

## **ABSTRAK**

Penelitian ini mengkaji bagaimana identitas gender perempuan dikonstruksi melalui representasi profesi dalam lini Barbie Career periode 2020–2024, di tengah meningkatnya tuntutan global terhadap kesetaraan gender dan tekanan normatif dari Konvensi CEDAW. Permasalahan berangkat dari ketegangan antara narasi pemberdayaan yang diklaim Mattel sebagai perusahaan multinasional dan potensi komodifikasi feminisme dalam strategi pasar. Fokus penelitian dirumuskan dalam pertanyaan bagaimana identitas gender perempuan dikonstruksi melalui Barbie Career periode 2020–2024. Analisis dilakukan menggunakan teori gender performativity Judith Butler, feminisme internasional Cynthia Enloe, dan Internalisation Theory untuk memahami kontrol Mattel sebagai MNC atas produksi simbolik. Metode penelitian bersifat kualitatif, dengan studi dokumen, materi audiovisual, dan triangulasi sumber dari katalog produk periode 2020–2024. Hasil penelitian menunjukkan bahwa Barbie Career memperluas representasi perempuan ke dalam profesi profesional dan maskulin, khususnya di bidang STEM, namun tetap mempertahankan konstruksi feminitas tradisional dengan membingkai pemberdayaan melalui estetika femininitas dan narasi konsumsi yang diproduksi serta dikelola dalam kerangka bisnis Mattel. Konstruksi identitas gender dalam Barbie Career bersifat simbolik dan terkomodifikasi, sehingga lebih mencerminkan strategi branding global dibanding perubahan struktural terhadap stereotip gender.

**Kata kunci: Barbie Career, identitas gender, representasi perempuan, MNC**

## **ABSTRACT**

*This study examines how female gender identity is constructed through the representation of professions in the Barbie Career line during 2020–2024, amid increasing global demands for gender equality and normative pressure from the CEDAW Convention. The issue arises from the tension between Mattel’s claims of women’s empowerment as a multinational corporation and the potential commodification of feminism within market-driven strategies. The research focuses on the question how is female gender identity constructed through Barbie Career in the 2020–2024 period. The analysis employs Judith Butler’s theory of gender performativity, Cynthia Enloe’s feminist international relations framework, and Internalisation Theory to understand Mattel’s centralized control over symbolic production as an MNC. This study uses a qualitative method through document analysis, audiovisual materials, and data triangulation drawn from product catalogues released between 2020 and 2024. The findings of this study indicate that Barbie Career expands the representation of women into professional and masculinized occupations, particularly in STEM fields; however, this expansion continues to preserve traditional constructions of femininity by framing empowerment through feminized aesthetics and consumer-oriented narratives that are produced and managed within Mattel’s business framework. The construction of female gender identity in Barbie Career is therefore symbolic and commodified, reflecting global branding imperatives rather than structural change in gender stereotypes.*

**Keywords:** *Barbie Career, gender identity, female representation, MNC*