



LAMPIRAN

Lampiran 1 Transkrip Wawancara

Transkrip Wawancara Informan 1

Nama : Michelle
Usia : 21 tahun
Domisili : Jakarta
Profesi : Mahasiswi
Tanggal wawancara : 19 Desember 2023
Waktu wawancara : 15:15 – 15:50 WIB
Tempat wawancara : Rumah Peneliti
Keterangan :
G – Gabrielle (Peneliti)
M – Michelle (Informan)

Inisial	Dialog
G	<i>“Recording terhadap wawancara pada hari Selasa 19 Desember 2023, bersama narasumber pertama, yaitu Michelle. Untuk Michelle, nama akan dijelaskan untuk pengenalan diri, termasuk umur, gender, dan domisili.”</i>
M	<i>“Perkenalkan, nama saya Michelle. Saya berusia 21 tahun dan berasal dari jurusan Ilmu Komunikasi di Jakarta. Saya adalah seorang perempuan.”</i>
G	<i>“Oke, jadi sebagai pembuka, saya akan melakukan wawancara berdasarkan topik feminisme dan analisis resepsi dalam film Barbie . Dengan itu, saya ingin mengkonfirmasi apakah Michelle sudah menonton Barbie ?”</i>
M	<i>“Sudah.”</i>
G	<i>“Berapa kali?”</i>
M	<i>“Sudah dua kali.”</i>
G	<i>“Oke, berarti kita dapat menyimpulkan bahwa Michelle dapat dianggap valid dan mungkin bisa menjawab pertanyaan dari wawancara. Untuk itu, pertama-tama, pertanyaan dasar, apakah Anda menikmati Barbie ? Bagaimana pendapat Anda secara keseluruhan terhadap Barbie ?”</i>
M	<i>“Yes, of course, I like Barbie .”</i>
G	<i>“Bagaimana dengan film Barbie , khususnya ending-nya? Bagaimana pendapat Michelle?”</i>
M	<i>“Saya melihat bahwa dalam film Barbie terdapat banyak pesan yang disampaikan. Orang-orang mungkin perlu lebih teliti saat menonton untuk memahami maksud pesan dari Barbie . Jadi, film ini bukan hanya tentang pengulangan Barbie itu sendiri, tetapi juga mengandung banyak pesan tersurat.”</i>
G	<i>“Jadi, Barbie sebagai film memiliki berbagai macam makna yang harus dipahami dengan teliti. Menurut Michelle, apakah ada beberapa adegan atau hal di dalam film yang membuatnya setuju atau tidak setuju, atau bahkan merasa netral? Bisakah Michelle menjelaskannya?”</i>
M	<i>“Misalnya, dari sudut pandang saya sendiri, ada beberapa adegan yang menurut saya saya setuju. Mengapa? Mungkin karena hal itu berkaitan dengan isu feminisme, jadi saya setuju. Namun, bukan berarti saya bisa disebut sebagai seorang feminis sepenuhnya. Saya lebih condong ke arah netral.”</i>
G	<i>“Jadi, ada beberapa adegan di film Barbie yang membuat Michelle setuju atau merasa netral. Detailnya bisa dijelaskan, seperti saat Barbie sedang melakukan apa, atau karakter-karakter tertentu dalam film yang membuat Michelle merasa setuju, netral, atau tidak setuju?”</i>
M	<i>“Contohnya, dalam film Barbie , Barbie awalnya merasa ingin melangkah lebih jauh dan menjadi seperti Ken. Namun, dalam film tersebut, konsep gender equality tidak diterapkan. Cowok dianggap memiliki kekuasaan dan hak-hak tertentu, sedangkan cewek dianggap tidak memiliki hak yang sama.”</i>



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G (C) Hak cipta milik IBI MKG (Institut Bisnis dan Informatika Kwik Kian Gie) M G M G M G M	Hak Cipta Dilindungi Undang-Undang	G <i>“Dengan ini, Michelle tidak setuju dengan pesan film ini karena dianggap tidak sesuai dengan zaman sekarang yang sudah tidak lagi memandang martabat cowok lebih tinggi. Michelle melihat pesan film Barbie sebagai sebuah bentuk feminisme. Bolehkan dijelaskan adegan mana yang mencerminkan mengenai feminisme.”</i>
		M <i>“Salah satu adegan yang mencerminkan ini adalah di akhir film, di mana mereka mencoba untuk merebut kembali tempat mereka. Ken terobsesi untuk memiliki kekuasaan yang seolah-olah hanya dimiliki oleh cowok, dan Barbie bersama teman-temannya berusaha merebut kembali kekuasaan itu.”</i>
		G <i>“Menurut Michelle, jika kita melihat perspektif Ken sebagai seseorang yang ingin lebih memperjuangkan hak pria, indikasinya dapat dilihat dari adegan di Barbie land. Michelle menyatakan bahwa Ken mencoba untuk berkuasa di sana, sehingga Barbie harus mengambil alih sebagai gerakan feminisme menurut pandangan Michelle. Tetapi, apa yang menjadi indikasi bahwa Ken ingin memperjuangkan hak-hak pria menurut Michelle?”</i>
		M <i>“Berdasarkan film yang ditonton, keinginan Ken untuk berkuasa mungkin bermula dari Barbie itu sendiri. Pada awalnya, Barbie land dikuasai oleh perempuan, termasuk Barbie. Namun, sebagai pria, Ken mungkin merasa bahwa dia tidak memiliki kekuasaan atau hak tertentu. Sebagai hasilnya, dia mungkin memiliki keinginan untuk menjadi seperti Barbie, tetapi bukannya merasa setara, dia mungkin ingin lebih tinggi dan memiliki kekuasaan yang lebih besar. Hal ini bisa disebabkan oleh perasaan iri terhadap Barbie atau mungkin merupakan bentuk meremehkan perempuan, dan hal ini menjadi dorongan baginya untuk mencoba mengambil Kendali. Ini yang menandakan mungkin sifat dari patriarki pada pria yang saya tidak setuju.”</i>
		G <i>“Sekarang, jika kita melihatnya dari perspektif realita, Michelle dapat menginterpretasikan bahwa film Barbie memiliki berbagai unsur feminisme, terutama melalui beberapa adegan yang melibatkan Barbie, Ken, dan karakter-karakter lainnya. Namun, sebelum menontonnya, apa yang diharapkan oleh Michelle saat mengetahui tentang film Barbie dalam Live action?”</i>
		M <i>“Saya awalnya memiliki harapan bahwa film ini mungkin hanya merupakan refilming dari versi kartun Barbie yang sebelumnya. Namun, setelah menontonnya, saya menyadari bahwa film ini jauh lebih dari sekadar tontonan anak-anak. Menurut saya, film ini penuh dengan pesan-pesan yang terang-terangan membahas makna feminisme. Meskipun Barbie secara tradisional ditujukan untuk anak-anak, menurut saya, film ini sebenarnya lebih ditujukan untuk mereka yang dahulu suka dengan Barbie saat masih kecil, yang kini sudah dewasa dan mungkin ingin merasakan nostalgia dengan menonton film Barbie yang lebih berbobot.”</i>
		G <i>“Dengan demikian, dapat disimpulkan bahwa Michelle, sebelum menontonnya, mungkin sudah menonton beberapa film Barbie sebelumnya, tetapi harapannya terhadap film ini ternyata melebihi ekspektasinya sebagai sekadar refilming anak-anak. Dengan ini, apakah Michelle sudah menonton film Barbie dalam bentuk animasinya kah?”</i>
		M <i>“Perbedaan antara film Barbie versi kartun dan film Barbie versi real life terlihat cukup signifikan, terutama dalam cara menyampaikan pesan, dialog, dan kontennya. Menurut saya, film Barbie the Movie memiliki konten yang lebih mendalam daripada film Barbie versi kartun. Ini terlihat dari penyampaian pesan feminisme yang lebih eksplisit dan terang-terangan, menjadikannya lebih sesuai untuk pemirsa yang sudah dewasa. Selain itu, karakter Barbie dalam film versi real life diwujudkan sebagai tokoh yang lebih nyata, bukan hanya karakter kartun. Ini memberikan kesempatan untuk menjelajahi kepribadian dan perjalanan hidup Barbie dengan lebih mendalam, berbeda dengan representasi yang lebih sederhana dalam versi kartun. Film Barbie the Movie juga lebih fokus pada perspektif hidup dan kepribadian karakternya. Saya melihat bahwa film ini membawa isi hidup dan perjuangan karakter dalam cara yang lebih nyata dan kompleks. Dialog dalam film ini mungkin juga lebih dewasa, menyesuaikan dengan target pemirsa yang lebih tua daripada film Barbie versi kartun yang lebih ditujukan untuk anak-anak.”</i>
		G <i>“Sebagai penonton yang dulunya suka menonton film Barbie versi kartun, Michelle mengakui bahwa ekspektasinya sebelum menonton film Barbie versi real life awalnya hanya sebagai refilming anak-anak. Namun, setelah menontonnya, Michelle menyadari bahwa film ini jauh lebih dari itu. Film Barbie the Movie diarahkan kepada mereka yang suka dengan Barbie saat masih kecil dan kini sudah dewasa, dengan kontennya yang lebih mendalam dan relevan untuk pemirsa yang lebih tua. Perubahan ini membuka pandangan Michelle terhadap Barbie menjadi perspektif yang berbeda kah atau bagaimana?”</i>
		M <i>“Sejujurnya, ada sedikit perubahan dalam pemikiran saya tentang Barbie. Ketika saya masih suka Barbie sebagai anak-anak, saya tidak pernah memikirkan bahwa di dalam film Barbie ada pesan-pesan tentang feminisme dan gender equality. Saya hanya melihatnya sebagai hiburan semata. Namun, setelah saya menonton film terbaru, Barbie the Movie, yang menggambarkan siapa sebenarnya Barbie dan bagaimana dia menghadapi hidupnya, termasuk konsep gender equality dan feminisme, saya mulai memikirkan pandangan saya terhadap Barbie dengan lebih realistis. Film ini bukan sekadar hiburan, melainkan memiliki pesan-pesan yang tersembunyi, terutama terkait dengan pergerakan feminisme dan gender equality yang sedang marak saat ini. Mungkin karena filmnya sendiri</i>

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C Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie) Hak Cipta Dilindungi Undang-Undang M G M G M G		lebih realistis, pandangan saya terhadap Barbie pun menjadi lebih mendalam. Saya mulai menyadari bahwa Barbie bukan hanya karakter fantasi yang menghibur, tetapi juga mencerminkan pergerakan zaman sekarang terkait dengan kesetaraan gender dan feminisme. Perubahan ini membantu saya melihat Barbie sebagai tokoh yang bisa menjadi inspirasi dan mencerminkan nilai-nilai yang relevan dengan perkembangan masyarakat saat ini.”
	G	“Apakah Michelle lebih setuju dengan film Barbie yang terbaru secara umum, terutama setelah menyadari pesan-pesan tersembunyi mengenai feminisme dan gender equality di dalamnya? Adakah beberapa adegan atau pesan dalam film yang membuat Michelle merasa netral atau bahkan memiliki pendapat yang beragam? Bagaimana Michelle menafsirkan setiap adegan dan pesan dalam film tersebut, dan apakah pandangannya terhadap film Barbie mencakup berbagai nuansa?”
	M	“Setiap scene dalam film Barbie, pada akhirnya, memberikan jawaban atau penutup terhadap pertanyaan yang muncul di awalnya, khususnya terkait dengan isu feminisme atau gender equality. Pendapat saya tentang kesan netral terhadap film ini adalah bahwa film Barbie seharusnya tetap diperuntukkan untuk anak-anak. Menurut saya, film tersebut tidak seharusnya dibuat terlalu berat dan kompleks, mengingat Barbie pada dasarnya dulu dibuat untuk menghibur anak-anak. Meskipun begitu, saya mencatat bahwa isi film Barbie versi terbaru terasa lebih berat dan lebih cocok untuk penonton dewasa. Hal ini dapat dilihat sebagai suatu ketidaksesuaian dengan tujuan awal Barbie yang lebih ditujukan untuk menghibur anak-anak.”
	G	“Apakah Michelle merasa bahwa film Barbie yang baru lebih sesuai untuk direkomendasikan kepada teman-temannya setelah menontonnya? Bagaimana pandangan Michelle terhadap kesesuaian film Barbie untuk anak-anak, dan apakah menurutnya pesan-pesan dalam film tersebut dapat dipahami dengan baik oleh anak-anak? Apakah Michelle berpendapat bahwa film Barbie lebih cocok untuk orang yang pernah bermain dengan Barbie, dan mengapa ia memiliki pandangan seperti itu? Bagaimana Michelle melihat perbedaan antara film Barbie yang lebih baru dengan film Barbie yang lebih tradisional, dan apakah menurutnya konten yang lebih berat menjadi suatu tembok untuk mempertahankan esensi Barbie yang dulu ditujukan untuk anak-anak? Apakah Michelle berpikir bahwa film Barbie seharusnya lebih kembali fokus untuk menghibur anak-anak?”
	M	“Sebenarnya, menurut saya, Barbie sejak dulu dibuat untuk anak-anak, bukan untuk orang dewasa. Saya pernah berpikir, Kenapa dalam film Barbie the Movie justru tampaknya ditujukan untuk khalayak orang dewasa. Sebab, tidak semua orang mengharapkan bahwa isinya bisa sedikit berat. Ketika film Barbie ini muncul, orang tua ingin anak-anak mereka menonton karena itu Barbie. Namun, banyak yang kecewa setelah menonton karena film Barbie-nya terkesan berbeda. Apakah anak-anak saya akan mengerti? Ini tergantung pada usia mereka. Menurut saya, sebaiknya Barbie tetap diarahkan untuk anak-anak, menghibur tanpa membawa isu-isu yang terlalu berat. Di zaman sekarang, tentang feminisme atau gender equality, seandainya anak-anak bisa mengerti, mungkin usianya masih di bawah umur. Menurut saya, film Barbie seharusnya lebih condong ke kesenangan anak-anak, bukan membawa isu yang terlalu kompleks. Meskipun saya mungkin salah, dan bisa jadi film Barbie ini ditujukan untuk penonton yang lebih dewasa, sekitar usia tujuh belas tahun ke atas. Tapi pada akhirnya, tidak ada yang tahu secara pasti isi dari film tersebut.”
	G	“Jadi, dalam pandangan Michelle, mungkin ada sesuatu yang dianggap sebagai oposisi, terutama terkait dengan konten Barbie. Bagi Michelle, Barbie mungkin menjadi subjek kontroversi, terutama jika membahas isu feminisme. Apakah Michelle setuju, tidak setuju, atau bahkan netral terhadap ide bahwa Barbie seharusnya menjadi wadah untuk membicarakan feminisme?”
	M	“Sebenarnya, ini adalah perspektif individu terhadap Barbie, sehingga tidak bisa digeneralisir. Namun, menurut pandangan saya, Barbie bisa menjadi alat untuk menyampaikan pesan feminisme, seperti yang disebut oleh Gaby sebelumnya. Namun, hal ini tergantung pada bobot dan kontennya, sebab Barbie mayoritas karakternya adalah cewek, walaupun ada Ken-nya. Namun, penting untuk menjaga agar tidak terlalu berat, terutama mengingat bahwa Barbie dari dulu ditujukan untuk anak-anak. Jadi, menurut saya, setuju dengan konsepnya, hanya saja perlu menyaring porsinya agar dapat dipahami oleh anak-anak.”
	G	“Jadi, jika kita melihat dari indikasi yang disampaikan oleh Michelle, hanya Michelle yang menginterpretasikan bahwa film ini memiliki nuansa feminisme. Namun, Greta Gerwig, selaku direktur, secara langsung menyatakan dalam wawancara YouTube bahwa film ini memang digunakan sebagai kampanye feminisme. Adakah kesadaran bahwa Barbie digunakan oleh Greta sebagai alat kampanye feminisme, sejauh yang bisa dipahami dari pernyataan dan wawancaranya?”
	M	“Sebelumnya, saya tidak mengetahui bahwa Greta Gerwig menjadi direktur dari film Barbie ini. Namun, pada kali pertama hingga kedua saya menontonnya, saya menyadari bahwa film ini pasti memiliki unsur-unsur yang mendukung pergerakan feminisme.”
	G	“Jadi, maksud Michelle adalah bahwa pada awalnya dia kurang sadar bahwa film Barbie memiliki unsur feminisme, terutama karena pengaruh dari direkturnya sendiri, Greta Gerwig. Menurut Michelle, apakah upaya Greta menjadikan film Barbie sebagai kampanye feminisme berhasil atau tidak?”

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M	"Menurut saya, sebenarnya bisa dibilang berhasil atau tidak, karena mayoritas penonton kemungkinan besar adalah anak-anak yang awalnya tidak menyadari bahwa film ini sebenarnya merupakan kampanye feminis. Orang-orang awam mungkin baru menyadari bahwa Barbie diremake dalam bentuk film real life dan isinya mungkin serupa dengan film Barbie versi kartun yang sudah ada sebelumnya."
G	"Jadi, menurut Michelle, Greta mungkin seharusnya mempertimbangkan bahwa target penontonnya adalah orang-orang seperti kita, yang pernah mengalami bersama Barbie. Namun, Greta seharusnya juga memperhitungkan bahwa Barbie, dari dulu sampai sekarang, adalah merek dan film yang ditujukan untuk anak-anak. Apakah Michelle memiliki perspektif pribadi terhadap beberapa scene dalam Barbie, di mana ada yang di setuju dan ada yang tidak, berdasarkan pengalaman pribadi Michelle?"
M	"Jadi, secara keseluruhan, saya merasa netral terhadap scene dalam Barbie. Namun, berdasarkan pengalaman saya, terutama terkait dengan isu gender equality, saya merasa bahwa ada kondisi atau posisi tertentu di mana seharusnya dapat dilakukan oleh perempuan. Namun, karena adanya stigma yang menganggap cowok lebih berkuasa daripada cewek, sebagai perempuan, kita kadang-kadang merasa bahwa kita tidak bisa melakukan sesuatu."
G	"Jadi, menurut Michelle, apakah film Barbie dapat menjadi indikasi motivasi bagi kehidupan Michelle, ataukah menurut Michelle film tersebut hanya bagus sebagai hiburan semata dan tidak mempengaruhi keputusan Michelle untuk melanjutkan sesuatu?"
M	"Jadi, menurut saya, setelah menonton film itu, motivasinya tidak begitu kuat. Lebih ke arah penyadaran terhadap perempuan untuk menyadari posisinya, agar merasa setara dengan cowok, dan tidak merasa rendah diri ketika dibandingkan dengan mereka. Intinya, pesan yang disampaikan adalah kesetaraan antara perempuan dan laki-laki."
G	"Apakah, menurut Michelle, dalam ranah pribadi, ada pesan tentang gender equality dari film Barbie yang mungkin Michelle rasakan atau relate dengan pengalaman pribadi Michelle? Apakah ada beberapa pesan feminis dari Barbie yang membuat Michelle merasa, "Aku relate banget dengan pesannya karena saya pernah mengalami secara pribadi?"
M	"Jadi, secara pribadi, mungkin sampai saat ini saya mengalami hal yang tidak mengenakkan ya, seperti biasa dimana saya sebagai perempuan dan juga hampir semua perempuan pernah mengalami kekerasan seksual atau dibelangnya pelecehan seksual. Ada satu adegan yang saya setuju karena saya sangat bisa relate dengan pengalaman pribadi saya ketika Barbie dipukul bagian bokong oleh pria di dunia nyata dan mendapatkan tatapan yang tidak mengenakkan di kerumunan karena penampilannya."
G	"Apakah Michelle merasa bahwa film Barbie ini bisa diartikan sebagai kampanye feminisme, sebagaimana yang diindikasikan oleh direktur Greta Gerwig? Apakah Michelle sadar akan pesan moral dalam film tersebut, dan apakah menurutnya pesan tersebut bisa diterima oleh banyak orang, terutama anak-anak?"
M	"Terima kasih atas klarifikasinya. Jadi, setelah menonton film tersebut, saya menyadari bahwa film ini mengandung pesan pergerakan feminisme, meskipun awalnya saya tidak menyadari bahwa itu merupakan tujuan dari sang direktur untuk melakukan kampanye feminisme."
G	"Apakah Michelle dapat menjelaskan, menurut perspektif pribadi Michelle, apa yang dimaksud dengan feminisme? Apakah feminisme menurut Michelle perlu diartikan secara teoritis atau apakah ada pemahaman yang lebih sederhana?"
M	"Hmm feminisme itu soal apa namanya kayak womans who stand the rights kayak gitu."
G	"Oke-oke terus mungkin apakah sejauh itulah gambaran Michelle terhadap feminisme untuk hak wanita saja?"
M	"Eh iya bisa dibilang kayak gitu cuman sebenarnya saya paham feminisme cuman kurang bisa untuk menjelaskan."
G	"Menurut Michelle, apakah perspektif tentang feminisme dalam film Barbie sudah cukup lengkap dan jelas? Bagaimana dengan interpretasi Michelle terhadap film Barbie sebagai representasi kampanye feminisme? Apakah Michelle mengharapkan film tersebut memberikan penjelasan yang lebih rinci atau beberapa hal perlu diperjelas untuk menjelaskan kampanye feminisme? Apakah menurut Michelle, Barbie sebagai medium berhasil menyampaikan kampanye feminisme dengan baik?"
M	"Jadi menurut saya, meskipun tidak memutuskan apakah film tersebut sudah bagus atau tidak secara keseluruhan, namun ada beberapa scene yang sangat mencolok dan jelas menunjukkan tema feminisme. Terutama, kata-kata yang diucapkan oleh Barbie dalam beberapa adegan menunjukkan dengan kuat pesan feminisme dalam film tersebut."

