

The Perpetuity of Matriarchal Condition in Barbie Land of Greta Gerwig's *Barbie*

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Abstract

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This journal explores the enduring matriarchal condition alongside the dominance of female figures in Barbie Land in Barbie movie. The study investigates the representation of gender roles and the implications of such structure in contemporary feminist discourse in Barbie Land. Through qualitative method and explorative approach, by examining the perpetuity of matriarchal condition, the journal aims to shed light on the broader narrative of female empowerment and its complexities in Barbie Land and Real-World contexts. This journal provides in-depth exploration of the perpetuation of matriarchal condition in Barbie Land, using Heide Gottner-Abendroth's theory of matriarchy as a framework to analyze its cultural and social significances. The analysis includes how matriarchal condition in Barbie Land shapes women as central beings that own properties, do various jobs, and indicates great leadership. In conclusion, through Barbie Land, matriarchal condition is based on cooperation, mutual support, and belief that women can be powerful leaders in their own rights. The movie challenges audience to rethink traditional power structures and to consider the benefits of a society where women are central to leadership and decision-making. It is also noted that movie of Barbie may provide intertwinements of literature and real-world experience regarding gender equality initiatives.

Kata Kunci:

Barbie, Barbie Land, Kondisi Matriarki

Abstrak

Jurnal ini mengeksplorasi kondisi matriarki berkaitan dengan dominasi tokoh perempuan dalam Barbie Land pada film Barbie. Penelitian ini menyelidiki representasi peran gender dan implikasi dari struktur tersebut dalam wacana feminis kontemporer di Barbie

Land. Melalui metode kualitatif dan pendekatan eksploratif, dengan meneliti kelanggengan kondisi matriarki ini, jurnal ini bertujuan untuk menyoroti narasi yang lebih luas tentang pemberdayaan perempuan dan kompleksitasnya baik dalam konteks Barbie Land maupun dunia nyata. Jurnal ini menggunakan teori matriarki Heide Gottner-Abendroth sebagai kerangka kerja untuk menganalisis signifikansi budaya dan sosialnya terutama bagaimana kondisi matriarki di Barbie Land membentuk perempuan sebagai poin sentral yang memiliki properti, melakukan berbagai pekerjaan, dan menunjukkan kepemimpinan yang hebat. Sebagai kesimpulan, melalui Barbie Land, kondisi matriarki didasarkan pada kerja sama, saling mendukung, dan keyakinan bahwa perempuan dapat menjadi pemimpin yang kuat dengan hak-hak mereka sendiri. Film ini menginspirasi penonton untuk memikirkan kembali struktur kekuasaan tradisional dan mempertimbangkan manfaat masyarakat di mana perempuan menjadi pusat kepemimpinan dan pengambil keputusan.

INTRODUCTION

Matriarchy, a social system where women hold the primary power positions in roles of political leadership, moral authority, and control of property, has been a topic of academic discourse for decades (Esa & Yuliana, 2024; Gottner-Abendroth, 2004). This system often emerges in societies where women's roles are highly valued, leading to the development of structures that empower them. The concept of matriarchy can be observed in various cultural and historical contexts, such as the Minangkabau society in Indonesia, where women traditionally inherit property and leadership roles (Bachofen, 1861; Tete, 2024). In these societies, the perpetuation of matriarchal structures is often linked to the cultural significance placed on women's contributions to the community, their role in preserving traditions, and their central position in the family unit (Bachofen, 1861; Byrnes et al., 2024; Gottner-Abendroth, 2004).

The concept of a matriarchal society is not new; it has roots in various historical and mythological contexts (Esa & Yuliana, 2024; Gottner-Abendroth, 2004). However, Barbie Land in *Barbie* movie presents a unique case where

matriarchy is not just a relic of the past but a living, thriving system. This journal seeks to explore the mechanisms that sustain this matriarchal condition, its cultural significance, and the potential lessons it offers for contemporary society.

