

CHAPTER V

CONCLUSION

5.1. Conclusion

This research discusses female empowerment in the movie “Barbie: Spy Squad” (2016), using a qualitative analysis method approach and feminist criticism theory by Lois Tyson as the main theory that serves as a guide in exploring female empowerment in this film. The discussion in the previous chapter indicates that Barbie, Teresa, and Renee as empowered female characters are the main characters who have different traits compared to Barbie characters in the previous Barbie movies. This shows that the development of the depiction of female characters in this movie proves the existence of female empowerment by making Barbie, Teresa, and Renee the main female characters who are active in the success of the storyline without any help from the male characters and are being a spy squad as an un-girl-able role.

Apart from that, this research reveals that there are three main features of female empowerment that are depicted in the movie “Barbie: Spy Squad” (2016). These characteristics include women’s ability to make significant decisions for their lives including choosing a career path, their ability to show leadership in the field of work using the intelligence they have, also their ability to share emotional and motivational supports fostering sisterhood relationships. Therefore, empowerment is not only obtained for oneself but also from others and for others.

Thus, it can be concluded that these three aspects of female empowerment contribute to further understanding in the field of feminist criticism.

Barbie, Teresa, and Renee's ability to make significant decisions in their lives, including choosing a career path, shows that women have complete freedom and control over their future. In the movie "Barbie: Spy Squad" (2016), these three main female characters are depicted as individuals who play an active role in determining things and do not hesitate to pursue their own desires, including taking jobs as a spy squad. They dare to get out of their comfort zone to achieve their dreams and dare to face the challenges of the decisions they make. This depiction gives the message that female empowerment begins with recognizing their right to determine the direction of their own lives.

Moreover, Barbie's ability to show good leadership in carrying out the mission, as well as the ability of Barbie, Teresa and Renee to utilize their intelligence and expertise, shows that women are able to compete in a job that demands professionalism, intelligence and courage. The three main female characters in this movie show strategic abilities, quick decision making in any situation, and effective teamwork, which proves that women are not only capable of being part of a team, but can also be reliable leaders. This broadens the perspective on women's capacity in work and social contexts by breaking traditional gender role stereotypes that women can also be capable leaders and can work well in male-dominated professions.

On top of that, Barbie, Teresa, and Renee's ability to provide emotional and motivational support to each other strengthens their sisterhood relationship as

best friends and teammates. In this movie, the relationships between the three main female characters are filled with a spirit of solidarity, trust, and empathy that strengthen each other in facing challenges and enhance character development. This emphasizes that female empowerment is not only individual, but also collective, where strength, courage and self-confidence can grow through mutually reinforcing support.

“Barbie: Spy Squad” (2016) shows quite significant developments in the depiction of female characters, especially when compared to previous narratives of Barbie movies which tend to focus more on the relationship between female and male characters who help each other in solving problems and how female characters are depicted as ideal women who are beautiful, soft, and graceful like princesses. This movie presents a positive change by inserting the values of female empowerment through action, intelligence, and solidarity. “Barbie: Spy Squad” (2016) is packaged in an animated format with a modern technology background story and gives a fairly strong message, that women can be agents of change in their own lives and in social communities. This movie has the potential to be an educational medium that shapes the mindset for women to dare dreaming, take initiative, and support each other.

Even though “Barbie: Spy Squad” (2016) managed to break away from the sense of Barbie princesses and the traditional royal environment by introducing sophisticated and modern technological life, this film still maintains the feminine spirit of the three main characters, such as through the use of fashionable costumes and bright colors that are synonymous with femininity. However, the

way this film is executed is still not completely equal because the character Barbie still gets the most dominant spotlight compared to the other two main characters, Teresa and Renee. This is seen in several aspects such as framing, camera angles, and storyline, which consistently places Barbie at the center of attention, both visually and narratively. In terms of physical appearance, Barbie is still seen as the ideal beauty icon for the “Barbie” character with white skin and blonde hair, ignoring the topic of female empowerment raised in this movie. This inequality can be seen from the character Teresa who appears as tanned-skin but does not have curly hair. By seeing Teresa who is one of the main characters but is still not on the same level as the other main character (Barbie), that could be the reason for the absence of the black Barbie character in this movie, because it will be covered by the ideal Barbie icon with white skin and blonde hair. People will only see the white and blonde Barbie as the true main character of Barbie. More than that, the inequality in this movie shows that even though this film conveys a collective spirit and female empowerment through teamwork and sisterhood, there is still a symbolic hierarchy where the character Barbie is positioned as a superior leader, while other characters only play a supporting role. Thus, “Barbie: Spy Squad” presents the dynamics of female empowerment that are still within the boundaries of the dominant narrative which places Barbie as an irreplaceable main figure.

Lastly, from overall history, Barbie movies have become a part of popular culture that has had a significant impact on its fans. Since the release of the first Barbie movie, this character has developed into a symbol of female empowerment, depicting various professions and roles that were previously rarely

seen in visual media, especially for children. Barbie fans often find inspiration in these characters, who encourage them to chase their dreams and challenge traditional gender norms. Barbie movies play a significant role in shaping society's perceptions of identity, diversity and empowerment, as well as encouraging broader discussions about the importance of female representation in all aspects of life.

5.2. Recommendation

Based on the research results, there are several recommendations that can be given. Firstly, it is recommended for further research to expand the scope of research by examining aspects or features of female empowerment that have not been widely studied in the movie “Barbie: Spy Squad” (2016), including women’s character development and self-efficacy. This is important to gain a more comprehensive understanding of female empowerment. Second, in terms of methodology, further research can use methods or approaches other than qualitative analysis to obtain more in-depth results in conducting research. Variations in analytical approaches will help in identifying findings that may not have been revealed in this research.

Finally, this research shows that there is female empowerment in the movie “Barbie: Spy Squad” (2016), which can be a stepping stone for further exploration of other aspects of female empowerment in this movie or other updated movies. Education practitioners can use this movie to learn about female empowerment from the three main female characters — Barbie, Teresa, and

Renee — especially from the three main characteristics of female empowerment that are discussed in the previous chapter.

