

ABSTRACT

The perpetuation of the patriarchal system that has become a culture in society has the assumption that only men are considered to have more power than women. Patriarchy also causes violence against women. This violence can be physical, psychological or sexual, and is often perpetrated by men who feel they have the right to abuse women. One way to fight patriarchal culture is by supporting and campaigning for feminism. Movies have an important role in shaping social perceptions of feminism, such as the movie “Barbie 2023” which raises the issue of liberal feminism and illustrates the women's movement against the patriarchal system. This research uses a qualitative approach with Sara Mills' critical discourse analysis method at three levels: words, sentences, and discourse. The results show the existence of a form of women's movement against the patriarchal system in accordance with Naomi Wolf's five principles of power feminism. The form of resistance carried out by female Barbies is also found through the formation of female movement characters, visuals, camera positions, and evidence of female domination over men and shows the difference between reality in Barbie Land and the Real World.

Keywords : Film, Women struggle, feminism