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G	"Oke-oke, menurut Michelle, apakah kampanye feminisme yang dijelaskan dalam film Barbie dapat diimplementasikan atau dimasukkan ke dalam budaya Indonesia, mengingat lingkungan tempat Michelle berada sekarang?"
M	"Jadi menurut saya, kampanye feminisme yang dijelaskan dalam film Barbie mungkin kurang tepat jika diimplementasikan dalam budaya Indonesia, karena Indonesia memiliki tradisi dan budaya yang masih kental. Namun, mungkin lebih sesuai atau dapat diterima di luar negeri, seperti di Amerika, karena lebih terbuka terhadap gagasan-gagasan tersebut."
G	"Oke-oke, menurut Michelle, apakah kampanye feminisme yang dijelaskan dalam film Barbie dapat diimplementasikan atau dimasukkan ke dalam budaya Indonesia, mengingat lingkungan tempat Michelle berada sekarang?"
M	"Jadi menurut saya, kampanye feminisme yang dijelaskan dalam film Barbie mungkin kurang tepat jika diimplementasikan dalam budaya Indonesia, karena Indonesia memiliki tradisi dan budaya yang masih kental. Namun, mungkin lebih sesuai atau dapat diterima di luar negeri, seperti di Amerika, karena lebih terbuka terhadap gagasan-gagasan tersebut."
G	"Terima kasih atas klarifikasinya. Menurut Michelle, apakah film Barbie dan pesan feminisme yang mungkin terkandung di dalamnya sesuai dengan konteks dan kondisi kebudayaan di Indonesia? Apakah gerakan feminisme di Indonesia sudah cukup diterima atau masih dihadapi dengan tantangan? Bagaimana menurut Michelle pengaruh film seperti Barbie dalam membentuk pemikiran atau persepsi masyarakat terhadap isu-isu feminisme di Indonesia?"
M	"Dalam perspektif saya, situasi di Indonesia saat ini menunjukkan adanya pergerakan feminisme yang cukup signifikan. Banyak perempuan di Indonesia yang menunjukkan independensi dan kesuksesan tanpa harus bergantung pada laki-laki. Contohnya, ada banyak wanita yang sukses sebagai selebgram atau memiliki bisnis sendiri, menunjukkan bahwa mereka mampu mencapai kebahagiaan dan kesuksesan tanpa ketergantungan pada pria."
G	"Oke berarti feminisme yang Michelle bisa lihatkan yang diimplementasikan di Indonesia adalah tentang kemandirian dan ke independensinya tersebut betulkah?"
M	"Iya independent woman."
G	"Apakah mungkin ada beberapa hal yang mungkin dari feminisme dari Barbie yang mungkin menurut Michelle nggak cocok di budaya Indonesia?"
M	"Mungkin nggak ada sih."
G	"Nggak ada ya."
G	"Menurut Michelle, Barbie sebagai film feminisme bisa menjadi inspirasi bagi produksi film lain atau karya fiksi yang ingin menjelaskan tentang feminisme. Pesan moral yang terkandung dalam film Barbie dapat memberikan kontribusi positif untuk menyebarkan pemahaman tentang kesetaraan gender. Apakah Michelle ingin menambahkan atau mengoreksi sesuatu?"
M	"Menurut saya, jika ingin mengimplementasikan pesan feminisme dalam film-film seperti Barbie, perlu dilakukan penyaringan terhadap konten agar sesuai dengan pemahaman anak-anak. Film-film dengan tema princess atau sejenisnya seringkali dianggap hanya sebagai hiburan tanpa pesan atau makna yang mendalam. Oleh karena itu, perlu adanya kategorisasi film yang memang memiliki pesan tertentu dan cocok untuk disampaikan kepada anak-anak. Dengan demikian, film-film tersebut dapat lebih efektif dalam menyampaikan pesan feminisme atau nilai-nilai positif kepada penonton muda."
G	"Oke deh kayaknya dari situ saja untuk Michelle. Saya tutup untuk wawancara pertama kami untuk wawancara pada informan pertama atas nama Michelle di 19 Desember 2023, terima kasih"

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Transkrip Wawancara Informan 2

Nama : Roberto Gitaldi Saputra
Usia : 21 tahun
Domisili : Bogor
Profesi : Mahasiswi
Tanggal wawancara : 19 Desember 2023
Waktu wawancara : 16.00 – 16.45 WIB
Tempat wawancara : Rumah Peneliti
Keterangan :
G – Gabrielle (Peneliti)
R – Roberto (Informan)

Inisial	Dialog
G	"Pada informan kedua tanggal 19 Desember 2023, bersama dengan informan kedua, apakah bisa memperkenalkan diri? Mungkin dari nama, umur, gender, dan juga domisili nya, dimana?"
R	"Halo, nama saya Roberto Gitaldi Saputra. Umur saya 21 tahun dan saya gender laki-laki. Domisili saya di Bogor. Untuk pendidikan saya, saya masih mahasiswa pada semester ini di jurusan marketing komunikasi."
G	"Untuk informan kedua, saya akan panggil Anda Roberto supaya lebih mudah. Roberto, berarti dengan wawancara ini saya ingin meyakinkan lagi bahwa Anda sudah menonton film Barbie . Apakah betul?"
R	"Iya, saya sudah menonton Barbie ."
G	"Sudah berapa kali?"
R	"Mungkin saya bisa katakan, saya sudah menonton Barbie sebanyak dua kali."
G	"Dengan ini, Roberto sudah menonton dua kali pada film Barbie . Saya bisa langsung ke pertanyaan pertama saya untuk membuka wawancara ini. Bagaimana, Roberto? Apakah kamu suka dengan film Barbie ?"
R	"Bila saya boleh jujur, untuk Barbie lovers akan menyukai film ini karena mempunyai berbagai macam elemen nostalgia pada Barbie sebelumnya. Saya sangat suka pada Barbie secara sinematografi beserta dengan estetika yang diberikan secara keseluruhan film. Dan hal yang saya suka pun juga berasal dari cerita Barbie yang di mana mereka mengambil sebuah latar belakang yang cukup ramai saat ini dibicarakan, yaitu feminisme dan patriarki. Jadi, kalau misalkan dari segi cerita, ya saya menikmatinya dibandingkan dengan visual."
G	"Oke, kalau dari Roberto sendiri, bagaimana Roberto bisa interpretasikan bahwa film Barbie ini sebagai film mengenai feminisme? Apakah Roberto bisa lebih menjelaskan detail?"
R	"Sebetulnya, saya bisa melihat bahwa film ini menyampaikan pesan feminisme dari awal adegan pada film, di mana dunia Barbie dipenuhi oleh kaum mayoritas, yaitu para-Barbie sebagai perempuan. Semua yang bertanggung jawab itu perempuan, dan yang lebih harus dihargai itu adalah perempuan. Dari sana, saya sudah merasa bahwa adegan itu cukup jelas, didukung lagi dengan beberapa adegan seperti karakter pada stereotip Barbie yang masuk ke dalam dunia nyata dan merasakan suatu hal yang sangat berbeda pada dunia Barbie . Di mana sistem sosial pada dunia nyata lebih terhadap kesetaraan gender, baik laki-laki maupun perempuan itu setara. Dan itu mungkin menjadi situasi yang sangat aneh bagi Barbie itu tersendiri ketika semua yang ada di dunia nyata, baik laki-laki maupun perempuan, bekerja, dan tidak semua pekerjaan dilakukan oleh perempuan."
G	"Baik, dengan ini Roberto sudah mempunyai interpretasi tersendiri tentang film Barbie ini memiliki makna pada feminisme berdasarkan adegan itu, ya?"
R	"Iya, betul."
G	"Dengan ini, apakah Roberto mungkin tahu kalau misalkan film Barbie yang Roberto interpretasikan tersendiri bahwa film tersebut adalah feminisme itu adalah menjadi salah satu tujuan dari direktur pada Barbie , yaitu Greta Gerwig, untuk menggunakan Barbie sebagai kampanye feminisme?"
R	"Sebetulnya, secara pribadi, ketika saya pertama kali menonton Barbie , saya tidak tahu kalau ini adalah sebuah kampanye. Tetapi saya menjadi tahu ketika perdebatan masalah kampanye, dan ini dibahas oleh teman saya yang memberitahu saya bahwa ini adalah suatu kampanye feminisme menggunakan film Barbie oleh si direktur."



G	G	<i>“Oke, dengan ini, menurut Roberto tersendiri, apakah direktur ini menggunakan kampanye feminisme dengan film Barbie sudahkah direktur berhasil untuk menyampaikan pesannya? Apakah menurut Roberto sukses atau tidak? Untuk jawaban Roberto, mungkin bisa diberikan alasannya?”</i>
R	R	<i>“Kalau misalkan saya ingin mengukur berdasarkan kategori keberhasilan direktur dalam mengkampanyekan pesan mengenai feminisme, iya, dia berhasil. Karena orang-orang atau penonton dengan umur di atas 25 tahun atau mungkin lebih mudah lagi 20 tahun, bahkan sampai anak-anak pun, semua mempunyai kesukaan yang sama mengenai Barbie . Dengan ini, mereka juga pasti pernah menonton film Barbie yang kartun sebagai salah satu nostalgia pada masa kecil mereka. Sehingga kalau direktur mengkampanyekan feminisme di dalam film Barbie , itu adalah sebuah media yang sangat tepat. Tetapi saya pun juga masih ragu dengan kesuksesan tersebut akan kampanye feminisme dengan film Barbie , karena apa? Karena feminisme ini bersifat personal dan tidak bisa diukur kalau semua orang dapat menangkap pesan mengenai feminisme. Ada yang mungkin mengerti, ada yang mungkin tidak mengerti sama sekali, terutama terhadap anak-anak di bawah umur. Mengapa anak-anak di bawah umur? Karena otak seorang anak masih kurang kondusif atau kurang dewasa untuk mengerti mengenai kampanye feminisme atau patriarki atau permasalahan sosial dunia. Dengan ini, kesuksesan pada direktur hanya pada kelompok umur tertentu saja. Jadi, ada suatu kegagalan mungkin pada direktur tentang hal tersebut dan kepedulian terhadap feminisme hanya terkemuka terhadap kelompok-kelompok feminisme saja. Jadi, saya pun juga sulit untuk bisa menilai keberhasilan ini terhadap penyampaian pesan kampanye feminisme ini dengan film Barbie .”</i>
G	G	<i>“Menurut Roberto, selain umur, apakah ada aspek lain yang bisa mengatakan kalau si kampanye feminisme oleh direktur ini gagal atau sukses?”</i>
R	R	<i>“Oh, tentu saja bisa. Kita bisa lihat dari film Barbie ini setelah dia meluncur pada pasar film, banyak sekali orang-orang yang mempromosikannya di sosial media. Bukan hanya sekedar mempromosikan saja, tetapi mereka juga memberikan alasan mengapa Barbie ini wajib ditonton. Dan saya ingat sekali ketika orang ingin menonton Barbie , banyak sekali orang yang berpakaian baju warna pink supaya selaras dengan tema pada film. Dan untuk pesan film yang sedang ramai dibahas pada saat ini, dan dengan adanya film Barbie yang juga dapat membahas tentang feminisme, dapat mempermudah penonton untuk mengerti apa sih yang dimaksud dengan feminisme atau patriarki ini. Unsor periklanan di sosial media kemudian dapat berdampak pada penjualan tiket Barbie itu sendiri, yang cukup laku di pasar. Berarti itu juga bisa menjadi indikasi bahwa film Barbie dengan pesan feminisme ini juga sukses.”</i>
G	G	<i>“Baik, dengan Roberto yang sudah mengetahui bahwa film Barbie ini mempunyai kampanye tentang feminisme, Roberto, apakah mempunyai hal-hal yang kamu setuju, tidak setuju, atau mempunyai pertimbangan terhadap pesan atau keseluruhan film Barbie ini?”</i>
R	R	<i>“Untuk pertimbangan pada pesan film tentu ada dan untuk beberapa hal yang memang saya tidak setuju dari film Barbie . seperti pada realitas feminisme yang dicontohkan dalam film Barbie dengan kehidupan nyata Apakah sudah 100% benar atau itu Hanya beberapa saja yang benar dan sisanya itu hanya bumbu-bumbu semata, kemudian kalau misalkan ada sesuatu hal yang tidak setuju itu dengan bagaimana Barbie memperlakukan para-Kens dalam film Barbie dan tetap ingin mencoba mengkampanyekan feminisme karena menurut saya, feminisme itu tidak begitu baik memperlakukan seseorang dari patriarki seperti di dunia nyata. Dan perspektif feminisme di mana dunia nyata selalu merendahkan wanita dalam keadaan apapun Itu pun saya juga tidak setuju karena tidak semua orang berdasarkan dari patriarki ingin selalu menjatuhkan perempuan. Bisa dilihat mungkin pada adegan Barbie selalu menolak Ken untuk menginap di rumahnya karena hanya ingin mementingkan temannya”</i>
G	G	<i>“Kita mungkin bisa diskusi dulu dari pertimbangan Roberto yang mempermasalahakan beberapa adegan yang mungkin tidak sesuai dengan realitanya seperti realitasnya adegan pada film Barbie dengan feminisme. Mungkin bisa dibantu untuk bisa diselaraskan dalam bentuk adegan seperti apa ya dalam film yang mungkin Roberto merasa Netral?”</i>
R	R	<i>“Kalau menurut saya ada beberapa adegan yang mungkin kita bisa lihat sebagai kategori Penyesuaian dengan realitas dengan ada dan itu menurut saya sudah cukup Tetapi menurut saya dari Barbie itu adegan tentang patriarki dan feminisme itu ada yang terlalu dilebay-lebaykan tetapi saya enggak bisa mempermasalahakan hal ini juga Karena pada dasarnya ini adalah film Barbie Walaupun dia mengkampanyekan feminisme pasti unsur lebaynya tetap ada gitu.”</i>
G	G	<i>“Apakah Roberto bisa menjelaskan adegan-adegan yang menurut Roberto dikategorikan sebagai terlalu berlebihan? yang menurut Roberto direktur ini menjelaskan konsep pada feminisme ataupun patriarki di perspektif yang terlalu berlebihan, yang menurut Roberto interpretasikan?”</i>
R	R	<i>“ketika Si Barbie itu mengetahui bahwa dia tidak normal. Dikarenakan, ada manusia yang memainkan diri dia seorang Barbie sehingga, Barbie mempunyai berbagai macam reaksi. dan menurut saya itu suatu hal yang menurut saya terlalu dilebih lebihkan.”</i>

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G	"Oke seperti itu Menurut Roberto yang seharusnya Roberto katakan adegan tersebut terlalu Roberto, Apakah Roberto mempunyai saran akan Adakah beberapa tim yang menurut Roberto lebih cocok untuk ditayangkan pada film supaya lebih sesuai dengan yang di kampanyekan atau saran Roberto terhadap film Barbie secara keseluruhan?"
R	"Sebetulnya saya juga tidak bisa menyalahkan direktur untuk membuat suatu film pada Barbie yang digunakan sebagai media kampanye feminisme. Saya tidak keberatan bila film mempunyai pesan feminisme bilamana konsep pada feminisme atau aksi yang dilakukan yang melambangkan feminisme harus sesuai dengan realitas yang ada pada dunia nyata. karena yang saya percaya bahwa feminisme ini bisa sesuai dengan realitasnya, dan adegan yang dimunculkan dalam film Barbie menurut saya sudah terlalu jauh dari realita karena saya merasa mereka terlalu melebih-lebihkan konsep dari feminisme itu seperti apa. mungkin bisa dipertimbangkan lagi bagi saya bila mereka membuat adegan yang mempunyai pesan feminisme dengan gaya yang lebih modern atau tidak perlu dilebihkan."
G	"Baik saya mengerti. dengan ini Roberto sudah menjelaskan beberapa adegan yang menurut Roberto kurang bisa setuju atau robertopertimbangkan, Adakah adegan yang Roberto bisa kategorikan sebagai tidak setuju dalam film Barbie ?Berdasarkan pada statement sebelumnya Roberto juga mengatakan bahwa Roberto tidak setuju dengan gerakan feminisme di dalam Barbie karena gerakan feminisme yang ada dalam Barbie memperlakukan patriarki itu buruk Apakah betul? dengan ini apakah bisa diberikan penjelasan lebih spesifik?"
R	"Mengapa Mungkin saya ada beberapa adegan yang saya tidak setuju dalam film Barbie , karena ada beberapa sing di dunia Barbie bahwa Para Kens atau laki-laki di dunia Barbie ini bekerja untuk kaum Barbie atau kaum wanita dan menurut saya saya pun mungkin tidak suka karena saya pribadi, saya adalah laki-laki, saya merasa harga diri saya sebagai laki-laki dijatuhkan kalau saya ada di posisi seperti itu. jadi, menurut saya itu adalah hal yang seharusnya tidak perlu dipertontonkan kepada publik karena dalam adegan tersebut bisa menginterpretasikan untuk merendahkan harga diri laki-laki. Saya tidak mengatakan bahwa harusnya Barbie yang bekerja untuk Ken, tetapi kita ingin membahas bahwa feminisme dan patriarki Harusnya bisa menjadi suatu hal yang bisa seimbang antara Barbie dan juga Ken. dan tidak ada yang perlu indikasi siapa bekerja untuk siapa."
G	"Baik saya mengerti dengan ini saya bisa katakan bahwa Roberto merasa bahwa ada beberapa adegan yang lebih ada kecondongan untuk menggunakan patriarki sebagai alat untuk menaikkan atau sebagai batu sandungan untuk menaikkan feminisme dan juga sebaliknya Bagaimana apakah seperti itu Roberto?"
R	"Iya betul saya merasa seperti itu."
G	"Oke dengan ini menurut Roberto, Apakah direktur bisa menjelaskan keadaan budaya patriarki itu sesuai dengan realitas atau tidak berdasarkan pada film Barbie ? untuk pertanyaan ini saya belum bisa terlalu menjawab karena saya tidak terlalu mengetahui soal patriarki seperti apa. Jadi kalau misalkan untuk mengukur apakah direktur sudah sesuai dengan realitas patriarki atau tidak, Saya tidak tahu Apakah sudah sesuai."
R	"Untuk pertanyaan ini saya belum bisa terlalu menjawab karena saya tidak terlalu mengetahui soal patriarki seperti apa. Jadi kalau misalkan untuk mengukur apakah direktur sudah sesuai dengan realitas patriarki atau tidak, Saya tidak tahu Apakah sudah sesuai."
G	"Kalau menurut Roberto tersendiri, Apa itu patriarki?"
R	"Patriarki adalah Bagaimana sifat laki-laki yang lebih mencondongkan dirinya untuk lebih hebat daripada lawan jenisnya."
G	"Oke berarti Roberto sudah mempunyai perspektif terhadap pria itu mendominasi karenakan patriarki. Apakah mungkin Roberto merasa bahwa patriarki Roberto definisikan sudah sesuai dengan realita yang dicontohkan melalui film Barbie ?"
R	"Baik, saya sudah menemukan jawabannya titik untuk kesesuaian saya teringat dalam satu adegan di mana Meng cocok banget untuk patriarki di dalam Barbie , di mana ketika Ken pergi ke dunia nyata dan kembali lagi ke dalam dunia Barbie dan ingin menguasai dunia Barbie titik itu adalah salah satu indikasi bahwa Direktur sedang Menjelaskan arti patriarki seperti apa titik sehingga patriarki dilihat bahwa dunia Barbie semua harus dikuasai oleh para-Ken."
G	"Baik dengan ini Roberto sudah menjelaskan ya permasalahan pada patriarki, dengan definisi ya Roberto juga katakan dan juga adegan yang Roberto Tunjukkan. menurut Roberto, Apakah patriarki yang dilakukan oleh para-Ken dapat diindikasikan sebagai hal yang baik atau hal yang buruk?"

