

ABSTRACT

The issue of gender equality has become a fairly common topic of conversation in various parts of the world and among various groups, currently many people have actively supported equality between men and women. The societal stereotype that views women as inferior creatures to men, who are often seen as strong and controlling individuals, is the cause of the gender gap. Because there are still various gender disparities between men and women in society, gender equality is necessary. The depiction of Barbie represents women as dolls as the main object of gender equality. The research method used is a descriptive qualitative research method using Sara Mills' feminist approach theory and aims to analyze critical discourse and identify elements of gender equality in the Barbie film. The results of this research show that there are elements of gender equality and struggle that can be seen in the film Barbie, which is a film with issues of feminism and equal rights. This results in an understanding of the existence of gender equality categories in the film concept.

Keywords: gender equality, injustice, women