Barbie, a movie released in 2023 and directed by Greta Gerwig, explores the fictional world of Barbie Land, where a matriarchal society prevails (Gerwig, 2023). The movie portrays a utopian society where women, represented by various versions of the iconic Barbie doll, hold positions of power, influence, and decision-making. The narrative follows the journey of Barbie as she navigates through the challenges of maintaining this idealized world while confronting the complexities of the real world, where gender dynamics are markedly different (Gerwig, 2023). The movie, while entertaining, also serves as a critical commentary on gender roles, power structures, and the societal expectations placed on women. Through its vivid portrayal of a matriarchal society, the *Barbie* movie invites audiences to reflect on the implications of such a system in both fictional and real-world contexts (Bachofen, 1861; Gerwig, 2023).

This movie carries a strong feminist theme that highlights the roles of women in society (Gerwig, 2023). The movie shows Stereotypical Barbie, who is confused about her identity, having a significant meeting with Ruth Handler, the creator of Barbie. Ruth tells her that she can be anything she wants and does not have to follow a predetermined path. Ruth also shows Barbie visions of motherhood to inspire her. Moved by this, Stereotypical Barbie decides to become a real human named Barbara Handler, with the support of her friends Gloria and Sasha (Gerwig, 2023). They embark on an important journey together, and Barbie confidently announces that she is going to see a gynecologist, symbolizing a major change in her life as she ventures into the real world to find herself. In the movie, Barbie is portrayed as a dominant figure, both in her world and in the real one. She is not someone who can be easily controlled; she always challenges the status quo. Despite facing doubts, she has a courageous spirit and supportive friends (Gerwig, 2023). This is how the movie portrays how Barbie holds the perpetual matriarchal condition in Barbie Land.

The research objective of this research is to investigate perspective of matriarchal condition in Barbie movie. This objective focuses on the dialogues uttered in the movie analyzed through Heide Gottner-Abendroth's theory of matriarchy. By stating so, this study pays more attention to how realities in literature may reflect experiences in everyday life in which women are used to be undermined but actually they have big roles in building societies to better future especially in matter of leadership.

Moreover, previous studies have been done related to gender studies and Barbie movie. The first one is written by N. Myisha et al. in 2023 entitled *Decoding the Perpetuation of Patriarchal Culture in the Barbie Movie* (Myisha, et al., 2023). This study accentuates the prolonging patriarchal system in the Barbie movie. The similarity of that journal and this one is the object of Barbie movie being used, while the difference is seen at the perspective as the previous one underlines patriarchal culture while this one explores matriarchal condition. The second one is composed by M. Nadji in 2023 entitled *The Representation of Western Cultural Construction of Gender in Barbie Movie: Challenges and Outcomes* (Nadji, 2023). This study puts focus on of Western culture affect Barbie movie regarding its contents and even its cinematography. The similarity of that journal and this one is the object of Barbie movie being used, while the difference is seen at the perspective as the previous one underlines the effect of Western culture in the movie while this one explores matriarchal condition in such. The third one is written by N. Mathe in 2024 entitled *"I'm not Pretty Anymore: "Femininity and Beauty in the Barbie Movie* (Mathe, 2024). This article accentuates the construction of beauty in Barbie movie. The similarity of that journal and this one is the object of Barbie movie being used, while the difference is seen at the perspective as the previous one underlines the construction of beauty in the movie while this one explores matriarchal condition in such.

From those three above previous studies, the novelty of this current research is clear; matriarchal condition in Barbie movie is never explored before. It is true that the movie has been discussed through gender studies, but its perspective in matriarchy is not yet researched. By indicating matriarchal

condition, Barbie movie is enriched to be seen from the senses of women that have their natural advantages on leadership compared to men. Therefore, though world is known for patriarchal culture, but matriarchal condition is always intact as remembered through Barbie movie.