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R	"Saya tetap melihat hal tersebut sebagai hal yang buruk, karena terlepas dari makna patriarki itu sendiri kita hidup sebagai manusia itu berdampingan antara laki-laki dan perempuan secara setara, sehingga tidak ada yang lebih tinggi ataupun lebih rendah dari satu sama lain."
G	"Dengan ini Roberto pun juga tidak bisa mempunyai persetujuan yang kuat mengenai budaya patriarki yang juga diperlihatkan dari film Barbie tersebut Apakah betul?"
R	"Ya betul"
G	"Dengan ini karena Roberto juga mempunyai indikasi ketidaksetujuan dengan budaya patriarki, Bolehkah saya interpretasikan bahwa Roberto pun juga mempunyai beberapa adegan atau pesan yang Roberto setuju mengenai feminisme dalam film Barbie ?"
R	"ya saya setuju mengenai feminisme, di mana feminisme melihat setiap perempuan yang ada di dalam dunia Barbie itu memperjuangkan haknya di dalam dunia Barbie itu sendiri. arti dari memperjuangkan haknya ini adalah kategori di mana pada dunia Barbie para-Barbie itu menjalani aktivitas selayaknya perempuan bisa lakukan. aktivitas yang dilakukan sudah termasuk semua aktivitas berat, aktivitas ringan dan juga kehidupan sosialita. itu semua menunjukkan Bagaimana perempuan itu Berada pada dunia berkonsep feminisme. namun saya pun juga tidak bisa mengatakan setuju sepenuhnya dikarenakan Apakah konsep dunia seperti ini sudah sesuai dengan realita yang sebenarnya."
G	"Dengan ini mungkin Roberto sudah menjelaskan dari perspektif Roberto sendiri pengertian dari feminisme dan Roberto seperti apa, pengertian patriarki menurut Roberto Seperti apa juga, dan bagaimana implementasi pada kedua konsep tersebut pada film Barbie ini apakah sukses atau tidak Dan perspektif Roberto seperti apa, kalau secara umumnya Bagaimana Roberto bisa melihat film Barbie itu suatu pesan moral yang Roberto setuju atau tidak atau Roberto juga masih pertimbangkan secara umum?"
R	"Secara umumnya saya setuju dengan apa yang ingin disampaikan dalam film Barbie .kese Tujuan saya tidak lebih terhadap kecondongan pada salah satu pihak, tetapi bagaimana film Barbie ingin mencoba untuk menyadarkan kepada kedua kelompok yang berbeda baik pada kelompok feminisme dan juga kelompok patriarki akan keduanya yang harus bisa menyadarkan sendiri bahwa apa yang mereka lakukan terhadap satu sama lain tidaklah baik dan bisa merugikan orang sehingga menggunakan film Barbie sebagai media kampanye untuk kesadaran terhadap keseluruhan itu jauh lebih baik dibandingkan untuk kelompok tertentu saja."
G	"Bila saya ingin tanya lagi yang tidak terlalu memutuskan Roberto setuju atau tidak setuju, ada tidak adegan yang sesuai dengan pengalaman pribadi dari Roberto tersendiri di film Barbie ?"
R	"Untuk pengalaman pribadi mungkin belum ada namun jawaban yang telah saya berikan sudah berdasarkan dengan perspektif dan juga realitas yang adanya saya alami juga Jadi mungkin bisa diindikasikan sebagai pengalaman pribadi mungkin."
G	"Roberto yang sudah mengetahui mengenai film Barbie yang sudah menggunakan media film ini sebagai kampanye feminisme Oleh Direktur, Apakah Roberto mengekspektasikan hal yang lain kalau direktur atau akan ada film Barbie sequel selanjutnya? Roberto mengekspektasikan film selanjutnya akan seperti apa?"
R	"ekspektasi Saya mungkin untuk direktur bisa mengurangi atau membuat pesan moral pada film Barbie menjadi lebih ringan sehingga anak-anak pun juga bisa menonton dan menikmati film Barbie selanjutnya. film Barbie ini mempunyai pesan yang bagus tetapi anak-anak belum bisa menikmati film ini dengan minimnya pengetahuan dan juga otak mereka yang kurang kondusif untuk mengerti konsep feminisme seperti apa, sama seperti yang saya kritik mengenai film Barbie ini."
G	"Dengan ini Roberto mempunyai ekspektasi film Barbie sebagai film untuk anak, Apakah ini indikasi bahwa Roberto sudah menonton film Barbie sebelumnya dengan bentuk kartun? bila sudah apakah Roberto bisa menjelaskan perbedaan pada film kartun sebelumnya dengan film Barbie dalam bentuk Live-Action ?"
R	"Jelas sekali berbeda dengan bobot cerita yang diberikan pada film kartun dengan film Live-Action . Saya mempunyai 7 keponakan perempuan yang menyukai Barbie , Saya tidak menonton Barbie tetapi saya selalu menemani mereka menonton Barbie . dan sekilas yang saya nonton dari animasi kartun Barbie , pesan mereka hanya untuk bersenang-senang saja dan tidak ada konsep yang berat sekali seperti pada film Barbie Life action. Walaupun saya tidak suka Barbie baik kartun maupun secara Live-Action namun perbedaannya akan terasa dari alur cerita yang diberikan."
G	"Dengan perbedaan antara Barbie pada Live Action dan juga Barbie sebelumnya yang masih berbentuk pada animasi, Apakah Roberto mempunyai perspektif yang berbeda sebelum dan sesudah menonton film Barbie Life action ini?"

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R	"mungkin lebih berbeda terhadap ekspektasi saya ketika menonton Barbie pada Live Action adalah akan mempunyai bobot cerita yang enteng dan sama seperti Barbie sebelumnya titik dan perubahan pada perspektif Saya mungkin lebih mengenai pada perubahan bobot yang menurut saya kurang cocok untuk bisa ditargetkan hanya kelompok tertentu saja. Dan mungkin saya juga mengekspektasikan Barbie seperti apa melalui review pada sosial media. terutama film Barbie yang menjelaskan tentang konsep feminisme"
G	"Menurut Roberto tersendiri konsep feminisme atau patriarki dalam film Barbie Life action, Apakah sudah menjelaskannya ke tahap yang lebih dalam atau mungkin perlu diberikan penjelasan lebih lagi dalam film?"
R	"Untuk saya tersendiri saya tidak bisa mengetahui sebagai dalamnya patriarki maupun pada feminisme karena saya tidak familiar sepenuhnya terhadap kedua konsep secara keseluruhan jadi saya kurang bisa menjawab. namun sebagai tahap pengenalan pada konsep feminisme dan patriarki pada film Barbie mungkin mereka sudah menjelaskan dengan baik melalui film Barbie ini karena bagi yang menonton Barbie dan suka Barbie, mereka hanya mengekspektasikan alur cerita yang menyenangkan, dan mungkin masih Awam atau kurang sadar akan konsep feminisme ataupun patriarki. namun film Ini bisa memberikan pengetahuan yang lebih kepada audience dan juga bisa lebih membentuk setiap pribadi atau individu untuk bisa lebih sadar diri dan kita bisa menghargai sesama kita di lingkungan sosial pada film Barbie."
G	"Menurut Roberto Apakah pesan moral yang diberikan pada film Barbie sudah sesuai dengan lingkungan Roberto yang mungkin sekarang berdomisili di Bogor? Apakah pesan moral feminisme dalam Barbie sudah cocok di lingkungan Indonesia?"
R	"untuk kota lingkungan kelahiran saya menurut saya tidak cocok karena dalam segi kebudayaan masih bersifat daerah dan kurang mengedepankan pada budaya feminisme ataupun patriarki. tetapi permasalahan feminisme ataupun patriarki pada tempat kuliah saya, Pesan moral tersebut sangat cocok karena sering menjadi bahan perbincangan."
G	"Dengan ini apakah Roberto bisa diindikasikan bahwa konsep feminisme atau patriarki tidak akan pernah cocok pada budaya Indonesia atau mungkin hanya ketidakcocokan yang hanya terjadi pada di daerah-daerah saja bukan pada perkotaan?"
R	"Indonesia adalah orang yang ramah dan multikultural, dengan ini efek pada multikultural juga bisa menjadi salah satu cara bagaimana konsep mengenai feminisme ataupun patriarki ataupun hal lain juga bisa diadaptasikan atau diadopsi pada budaya Indonesia. mungkin akan membutuhkan waktu yang lama saya tidak tahu pastinya, tetapi Indonesia akan bisa mencapai di tahap dimana mereka akan lebih terbuka dan mengerti."
G	"Sebagai pertanyaan penutup ini, saya ingin bertanya terhadap Roberto. apakah Barbie sebagai film yang ingin mengkampanyekan tentang pesan feminisme kepada masyarakat massal dapat diindikasikan sebagai salah satu film yang dibuat atau menjadi standar untuk film-film lainnya supaya bisa membuat film yang sama atau sesuai atau mirip dengan film Barbie, atau film Barbie sebagai salah satu film dengan berbagai macam kritikan dan para pembuat film lainnya harus bisa berhati-hati untuk membuat film yang berkonsep identical dengan Barbie?"
R	"Menurut saya film-film lainnya harus lebih berusaha untuk menjadikan film Barbie sebagai posisi minimal mereka untuk bisa menyampaikan suatu pesan. dengan arti, bila Barbie ingin Menjelaskan konsep feminisme pada tahap pengenalan, film-film lainnya harus bisa ke tahap yang lebih dalam untuk bisa Menjelaskan konsep feminisme itu seperti apa sehingga pendalaman terhadap konsep pesan moral dan juga bobot cerita harus bisa ditingkatkan lagi."
G	"Baik itu saja pertanyaan dari wawancara ini, Terima kasih Roberto sudah berKenan untuk menjadi narasumber saya dan saya akan tutup wawancara ini."

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Transkrip Wawancara Informan 3

Nama : Muhammad Raffael Dewadaru
Usia : 20 tahun
Domisili : Bekasi
Profesi : Mahasiswa
Tanggal wawancara : 20 Desember 2023
Waktu wawancara : 20.58 – 22.55 WIB
Tempat wawancara : Whatsapp
Keeterangan :
G– Gabrielle (Peneliti)
RA – Raffael (Informan)

Isisial	Dialog
G	"Good evening, Raffael, i think it's time for us to do our interview about the Barbie that we have discuss bisa ya Raffael?"
RA	"Bisa kakk."
G	"Okey aku mau pastikan ya kalau untuk Raffael sudah menonton Barbie berapa kali?"
RA	"Sudah satu kali kak."
G	"Oke kalau gitu aku boleh minta perkenalan untuk kamu sebagai informan dalam nama, umur, gender, pendidikan dan juga kamu domisili dimana bisakah?"
RA	"Oke nama saya Muhammad Raffael Dewadaru, saya berumur 20 tahun, gender saya laki-laki dan saya berdomisili di Bekasi."
G	"Dan untuk ini saya langsung ke pertanyaan pertama saya ya, gimana film Barbie ? kamu suka atau ga?"
RA	"Hmmm aku ada yang suka sama nggak sukanya, tapi lebih ke sisi suka sih kak menurut aku udah sesuai ekspektasi."
G	"Owh gimana tuh ekspektasi kamu dengan film Barbie kamu memangnya?"
RA	"Yaa dari beberapa yang sudah aku liat lewat trailernya dan fan reactionsnya itu alur ceritanya sih bakal lebih dewasa ya walaupun ngebawa nama Barbie , karena ngecakup tema-tema yang agak berat kayak feminisme dan social sistem yang berlaku di dunia nyata."
G	"Owh berarti kamu juga punya interpretasi bahwa ada tema- tema Barbie yang sudah mencakup tema Feminisme dan juga sistem sosial pada realitas. Kalau aku tanya lagi ada ga sih beberapa adegan yang sesuai dengan kamu interpretasikan dengan tema feminisme dan sistem social dari Barbie film nya?"
RA	"Dari awal kita bisa liat scene-scene dari Barbie Land yang jelas banget nge implementasiin sistem patriarchy dan walaupun disitu ada beberapa aspek feminisme yang bagus tapi menurut aku feminisme yang mereka terapin disitu terlalu ekstrim jadinya sisi dari Ken kurang untung, contohnya mereka aja nggak ada rumah masing-masing"
G	"Owh berarti yang kamu lihat dalam sisi pesan feminis pada Barbie land ini yang lebih pada aspek pada ekstrim nya ya, pendapat kamu gimana ketika ada portrayal patriarki pada Barbie Land di film Barbie Nya ?"
RA	"Menurut aku walaupun iya feminisme itu hal yang bagus apalagi jika digunakan di dunia nyata, tapi tujuan feminisme bukan buat menciptakan patriarchy atau membuat dimana wanita dapat semua kekuatan hanya karena gender, tapi feminisme yang sesungguhnya itu menurut aku bekerja untuk menyeimbangkan hak-hak wanita di dunia nyata yang lebih bersandar ke pihak patriarchy"
G	"Untuk perspektif kamu mengenai feminisme ini sepertinya sebagai petanda kamu mungkin kurang setuju yang terhadap pesan yang disampaikan dalam adegan pada Barbie Land, kamu adakah pengertian tersendiri mengenai Feminisme?"
RA	"Menurut aku feminisme itu tentang equality bukan superiority, dan membuat seluruh gender punya hak yang sama dalam aspek mencari kerja dan status social."

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G	"untuk pengertian feminisme mengenai equality terhadap seluruh gender pada pengertian kamu, menurut kamu apa ya yang jadi perbedaan pada konsep feminisme yang kamu lihat dari feminisme pada film Barbie dengan pengertian kamu sendiri, padahal sama" membicarakan tentang feminisme, dalam wawancara nya dari direktur pun juga mau coba untuk menyampaikan pesan feminisme, why is so different?"
RA	"Walaupun niat direktur untuk lebih mengungkapkan pesan equality dari kedua pihak, menurut aku sih pas bagian akhir movienya masih belum selesai masalah yang terjadi di Barbie Land dimana satu gender itu lebih unggul dari yang lain."
G	"Boleh bisa dispesifikasikan mungkin ya dalam bentuk ending ni pada saat adegan mana ya?"
RA	"Ya konflik utamanya kan pas di Barbie Land itu Ken nge implementasikan patriarchy yang tentu buruk bagi Barbie, tapi konklusi yang dikasih itu para-Ken masih nggak dikasih hak yang sama kayak para-Barbie, mereka nggak boleh ada pekerjaan dalam politik dan semuanya balik seperti Matriarchy Barbie Land yang awal."
G	"Jadi kamu sendiri pun merasa dalam film Barbie ini juga tidak memberikan solusi dengan konflik yang ada ya?"
RA	"Kalo menurut aku sih mereka mencoba melakukan itu, tapi menurut aku delivery biar kelihatan konflik dari perspektif pria itu terlalu banyak digunakan buat jokes jadi menurut aku kurang land solusi bagi mereka."
G	"Dimana adegan yang mampu merasa konflik pria menjadi lelucon dalam Barbie nya? And what do you think is the best solutions from you dalam menangani konflik di Barbie nya?"
RA	"Buat aku Ken di portray sebagai comedic reliefnya kebanyakan, di akhir film para-Ken nggak terlalu dapet character growth yang impact banget kayak para-Barbie. Solusi yang menurut aku lebih bagus simple, filmnya sudah ada konklusi yang bagus buat para-Barbie tapi untuk para-Ken mungkin bisa ditunjukkan beberapa scene di bagian akhir dimana ada realisasi juga kalo toxic masculinity itu merugikan para-Barbie dan juga para-Ken, tanpa hal kayak gitu mungkin akhirnya bisa ada equal rights di Barbie Land, daripada apa yang ditunjukkan di filmnya dimana para-Barbie harus ngambil Barbie Land secara paksa."
G	"Jadi dari ingin penyelesaian masalah mengenai toxic masculinity pada Kens yang sebenarnya permasalahan mereka tidak dilakukan dengan kompromi tapi malah dengan paksaan supaya para-Kens bisa berubah ya. Pengertian kamu mengenai feminisme ini yang terlihat berbeda dengan feminisme Greta ini, apakah kamu mempunyai adegan atau pandangan dengan kamu kurang setuju di adegan tersebut karena faktor pada pengalaman pribadikah atau masa lalu?"
RA	"Lebih ke faktor yang aku amatin di lingkungan sekitar aku sendiri dan pengalaman pribadi juga sih sebagai pria."
G	"Is it okay if you talk about it? Your personal experiences ??"
RA	"I would prefer not to if that's okay."
G	"Absolutely okeyyy its fine, Is there any particullar scene Yang kamu suka di Barbie ? Is there any scenes yang kamu suka dan menarik perhatian kamu?"
RA	"I love how most of the comedy they do is done right, kaya ngga ada yang garing-garing banget atau gaada yang ga land jokesnya. Ada juga scene-scene serius yang menurut aku krusial buat penonton suka atau ber simpati sama karakter utamanya kaya experience Barbie pas awalnya di dunia nyata dan bonding Gloria sama Sasha itu kerasa banget, how the movie implores us to feel and be human rather than plastic dolls that always needs to be perfect."
G	"So, the jokes yang ada di Barbie ini lebih jokes yang seperti apa ya? Is it satire jokes atau cartoon jokes? Like what jokes that makes It funny in Barbie s? Can we elaborate on those bonding moments yang bikin suasana jauh lebih terlihat manusia daripada doll perfect like ? What do you feel this of the messages from that bonding? Why is it something you like dari human like bonding dari Barbie instead on her Previous Barbie Land ketika Barbie sendiri pun kan like komunitas mayoritas she's above Ken?"
RA	"I like the cartoonish/ cluelessness of these characters when they got out of Barbie Land, like when Ken is looking for a job in the real world. I feel like it brings a good message that no matter who you are, as humans we are allowed to be imperfect, kalau nilai kita sebagai manusia itu lebih dari apa yang bisa dilihat dari luar and the things that we get from birth, being human is knowing how to feel for each other"
G	"Menurut kamu Film Barbie yang punya pesan feminisme ini, Bisa diterima orang orang Indonesia secara umum ga?"

