

PESAN KETIDAKSETARAAN GENDER DALAM FILM “BARBIE”: STUDI ANALISIS ISI KUANTITATIF PERAN SOSIAL GENDER

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ABSTRAK

Fenomena ketidaksetaraan gender antara perempuan dan laki-laki terus terjadi dalam kehidupan masyarakat. Konstruksi sosial turut menempatkan perempuan lebih lemah dan tidak produktif daripada laki-laki. Film “Barbie” yang rilis pada tahun 2023 membawa tema gender sehingga menimbulkan perbincangan di masyarakat mengenai ketidaksetaraan gender. Penelitian ini bertujuan untuk menganalisis dan memberikan gambaran mengenai pesan ketidaksetaraan gender dalam film “Barbie” berdasarkan indikator dari lima dimensi ketidaksetaraan gender yaitu marginalisasi, subordinasi, stereotipe, kekerasan, dan beban ganda. Teori Peran Sosial Gender oleh Alice Eagly memberikan gambaran stereotip gender menyebar dan dengan mudah dan otomatis diaktifkan dalam situasi sosial. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian analisis isi. Unit analisis yang digunakan dalam penelitian ini meliputi 983 dialog, 78 musik, 57 efek suara, 388 tokoh pelakonan, 77 rancangan produksi, dan 5 efek visual. Data kemudian dianalisis secara deskriptif, digambarkan dalam perhitungan frekuensi dan presentase. Koding dilakukan oleh dua orang dan untuk menjamin objektivitas digunakan uji reliabilitas formula Holsti dan diujikan lagi dengan indeks Scott Pi. Hasil penelitian menunjukkan pesan ketidaksetaraan gender pada film “Barbie” terdapat dialog sebesar 27%, musik 15%, tokoh pelakonan 39%, rancangan produksi 67%, efek visual dan efek suara 0%. Hasil reliabilitas formula Holsti tergolong sangat tinggi yaitu sebesar 0,72 – 1, sedangkan formula Scott tergolong tinggi sebesar 0,62 – 1. Oleh karena itu, dapat disimpulkan bahwa film “Barbie” telah menggambarkan pesan ketidaksetaraan gender.

Kata Kunci: Analisis Isi, Film “Barbie”, Pesan Ketidaksetaraan Gender

**THE MESSAGE OF GENDER INEQUALITY IN THE FILM “BARBIE” (A
QUANTITATIVE CONTENT ANALYSIS STUDY OF GENDER SOCIAL
ROLES)**

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ABSTRACT

Gender inequality phenomenon between men and women is an issue that keeps happening in everyday life. The film "Barbie," released in 2023, became one of the highest-grossing films of the year by addressing gender themes which sparked conversations about gender equality issues among the society. This research aims to analyze and provide an overview of the message of gender inequality in the film "Barbie" based on indicators from five dimensions of gender inequality: marginalization, subordination, stereotypes, violence, and double burden from Gender Social Roles Theory by Alice Eagly. This study employs a quantitative approach using content analysis. The units of analysis used in this research include 983 dialogues, 78 music pieces, 57 sound effects, 388 character portrayals, 77 production designs, and 5 visual effects. Data were then analyzed descriptively, depicted in frequency and percentage calculations. Coding was conducted by two individuals, and to ensure objectivity, the Holsti reliability formula was used and further tested with the Scott's Pi index. The results of the study show that the message of gender inequality in the film "Barbie" is present in 27% of dialogues, 15% of music, 39% of character portrayals, 67% of production designs, and 0% of visual and sound effects. The reliability results using the Holsti formula are very high, ranging from 0.72 to 1, while the Scott formula results are high, ranging from 0.62 to 1. Therefore, it can be concluded that the film "Barbie" depicts messages of gender inequality.

Keywords: *Gender Inequality Message, Film "Barbie", Content Analysis*