbie Land the work or everything that men do in Real Land is done by women or Barbie.

On the Representation Level, existentialist feminism is seen in the aspect of conversation. In this scene, Barbie says "Women occupy an important position controlling money, everything men do in your world women do in our world." representing that all women can work as men and do not apply a patriarchal culture that subordinates women.

On the Ideological Level, existentialist feminism is seen in the relationship between the level of reality and the level of representation, namely women can

be anything and women also have the right to freedom to construct themselves without being shackled by patriarchal culture. It also supports social and cultural constructions that value the role of women as intellectual individuals.

Figure 11. Scene 11



Source: Research Data

In this scene, Barbie, Gloria and Shasa are traveling from Real Land to Barbie Land. Barbie is driving the car with Gloria and Shasa as her passengers. Barbie tells them that in Barbie Land they have a female president and every day is filled with fun, work, friendship, and women.

On the Reality Level, existentialist feminism is seen in the aspect of expression. In this scene Barbie is chatting with Gloria using an expressive face showing that she is convincing Gloria with what she is saying. She also speaks with a cheerful and happy expression.

On the Representation Level, existentialist feminism is seen in the aspect of conversation. In this scene, Barbie says "We have a female president and every day is fun, work, friendship, and women." which represents that women have the right to work as men and reject the patriarchal culture that subordinates women.

On the Ideological Level, existentialist feminism is seen in the relationship between the level of reality and

the level of representation, namely this scene contains values that women have the right to work like men and reject patriarchal culture including equality in career opportunities and rejection of social and cultural constructions that discriminate or limit women in various aspects of life.

Figure 12. Scene 12



Source: Research Data

This scene tells of Gloria voicing her opinion about her grievances as a woman who is required to do various things and is required to be perfect both physically and psychologically. Gloria is strengthening Barbie who is in a state of malfunction.

On the Reality Level, existentialist feminism is seen in the way Gloria speaks, her frustrated facial expressions, and gestures that show tension and restrained emotions. Gloria expresses her frustration with the demands placed on women in society.

On the Representation Level, existentialist feminism is seen in the conversational aspect. This represents that women must be able to be the subject of change in everything because of the implications of inequality caused by a culture called patriarchy. In this statement, women are demanded in various roles, where women must be able to become a mother, namely caring, nurturing, and educating.

Women must have a thin body, but should not be thin. Even if a woman becomes

a CEO, she must be able to manage the house. Women should not dress up in excessive beauty, but women must be beautiful. These various statements show that women must be required to be able to do everything and women must be perfect both in terms of physical and psychological or emotional aspects.

On the Ideological Level, this scene depicts a message supporting social construction that recognizes women as subjects and rejects patriarchal culture. Scene 12 also highlights the societal expectations placed on women that women should have the right to freedom in living and choosing their life choices without being shackled by stereotypes and stigmas circulating in society so that they have the freedom to construct themselves.

Figure 13. Scene 13



Source: Research Data

In this scene, Gloria conveys her opinion to Mattel's CEO about Barbie's future life, with support from Shasa.

On the Reality Level, existentialist feminism is seen in Gloria's firm and direct way of speaking to Mattel's CEO, reflecting the struggle of a woman in the domestic sphere. At the Representation Level, existentialist feminism is seen in the conversational aspect. Gloria's dialogue that mentions her opinion about Ordinary Barbie. Dialogue "What about Ordinary Barbie? She's not extraordinary.

She's not a leader of anything, or maybe she is. Maybe she's a mom. Maybe she's not. Because it doesn't matter if you want to be a mom or a leader or a mom who's a leader or not a mom or a leader. She just has nice clothes and gets through the day feeling happy about herself" is full of messages that support women have the right to freedom in determining their life choices without being shackled by stigmas and stereotypes in society. Women are free to live their lives without the pressure of others as long as they feel happy and find their own meaning in life.

On the Ideological Level, existentialist feminism is seen in the relationship between the level of reality and the level of representation, namely in scene 13, it is full of messages supporting women's freedom in constructing themselves and supporting social and cultural constructions that recognize women as subjects. Existentialist feminism highlights the importance of individual freedom and personal responsibility, and emphasizes women's struggles in the domestic sphere.

Women's struggles in existential feminism are seen in their efforts to resist male domination and create courage to oppose oppression. Support for the feminist movement is increasing along with the dissemination of information and education about feminism through various media (Ridwan & Adji, 2019).

The thirteen scenes that have been discussed by the author all contain the values of existential feminism views analyzed through the dissection of three levels according to the theory proposed by John Fiske, namely the level of reality, the level of representation, and the level of ideology.

The level of reality that emerges in the Barbie movie regarding existential feminism is

mostly seen from the aspect of costumes. Costumes help identify characters and differentiate them from each other. In the Barbie movie, the costumes used represent their professions. For example, Barbie who works as a flight attendant will wear a flight attendant uniform, as well as Barbie who works as a pilot will use a pilot uniform and others.

In daily activities Barbie wears casual clothes with color selection that tends to be pink. The color pink is often considered synonymous as a feminine color. This shows the existential feminism values that are embedded in supporting women's freedom in constructing themselves, and supporting women to become intellectuals.

The level of representation that appears in the Barbie movie regarding existential feminism is mostly from the narrative aspect. As in one of the narratives mentioned "All these women are Barbie and Barbie is all these women. Maybe at first she was just a woman in a swimsuit, but she became broader. She has her own money, her own house, her own car, her own career.

Because Barbie can be anything then women can be anything." This narrative represents that women also strive to change their lives for the better. They can live a successful life having their own job, having their own income, and developing their potential. This narrative implies that Barbie as a woman is able to construct herself according to what they want and is equal to what men have done so far.

On the Level of Representation that appears in the narrative aspect, many use sentences that refer to Barbie's ability as a woman who has an extraordinary role in this life and has equality with men. As an example in the following narrative, "They grow into

women, who can achieve anything as long as they are determined". then this narrative "Thanks to Barbie all the problems of feminism and equal rights have been resolved.", and others found in the scenes analyzed.

The ideological level that emerges is the values contained in existential feminism. The scenes analyzed in Barbie's film represent the ideological values of existential feminism, namely supporting women's freedom in constructing themselves, supporting social and cultural constructions that recognize women as subjects, supporting women to be able to work as men, supporting women to be an intellectual, and rejecting patriarchal culture that subordinates women.

These values together form the foundation for existential feminism, which emphasizes the importance of individual freedom in the domestic sphere and the struggle against gender inequality in society. The existentialist feminist value that emerges most from the analysis in the research is the value that supports women's freedom to construct themselves.

Conclusion

In this study, it can be concluded that in Barbie there are existentialist feminism values represented and visualized mostly through costumes, narratives and conversations. The results of John Fiske's semiotic analysis show that there are at least five values contained in thirteen scenes that contain existentialist feminism values, namely the first value of supporting women's freedom in constructing themselves.

The second is the value of supporting social and cultural constructions that recognize women as subjects. The third value is the value of supporting women to be able to work like men. The fourth value is the value of supporting women to become intellectuals. The fifth value is the value of rejecting patriarchal culture that subordinates women. The existentialist feminism value that appears in Barbie is the value of supporting women's freedom in constructing themselves.

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