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RA	"Oke menurut aku sih dalam area-area Indonesia yang lebih modern mungkin bisa, tapi menurut aku juga Indonesia dalam beberapa areanya itu kurang maju dengan soal toleransi apalagi feminisme seperti ini jadi pasti ada masyarakat yang kurang berminat ataupun kurang suka dengan pesan yang dikirim oleh film ini."
G	"Owh kalau gitu how is it sih gerakan feminisme di Indonesia sekarang ini sehingga hanya cuman bisa di daerah tertentu saja?"
RA	"Menurut aku gerakan feminisme di Indonesia untuk sekarang baru populer di dalam kota-kota besar karena mereka lebih ter-ekspose dengan budaya sosial seperti feminisim."
G	"Gerakan Feminisme di Indonesia biasanya lebih concern ke apa ya?"
RA	"Kalo yang dari aku liat gerakan feminisme di Indonesia iya secara praktis ingin memperjuangkan equal rights, tapi masih ada juga yang menggunakan gerakan feminisme untuk mengimplementasikan superioritas wanita bukan keseimbangan hak seluruh gender."
G	"Apa ini juga ada dari faktor pada budaya Indonesia nya kah yang mempunyai gerakan Feminisme yang berbeda dengan yang pada film Barbie ?"
RA	"Menurut aku memang awal feminisme diciptakan untuk equality."
G	"Kalau dari kamu sendiri, greta ini tepat ga si Menggunakan film sebagai media yang mengkampanyekan feminisme? Do u think it's the right choice?"
RA	"Iya benar, dan sebenarnya aku nggak expect buat Greta menunjukan solusi untuk masalah sosial ini secara mutlak yang benar-benar dapat menghapus semua masalah tentang gender equality kita di dunia nyata, namun dengan membawa masalah tersebut ke dunia perfilman dan jujur menurut aku messagenya Kena ke penonton walaupun agak one sided di akhirnya, menurut aku keputusan Greta mengkampanye feminisme di Barbie movie ini tindakan yang benar."
G	"Owh iya Rafaelll sudah pernah kyk nonton animasi atau kartoonya dari Barbie ini blom ya? Like are u familiar with Barbie movies yang animation ones?"
RA	"Ummm not really, I haven't watched those."
G	"Owh tapi what do u think about Barbie generally sebelum movie Barbie Live-Action ini?"
RA	"Kalo yang itu target audiencenya memang anak-anak kecil perempuan, stereotypical childrens movie dengan plot yang mudah dicerna anak-anak"
G	"I see karena Barbie ini biasanya untuk anak" doank ya? Kalau menurut kamu dengan Barbie Live-Action yang menyampaikan pesan feminisme ini berbeda dengan sebelum kamu nonton Barbie ini, persepsi kamu mengenai Barbie berbeda ga skrg?"
RA	"Persepsi aku mengenai Barbie franchise dan brand nya sih nggak terlalu, karena aku tau Barbie movie ini cuma exception dan Barbie secara brand itu tetap akan di market ke anak-anak"
G	"Menurut kamu dengan ada Barbie as a brand or dolls ama yang dari film? Menurut kamu karakter Barbie ini tetap sama atau ga?"
RA	"Saya rasa Barbie dalam film ini sangat terinspirasi oleh persepsi yang kita miliki tentang boneka Barbie, tetapi para produser mengaitkan citra kesempurnaan Barbie ke dalam suatu cara sehingga mereka dapat menyampaikan pesan tentang feminisme, yang menurut saya adalah ide yang sangat bagus yang belum pernah terpikirkan sebelumnya."
G	"Okey sekian dari wawancara ini Terima Kasih."

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Transkrip Wawancara Informan 4

Nama : Denzel Maxmillion.
Usia : 20 tahun
Domisili : Washington, Amerika Serikat
Profesi : Guru Sekolah
Tanggal wawancara : 21 Desember 2023
Waktu wawancara : 11.41 – 12.23 WIB
Tempat wawancara : Google Meet
Keterangan :
G – Gabrielle (Peneliti)
D – Denzel (Informan)

Isi	Dialog
G	"On the 21st of December 2023, at 11:41 p.m. I'm with my fourth informant. Would you like to introduce yourself, sharing your age, gender, professions, and any other personal information you're comfortable providing for me?"
D	"All right, my name is Denzel Maximilian. I am 20 years old, born in America but now working in Jakarta, and I work as a tuition teacher."
G	"Okay, Denzel, since I'm going to interview you, and we've already had some discussions about the interviews being related to Barbie, I need to confirm again: have you already watched Barbie? Is that correct?"
D	"Sure, um, I have watched it, yes."
G	"How many times have you watched it?"
D	"Once."
G	"Okay, since you've already watched it, let's start with the opening question. Denzel, did you like the movie or not?"
D	"No."
G	"Is there any reason why? Could you maybe give a specific reason why you don't like the movie, Barbie?"
D	"It's poorly written. While it's acted quite well, I could say it has a good message, it just doesn't have the writing power behind it."
G	"Okay, so maybe from Denzel's interactions, the reason why maybe Denzel could have liked it more if it was really well-written. Is there any mention above the well-written? For example, are there any dialogues or a scene that you could say, 'I think this is very poorly written by the director itself.' Can you specify it?"
D	"Let me think back on the movie. I'd say there was one aspect of the movie which was concerning—the character of... I forgot his name, but he's acted by Will Ferrell. So, I feel like he was such a one-dimensional character and had no use to the story. He's just there doesn't do much, and you forget about him quite quickly. Also, the relationship between Ken and Barbie, I would say it's okay sometimes, but at other times, they start to stray away from the proper direction."
G	"About the scenes or maybe the characters, could you specify about the one-dimensional character that you mentioned? Maybe if I could give you a nudge or maybe it's the character of Alan or maybe the CEO of Mattel. Is there anything specified?"
D	"The one I was talking about is the CEO of Mattel, yes. I don't know his name, though."
G	"Oh, and also, what do you think? How do you consider this character of the CEO as very poorly written or very one-dimensional? Or do you also think that he was just very easily forgotten? Is there any reason why you could specify why he is somehow like that or how you interpret him as a person who is not giving too much influence on Barbie?"
D	"The CEO of Mattel serves as one of the antagonists for the story. An antagonist for the story isn't supposed to be an obstacle in the road; it's supposed to be an active force pushing back on the protagonists. I feel in the Barbie movie, he was just a little hurdle to get past. He wasn't really memorable; you know, cause conflict, it breaches interest. And in terms of conflict, he wasn't much."



Institut Bisnis dan Informatika Kwik Kian Gie	G	<i>So, now that he is interpreted, maybe the character of the CEO of Barbie doesn't have much of an active role when it comes to pushing more into the evil or the antagonist role. Do you think that maybe you could specify which kind of personal character that could be a very big or active roles for being the antagonist part? You mean in Barbie or in the Barbie ?"</i>
	D	<i>"Oh, so Ken actually pushes back on Barbie , right, and the rest of the Barbie s. I quite like that, but how the conflict was concluded and how they went about the ending was just very cheap and lazy. As I said, there are some parts of the movie that I like, but the ending is not one of them."</i>
	G	<i>"Okay, so maybe we should specify on the endings, about how you interpret the endings of Barbie , how it was very cheap and poorly written. Can you really specify on the scenes that you think, 'Oh, I was just so disappointed by the endings of it.' What part do you think? Can you specify it?"</i>
	D	<i>"So first, we have to set the theme of the story. When we begin in the story, Barbie is standing for what men are in the real world, right? And then Ken is standing for what women are in the real world. So, in the real world, especially in the West, women are set aside; they're not meant for the high-paying jobs, the high-ranking positions. In the Barbie world, that's flipped. The women are the ones who rule Barbie Land, basically their world, and Ken is just set aside, basically like a toy, like boys are treated in our world."</i>
	D	<i>So, that's very, for me, I think that's a very interesting premise. And then I thought the movie would go about, you know, the woman realizing that 'Oh, maybe we shouldn't treat the men like this.' Because when Barbie went to the real world, she realized that in this world, it's flipped from what our world is. The men are on top, and the women are not on top; they're on the bottom. So, I thought she would realize, like, she would see herself in the power-hungry CEOs, the creepy men. She would see herself in them and she would, sort of, have some self-introspection. But in the end, she didn't. If you can see in the movie, there was a moment the Barbie s came together after Ken took over. The Barbie s came together, and they decided to take over again. But instead of, you know, compassion and kindness and understanding, how they took over Barbie Land again was that they pretended to be interested in Ken and they pretended to like them. While the Kens are actively showing their passion, they manipulate them into thinking that, 'Oh, maybe this is it. I finally found what I was looking for.' But no, it's just a diversion for something else. I think that was very cheap, very, very cheap. Because then you think about it, the story, and most people's interpretations of the movie, is that the men got the power from pushing down the women and then manipulating the women into thinking that they don't deserve more. But then, in the end of the movie, that's what the Barbie s did. So, what makes them better than any... I think both, both the Kens and the Barbie s, they're not exactly the best people."</i>
	G	<i>"So, based on the very poorly written, because you felt like the interpretations of how that maybe the scriptwriter should have done a very good job of making the equality between the Barbie s and the Kens, but it turns out like all of the things were not about the Barbie s and the Kens, but it all only comes for a Barbie . And then how she somehow gained her power again to really move over the Barbie Lands again, and it felt like it was interpretively very cheap or just very poorly written. Do you feel like you somehow hardly realize this script that had been written by the director for the Barbie films as a feminism campaign?"</i>
	D	<i>"Uh, yes, them the marketing is everywhere, so, and of course, I realize it, right? But the way that they portray feminism in the movie, it's not what feminism is supposed to be. Feminism is Equality for all, right? And the situation now is that women are not equal to men, so it so automatically it means that it's fighting for Equality of women, right? But its baseline is Equality for all, right? In terms of gender, especially not about race, right? So, I do realize that, but what I'm saying is the movie doesn't depict that properly. Like I said, in the end, the Barbie s, they were sneaky, they're manipulative, alright? And that's not exactly a good message for, I think, young women and young boys that they, and in the end, we think about this in the beginning of the movie, right? The Kens, they're basically just a sideshow. They're not important; they are cast out of important things. Like, I mean, I guess in Barbie Land, the important things are parties, right? So, they're cast out of parties, they're locked out, right? They're just basically a toy for Barbie . And then you look at the end of the movie, nothing's changed."</i>
	G	<i>"Okay, so in your interpretations, maybe the idea of the campaign, like the feminism campaign that Greta Gerwig has been trying to push, like the agenda for, and then using Barbie , and you feel like the feminism, the definition of the feminism that Greta is trying to push, wasn't really seen the way that you define it as feminism. If I could ask, maybe could you please specify what is the definition of feminism to you?"</i>
	D	<i>"Oh, I think my previous answer should have sufficed. Well, to repeat it again, feminism is to fight for Equality for all, alright? In terms of gender specifically, just gender, alright? Right now, women are viewed as less, okay? And if you see in certain sectors of the industry, you can see that in this field, there are not that many women, right? And then in most industries, they're underrepresented, right? So, automatically, because feminism is to fight for Equality, and one who is not equal, who is not up there enjoying certain privileges, are women. So, automatically, it's to fight for women's Equality, right? But it doesn't mean that we should bring someone down in the sense of man. It means that we should bring someone up, alright? Because bringing someone down is destructive, is toxic, right? But</i>

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	bringing someone up, it's good. It's good for their character. It's good for society. So, for me, that's my definition of feminism, sorry, feminism and how it should be done."
G	"For my very compact and clear question, do you think the meaning or the definitions of feminism, which has differences between you and the director itself, was actually more of the factor that you have a different environment to understand the meaning of feminism?"
D	"I mean, I think most definitely, but I think generally what my definition of it is, is what it's supposed to be because let me just give a little background on myself, right? So, when I was born, my dad left, right? And I was raised by my mom, just my mom, and she had to raise me, my brother, and my sister all by herself. There was a moment in time where I didn't have a house, so my mom was roaming by herself in the streets, with no friends, no family, a baby, and two young kids, not even teenagers yet, right? And so, I know what a strong woman is supposed to look like. I know what they're supposed to do because I was raised by one, right? And my mom, although she never said she is a feminist for sure, right? I mean, she's my mom, I would know. But in my life, she's never had the feeling that she needs to bring down the patriarchy so that women can rise, right? She always made it her responsibility to make herself better, not to make excuses. Every time she makes a mistake, she blames it on herself. And, of course, I understand there are different cultures, and the world is factually more male-dominated, right? But you cannot just blame everything on the patriarchy. In the bigger picture, it's not. In the bigger picture and everyone's individual life, you're responsible for what happens to you. There are some factors that are unforeseen, right? But most of the time, you get what you work for. Okay, and my mom understood that. She worked hard, and now I'm here, I'm doing okay, my brother's doing okay, my sister's doing okay, she's doing okay, with my what I mean, she, my mom, is doing okay. So, in my life, I've had a lot of female role models also because in that tough period, my mom's life, the few people who did come to help her, old friends, old high school friends, which were girls, they're not girls; they're much older women. And a bunch of my aunts also because, shockingly, most of my extended family, they're women, for some reason. So, I know what it's like to be brought up by a strong woman. I know what it's like, the struggles that they go through. Of course, not personally, but through my mom because I've been with her my whole life and still am with her. So, for me, it's like a very personal topic, you know, like this topic. Like, of course, if anyone was demeaning my mom or being a woman, of course, I would fight back. But if society tells me that, 'Oh, there needs to be an uprising or bringing down of men for women to have an equal say in society,' I would disagree because from what my mom did through hard work alone, and she's already up there."
G	"So yeah, I would say, maybe we can interpret about the definitions from Denzel itself when it comes to feminism really comes strongly deep-rooted, comes from your family background, and somehow it feels like maybe the definition that the feminism that comes from brother it seems far more into like more of a political agenda or something that is very personal for you. Is that maybe something that we could clarify?"
D	"Yeah, I don't think entertainment and politics, they're very hard to merge together. They're very, very hard, right? Because entertainment is there to entertain, right? But nobody likes politics, and politics is very divisive, you know? There's one side and the other side, no middle ground, right? It's us versus them, and nobody wants to feel that way, especially when they're out watching a movie in the theater. I'm not saying that we shouldn't mix politics and entertainment, but it's a bit about saying it's a very sensitive thing to do. And in terms of how Barbie was made, I think Greta sort of failed in giving the definition of the true feminism itself, yes, and just making a good movie."
G	"Since now we have a very massive, you know, differences between the concept or the definition of feminism, based on you as an informant and maybe the director itself. And you've already told me briefly about your backgrounds that you also live in America. And now that you're domiciled here in Jakarta, maybe you could give me like a few backgrounds or maybe a few differences between, maybe we could specify like the differences between what you think the feminism in America or how feminism is actually being described here in Indonesia. Can you specify that?"
D	"Alright, let's start with America first. I've observed that the feminist movement in America is quite assertive, almost to the point of being seen as violent. I do believe they are fighting for a good cause, and I support feminism as a positive force. However, some rhetoric in the West, like 'men are pigs' or 'kill all men,' is concerning. It's celebrated, and if you replace men with women, there's outrage. If a man faces mistreatment, there's less concern compared to when it happens to women. There seems to be a shift in the balance, and it's imbalanced in popular opinion and societal feelings. We shouldn't bring down one group to uplift another; there should be steady ground for everyone. I'm not claiming all feminists in the West share extreme views; we're discussing America. But honestly, in the entire West, a significant portion tends to hold such perspectives. Fortunately, there are individuals with common sense and a balanced attitude, actively working for progress, though it's a small demographic. Now, moving on to Indonesia, an interesting situation unfolds. Women may not hold high positions as often as in the US, but both men and women seem okay with it. I'm unsure about the history, won't comment on whether I agree, but if the people are okay with it, I have no right to express my opinion; it's not my place. I've engaged with a few women in Indonesia, gaining insight into their perspectives. It's different from the West, and there seems to be acceptance."

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G (C) Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie) D Hak Cipta Dilindungi Undang-Undang	G <i>"Now, regarding the film, we've discussed the disagreements with how the director portrayed certain aspects and the significant differences in feminist concepts. Moving forward, let's explore aspects I might agree with. Perhaps there are scenes or messages in the movie that resonate positively with my views."</i>	
	D <i>"There was just one really poignant scene in the movie where Barbie has just entered the real world, and she met an old lady sitting next to her at, I think, a bus stop. Then she looks at her with tears in her eyes and says, 'You're so beautiful,' and the old lady says, 'I know I am.' That one was really touching. And then, I don't exactly remember if this is near the end of the movie, but there was a message about mothers and daughters. I am not a daughter; I'm a son. But you know, daughters and sons, they're both a child of a mother. Like I said, I was brought up by a single mom, and I forgot exactly where, but I think near the end of the movie, that sort of message was given out about how, well, just like the baseline is like Mother's Day, sacrifice a lot for their kids. It was important. Let me try to quote it; it's like, 'Mothers stay put where they are so that daughters can see how far they've come,' something like that. You know, it applies to every mother; they would do that, not just for her daughters; she would do that for her sons also. I know that because my mom did it for me. That was really touching, the whole parenthood thing."</i>	
	D <i>But for the whole gender thing, because I'm a dude, I'll never say I know what it's like to be a woman if I don't. Also, there's one more thing about the movie; it seems that they're trying to say, like, the message that they're giving is like, 'This is what men are like, right? This is what men are like.' And I've met bad men and good women, I've met bad women and good men, right? It's an equal distribution amongst both genders. That's one more thing; they're like pretending to, like, it's like connecting back to what I said last time. I'll never say I know what it's like to be a woman, right? But it feels like the movie is saying, like, 'Oh, I know what it's like to be a man,' but clearly, they don't, you know? I mean, I guess it works in favor of the movie because it's supposed to be like, uh, a feminist campaign, yeah, like a feminist campaign, right? But that's not what I'm trying to convey. The words I'm trying to come up with, like, of course it's for entertainment, right? And in entertainment, the middle ground is never the most entertaining. It's either you're all the way over there or all the way over here, you know? Moderates are never funny, right? So, I understand why they depict girls as all the way on that side and boys as all the way on that side because it's interesting, right? But when you're preaching, like, you know, a message like that, you really do have to be careful, especially when you have a young audience watching. And Barbie is not exactly a kids' movie, but, you know, most of society is built by young people, you know, like, early teens, and even in the theater, I've seen some young kids also. Unfortunately."</i>	
	G <i>"Okay, maybe we could move on with the discussions about how maybe that Barbie is somehow, you know, the reason why you somehow feel like this movie should not be watched as a very young audience, maybe such as kids or maybe teenagers because it includes such as like a campaign that has a very strong, you know, opinions or maybe you could say as a bias. If we could identify."</i>	
	D <i>"I'm fine with that, you know. I'm fine with any good message being directed towards kids. That's fine, right? But it's just that, you know, there are some adult themes in the movie that have nothing to do with the message—just adult things like explicit language, right? It doesn't belong in any kids' movie. So maybe it's more of the age that may somehow really need to be the pick because the movie itself has a very—not about feminism, but it needs to be understood. You really must have good depictions of what's the meaning of feminism or just be an adult in general to really understand what's going on because if kids really do not know about what's the meaning of feminism and then there's somehow like a Barbie that talks about feminism."</i>	
	G <i>"Maybe Denzel is just worried about maybe giving a very wrong impression that is maybe harmful to them. Is that true?"</i>	
	D <i>"So yeah, as I said last time, last things first, the message has to be sent in a good way, right? And in my opinion, Barbie doesn't portray its message in the best way. So, that's one factor why I would not recommend people watch it. And another factor is, yeah, it's just not a good movie. I wouldn't lie; I wouldn't watch it again, you know? It's just not good entertainment, and especially for the kids part, it's not a kids' movie. They use adult language. There are some words that some kids shouldn't learn yet. So yeah, that's why kids shouldn't watch it. And for the other side of society, you know, young teens, young adults, and above all, it's just a bad movie. So don't waste your time."</i>	
	G <i>"And can you maybe specify about like you know, how is really the difference between how you see for the cartoon Barbie s and the Live-Action ones?"</i>	
	D <i>"Oh, the cartoons. Well, let me just say one thing—they're not exactly the best source of entertainment, right? But they only have one agenda, which is to entertain. They're not trying to push a message. Not saying that if you're pushing a message, it's automatically a bad movie, right? But it's very refreshing to have a movie that's just there to entertain. Not telling you to follow this or follow that or do this, do that. Sometimes people just wanna be entertained. So, in that sense, it is doing a better job at entertaining people than—I mean, I wouldn't say people, 'cause I don't know what most other people think, right? But for me, it's doing a better job of entertaining me than did the live-action version. I see..."</i>	