METHOD

The researchers use qualitative method to analyze the data. This approach describes and explains the data in detail. The focus of the research is the movie script of Barbie, and the main data are the elements of the story within the script. Through explorative approach, the researchers look closely at the dialogues and other parts of the script that show themes of matriarchy and feminism and analyze them through theory of matriarchy by Heide Gottner-Abendroth. Furthermore, to gather the necessary information, the research involves two steps in closed reading data collection using the Barbie movie script by Greta Gerwig as the primary source, and collecting additional information from other sources to support the research goals. The analysis is done through content analysis that reviews the categorized data, compare the data with the theory, and report the research alongside conclusion and reference list.

FINDINGS AND DISCUSSION

Women and Matriarchal Condition in Barbie Land

Barbie's movie script by Greta Gerwig in 2023 follows the impact of the Barbie doll on society. In Barbie Land, Barbies hold all the power, while Kens are mostly insignificant. When Stereotypical Barbie faces an existential crisis, she and Beach Ken travel to the real world. There, Ken discovers patriarchy and returns to take over Barbie Land, making the Barbies submissive. Barbie, feeling lost, receives help from Gloria, Sasha, and others to restore the original order of Barbie Land. Ken eventually realizes he needs to find his own identity, and Barbie, inspired by her creator Ruth Handler, decides to live as a human in the real world, embracing her new life as Barbara Handler. The data below indicates how Barbie Land is actually so matriarchal that shapes significant point of feminine reality.

Data 1

*“She has her own money, her own house, her own car,
her own career.”* (Gerwig, 2023)

Barbie represents an independent woman who can create her own money, has her own house, her own car, and a career. This reflects that Barbie is financially stable and has achieved goals in different parts of her life (Gerwig, 2023). She is not dependent on anyone, showing that women, just like Barbie, can be strong and successful on their own. The idea is to highlight Barbie as a symbol of independence and accomplishment, breaking traditional stereotypes and portraying women as capable and self-sufficient in matriarchal aspects of their lives.

Data 2

*“And this is my Dreamhouse. It’s Barbie’s
Dreamhouse.*

“It’s not Ken’s Dreamhouse. Right?” (Gerwig, 2023)

Stereotypical Barbie emphasizes to Ken that the house they are in is her Dreamhouse, not Ken's. She asserts that it belongs to Barbie, not Ken, and implies that he should leave. This statement showcases Stereotypical Barbie's sense of ownership and control over the situation, asserting her authority in her own Dreamhouse (Gerwig, 2023). It implies that Ken should respect Barbie's space because she is dominant in her matriarchal house.

Data 3

“Every night is girls’ night”

“Mmm-hmm, Every night. Forever.”

“Every night”

“Forever and ever” (Gerwig, 2023)

Ken expresses disappointment because every night is girls' night, leaving him with limited time to spend with Stereotypical Barbie. In response, Stereotypical Barbie agrees, stating that every night and forever will be girls' night, emphasizing that she cannot be bothered with anything else (Gerwig, 2023). This suggests that Stereotypical Barbie has set a daily routine centers around girls'

night, prioritizing time with her female friends (Gerwig, 2023). That situation is such matriarchal convention among the Barbies, as also agreed by Stereotypical Barbie.

Data 4

*“I’m like the Barbie you think of when someone says,
“Think of a Barbie.”.*

“That is me.” (Gerwig, 2023)

Weird Barbie suggests that to restore her feet to normal, she needs to go into the Real World and help the girl who is used to play with her. However, Stereotypical Barbie refuses, stating that she does not want to do that. Stereotypical Barbie explains that she is not an Adventure Barbie, she is the Barbie that comes to people's minds when they think of Barbie, the Stereotypical Barbie (Gerwig, 2023).

