ABSTRACT

Identity transformation is a dynamic process where each individual will experience a change in himself whether intentional or unintentional. The purpose of this study is to see the identity of the transformation made by Barbie lovers after getting to know Barbie dolls. This research uses qualitative approach with phenomenology method of perception. Data obtained by interview and observation method and analyzed by using data analysis technique from Collaizi.

There are 5 Barbie lovers who became informers in this research. The result of the research is the division of three clusters of the theme, identity before getting to know Barbie, Barbie lovers mean Barbie and identity after getting to know Barbie. Based on the results of research is suggested for lovers of Barbie to be more realistic in the meaning of Barbie and suggested to Mattel to make Barbie with body shape and face in accordance with humans in the world.

Keywords: Identity Transformation, Barbie, Barbie lovers