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G (C) Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie) D Hak Cipta Dilindungi Undang-Undang G D G D G D G D G	"Do you feel like the differences between the cartoon may be a source of the purposes that you feel like the Barbie cartoon was solely made for the purpose of entertainment? And now, you see somehow the interpretations of Barbie in the live-action version somehow seem to push an agenda for the feminism campaign. Do you feel like you have a very different perspective about what Barbie is?"
	"For me, Barbie is just a toy. Okay, I mean, okay, like the message attached to the toy - all girls can be whatever they want if they were. Because, you know, Barbie is an astronaut, Barbie is a CEO, Barbie is a lawyer, Barbie is whatever she wants to be, right? Well, that's a good message to send to anyone, right, girls or boys? So, you know, I understand that the movies are an extension of that message, but it's like I said, it just doesn't send that message well. And for the toy, you know, it's a very passive thing. You know, uh, the movie is actively pushing it towards you, which is why I feel some people are turned off by that, right? But the toy, you can just ignore that part. I mean, it's for you to own and control, right? You want to ignore some parts of it, if you want to ignore the underlying message, you can go ahead and ignore it, you know?"
	"What about the Barbie character that comes from the animations and how you see the perspective of the Barbie of the real-life action movie? Like, for example, you've already watched Barbie in 'A Christmas Carol,' right? Do you feel like there are some sort of major differences between the Barbie characters in the animated movies and the film itself? Because they will have dialects, right? They do talk, and they have connections with people. So, do you feel like there is any significant difference between the characteristics of Barbie s that they depict for real life and animations?"
	"Just think about this, alright? You try—I'm not saying to tell you to do this, but this is introspective here. You go and watch any random kids' movie, and you know what kids movies are like, right? Just slap the name Barbie on it, and that's basically what Barbie movies are, okay? There's nothing uniquely special about the Barbie shows, cartoons, and movies. It's just that it's telling a certain story with a main character who happens to be named Barbie. You can swap out Barbie for anything else, and it doesn't affect the story at all, right? Yeah, it's just that the cartoons, like everything else except for the Live-Action, are just straightforward, one-dimensional, meant to entertain. Nothing. It just happens to have the Barbie name connected to it. And in the live-action one, you know, it has the whole political agenda behind it, has the whole, um, bad writing. I think that's it."
	"How do you feel like Greta Gerwig is trying to remake the Barbie character in the Live-Action? Because, you know, Barbie already comes off as just a toy, and in the animation, you already know it depicts something that is just for fun, a main character solely for entertainment. And then when you swap names, it's just going to be the same, right, for the animation? How do you feel like Greta is trying to push something that you think is just a character, into a character as Barbie in a live-action movie, into something so political? How do you think Greta is trying to transform those images from animations into the character of the movie?"
	"It's like I said before, the animations and the Live-Action, okay, they're very disconnected, right? So, you know, I don't feel much about it. It's just like, you know, like I said, just happens to have the name Barbie. Um, you know, she could have used, she could have picked another character, right? She could have made up her brand new one, maybe based a little bit on Barbie. She just picked Barbie because I guess that's the most recognizable thing, you know? And like, you know, the message is sort of in line with her message that she's trying to portray, like, 'Oh, you can be anything that you want, like girls can, and women, they can be anything that they want.'"
	"Okay, maybe this comes up as the last question because you somehow already mentioned something that you disapprove of in some few scenes about the Barbie. You also already touched on the positive aspects, particularly in terms of parenthood or motherhood. Is there any sense that you feel is not in between, it's just neutral? It feels like you don't really agree with this, or maybe this is something that you're not sure about? Are there any specific scenes that you could specify as something that's just neutral or something that you need to consider again?"
	"Oh, every scene with the CEO is just the most boring thing I've ever seen in my life. The CEO is just, yeah, boring. You know, I get he's working for the money and stuff like that, but he doesn't do anything outrageous. Like I said, entertainment doesn't come from the middle; it comes from all the way from that side to all the way to that side, right? The middle is not interesting, and that's what the CEO is. He's middle, and that's why he's boring."
	"Okay, then I think that's already conclusive about the interview with Denzel Maxmillion. So, I would say that we've already come to the end of the terms of the interview, and it concludes on 21 December 2023 at the time of 12:23 PM. Um, me as the researcher, Gabrielle Yonatan, would like to express, 'Thank you very much.'"

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Transkrip Wawancara Informan 5

Nama : Bryan.
Usia : 26 tahun
Domisili : Brunai Darussalam
Profesi : Salesman
Tanggal wawancara : 26 Desember 2023
Waktu wawancara : 18.25 – 20.14 WIB
Tempat wawancara : Whatsapp
Keterangan :
G– Gabrielle (Peneliti)
B– Bryan (Informan)

Isi	Dialog
G	"For the fifth informant, based on 26 December 2023, at 18:25 PM, I would like to provide more of an introduction. For the informant's names, gender, and age. Could you also share where you live?"
B	"So, my name is Bryan, I'm 26 and a half years old, and I identify as male. I currently live in Brunei Darussalam."
G	"So, in any case, since we've already discussed that we're probably going to interview about Barbie , I would like to reassure you that, as Bryan, my informant, have already watched Barbie . Is that correct?"
B	"Yes, that is correct. "
G	"So how many times have you watched Barbie ?"
B	"Only once in the cinema. "
G	"Okay then, so I would say that you are valid enough as my informant for this interview. And for any of the questions that I've already put forth, before we proceed with this interview, it does not have any time limits. So, feel free to answer however short or however detailed you can. Based on the answers that you gave me, I'm going to specify more and dig deeper into the answers you provided. Is that okay?"
B	"Yes."
G	"Okay, Bryan, if you could, you know, give me a very simple answer: Do you like the movie or not?"
B	"Um, I thought it was okay, it was watchable. I wouldn't necessarily say that I enjoyed it 100%. I still feel like there might have been some pacing errors or it could have been a bit more impactful. But overall, I would say that I did like the movie."
G	"So, you did like the movie. You specified that you generally liked it, but you have some complaints, maybe about the impact or the pacing errors. Is there any way that you could specify more about the pacing errors that you're mentioning about?"
B	"Um, I would say that it's not really a movie for everyone. It's a bit more artsy, not like a typical blockbuster where you're thrown into the action right away. The movie relies a lot on fan service, and if you don't already play with Barbie s or consume other Barbie media, it can be a bit hard to get into the movie and really enjoy yourself. I've noticed this problem more with my friends who either didn't play with Barbie s growing up or just don't really like bright colors in movies that pop out. So, I do think that it does suffer from pacing, only because typical Hollywood movies have a certain pace and format, while Barbie is very different. Because it's so different, some people might not necessarily enjoy it as much since they're so used to regular Hollywood movies. I feel like if the format was more like any other typical Hollywood movie, more people might have liked it. However, I do think that the pacing is a bit off from other, more easily digestible, and more formulaic pieces."
G	"So, you've specified more about the very different pacing. I would say that the pacing you've mentioned makes Barbie more of a fan service, as you've pointed out. It's not necessarily like a movie you'd see in Hollywood. Do we see that as more of a positive impact, or is it something that could create a very mixed opinion about the film Barbie ?"
B	"I feel like it creates some mixed opinions, only because, for me, growing up with the Barbie brand , I expected a bit more. The movie seems to be more of a commercial for some of their older and vintage toy sets rather than the Barbie 3D animation or Princess movies. I was hoping for more exploration in that direction. Instead, it felt like



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(C) Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie) Hak Cipta Dilindungi Undang-Undang		the film was trying to be political, possibly discussing consumerism or the patriarchy. The audience's reactions were diverse; some saw it as a feminist statement, critiquing the patriarchy, while others believed it mocked feminism, advocating for a balance between genders. This ambiguity left me and others feeling confused. It might be intentional, appealing to various biases, but it risks leaving the audience unsure. Budget constraints might have affected the storytelling, pacing, and overall quality, as seen in other movies like Wonka, which managed to maintain good pacing and quality despite the challenges in the modern movie industry. Apologies for going off on a topic."
	G	"So, based on your observations, there are five key points regarding the Barbie movie. Firstly, you noted a shift towards a more political and commercial focus, diverging from the traditional fantasy and animated formats associated with Barbie, such as princesses and mermaids. Secondly, you suggested that this shift might be attributed to a potential imbalance in attention between scriptwriting and other aspects, perhaps prioritizing commercial elements over the movie's message or plot. Thirdly, you highlighted a perception that the Barbie movie might not be universally watchable, potentially due to its association with biases, varying perspectives, and consumerism, resulting in a confusing and mixed opinion. The underlying theme seems to be a departure from the expected fantasy side. Considering these points, I'm curious about your perspective on the differences between real-life Barbie, action figures, and cartoon versions. You expressed a preference for the fantastical elements typically associated with animations and princess movies, but I wonder if there's more nuance to your expectations. Also, are you personally familiar with or have you played with Barbie before? Have you watched the animated versions, and if so, can you specify any differences you perceive between the real-life Barbie and its cartoon counterparts?"
	B	"I grew up playing with Barbie's, and when it comes to the cartoons, they typically follow a more traditional format for children's media, emphasizing values like friendship and hard work. However, the new Barbie film seems to deviate from this approach, not delving as deeply into these themes. I believe the movie could have been stronger if it incorporated these elements more prominently. While it doesn't necessarily have to follow the exact traditional format, a baseline focusing on teamwork, family, and friendship could have been a starting point with a unique twist. I don't want it to feel like a Disney remake, though, as some remakes lack the immersive experience. For instance, Alice in Wonderland managed to be a good remake by drawing inspiration from the cartoon and expanding the universe. The issue with the Barbie movie, in my opinion, is the limited exploration of Barbie Land, making it feel small and less immersive. If Barbie Land were more expansive, future movies could explore it, creating excitement among fans. However, most of the film was set in the real world, with occasional shifts to Barbie Land. To enhance immersion, they could have delved more into Barbie Land itself, perhaps during the montage of traveling in and out. It leaves me wondering how they managed the budget, especially during the montage scenes, which could have been more impactful if extended within Barbie Land."
	G	The Barbie movie feels more like a surface-level fan experience. It doesn't quite deliver what you'd expect because, for Barbie fans, it's all about those princess fantasies, mermaids, and the messages about friendship and family. Were you hoping the movie would be a nostalgic connection, bridging the gap between the previous Barbie formats? Maybe not a direct remake, but keeping those fantasy elements, especially the princesses, intact. Did you want to feel that nostalgia, like, 'Oh, this is so reminiscent of the Barbie princesses and mermaids I saw as a kid'? But the differences between the Barbie film and the animations are so wide that it cuts off that nostalgic connection. It feels like a completely different format from what Barbie traditionally represents. Does that resonate with you?
	B	"Yeah, I feel like what I wanted to see was maybe a remake of the Disney movie, Life Size. You know, like the Alice in Wonderland approach, creating a bigger universe. I was hoping for that kind of aspect, but instead of veering into a very different plot based on the script writing from the director. There's a Disney movie called Life Size with Tyra Banks, envisioning what if Barbie came to the real world. I wanted something like that because Life Size is quite nostalgic with Lindsay Lohan and Tyra Banks, who portrayed a black Barbie, back in 2000. So, maybe a movie in that vein, you know?"
	G	"So, you somehow felt like the Barbie film doesn't really have anything nostalgic from the old versions of Barbie. Is that correct?"
	B	"Maybe for Barbie collectors or those who have bought every single Barbie piece, it might be a bit more nostalgic. But yes, I think it does lack a bit where nostalgia for a more general audience is concerned."
	G	"Maybe for Barbie collectors or those who have bought every single Barbie piece, it might be a bit more nostalgic. But yes, I think it does lack a bit where nostalgia for a more general audience is concerned."
	B	"I see because I think they put more into the nostalgic of the dolls instead of the nostalgic of the format of the movie. I think they kind of have to pick a different kind of nostalgia on the merchandise or maybe on the dolls, right? "
	G	"Yeah"



C Hak Cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)	B	"I see. And since you've already known about the format of watching Barbie s and the Movies like the Barbie Princesses, Princess and the Paupers, 12 Dancing Princesses, and all these animated movies, and then we get a real-life Barbie that doesn't have that kind of nostalgia from a different movie format. Do you have a different perspective or different perceptions about the Barbie character? Because the differences in the morals of the film, Barbie 's focus on families and friendship, deviate from the same messages as the previous Barbie . Do you feel like you have a changed perspective on what the Barbie character should be?"
	G	"I don't really have a different perspective, only because I feel like whatever you grew up with, that's the thing that will always stick in your head. So, for me, my Barbie would be like the princess movies Barbie . This is one version of Barbie , but I don't think that will really affect the memories that I had growing up watching Barbie . I just felt like it's just another franchise of film, but it's just like the real-life one?"
	B	"Is there any way, since we've talked about the differences in Barbie and the significant disconnections, we could set aside the Barbie that you have watched and focus more on the film Barbie ? Are there any scenes from the Barbie movie that caught your interest or grabbed your attention despite the differences in messaging?"
	G	"In terms of visuals, I do feel like it was a very visually interesting movie. The dance numbers and the transitions were well done. I feel like the cinematography was good. Yeah, so that's one compliment I can give it."
	B	"So, I think the thing that really piqued your interest is more in the general technical aspects of the movie rather than specific scenes or plots. I see. Is there any way we could deep dive into the moral stories of the movies? Do you agree with the moral stories presented in the film Barbie , considering they seem different from the family-oriented, friendship-focused, and hard work-themed morals of the old Barbie s? The real-life Barbie appears to have a completely different set of moral stories. Is this a shift you agree with, or do you find yourself disagreeing with the messages portrayed in the Barbie films? Is it something you think needs to be considered?"
	G	"The movie gives mixed signals on what it's trying to fight for, so I don't really understand what the filmmakers had in mind when they thought, 'This is the message that we want everyone watching this to take away from it.' Because of that, I neither agree nor disagree with the message, as I don't really know what the film is trying to convey. One specific scene that caused confusion is maybe at the beginning of the film, where it shows Barbie s living in peace and happiness in their female-dominated world. However, in the middle, Ken goes to a foreign land, imports foreign ideology, and imposes it on his native land, serving as a comment on colonialism. Yet, it's then suggested that maybe there can be a balance between both, leaving me puzzled. If the Barbie s were so happy in the beginning, why did everything need to be interrupted for it to go back to almost the same way? I didn't feel like Barbie had much growth as a character. Although she learned some new things, it felt a bit pointless. It seemed she was trying to fight something when, at the beginning, she felt confused, and it turns out she's just part of the system of capitalism and consumerism. Maybe now she feels a bit less pressure to be the center of attention, learning to kick back and relax a bit."
	B	"Yeah, it seems like the main message is for Barbie to just chill and relax, while the system of Barbie Land doesn't undergo significant change."
	G	Now, regarding Greta Gerwig as the scriptwriter and the idea of turning Barbie into a campaign for feminism, are you aware as an audience member that the director is trying to convey a message about the feminism movement through the Barbie movie?"
	B	"I do see that Greta is trying to use the idea of Barbie to campaign for feminism, but with the mixed messages, I don't really know if it's as effective as they would have hoped it to be. It seems to have a bit of struggle in effectively conveying the intended message and, in turn, leaving the audience more confused."
	G	"Is there any way that maybe you could specify about, like, the confusion part about the campaign? Maybe you talked about the scene from the beginning to the end. Is there any way about, maybe, other scenes that you could, you know, more specify about? Oh, I think Greta is, you know, like, she kind of contradicts about the things that she wants to, like, campaign about. Is there any like, scenes that you can specify more?"
B	B	"I think, other than the one I mentioned before, I can't really think of anything right now. So, it's probably like the only thing that you were actually felt about the moral of the story, and you just felt really confused, even though that its kind of, like, you know, talks about feminism. But somehow, the plot, like the end of the story, kind of doesn't really give out like the message of feminism."
	G	"Do you think that Greta Gerwig actually, like, successfully has been, you know, successful, like, using the media, like the icon of Barbie , using this film as, you know, like, sending the messages to the audience about feminism? Do you think that she is successful doing that?"

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B	"I think the movie made a lot of money, but in terms of it being a political statement, as I said, if everyone or, or if enough people are confused, and it might not be as effective as a political tool."
G	"I see, so for a political tool like feminism, I think it's somehow kind of left more of a confusion, rather than, you know, like actually, like, either she kind of fails or maybe she really actually successfully delivering the campaign. Can I ask more about maybe like the scenes or like some, one, few scenes or others that you're agreeing on? Greta can, like, giving the messages using the Barbie . Is there like any scenes that you like or just like few parts or few cuts that you feel like, 'Oh, I think I agree with the messages. I think I agree when she's, when there's a few scenes, is doing this and doing that. Is there any way that you could specify that?"
B	"I think I agree with the beginning where they were introducing Barbie Land, this is, um, you know, an all-female Utopia. I do feel like, you know, because history has been so patriarchal, um, it doesn't hurt to see the world from a female perspective."
G	"Hmm, I see, so you're kind of like agreeing because it gives you like a sort of something that is so different from the reality of the world. Is that correct?"
B	"Yes."
G	"I see. What are the scenes that you're a bit, like, in there's like a few scenes or you're just like, 'I don't think I agree with this message.' Is there any way that you can specify on that part?"
B	"I feel like the revolution on how to fix Barbie Land was a bit cheap. The execution was a bit, um, it didn't really have as much, you know, emotional weight for me as I would have liked. Like when the mother was, um, was like ranting about being a woman, and then that was somehow the cure to, like, you know, the cans of patriarchy. Um, I feel like the solution could have been a bit smarter, could have been a bit more entertaining."
G	"Hmm, I see. So, it kind of gives off like something that, 'Oh my god, I think it's just like gives you a very easy, quick solution when someone is like giving you a car crash, and the only thing that they give you like was a Band-Aid.' Is that like what you're kind of referring to? Ah, I see, I see. From the part of agreeing about the idea of, um, you know, like when the Barbie Land is kind of like a present thing about the opposite of, like, you know, like the male-dominated, do you think that the Barbie Land is somehow, you know, something that could be like an inspiration or maybe something that you could somehow take the reference out and then put it and implement it as, like, the real world?"
B	"Um, I don't really think so because a lot of the concepts that the movie was trying to explain were overly simplified. So, um, if the movie was delivering a more heartfelt stance, like, 'This is our message, and we want everyone to walk away from this movie knowing that this is the message,' then it might have been a bit clearer to understand and maybe to actually, you know, take something from the movie and implement it in real life."
G	"I see, I see, I see. So, it somehow felt like, you know, giving the concept that itself is something that comes more of an idea or something that you feel like it's going to be very hard to implement it to reality because ideas and execution come with very different difficulties. Ideas come up very easily, but somehow, executing the ideas, like the concept of putting it as a Barbie Land where maybe in the real world it could be woman-dominated, it somehow comes up as maybe the opposite of patriarchy. Is that maybe what you're referring to as well? You do, hmm, I see, I see. In another way, you kind of also mention about something that you somehow disagree with the idea of Greta trying to put up the plot of the mother trying to solve this brainwashed Barbie by telling about the struggle of being a woman as a sole way to fix, you know, how to fix this brainwashed Barbie into normal and trying to get this Barbie as it was before. Why do you think that it comes out very cheap, is like cheap and just a very fast solution? What is the thing that you expected the mother would solve this brainwashed Barbie ?"
B	"I don't really have an answer on what I think should have been the thing to solve it, but I feel like if you were to solve sexism, um, I feel like maybe just talking about the problems of sexism doesn't really solve the issue. But we just seem like, you know, maybe some real solutions on screen telling us like, you know, we should do this, we should do that, maybe that might have been a bit more helpful. I see, so just like telling of this is wrong and this is not right and telling things, and that doesn't really give much of a very proper ways or tutorial to execute the idea. Is that the thing that you're really trying to feel like it comes up very cheaply written because it only comes up with an idea that you just need to tell? They didn't really come up with ideas; they just came up with the problems, and then I guess the movie just throws it onto the audience, like, 'Well, these are the problems, so we don't have the solution, so go figure it out yourself.' I see. So, I think the movie doesn't really solve either, like, the problem. It's just like, it's tearing, like, 'Oh, this is the part of the problem of the Barbie Land, and this is the part of the problem of the patriarchy,' and you didn't really get the message on how to actually give the solution on both sides."