Data 5

*“Faster I figure it out, the faster we get to go home.”
(Gerwig, 2023)*

Stereotypical Barbie tells Ken that the faster she figures out the girl she is looking for, the faster they can go back home. She is emphasizing the importance of solving the issue promptly so they can return home faster (Gerwig, 2023). Stereotypical Barbie wants Ken to understand that she is focused on resolving the matter as faster as possible, and she does not want any distractions or disruptions that might slow down her progress. The statement suggests her determination to handle things efficiently and get back home without unnecessary delays (Gerwig, 2023).

Data 6

*“Don’t worry.”
“Everyone really likes me and thinks I’m cool and
pretty.” (Gerwig, 2023)*

Stereotypical Barbie meets a girl named Sasha, but one of Sasha's friends says Barbie cannot talk to Sasha. Sasha can talk to Barbie, but Barbie is not permitted to talk to Sasha. However, Stereotypical Barbie does not give up

(Gerwig, 2023). She tells Sasha's friend not to worry because Barbie thinks everyone likes her and believes they think she is cool and pretty (Gerwig, 2023). Barbie is confident and positive, showing that she wants to be friends with Sasha despite what her friend says (Gerwig, 2023).

Data 7

"I'm only your favorite woman all of time."

"Barbie!" (Gerwig, 2023)

Stereotypical Barbie meets Sasha and introduces herself. When Sasha asks who she is, Barbie confidently declares, that she is favorite woman all of time, Barbie (Gerwig, 2023). Stereotypical Barbie believes that everyone likes her, so she playfully says she is everyone's favorite (Gerwig, 2023). It shows that Barbie is friendly and likes to have fun, thinking that people see her as cool and enjoyable (Gerwig, 2023). This makes her confident and happy to meet new people like Sasha.

Data 8

"Barbie is a doctor and a lawyer and a senator and a Nobel Prize winner." (Gerwig, 2023)

Stereotypical Barbie tells Sasha that Barbie is like a superhero because Barbie is a doctor, a lawyer, a senator, and even a Nobel Prize winner (Gerwig, 2023). Stereotypical Barbie is trying to explain to Sasha that Barbie can be anything she wants to be (Gerwig, 2023). It is like Barbie has many different jobs and achievements, and Stereotypical Barbie wants to make sure Sasha knows that Barbie is not just one thing that she has imagined. Stereotypical Barbie is excited to share all the amazing things Barbie can be and do, showing Sasha that Barbie is a versatile and impressive character (Gerwig, 2023).

Data 9

"No, no, no. You're describing something stereotypical Barbie is so much more than that." (Gerwig, 2023)

Sasha blames Barbie for everything that has happened to women in Real World, because Sasha feels that Barbie represents everything wrong with their culture such as sexualized, capitalist, and unrealistic physical ideals (Gerwig,

2023). Sasha blames everything on Barbie but Stereotypical Barbie defends herself that Barbie is not like what Sasha says, what Sasha says is just a stereotype to Barbie but Barbie is more than that she thinks (Gerwig, 2023).

Data 10

“Women hold all major positions of power, control all the money.” (Gerwig, 2023)

Stereotypical Barbie shares with Sasha and her mom that in Barbie Land, women are in charge of everything (Gerwig, 2023). Stereotypical Barbie explains that women hold all the big jobs, have the top positions, and control all the money. This suggests that in Barbie Land, it is the women who have the most power and influence (Gerwig, 2023). Stereotypical Barbie is emphasizing the idea that in her imaginative world, women dominate and take on important roles, underlining a unique perspective on leadership and control in the Barbie Land (Gerwig, 2023).

Data 11

“We have a female president and it’s fun and work and friendship and female 24/7.” (Gerwig, 2023)

In this part of the story, Stereotypical Barbie shares with Sasha and her mother that Barbie Land is governed by a female president (Gerwig, 2023). Stereotypical Barbie describes the female president as someone who brings fun, work, and friendship to Barbie Land. She emphasizes the strong connections among the Barbies, highlighting that the female president enjoys close friendships with others (Gerwig, 2023). Additionally, Stereotypical Barbie mentions that every night, the female president participates in a girls' night party, underscoring the supportive and sociable atmosphere in Barbie Land.

