

ABSTRACT

QUANTITATIVE CONTENT ANALYSIS OF WOMEN'S ROLE PORTRAITS IN THE FILM BARBIE 2023.

Karina Mega Azzahra¹⁾, Naurissa Biasini, S.Si, M.I.Kom. ²⁾,

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

Currently, Mattel is making a Barbie film which is packaged in a live-action version. This film tells the story of the lives of the Barbies in Barbie Land, each with their own unique characters. One of the depictions of women in the film industry is contained in the film Barbie 2023. The formulation of the problem of the research is how the scene depicts the role of women in the film Barbie 2023. This research uses quantitative content analysis methods in this research which can open a window on an in-depth understanding of how women are represented in Barbie movie narrative. The research uses the Triple's Woman Role theory to find the symbols of the three roles along with their meanings and can use quantitative analysis to see the depiction of women in the film text. Based on the data that has been found and is thorough, the researcher will carry out an analysis related to how scenes of female roles appear in the film Barbie 2023. The total duration of the film Barbie (2023) is 1 hour 54 minutes. According to the diagram produced by researchers, as many as 59% of the scenes depict women's roles.

Keywords: Representation, Woman Role, Films, Triple's Woman Role