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Instytut Bisnis dan Informatika Kwik Kian Gie Hak Cipta Dilindungi Undang-Undang BI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)	G	"Do you feel like the idea of Greta growing and trying to have her own ways of campaigning about the message of feminism, using Barbie as a tool, solely comes with differences about feminism based on your perspective? Repeat the question, sorry. Do you think that the idea of Greta's messages about feminism, like she's trying to use Barbie to campaign about the message of feminism, aligns with the same definition of how you see feminism, or is it completely different?"
	B	"Um, it's a very mainstream idea of what feminism is, so I feel like it's similar to what I would think feminism is."
	G	"Do you have your own definition of feminism for you from your perspective?"
	B	"I think feminism basically strives for human rights, I mean, for women's rights."
	G	"Hmm, I see. Do you think the feminism campaign from what Greta Gerwig is trying to promote gives much of a reflection of what feminism is like in your country? For example, now that you live in Brunei, do you think the idea of Greta campaigning a message of feminism can actually be implemented or have an impact on the reality or situation in your country? Could you specify more about the feminism movement in your country or share your thoughts on how Greta's campaign might relate to or influence the situation there?"
	B	"I think that maybe this movie has a positive impact on more conservative countries, such as my own. In the west, I feel like this movie might be more confusing because the whole idea of feminism has evolved so much. However, I believe this movie is perfect for countries that are a bit more conservative and traditional. It essentially shows what traditional feminism is like, emphasizing feminine attributes and so on. But, I feel like when a society reaches a certain point, maybe what we call post-feminism, the movie might fall flat. However, for my country at this point in time, the movie can be seen as having a positive impact. Girls may watch it and really connect with the characters, and boys might start thinking about feminism for the first time, even though the movie heavily simplifies it. It's a good baby step towards the whole idea of political mindfulness and thinking about gender interactions."
	G	"So yeah, maybe you've implemented messages that Greta is trying to give off about feminism, and it comes off very differently considering cultural differences between the East and the West. In a conservative country like yours, which leans more towards Eastern cultures, it seems like the movie amplifies the messages in a positive way. Can I ask about how people from Brunei generally think about the Barbie movies? Do they feel like it's something that they should criticize, maybe because it's way out of line from the Eastern culture? Or do they take it really well, thinking it's very eye-opening, something that should be amplified more in our society in Brunei?"
	B	"I feel like the movie hasn't really affected the culture that much; it's just a form of entertainment. Since we're not very politically active and don't hold strong political views over here, I think it has a lot more to do with how the country is structured. Overseas, people can have very strong opinions and rally behind them, but here, because it's more of an authoritarian style, people might have strong views on certain things like movies and politics. However, since the country doesn't really have avenues or places where you can express those views openly for everyone to see, it's just something that people quietly watch, maybe forget about, or think about from time to time. But overall, it won't really change society that much over here."
	G	"I see, so I think basically, in the country, the conservative style works because you mentioned that Brunei is more of a conservative country. It doesn't provide much space for people to express their ideas, rights, statements, or feelings openly. The idea of Barbie giving messages might be interesting for places like Brunei, but it doesn't seem to translate into taking concrete actions or substantial changes. Correct?"
	B	"Yeah."
	G	This film talks about feminism. Maybe we should talk about feminism in Brunei, but it doesn't do that. It's just for a good place of entertainment. Is that what you're trying to actually like state?
	B	"Yes, um, but I do also want to say that maybe in schools, that might be different because, um, schools are a bit more or, um, more updated with the time. So they might—I mean, school here might use movies to actually teach kids about the changing times, so it could be positive where that's concerned. But for adults, um, yeah, there isn't really like a classroom where adults go to, to talk about things, um, other than work. But yeah, I mean, maybe at work they do have some meaningful debates over the movie as well, like we figure out, so like feminism and its place in society. But I feel like, um, if they do discuss it in schools, like you know, positively and constructively, that can have more of an impact than, you know, actual adults just watching the movie."
	G	"Hmm, I see, I see. So, I think like Barbie itself, it kind of really sets off more of references, rather than like a part of the revolutionary movement for the whole country to, you know, be more open-minded. Considering it's more like an authoritative country and more conservative, not having much open spaces to actually, you know, talk about their opinions or maybe about their political minds or political statements, I think I would like to go back to you, Bryan. Do you, Bryan, feel like the idea that you were also, like, you know, confused or maybe you're

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C Hak diptam IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)	<i>disagreeing with the message, or you disagree with some few things about Barbie , comes from, you know, like personal perspective or maybe personal experience? Like, for example, you were somehow agreeing about the idea of, like, you know, Barbie Land having these very woman-dominated places. Is it because, from a personal perspective, is there any way that we could, you know, if you don't mind me diving in, about some few reasons why you disagree or agree, or you kind of felt confused because of your personal experiences? Is there any way that we could specify in that part?"</i>
B Hak Cipta Dilindungi Undang-undang	<i>"Um, as far as personal experience goes, I think I've already highlighted it before when I said that my personal experience of Barbie is through the princess movies. So I feel like that has affected how I view the movie. I see, I see. So I think, just like very, like, expectations from what you've experienced from the old Barbie has already, you know, kind of, you know, changed the perspective of, like, the Barbie itself."</i>
G Hak Cipta Dilindungi Undang-undang	<i>"Do you think that you could specify more? If there are any scenes that you agree with, for example, about the Barbie s, or maybe just like, you know, Barbie . For example, you disagree with the idea of the mom trying to solve the brainwashed Barbie by just like, telling about how women feel and about women's struggles. Do you disagree with that? And is there like any sort of experiences that you could relate based on your disagreement with that scene?"</i>
B Hak Cipta Dilindungi Undang-undang	<i>"I don't necessarily disagree with the message. I just disagree with the execution. Um, I feel like I disagree with the execution mostly because I feel like I've seen movies handle, you know, problems better. Um, but I do agree with the message, and that, you know, it is essentially what women go through in real life."</i>
G Hak Cipta Dilindungi Undang-undang	<i>"Um, I see, I see. So, I don't think that you could really specify on those, like, you know, like those felt executions of, like, you know, women having to have like a brainwashed Barbie , and they did try to solve it with just, like, just a statement about women's struggle, and the execution was off. Do you think there are any experiences where you cannot experience, where people were trying to, like, have a struggle, or you maybe had some sort of struggle that you were experiencing personally, and people just, like, just put you off with the Band-Aid solution? Is there like any relatable moments based on the scenes that you agree or disagree with?"</i>
B Hak Cipta Dilindungi Undang-undang	<i>"Um, I feel like it's relatable in real life. Like, for example, at work, people don't give you the solutions; they just tell you the problems and then they expect you to solve it on your own. But just like work, you know, if you don't have guidance, if the movie doesn't nurture you, if it doesn't inspire you, like if your boss doesn't inspire you at work, you're not gonna wanna fix anything. So, because the movie wasn't as inspiring as it could have been, um, it doesn't really make me specifically want to fix things in real life."</i>
G Hak Cipta Dilindungi Undang-undang	<i>"I see. Because at first, you were just left confused. You were not really, you did not enjoy, but you did not enjoy also not really. But you just kind of felt confused for the whole part of the Barbie movie. Is that correct?"</i>
B Hak Cipta Dilindungi Undang-undang	<i>"Yeah."</i>
G Hak Cipta Dilindungi Undang-undang	<i>"I see that. I think that really sums up the whole interview about Barbie . And now I've already gathered some very interesting information about how you feel, obviously as watching the Barbie . I think it's going to be very good for us to maybe close the interview. Um, thank you, Bryan, for like, you know, having you to be part of my informants. And for 26 December 2023, and it will end at 20:14 PM. I would like to say thank you as an informant and, uh, goodnight."</i>

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Transkrip Wawancara Informan 6

Nama : Elisa Cornelia.
Usia : 20 tahun
Domisili : Jakarta
Profesi : Mahasiswi
Tanggal wawancara : 28 Desember 2023
Waktu wawancara : 23.34 – 00.11 WIB
Tempat wawancara : Rumah Peneliti.
Keterangan :
G – Gabrielle (Peneliti)
E – Elisa (Informan)

Isisial	Dialog
G	"Bersama dengan informan ke-6 pada hari 28/12/2023 pukul 11.34 malam, saya bertemu dengan informan ke-6. Informan ke-6 memberikan perkenalan dengan menyebut nama, umur, gender, domisili, dan juga pendidikan."
E	"Nama saya Elisa Cornelia, umur saya 20 tahun. Saya seorang wanita dari Jakarta Utara. Saat ini, saya sedang kuliah semester tiga, tetapi untuk pendidikan terakhir, saya lulus dari SMA."
G	"Salam, Elisa. Untuk wawancara kita kali ini, kita akan membahas tentang Barbie pada versi Live-Action. Sebelum kita mulai, saya ingin mengkonfirmasi apakah Anda sudah menonton film Barbie tersebut?"
E	"Ya, saya sudah menonton Barbie."
G	"Tentu, Elisa. Mari kita mulai dengan pertanyaan yang ringan. Apakah kamu suka dengan film Barbie ini?"
G	"Kalau misalkan dari yang persetujuan kamu, mungkin yang kamu suka mengenai teknikal itu boleh bisa di spesifikasi nggak ya?"
E	"Kalau buat teknikal ya, Aku tuh bener-bener bisa apresiasi mereka karena prop-nya mereka bagus, mereka juga direksi, dan juga kostumnya juga bagus. Eh, mereka juga, eh nggak bisa di itu lagi, ya diragukan lagi kalau itu semua tuh di gunakan menggunakan kayak aplikasi dan software tuh yang bener-bener advance banget lah, karena dari hasil produk akhirnya tuh bener-bener bisa eye-catching sama enak buat dilihat gitu. Kalau buat script-nya juga mereka juga funny, tapi mereka juga bisa lebih di balance sama yang hal-hal tuh yang bisa penting gitu loh, kayak misalnya yang jadi Klimaks dalam movie-nya tersebut sih. Tapi kalau untuk pesan dan idenya Aku kurang setuju."
G	"Kalau dari perspektif Lisa, mungkin dari teknikalnya itu, mungkin dari videografinya, mungkin dari hal-hal yang kayak misalkan dari penggunaan script-nya atau mungkin dari dialognya. Kalau misalkan Lisa boleh jelasin lagi nggak yang, apa Lisa kurang setuju dari misalkan kayak misalkan dari idenya atau misalkan message-nya dari film Barbie?"
E	"Itu gimana ya, kalau buat message sama pesannya ya, aku merasa aku ngerti. Mereka tuh mungkin lebih pengen menjelaskan tentang feminisme dalam rangka hal yang lebih sehat ya. Kalau yang aku lihat, apalagi dalam scene yang agak terakhir ya, di klimaks-nya. Habis klimaks-nya, di mana mereka tuh harus benar-benar. Mereka tuh harus benar-benar menghadapi adanya. Kalau wanita tuh harus dua-duanya. Harus dia bisa menjadi mother yang baik, tapi mereka juga bisa cari uang dan gitu gitu. Ada banyak ya yang kayak contoh-contoh dari kontradiksi tersebut, tapi aku merasa mereka lebih portrayal kalau feminisme dalam movie tersebut tidak tersampaikan dengan baik gitu loh. Karena pada akhirnya, Ken-nya pun juga tuh bukan dalam posisi yang equal juga, akhirnya balik ke normal di mana Barbie lebih menguasai gitu loh, walaupun emang itu status ekual-nya. Menurut aku, mereka bisa portrayal itu bisa menjadi lebih baik gitu karena jujur aku nggak dapat di mana adanya lebih ke equality, tapi balik di mana ya udah semua balik ke normal dan Barbie yang di situ dia lebih bisa connect sama real life gitu loh dan ya."
G	"Kalau misalkan dari Lisanya tersendiri, mungkin Lisa yang maksudnya sudah objektifikasikan dari Lisa sendiri. Kalau misalkan pesan yang dipengenin dari film Barbie ini adalah pesan dari feminisme, Elisa cara bikin konklusi kalau itu pesan feminismentya itu dari mana?"
E	"Ya, karena kita ngomong aja secara jujur aja ya. Kalau misalnya untuk media mainstream yang dari Barat, apalagi Barbie ini, mereka kan mengarah kepada target remaja dan pastinya mereka juga mengarah kepada orang-orang yang paling dekat lah dari asalnya Barbie, which is America gitu ya. Kalau dari Amerika itu sendiri, gimana aku bisa bilang itu feminisme karena banyak banget poin dalam filmnya di mana feminisme itu benar-benar menonjol gitu loh. Di mana kalau wanita itu bisa bekerja banyak hal dan juga nggak cuma bisa dibatasi sama pria dan hal-hal



	seperti itu. Walaupun aku bukan bilang feminisme itu di mana wanita itu lebih baik daripada pria, tapi lebih ke wanita itu harus disamakan dengan pria. Itu maksud aku dengan feminisme."
G	"Berarti dari konsep feminisme itu, kalau misalkan si Elisa bilang kalau konsep feminisme pada dasarnya itu mungkin berbeda dengan konsep feminisme yang berasal dari asalnya Barbie ini ya. Dan kalau Elisa pun juga mempunyai definisi sendiri dari feminisme. Tapi kalau misalkan Elisa sendiri berarti kayak sadar gitu ya, kalau misalkan emang berdasarkan dari cara Elisa melihat dari movie tentang film feminisme si Greta Gerwig ini sebenarnya emang menggunakan si Barbie ini sebagai media atau briefing untuk kampanye tentang feminisme. Berarti Elisa udah sadar ya? Berarti iya iya. Nah, dengan itu kalau misalkan Lisa sadar tentang kalau si Greta Gerwig ini, as a director, dia menggunakan media kampanye dengan feminisme. Kenapa pengertian konsepnya feminisme dengan Greta seperti Greta ini sama konsep feminisme kamu itu bisa berbeda gitu?"
E	"Karena menurut aku ya, pasti adalah perbedaan perspektif dari audience juga. Director nggak semua hal yang dia taruh di dalam, aku bisa ambil secara mentah-mentah dari dia. Mungkin ada di mana aku ada yang miss detailnya atau apa, kayak contohnya dalam satu scene di mana Margot Robbie dibidang dia nggak cantik. Lalu, ada direktur Scott bilang, 'Oh eh, kalau kita ngomong Margot Robbie itu cantik atau enggak, agak-agak a bad example karena Margot Robbie naturally cantik.' Ya, hal-hal seperti itu, mereka tuh emang self converse dengan arahnya mereka. Tapi menurut aku, untuk penyampaian ke audience, penyampaian di mana direktur itu, dalam direktur itu pasti beda dong vision-nya sama kita. Dan aku sebagai audience, aku nggak mendapat pesannya direktur itu karena mungkin emang penyalurannya aja beda. Karena pasti kan kalau kita mengerjakan suatu movie atau kita melakukan suatu hal, pasti kita melihatnya di mana kita tahu semua informasi yang ada, kita tahu Kenapa scene ini tuh ada, Kenapa ada punch line, ada juga line ini. Tapi kan kita sebagai audience tuh benar-benar buta, gitu aku juga kan baru nonton sekali juga gitu. Jadi kalau kita baru nonton sekali, aku beneran lihat itu pertama kalinya dan gak bisa mengambil lebih dalam lagi gitu sih."
G	"Jadi, menurut Lisa, apakah sebenarnya Lisa merasa bahwa untuk para-audience yang misalkan menonton pertama kali atau mungkin audience yang menonton kesekian kalinya, akan mempunyai beda perspektif atau enggak?"
E	"Menurut aku, bisa aja, tapi balik lagi, itu lebih ke hal-hal yang kecil tuh bisa membuat perbedaan besar. Mungkin mereka lebih memperhatikan bagaimana penggunaan nada dalam beberapa scene atau mencari Easter egg serta hal-hal baru yang mungkin baru kita pahami setelah menonton lagi. Ada hal-hal yang kecil yang bisa jadi membuat perbedaan besar dalam pandangan mereka."
G	"Terus kalau misalkan untuk pertama kali, kayak Lisa nonton tentang Barbie for the first time, kamu kayak ada ngerasa tadi kan ya, kayak ada scenes yang kamu merasa suka, ada scenes yang kamu merasa kurang setuju, karena mungkin penyalurannya si Greta Gerwig tentang feminisme itu sebagai point of view-nya. Dia mungkin kurang sejalan dengan, misalkan, kamu sebagai penonton, apalagi kalau kamu sebagai first time watching juga. Do you think dan ketika kamu mempunyai beda perspektif sama Greta, kayak misalkan tentang permasalahan konsep feminisme, kamu punya nggak sih kayak pengertian sendiri tentang feminisme itu seperti apa, kalau dari kamu sendiri?"
E	"Kalau menurut aku, ya, feminisme tuh di mana semua wanita harus diperlakukan setara, apalagi dalam movie-nya ada hal yang contradictory ya. Contohnya, ada di mana dia bilang kalau ada pregnant toy yang waktu di awal kita bilang kita nggak boleh show itu karena tuh aneh gitu loh, secara nggak langsung itu agak nge judge kalau orang yang memilih untuk jadi ibu dan ada gambaran dalam suatu toy, dalam suatu boneka itu aneh atau itu lebih ke mengarah hmm ya untuk lelucon aja gitu loh. Tapi juga ada di mana scene di mana eh yang eh ibu itu yang rambut hitam, aku lupa namanya ya, rambut hitam itu dia tuh bilang ya itu dia harus menjadi wanita yang benar-benar bisa semuanya gitu loh, bisa harus jadi ibu, dan itu hebat gitu loh, tapi kadang-kadang ada beberapa momen di mana aku nggak bisa identifikasi kalau itu tuh sebagai humor atau emang itu serius gitu loh. Mereka penggunaan tone-nya itu agak macam-macam, kadang serius, kadang sarkas, kadang humor, dan itupun sebalik lagi. Untuk orang yang nonton pertama kali itu agak susah diidentifikasi gimana gitu."
G	"Hmm, oke, jadi kayak mungkin untuk sebenarnya agak direkomendasikan kalau misalkan orang mau nonton tentang Barbie, mungkin dia nontonnya itu nggak bisa kayak pertama kali karena mungkin ada beberapa pesan atau message, atau mungkin dari penyampaiannya itu yang mungkin akan berbeda atau misalkan berbeda dari perspektif kita gitu. Terus dari kamu sendiri kan, eh mungkin udah dijawab belum sih, kayak tentang mengenai konsep feminisme dari perspektif kamu gimana?"
E	"Kalau menurut aku sih, aku lebih balik lagi kalau, eh pesan yang feminisme menurut aku dari yang tadi."
G	"Nggak dari perspektif kamu, what is feminism to you?"
E	"Oke, feminisme menurut aku adalah ketika orang tidak harus menjatuhkan orang lain untuk memilih suatu pilihan. Sebelumnya, aku membicarakan tentang 'pregnant woman', di mana dalam pemikiranku, itu seharusnya tidak