Data 12

“Wait until you see my Dreamhouse’
“Everything I’ve bought and own will totally inspire you.”
“And we can change clothes again!” (Gerwig, 2023)

Stereotypical Barbie wants to show her Dreamhouse, and what she has in the Dreamhouse which she thinks will inspire Sasha and Sasha's mom. She also invites Sasha and her mom to change clothes according to what they want when they arrive at the Stereotypical Barbie's Dreamhouse. This is also part where Stereotypical Barbie welcomes both two persons and ask them to feel the senses of becoming Barbie in Barbie Land.

Theory of Matriarchy and Its Prolonging Situations

Heide Gottner-Abendroth developed a comprehensive theory of matriarchy that challenges conventional understandings of social structures and offers a new perspective on gender relations. She defines matriarchy as a non-patriarchal social structure where women, particularly mothers, are central to the social, political, and cultural life of the community (Esa & Yuliana, 2024; Gottner-Abendroth, 2004). However, her theory goes beyond simply placing women at the top of a power hierarchy. She argues that matriarchies are egalitarian, cooperative, and based on principles of nurturing, care, and reciprocity. In this sense, matriarchy is not just about female dominance but about a balanced, harmonious society where both genders participate equally, though women hold a central, respected position due to their roles as life-givers and caregivers (Bachofen, 1861; Gottner-Abendroth, 2004; Hamidah et al., 2023).

There are various aspects of matriarchy that takes place in life. First, Matriarchal Economy in which economic systems is based on sharing and communal ownership rather than competition and private property. Resources are distributed according to need, and the community works together to ensure everyone's well-being (Fadiyah et al., 2023; Gottner-Abendroth, 2004; Ibrahim et al., 2022). This stands in contrast to capitalist or patriarchal economies that emphasize individual accumulation of wealth. Second, Matriarchal Politics play more in participatory and consensus-based decision-making processes. Leadership is often distributed among several individuals or groups and the focus is on achieving the common good rather than exercising power over others.

Third, Matriarchal Culture and Spirituality emphasize the sacredness of life, the earth, and the interconnectedness of all beings. Spiritual practices often revolve around fertility, nature, and the reverence of ancestral mothers or goddesses as understood in Gaia theory either (Bachofen, 1861; Gottner-Abendroth, 2004; Hamidah et al., 2023). Gottner-Abendroth argues that these cultures foster a deep respect for the environment and for each other, which leads to more sustainable and peaceful ways of living. Fourth, Motherhood is a Central point beyond a biological role. It is a social and spiritual one. The figure of the mother is central to the identity of the community, and her nurturing role extends beyond her own children to the entire community (Fadiyah et al., 2023; Gottner-Abendroth, 2004; Ibrahim et al., 2022). This role is reflected in the organization of society, where maternal values such as care, empathy, and cooperation are crucial.

Gottner-Abendroth's work challenges the traditional view of patriarchy by proposing that matriarchal societies are fundamentally different, offering an alternative model of social organization that prioritizes balance, mutual respect, and the well-being of all members (Bachofen, 1861; Gottner-Abendroth, 2004). Matriarchal elements are still present and will always be. It provides a framework for understanding how societies can be organized in a way that is equitable, sustainable, and nurturing, countering the often hierarchical and oppressive structures of patriarchal systems.

Noteworthiness of Matriarchal Condition in Barbie Land

This part is the analysis in which the data from various quotations above are compared to the theory of patriarchy. It is underlined below;

In data 1, the quotation shows Barbie as a symbol of independent and successful women. In this case, Barbie shows that women can achieve financial stability and success without dependence on men. A patriarchy social system focuses on mothers playing a major role in society, responsibilities economic support, social well-being, or cultural and political matters for everyone (Pantja, 2024; Setri & Setiawan, 2020). This is in line with matriarchal conditions which highlight aspects of power and independence which are reflected in the

representation of Barbie as a figure who represents changes to traditional stereotypes regarding the role of women.