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G	dianggap rendah atau tinggi. Apakah seseorang memilih menjadi housewife atau karir woman, keduanya seharusnya dianggap positif. Aku tidak mengerti jika dalam perbandingannya terjadi penurunan atau Kenaikan status. Bagiku, feminisme adalah tentang kesetaraan tanpa harus membuat pria dan wanita benar-benar sama, karena pasti akan ada perbedaan. Aku berjuang untuk menciptakan situasi di mana keduanya memiliki keuntungan, peluang, dan kerugian yang seimbang. Namun, terkadang feminisme bisa rancu, seperti dalam situasi evakuasi dalam perang. Pertanyaannya, apakah dalam feminisme, wanita juga seharusnya turut berperang? Ini membuat konsep feminisme terlihat ambigu, karena tergantung pada konteksnya, seperti pekerjaan dan kesetaraan gaji. Intinya, feminisme adalah usaha untuk mencapai kesetaraan, bukan situasi di mana keduanya harus sama persis. Jadi, ini semua kembali pada perspektif masing-masing."
G	"Jadi, jika melihat dari konsep feminisme, seakan-akan menjadi suatu progres atau gerakan untuk mencoba memberdayakan perempuan. Namun, ketika Lisa menilai konsep feminisme ini, mungkin ada kontradiksi yang muncul. Apakah itu terkait dengan konsep yang dianggapnya di luar dari realitas atau mungkin ada perbandingan dengan konsep yang mungkin ada hubungannya dengan kereta. Apa menurutmu, adakah elemen-elemen yang terlihat tidak sesuai dengan konsep feminisme yang telah kita bahas tadi?"
E	"Jadi, menurutku, yang membuat Greta menarik adalah pandangannya terhadap feminisme. Baginya, feminisme tidak hanya tentang memberdayakan wanita, tetapi juga mendorong peran pria. Greta merasa bahwa dalam realitas sehari-hari, dia merasakan kekuatan dalam maskulinitasnya karena adanya patriarki. Baginya, feminisme seharusnya menciptakan keseimbangan antara kedua jenis kelamin. Namun, aku memiliki ketidaksetujuan karena akhirnya, aku merasa tidak mendapatkan keseimbangan itu sama sekali. Aku lebih merasakan bahwa dalam situasi Ken, seharusnya Ken lebih bahagia dengan keadaannya, bahkan jika Barbie mendominasi Barbie Land. Aku merasakannya ketika Ken dan Barbie berdialog, tetapi bukan saat keduanya memiliki hak suara yang sama."
G	"Sepertinya memang ada beberapa adegan yang Lisa mungkin tidak setuju dengan moral feminis, terutama jika dibandingkan dengan konsep feminis Greta dan pandangan saya. Mungkin ada beberapa adegan yang tidak sepenuhnya mencerminkan esensi dari feminisme, bahkan cenderung menjadikan perbedaan yang sangat mencolok antara feminisme di dalam Barbie land dan apa yang Lisa sebut sebagai patriarki dalam dunia nyata. Ini mungkin menjadi pemisah yang signifikan di antara konsep feminisme yang diajarkan oleh Greta, pandangan saya, dan pemahaman Lisa tentang feminisme."
E	"Jadi, menurutku, feminisme seharusnya menjadi gerakan yang melibatkan dialog daripada sekadar melawan patriarki secara langsung. Kita seharusnya tidak melihat pria sebagai musuh, tetapi lebih sebagai korban sistem. Namun, dalam film tersebut, aku melihat portrayal dengan cara yang sangat stereotip, yang mungkin bisa dianggap sebagai seksisme. Meskipun aku mengerti bahwa beberapa adegan seperti catcalling di pantai mencerminkan situasi nyata, banyak hal dalam film terlihat sangat dibesar-besarkan dan menempatkan pria sebagai pihak yang bersalah. Aku ingin melihat lebih banyak kompleksitas dalam representasi perempuan, di mana mereka juga dapat menjadi pelaku kejahatan. Feminisme seharusnya tidak hanya fokus pada penindasan dari patriarki, tetapi juga mengakui bahwa perempuan juga dapat melakukan tindakan yang tidak baik. Sebagai contoh, perlakuan kasar dari perempuan terhadap pria seharusnya tidak dianggap lebih sah daripada sebaliknya. Saya ingin melihat film yang lebih menyajikan kerumitan konsep feminisme secara keseluruhan, bukan hanya beberapa adegan kecil yang bisa diabaikan."
G	"Jadi menurut Lisa, pesan moral terkait feminisme dalam film ini terlihat menciptakan naratif di mana feminisme dipandang sebagai pihak yang berseberangan dengan patriarki, dan Ken dipotret sebagai simbol patriarki yang jahat. Lisa merasa bahwa dalam representasi Barbie, kesetaraan tidak cukup terlihat, dan adegan kecil yang mencoba menggambarkan keseimbangan sering kali diabaikan atau dianggap selesai dengan permintaan maaf, menjadikan masalahnya hanya sebagai masalah individu tanpa merinci kesulitan yang lebih luas terkait feminisme. Jadi, kesan yang diperoleh dari film ini adalah bahwa feminisme terkadang dianggap sebagai lawan dari patriarki, dan upaya untuk mencapai keseimbangan atau kesetaraan seringkali terabaikan atau dianggap selesai dengan permintaan maaf yang hanya menyelesaikan masalah secara pribadi."
E	"iya betul."
G	"Terus, dari beberapa scenes yang mungkin, kita bisa putar balik ya, dan dari sebelumnya, Lisa juga bisa bilang tentang film Barbie itu, ya, sesuatu yang hal yang kamu suka berdasarkan dari tekniknyanya, dan ada beberapa yang, misalkan, kamu kurang setuju dari, misalkan dari moral feminisnya itu pada film Barbie. Nggak cuman hanya dari moralnya, dan mungkin dari penyampaian dialognya oleh si Greta Grawicknya tersebut, tapi kamu pun juga kasih disclaimer kalau misalkan ini pun juga bisa menjadi perubahan terhadap pendapat kamu tentang film Barbie kalau misalkan kamu pertama kali menonton si film Barbie."
E	"Iya betul."



G	"Kalau misalkan aku boleh tanya dari hal yang beberapa yang tadi kamu udah jelaskan, ya, dari scene oposisi, ada juga kayak scene netral. Kamu ada nggak yang beberapa hal yang menurut kamu ada beberapa adegan yang kamu setuju dari film Barbie -nya?"
E	"Balik lagi tuh contohnya ya, ada beberapa sentence dari itu yang diberikan sama, eh maaf lupa lagi yang wanita berambut hitam ya yang menjadi second main karakternya. Lah ya kita bisa. Vera ini dia ngomong kalau wanita itu harus gini tapi juga bisa gitu kalau kita tuh sebagai bos kita, contohnya kalau kita sebagai bos kita harus bisa memberikan orang tuh komen, orang tuh bisa kita itu, tapi kita nggak boleh menghancurkan mimpi orang gitu atau kita nggak boleh bikin orang tuh offendet sama kita. Aku ngerti banget itu di mana kita tuh juga ada tuntutan untuk menjadi sesuatu yang benar-benar perfect kalau wanita itu harus dominan untuk bisa cari duit, dominan untuk bisa menjadi independen, dan nggak harus gunakan pria, tapi harus submisif tetap submisif agar masih bisa dikuasai sama pria gitu loh. Eh ngerti itu. Itu salah satu scene yang aku ngerti banget."
G	"Tapi kayak untuk menjadikan dia tuh jadi untuk nge break free semua Barbie dari mind control, jujur itu agak ready kills. Jujur aja Kenapa aku bilang agak ready kills, karena bukan karena pemilihan itu, tapi lebih ke harusnya Barbie itu bisa sadar, bukan karena double standards dari cewek yang diberikan nama society, tapi lebih menyadari kalau cewek dan cowok itu tuh equality mereka semua tuh ada inequity, tapi bukan berarti kita harus nge search satu-satu gender dan gender itu nggak harus nge search kita gitu loh. Jadi aku pengen lebih lihat daripada kayak, oh kita sebagai cewek itu tuh sebenarnya tuh annikul gitu loh. Gue bukan mau itu sebagai yang mind control-nya untuk nge break dari main control-nya, tapi lebih ke mereka nyadar kalau cewek sama cowok is in can, and Barbie itu tuh bener-bener dua-duanya dalam masalah dan mereka tuh nggak boleh melayani siapapun. Maksudnya mereka tuh nggak harus ngelayanin siapapun dan Ken nggak harus melayani mereka balik. Kita hanya sekedar membantu, bukan jadi pembantu, ngerti nggak sih?"
G	"Iya, sebenarnya kayaknya kita bukan bilang scene yang, kalau saya interpretasiin, bukan scene yang kamu setuju, tapi scene yang sebenarnya kamu netral, iya nggak sih?"
E	"Hmm, aku tetap setuju sama scene yang dia ngomong, tapi untuk mind control-nya aku nggak setuju gitu loh. Jadi kayak gini, waktu dia ngomong scene-nya tentang dia kalau wanita itu harus gini, wanita itu harus gitu, aku setuju sama itu. Itu aku bilang tuh good scene gitu. Tapi waktu yang habis itu, scenenya mereka tiba-tiba semua Barbie dikumpulin biar jadi balik normal, aku kurang suka itu aja."
G	"Oke, terus kalau misalkan dari beberapa scene yang tadi itu, boleh nggak kita bisa jelasin mungkin scene yang kamu merasa kamu harus bisa pertimbangin lagi, kayak misalkan you're not like a part of the agree, but you're not just agreeing with it, kayak gitu ada nggak beberapa scene yang kamu ngerasa, uh kayak I think and itu think about it again. Adakah?"
E	"Kalau menurut aku, scene yang harus aku pikirin lagi itu scene di mana si Barbie dibidang fasis. Ya, itu aku harus agak gini, satu sisi aku ngerti maksudnya, eh apa yang perkataannya itu tuh ada benarnya tapi juga ada salahnya juga ya. Tapi itu tuh cuman hal yang minor aja yang aku bener-bener harus pertimbangin di mana, kayak kalau kita ngomong secara umum, sebenarnya Barbie itu tuh sebenarnya mendorong wanita menjadi lebih baik, untuk menjadi kesempatan, atau Barbie itu sekedar untuk marketing aja buat wanita karena wanita udah gini. Kita kalau lihat marketing ya marketing itu mereka bukan melihat ini bakal empower women tapi lebih ke 'oh ini ada variasi' karena kan balik lagi paling awal dari movie-nya, cewek-cewek itu pada mainnya apa, mainnya kayak yang hal-hal yang berhubungan dengan motherhood gitu loh. Lalu ada Barbie langsung bisa langsung, orang tuh bisa lebih maju dan lain-lain. Tapi perkataannya waktu Barbie dibidang fasis itu agak lucu sih, tapi kayak lebih ke sebenarnya itu apa yang aku bisa ambil dari ini, apakah Barbie itu menjadi hal untuk marketing aja, untuk 'oh ini beda variasi' dan orang tuh merasa empower atau emang bener Barbie itu ya cuma sebagai penentu standar oleh pembuatnya. Itu juga pria-pria gitu loh pembuatnya akhirnya juga prioritas CEO-nya. Maksudnya CEO dan world direction itu juga pria-pria yang hanya ingin menjustifikasi standar yang mereka berikan kepada wanita, contohnya beauty standard dan lain-lain gitu. Karena kita nggak mau aja hampir semua Barbie emang udah cantik aja. Lihat kan di filter 'ugly Barbie' pun kita bisa ngomong, 'ah gara-gara hal tertentu' gitu loh. Jadi sebenarnya justifikasinya lagi agak controlduction gitu loh, di mana mereka mau menjadi penggerak tapi at the same time ya, everyone's pretty in Barbie gitu loh."
G	"Hmm, ya, jadi kayak ada contradictory-nya itu, untuk kayak kita ibaratnya ya, mungkin si Greta ini mau coba menjadi kayak salah satu mau menjadikan karakter Barbie itu as like symbol atau idol untuk kayak misalkan pada feminisme dengan kampanyenya. Namun kamu pun juga ngerasa kalau misalkan mereka ingin mengkampanyekan feminisme, especially dari si Greta-nya itu, ya Kenapa kita bisa ngelihat Barbie -nya itu adalah perfect ya, gak sih?"
E	"Iya, gitu. Balik lagi sih, emang ya itu the point of the movie di mana Barbie pun ada yang perfect, tapi ya kita harus ngomong secara real world, kan semua pada di Barbie Land ya itu fictional ya. Kalau real world itu contohnya old woman yang dibidang sama si Barbie yang duduk di dekat pantai, yang Barbie itu lagi merenungkan hidup, dia lihat berpaling ke sebuah nenek lalu dia bilang 'you're really beautiful'. Yang itu scene itu, itu juga ada di mana kayak kalau sebenarnya beautiful itu menurut aku ya dari scene itu aku suka karena aku merasa dalam sini itu sebenarnya



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G	orangnya itu cantik bukan karena penampilannya tapi karena dia melihat tuh banyak tuh orang pengalaman hidup senang sedih dan lain-lain, dan dia lihat orang yang tua yang sudah mengalami semuanya itu sebagai beautiful karena lu tuh strong enough untuk bisa melewati hidup sampai ya seumur 70-80 tahun gitu loh. Aku ngerti itu, itu sebagai good message gitu loh, di mana Barbie ngomong ke nenek itu kalau dia beautiful karena bukan cuma penampilan doang tapi memang karena semua pengalaman yang dia harus hadapi sampai bisa mencapai usia tersebut.” “Tapi balik lagi, kontradiksi aja sama yang lain, tapi menurut aku ya kontradiksi kayak gitu itu emang down to happen di semua movie nggak bisa deh yang semua perfect cuman ini yang aku dapat aja yang kontradiksi dalam film ini.”
G	“Hmm, oke berarti, Lisa sebenarnya punya like a good times of kayak Lisa mungkin kayak setuju dengan beberapa scene. Kalau misalkan aku bisa list dari scene-nya, itu adalah list yang ketika scene-nya Barbie tentang permasalahan dia dengan permasalahan Barbie dengan grandma, dengan yang nenek tua tadi ada permasalahan, mungkin dari second character-nya si Ferrera yang menjelaskan mengenai standar atau double standar terhadap wanita. Mungkin kamu juga menjelaskan tentang permasalahan dari patriarki mungkin ya, niat dari patriarki yang kamu juga bisa setuju, dan kamu pun juga ada mention yang tadi yang beberapa yang kamu pun netral juga untuk permasalahan scene si Barbie ini dibilang facial wash. Dan mungkin ada beberapa atau mungkin lebih banyak kamu tidak setuju tentang dari feminisme tidak hanya dari pesan moralnya saja tetapi kayak berbagai macam kontradiksi, dan juga kayak penggunaan kata katanya atau mungkin kayak penggunaan adegan atau penggunaan karakter dari prianya atau mungkin dari Ken-nya atau dari bosnya yang selalu dianggap sebagai yang jahatnya karena mereka patriarki sedangkan feminisme Barbie adalah yang Barbie Land itu yang the good one. Mungkin yang kamu kurang setuju itu. Nah, kalau misalkan aku bisa simpulin, do you think that your agreement, this agreement, and your negotiation towards the messages?”
E	“Menurutku, kebanyakan sih lebih ke konten Barat karena aku banyak mengonsumsinya, tapi juga dari Timur. Aku bisa membuat suatu perspektif dan mindset untuk melihat Barbie lebih netral dengan pengalaman pribadi. Aku bertemu dengan laki-laki yang tidak seperti di potret dalam film. Meskipun ada peringatan tentang keamanan, aku tidak bisa bilang 'not all men like that,' tapi memahami konsepnya. Saya ingin melihat representasi laki-laki yang baik karena dalam film, tidak banyak yang terlihat baik secara knowledgeable. Karakter yang baik seharusnya tahu apa yang benar dan salah, bukan seperti karakter clueless. Jujur, aku sudah bertemu banyak pria baik dalam pengalaman pribadi, namun film tidak selalu mencerminkannya. Aku berharap ada laki-laki yang bisa menyadarkan Barbie, tidak semua pria seperti yang digambarkan dalam film.”
G	“Berarti mungkin yang kayak dari beberapa pesan moral yang kamu setuju dan nggak setuju itu berdasarkan mungkin dari pengalaman Lisa yang bertemu dengan kayak banyak orang-orang, terutama dari pria, itu yang nggak yang sebenarnya nggak sesuai dengan yang potret dari si media pada film Barbie tersebut ya. Kalau misalkan aku bisa spesifikin lagi, kamu ada nggak yang beberapa scene atau adegan yang menurut kamu itu yang lebih bisa kamu relate secara experience?”
E	“Jujur ya, kalau aku bisa ngomong jujur, aku nggak pernah merasa seksisme bener-bener first hand dari pria langsung. Ada beberapa komen micro aggression sih, tapi secara treat langsung, aku nggak pernah lebih ke dari wanita lain, jujur saja. Dan itu yang kayaknya mereka kurang-kurang juga itu, kalau feminisme, adanya diskriminasi biasanya bukan juga dari hmm dari pria, tapi juga dari wanita sendiri. Ada sih satu sih, tapi itu cuman, sekali lagi cepet juga, cuman ngomong kamu nanti harus cantik, tapi cantiknya nggak boleh terlalu menonjol sampai dibilangnya kamu secret tension. Tapi you harus eh bisa apa ya, bisa membuat wanita nggak benci sama lu karena lu terlalu cantik, tapi cuman cuman scene itu doang gitu loh. Jadi kayak maksudnya untuk kayak harus jadi pretty enough agar wanita tuh nggak membenci you. Itu tuh hanya miner banget banget di mana you could say not all woman is a girls girl, maksudnya nggak semua wanita tuh support wanita lain. Aku pengen lihat itu, jujur aja.”
G	“Hmm, ya jadi sebenarnya, kayak personal experience yang aku lihat dari sini tuh bener-bener sejauh diri sendiri yang membicarakan tentang woman, biasing woman. Tapi sebenarnya, kayak kasus Barbie ini, sebenarnya nggak terlalu ngelihat itu. Cuman mungkin kayak ngelihatnya itu dari kayak lawan jenisnya yang coba fight about the patriarki dan lain-lainnya. Nah, kalau misalkan sekarang yang kamu lihat, ya kan kamu baru pertama kali nonton tentang Barbie, kan baru sekali. Menurut kamu, di film Barbie ini, sama tidak dengan yang di animation sebelumnya?”
E	“Aduh, sorry ya. Jujur, aku tuh nggak expect banget, ya. Jujur, aku baru tahu pesan feminisme dan lain-lain waktu aku nonton, karena kalau aku bisa lihat dari trailer dan apa ya ada-ada sih, tapi aku nggak tahu bakal seKental ini gitu loh. Dan jujur di Barbie lama, pure lee cuma fun doang, serius, dan pun moral story-nya biasanya sangat simpel, misalnya jangan percaya orang-orang random, itu doang gitu loh. Tapi ngerti karena ini emang mereka mau retake untuk pijit tertentu, plus karena mereka kan emang audience-nya ya orang yang udah tumbuh dengan Barbie, ya gitu kan. Aku ngerti, tapi kalau aku bilang ini 100% beda banget dari yang original gitu.”
G	“Berarti kayak, eh, kamu merasa gila. Eh, this is like such a huge difference between yang Barbie yang mungkin kamu nonton dan yang kayak misalkan Barbie yang sekarang kita nonton di real-life Barbie. Eh, kalau bisa nanya, si Elisa ini nonton Barbie yang animation itu nontonnya Barbie apa aja ya?”