In data 2, the quotation shows that Stereotypical Barbie asserts her ownership of the Dreamhouse that she owns, showing her control and authority to Ken. Being an Alpha Female is a mindset that comes from choosing to be ambitious and taking matriarchal pride in it (Bachofen, 1861; Pantja, 2024; Pineault, 2021). Furthermore, matriarchal conditions emphasize women's role in leading and controlling, and in the quotation above, Stereotypical Barbie illustrates these characteristics by asserting ownership and decisions over the Dreamhouse. The awareness of the power that Stereotypical Barbie has shown is the matriarchal conditions reflected in Barbie Land.

In data 3, the quotation shows that Stereotypical Barbie's unwavering commitment to girls' night indicates her assertion of independence and irresistible power. This also underscores a purposeful choice to create a space where women are central and important, emphasizing the autonomy and power they have that cannot be changes on a daily life. Alpha Female usually holds important roles in their communities and workplaces (He, 2024; Janelli, 2024). This reflects a power dynamic where Stereotypical Barbie displays power and control over what she owns in Barbie Land.

In data 4, the quotation shows that Stereotypical Barbie does not want to change anything, Stereotypical Barbie's refusal to engage in adventure or break away from her established image reflects pressures or limitations imposed by societal norms, so that reinforcing the traditional roles associated with her iconic figure. Refusal to accept change can be seen as a reflection of a matriarchal society's rejection of developing norms or breaking away from traditional norms roles, highlighting stereotype that can influence individuals (Haspari, 2024; He, 2024; Smith, 2023).

In data 5, the quotation shows the efficiency actions carried out by Stereotypical Barbie which is expected by a matriarchal society. In a matriarchal structure, women have a dominant position than men (Bachofen, 1861; He, 2024; Sanday, 2018). Stereotypical Barbie reflects the value of women's autonomy who

wants to solve tasks or problems quickly and efficiently, and even independently. Speed in resolving problems can be seen as an effort to avoid obstacles or distractions that arise, maintaining control to stay in the flow is a characteristic of a woman who is dominant and has the power to control herself and others. It is also implied that Stereotypical Barbie does not need Ken's help to do the task efficiently.

In data 6, the quotation shows the confidence and positive attitude shown by Stereotypical Barbie over potentially challenging social situations in their relationships with Sasha and her friends. Stereotypical Barbie's confident attitude reflects her desire to build positive and supportive relationships. Alpha Female feels sure of herself in different situations (Janelli, 2024; He, 2024). She does not doubt her skills, and she believes in her abilities, qualities, and judgment. This is also the quality stated inside matriarchal condition.

In data 7, Stereotypical Barbie's statement shows a confident attitude in which Stereotypical Barbie considers herself to be liked by everyone. However, that quote also shows a happy attitude when meeting Sasha. In this case, Stereotypical Barbie's self-confident and cheerful attitude reflects her desire to build positive and enjoyable relationships. She believes that women are the ultimate figures that take roles in a central position. Stereotypical Barbie also thinks that everyone must like her as a woman because that is how matriarchal condition works. Everyone likes women in charge so that everyone must also like Stereotypical Barbie (Barowski & Alston, 2023; Nurdin et al., 2024; Silalahi et al., 2024).

In data 8, the quotation shows Stereotypical Barbie's efforts to change the stereotypical perception of the Barbie character and highlight the wide potential of achievement that girls can achieve. In a matriarchal society, women are at the center of everything politics, social life, and families (Tete, 2024). It emphasizes the freedom and diversity of women in determining their careers and achievements. Stereotypical Barbie wants to provide a positive picture of the diversity of roles and achievements that Barbie has, illustrating that women can be whatever they want.

In data 9, the quotation shows Stereotypical Barbie's form of defense against Sasha's views. In this case, it is a form of Stereotypical Barbie's effort to fight against stereotypes and expectations that are placed on women in a society that reflects matriarchal values. Stereotypical Barbie's rejection of the stereotypes imposed by Sasha shows an effort to fight for a broader and more complex female identity. In a matriarchy, women have a dominant role or significant power (Nurdin et al., 2024; Silalahi et al., 2024; Tete, 2024). Stereotypical Barbie refuses to be categorized or identified solely based on stereotypes that are considered to reduce the dignity of women in a matriarchal society. The values involved the idea of women being ultimate in that world. The matriarchal ideas are not merely about conditions or points, but those are the guiding factors that precede the values of women (Nurdin et al., 2024; Silalahi et al., 2024; Tete, 2024).

In data 10, Stereotypical Barbie's statement about women holding positions, power, controlling money in Barbie Land shows matriarchal conditions where in a matriarchal system, women dominate or have significant power. Stereotypical Barbie's statement reflects her thoughts about how an idealized society should function. Matriarchal means a system society where women are the ones leading or having the most control (Nurdin et al., 2024; Silalahi et al., 2024; Tete, 2024). Women have significance in all important positions and control finances showing the concept that women in Barbie Land have great power and influence. This is interpreted as Stereotypical Barbie's way of expressing her aspirations for women's empowerment.

In data 11, Stereotypical Barbie shows the power of women in Barbie Land where she mentions that Barbie Land is led by a female president there. It is seen in matriarchy system where women dominate or have significant roles (Haspari, 2024; Nurdin et al., 2024; Tete, 2024). Its depiction of matriarchal condition which a female president bringing fun, work, and friendship reflects Stereotypical Barbie's aspirations for female leadership that combines various positive elements in society. It also underscores indication that women can be full power over a position and power.

In data 12, the quotation shows Stereotypical Barbie's statement about her desire to show her Dreamhouse to Sasha and Sasha's mom. It is hoped that what Stereotypical Barbie has now can inspire them and Stereotypical Barbie also asks them to dress as they wish. Alpha Female's ambition comes from knowing herself and asking other people to feel what she has, achieves, and dreams. This is also a time when Stereotypical Barbie firms her purpose to reach better goals with strong motivation and determination (Haspari, 2024; Nurdin et al., 2024; Regain, 2023). It values of individuality and freedom of expression in her surroundings that reflect freedom of expression among women.

The analysis above shows how patriarchy condition is crucial for women beings. It is also crucial in underlining literary analysis based on women's perspectives. It gives contribution to further leadership of women that should always be appreciated beyond any patriarchal shadow in any community.

CONCLUSION

In *Barbie* movie, the world of Barbie Land is a place where women hold all the power, making it a strong exemplary independent, confident, and fully control leaders of their lives. Barbie Land then reflects a utopian world where gender equality is totally owned by women. It is a specific place where women own their homes, make their own decisions, and do not rely on men to succeed. This portrayal of women as powerful and capable sends a clear message that women can achieve great things on their own. In Barbie Land, women lead in every aspect whether it is in politics, the workplace, or social life. They support each other, celebrate their successes, and maintain a close community where their voices are heard and respected. This system challenges the traditional view that men must always be in charge and offers a new perspective on what leadership and power can look like. A society where women are at the center, making important decisions and supporting one another, could lead to more equality and fairness. This vision of a matriarchal society invites audience to imagine a future where women's contributions are fully recognized and where they have the opportunity to lead in all areas of life. Through Barbie Land, matriarchal points

are ways to understand power based on cooperation, mutual support, and the belief that women can be powerful leaders in their own rights. Moreover, this research shows such wider implication that Barbie movie and its Barbie Land may reflect the deep connection between literary and real world condition. It is indeed especially when women play important roles in leadership regarding their matriarchal conditions that may improve gender equality in advance.

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