E	"Aku yang aku ingat ya, karena aku juga waktu nonton juga nggak terlalu old enough to remember itu Mariposa, Swan Princess, yang mermaid itu, yang mermaid, sama yang pokoknya banyak lah, yang Princess Academy itu, dan lain-lain. Itu rata-rata aku nonton ya, sama Rapunzel yang itu aku nonton. Hmm, kalau buat spesifik nama titlenya aku lupa."
G	"Kalau misalkan kamu kan udah nonton The Barbie dan real-life movie, sama Barbie yang anime. Kalau misalkan, aku boleh nanya kalau misalkan dalam karakteristik yang diberikan pada Barbie animasi, sama yang ada di Barbie real life, itu bedanya kayak gimana ya, bedanya kayak semua, bedanya apa aja?"
E	"Kalau iya, bedanya gini lah. Pertama ya udah, tapi lebih ke mungkin take director-nya kalau aku lihat, karena kan emang Barbie tuh yang aku tahu yang mereka kurung quote paling baru tuh yang Barbie Dreamhouse yang series gitu di Disney Channel kayaknya, atau apa ya itu noise kartu network. Karena aku jujur udah lama nggak nonton, jadi aku cuman lihat yang kayak sebelum seseorang nonton doang gitu. Misalnya aku ke rumah sepupu, aku lihat orang nonton, tapi kayak kalau yang dari aku lihat yang dari kartun network itu, dia ada sih humornya ada, tapi kalau kita ngomong yang film dulu bener-bener beda banget karena udah beda zaman, beda humor, dan sekarang Barbie itu lebih bisa lebih sarkasik lah, bisa lebih witty karismatik. Dulu tuh bener-bener kaku, itu tuh pertama. Ke-2, hmm, kalau untuk fashion style sih lumayan beda ya. Kalau dulu fashion-nya Barbie yang warna pink itu lebih pink, extra bagian, extra bagian yang lebih kayak royal ya. Kalau sekarang tuh lebih ke minimalistik, fun gitu gitu, ya itu bedanya yang ke-2. Yang terakhir yang paling itu sih lebih ke, mereka udah bener-bener beda approach. Dulu tuh mereka, andaikan ya kalau misalnya nih industri baru masuk, pasti mereka menganggap semua orang yang menonton itu tuh sesuai target audience mereka. Contohnya ya, My Little Pony pasti nontonnya anak kecil dong, princess pasti nontonnya anak kecil dong gitu kan. Tapi pada truth-nya sebenarnya tuh, ada juga adults juga gitu loh, tapi karena mereka nggak nganggap semuanya anak kecil, dan sekarang udah berapa tahun, berapa 20 tahun setelah itu pasti mereka udah pada gede dong gitu loh, dan mereka ganti karena mereka lebih kayak patalize kepada nostalgia, bukan mencari target audience baru gitu loh. Jadi itu yang paling dominan banget, mereka tuh bener-bener change approach mereka dari semua hal yang i ngomong awalnya, gara-gara mereka bukan cari target audience baru, tapi pengen appeal sama target audience lama, tapi pengen menambahkan inovasi biar nggak boring gitu loh."
G	"Berarti kayak kalau dari Lisa sendiri, dari misalkan perbedaan yang sangat menjulang dari Barbie yang animation sama Barbie yang mungkin dalam bentuk real life, nggak cuman dari karakterisasi tetapi juga dari pesan moralnya itu yang menurut desainnya hanya bisa untuk ditargetkan untuk audiens lama. Cuman ya tadi kayak dibikin transformasi baru dan mungkin Lisa melihatnya kayak pesan moral ini tidak bisa diaplikasi ke semua orang, apalagi yang dari Barbie yang kita nonton ini adalah Barbie yang khususnya itu untuk anak-anak doang apa atau mungkin untuk perempuan, baby girls, baby boys kan, tapi it's for kids, ya kan. Tapi sekarang, Lisa lihat dari pesan moral feminisme dan juga film Barbie in. Is there nih change perspektif atau apa nggak ya, karena kamu udah nonton animasi sama Barbie real life-nya punya?"
E	"Pertama-tama, aku mau disclaimer dulu kalau aku nggak tahu ini film Barbie sebenarnya 100% oleh Mattel, pembuat Barbie yang memang penglaris, ya dulunya kayak di on sama company yang berbeda kayaknya. Eh, atau ini lebih ke purely eh marketing move dari eh studionya atau apa ya, eh berdasarkan dari interview-nya si Greta sama Margot Robbie. Sebenarnya nggak cuman aktris doang, tapi dia produser. Jadi Margo sama Greta juga udah minta permission atau kayak persetujuan dari Mattel, udah dikasih blessing, akhirnya mereka juga bisa kayak film Barbie ini juga sudah berdasarkan dari persetujuan, nggak cuman dari company Mattel, tapi dari si Barbara Ruth Handler juga yang ada di scene yang even juga ada di movie-nya tersebut. Hmm, oke, cukup tahu. Jadi, hmm, jujur ya, itu kayaknya aku ngerasa agak bias ya jadinya ya, maksudnya gini, aku pengen di situasi di mana emang produsernya ini terlepas dari yang memainkannya ya, karena kalau yang memainkannya sebagai sekaligus sebagai yang nggak produce itu lebih ke kayak 'I pengen main yang karakter yang I suka' dan yang I setuju, ngerti kan maksudnya kan."
G	"Cuman kalau dari si Margot, dia bilang emang dia nggak mau produce, kayak dia nggak mau jadi aktris. Cuman ya dari Greta doang yang kayak bilang ya, yang role yang perfect-nya itu mungkin dari Margot Robbie yang bisa gitu. Hmm, oke, jadi lebih ke cocok-cocokan, dia merasa Margot Robbie perfect match, makanya juga bantuin produce juga. Ya iya, jadi terus kalau dari bagian, kayak misalkan si Barbie yang produce, yang production, si Margot Robbie yang bagian untuk bikin, kayak misalkan filmnya bentuknya seperti apa. Tapi kalau dari director-nya, kayak misalkan pembuat script-nya itu bener-bener langsung dari si Greta. Oke, jadi kalau dari interview-nya, aku bisa kasih disclaimer kalau si Margot Robbie ini, yang si pemain Barbie, adalah dia bener-bener nggak tahu sama sekali script-nya akan seperti apa."
E	"Oke, sudah cukup menjawab, jadi aku kasih jawabannya aku aja ya. Jadi, balik lagi ke pertanyaan, boleh klarifikasi ulang pertanyaannya gimana biar aku bisa lebih jelas lagi jawabnya? Lupa. Oke, jadi, ya, my change first, my change perspektif, ya gitu lah. Kalau kita bisa ngomong change perspektif aku, gara-gara aku tahu ini kerjaan yang itu dan bukan benar-benar dari Mattel sendiri, aku lebih lihat movie ini sebagai recreation ulang, bukan sebagai ekstensi tambahan dari pembuatan Mattel. Ngerti kan bedanya? Kalau misalnya Mattel yang buat sendiri, bener-bener Mattel yang keluar studionya juga itu, aku bakal lihat tuh sebagai extension dari Barbie yang aku tahu dulu. Tapi gara-gara ini Greta yang minta izin dan lain-lain, ini lebih ke Mattel itu melihat ini sebagai this good marketing, tapi ini nggak canon gitu loh. Ini bukan sesuatu yang aku bakal taruh sebagai lanjutan franchise yang dipunya. Jadi, kalau dibilang perspektif aku gimana sama Barbie, perspektif aku tetap sama. Aku tetap melihat film yang lama sama film

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	sekarang tuh beda, terpisah gitu. Jadi, untuk perbedaan sih nggak banyak sih, tapi aku jujur aja, ini extension dari film ini. Aku nggak tahu ini bakal mengakibatkan adanya domino effect di mana nanti film-film kedepannya dari Mattel itu pun sendiri bakal lebih mirip kayak gini. Hmm, gitu loh ya."
G	"Ya, berarti emang mungkin dari perubahan yang mungkin sangat dominan ya, dari perbedaan real life Barbie sama maksudnya animation Barbie yang menurut Elisa nggak hanya dari perbedaan, nggak cuman dari dimensinya doang, tetapi dari perbedaan karakternya, perbedaan messagenya, perbedaan alurnya, dan segala hal yang menjadi perbedaan ekstrim yang menurut Lisa. Eh, ini akan menjadi suatu ibaratnya apa ya, kayak pinpoint kalau misalkan pesan film Barbie selanjutnya harus mempunyai film feminisme yang sama. Apakah seperti itu?"
E	"Ya, kurang lebih seperti itu, tapi aku mau klarifikasi ulang karena aku melihat ini sebagai bukan sebagai extended dari seri lama, tapi lebih ke kayak rebrand, tapi hanya untuk spesifik film ini aja. Dan aku merasa itu bakal ngefek untuk kedepannya karena mereka emang ini tuh, Barbie itu beneran di marketing tuh gede banget gitu, gitu bisa ngomong."
G	"Kalau dari Lisa tersendiri, movie yang dari Barbie itu, kita nggak ngomong untuk permasalahan kamu setuju, kamu nggak setuju, atau kamu netral, tapi ada nggak sih kayak adegan dari film yang kamu kayak tertarik, just interested, like 'ow, it attracts my attention' gitu? Ada nggak?"
E	"Di mana Ken membuang pakaian pakaianya, Barbie itu yang aku paling suka. Lucu aja gitu loh, dia dilempar, tapi dia kayak di menampilkannya perfect gitu, sama ada titlenya. Aku suka itu yang pengen aku attract karena jujur, apa yang aku attract dari movie itu bukan, sorry ya, aku bukan mau tahu apa yang aku udah tahu, aku pengen ada yang berbeda, yang aku belum pernah lihat, dan itu unik. Dan aku suka udah gitu aja."
G	"Hmm, berarti emang yang film Barbie, untuk konsep dari misalkan filmnya, atau mungkin kayak dari sinematografinya, atau mungkin dari konsep dari director-nya, yang mungkin yang kayak nge-show Barbie -nya itu, itu yang bikin kamu tertarik. It's not something you'd expect, this gray, be risch-est funny."
E	"Iya, aku sih jujur aku suka sinetron, itu unik, dan juga mereka juga ada efeknya juga aku suka. Balik lagi, aku purely suka Barbie, kebanyakan teknikal, tapi balik lagi karena emang masalah dengan feminim patriarki, aku juga sudah tahu, jadi ini bukan kayak bener-bener mind-blowing atau mind-opening buat aku, tapi lebih ke kayak itu menambahkan pengetahuan lebih sih, tapi walaupun nggak banyak, karena memang banyaknya dari hal itu yang jujur ya, hmm, gitu."
G	"Berarti kalau misalkan Lisa boleh ngomong, ya menurut kamu si Greta Gerwig itu, dia sukses gak sih untuk menyampaikan pesan-pesan atau moral feminisme di dalam film Barbie -nya, kalau menurut kamu?"
E	"Karena aku balik lagi, aku nggak tahu direktur sebenarnya mikirin apa ya. Mungkin aku emang harus lebih tahu dari interview-nya, tapi kalau aku bisa ngomong sendiri, kalau memang mereka mau melihat feminisme itu sebagai fairing accounts patriarki antara sama pria lain ataupun sebagai dengan wanita, ya itu bisa di itu. Tapi kalau kita ngomong equality, aku nggak lihat. Jujur aja, aku nggak lihat equality-nya di mana gitu."
G	"Oke deh, mungkin sekian dari wawancara kami. Terima kasih juga untuk Elisa Cornelia yang juga sudah berpartisipasi pada wawancara pada hari ini, bersama dengan saya, peneliti pada tanggal 29/12/2023 pada 12.11 malam. Saya mengucapkan terima kasih."

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Transkrip Wawancara Informan 7

Nama : Olivia Maria Hutapea
Usia : 21 tahun
Domisili : Jakarta
Profesi : Mahasiswa
Tanggal wawancara : 29 Desember 2023
Waktu wawancara : 14.15 – 15.00 WIB
Tempat wawancara : Rumah Peneliti.
Keterangan :
G – Gabrielle (Peneliti)
O – Olivia (Informan)

Isi	Dialog
G	"Pada hari Selasa, 29 Desember 2023, pukul 2.15 siang, saya bersama dengan informan ke-7 saya. Untuk informan ke-7, mohon berikan perkenalan beserta nama, umur, gender, domisili, dan juga pendidikan."
O	"Oke, baik. Nama saya Olivia Maria, umur saya 21 tahun, gender saya wanita, dan sekarang ini saya berdomisili di Jakarta. Kesibukan saya adalah sebagai seorang mahasiswa semester 7."
G	"Oke, untuk Olivia Maria, saya akan melakukan wawancara, dan wawancara ini harus disertakan dengan syarat yang paling utama bahwa Olivia ini sudah menonton salah satu film, yaitu film bernama Barbie, versi Live-Action yang disutradarai oleh Greta Gerwig. Apakah Olivia sudah menonton Barbie?"
O	"Ya, saya sudah nonton Barbie."
G	"Okay, jadi dengan ini mungkin Olivia sudah lumayan valid untuk melakukan interview. Langsung saja ke pertanyaan yang paling dasar, yaitu tentang film Barbie. Do you like the film?"
O	"Oh, saya suka film itu karena sebagai seorang wanita, saya sendiri feminin banget. Saya sudah dari kecil besar mainnya dengan boneka Barbie, jadi pas besar nonton Barbie pun saya sangat senang. Mirip dengan kebahagiaan bermain dengan boneka Barbie. Yang membuat saya senang itu karena dari film itu tidak hanya ditargetkan untuk anak-anak, tapi sebenarnya film itu juga ditargetkan untuk kita, orang yang sudah dewasa dan sudah besar bermain dengan Barbie. Dan mereka membuat filmnya sebenarnya ditargetkan untuk usia kita sekarang ini sih."
G	"Oh, oke. Berarti kalau misalkan kita ngomong tentang Barbie ini pasti, karena si Olivia kan juga ngomong untuk permasalahan Barbie ini, mungkin ada perbedaan dari mungkin target marketnya ya, atau mungkin perbedaannya mungkin untuk orang yang lebih dewasa. Kalau misalkan gitu, apa yang bisa bedain film Barbie yang Olivia nonton, yang menurut Olivia ini cukup untuk orang-orang yang sudah dewasa, dibanding dengan mungkin yang Olivia tahu, mungkin kalau misalkan ada movie kayak movie Barbie pada zaman dahulu itu, apa sih yang menjadi perbedaannya yang menurut Olivia lihat dari sekarang?"
O	"Oke, sebenarnya banyak sih, karena kayak, misalnya, meski kita, apa ya sih, kayak saya sendiri itu kan, besar itu main sama boneka Barbie, tapi jadi nggak terlepas juga kayak, banyak juga film-film Barbie yang kartun gitu, kayak banyak sih, kayak 'Twelve Dancing Princess' atau misalnya, Barbie Pegasus itu kan sebenarnya juga kartun, sebenarnya diperuntukkan buat anak-anak. Tapi yang membedakan film Barbie yang ini, yang ditargetkan untuk usia yang sudah dewasa, itu sebenarnya pesannya tuh pasti jauh lebih berbeda dibandingkan yang kartun biasa ya, karena dari yang sepengetahuan saya setelah saya nonton juga filmnya itu, itu lebih menggambarkan situasi, apa ya, pasti patriarki yang sekarang sedang terjadi. Gimana, kayak, apa ya, kayak misalnya kita, apapun yang kita lakukan itu terkesan berlebihan gitu dibandingkan cowok yang kalau misalnya ngelakuin itu kayak biasa aja, ketika kalau misalnya cowok jadi bos, kalau misalnya marah ya tegas. Tapi kalau misalnya wanita, kalau misalnya terkesan marah tuh, terkesannya kayak jahat banget itu. Itu sebenarnya digambarkan sih di salah satu scene Barbie, di mana kayak Amerika Ferrara tuh kayak, itu kayak serba salah gitu loh di mata society."
G	"Berarti mungkin dari Barbie Live-Action dan versi kartunnya itu yang akan menjadi perbedaannya, itu mungkin dari alur ceritanya yang mungkin lebih, untuk yang versi kartunnya lebih for fun, ini untuk petualangan, ya tadi ya dari Olivia ya. Sedangkan yang Barbie Live-Action is something yang filmnya membicarakan, ya, you know, iya oke. Kan tadi si Olivia juga membahas juga sekelas untuk beberapa scene yang mungkin dari Amerika Ferrara yang menjelaskan mengenai bagaimana reaksi sebagai perempuan. Menurut Olivia, Olivia tahu nggak sih kalau misalkan Greta Gerwig itu menggunakan film Barbie sebagai kampanye untuk feminisme?"



O	"Tidak sih. Tapi kayak, memang sempat kayak dengar-dengar juga sih karena, apa ya, sempat mengaitkan Barbie ini juga sebagai comeback-nya feminisme dia sih."
G	"Oke, berarti untuk sepengetahuan si Olivia mengenai mungkin si Greta yang mendirect-nya itu, menurut Olivia kalau misalkan mungkin Greta yang, mungkin kalau dari Barbie -nya itu tidak didirect oleh Greta, apakah menurut Olivia itu Barbie akan mempunyai cerita yang <i>completely different, or for you, is it going to be something else yang correlate yang untuk kayak scene-scene yang mungkin berkaitan yang membicarakan tentang patriarki?</i> "
O	"Menurut saya sendiri sih, apa ya, bagaimana Ken itu di dunia patriarki in the real world gitu yang dia, iya, sama-sama paham juga gitu. Kalau misalnya, seperti seorang pria yang akan direct the movie Barbie, mungkin bakal beda pembawaannya gitu karena mau gimana pun tuh kan, pria kayak perannya beda dan kayaknya nggak akan paham di titik di mana kayak paham banget gitu tentang gimana rasanya tuh jadi. Menurut saya sih bakal beda sih kalau misalnya orang lain yang bakal direct gitu, kayak lebih beda gitu loh. Jadi mungkin dari situ tergantung dari Greta, atau mungkin tergantung dari direktornya. Mungkin kalau misalkan direktornya yang bisa menulis mungkin script yang mungkin ada kecondongan tentang kampanye yang dia, eh, kampanye yang sedang dia advokasikan pada filmnya Barbie ini, mungkin it to be a very completely diverse story, eh, kalau dari situ."
G	"Berarti mungkin Olivia tahu nggak sih kalau misalkan Greta ini sangat-sangat mencoba untuk filmnya ini untuk bisa mengkampanyekan tentang feminisme? Do you realize that si Greta is making a feminism movie yang mempunyai moral feminisme? Kalau dari pembawaan film Barbie sendiri."
O	"Sebenarnya nggak, menurut saya sendiri, saya berasa nggak terang-terangan kayak, apa ya, kayak dikasih pesan kayak apa sih, kayak, ya ibaratnya kayak kalau misalnya orang tuh nonton film, kayak pasti dapat memetik sebuah pesan gitu yang sebenarnya kayak nggak secara terang-terangan kayak dikasih tunjuk gitu, tapi kayak I feel like under the movie, kayak dia ngasih pesan tapi secara discript, secara nggak langsung gitu loh, kalau kayak pembawaannya tetap halus juga dari beberapa adegannya juga jadi nggak langsung hardson. I feel like ya, dia emang nggak menjual, ya saya sendiri saya tidak merasa dia menjual kayak kampanye feminisme menurut saya sendiri."
G	"Olivia, mungkin juga bisa menjelaskan kan ada beberapa adegan yang menurut Olivia itu kayak, 'Oh, kayak gua agree kalau misalkan pesan ini, moralnya itu mengenai feminisme karena ada beberapa adegan yang membicarakan, mungkin dari America Ferrera, dari scene yang dia menjelaskan tentang perspektif wanita secara kehidupannya harus seperti apa.' Kalau dari Olivia tersendiri, Olivia itu punya nggak sih beberapa scene atau beberapa adegan yang Olivia mungkin kurang setuju atau Olivia merasa kayak, 'Kayaknya saya harus pertimbangkan lagi deh, kayak ada nggak ya.' Intinya tuh sebenarnya adegan yang kayak ada beberapa adegan yang, emang kalau Barbie mungkin, kalau misalkan nggak ada sih nggak apa-apa cuman mungkin kayak mungkin ada something yang menurut Olivia yang, maybe something this is not for me, kayak I don't think I understand or agree with the message atau ada beberapa adegan atau beberapa kayak adegan yang Olivia kayak ada nggak sih?"
O	"Ada, it's okay. Apakah ada yang di itu kayaknya menurut saya emang, apa ya, yang kayak sebenarnya kayak, apa ya, meski kayak, kayak look fun in the film tapi kayak emang terjadi juga gitu in the real world. I don't know ya."
G	"Olivia belum bisa menemukan mungkin ada beberapa adegan yang mungkin Olivia merasa nggak nyaman atau merasa Olivia tidak setuju atau Olivia ngerasa kayaknya gua netral deh. Nggak bisa setuju atau mungkin gue juga setuju tapi kayak gua akan netral berarti sense of like this agreement. Is that correct?"
O	"Ya."
G	"Okay, jadi kalau misalkan dari film yang mungkin disajikan dari Barbie, bagaimana ya? Mungkin ada adegan yang tadi Olivia katakan di mana si Barbie berubah menjadi manusia dan sekarang dia harus bekerja, mungkin sebagai kompetitor atau saingan. Menurut Olivia, mungkin apa yang menjadi moral dari cerita Barbie ini? Apakah Olivia merasa bahwa Barbie harus sadar terhadap sesuatu? Apakah Olivia merasa bahwa ada alasan mengapa Barbie meninggalkan Barbie land untuk bekerja di dunia nyata? Menurut Olivia, mungkin kita harus berhadapan dengan dunia patriarki, seperti yang dikatakan Olivia. Mengapa Olivia merasa bahwa itu benar-benar menyentuh hati? Apakah ada pesan moral dari cerita ini yang Olivia mungkin benar-benar memahami, dan seperti yang Olivia katakan, 'it really hits your heart and you just...'"
O	"Ya, sebenarnya kita bisa jadi apa saja tanpa harus deal with, hmm, well, world and struggles. Ya, kelihatan sih gitu digambarkan, tapi kayak pas ketika si Barbie keluar dari dunia itu karena has my heart banget, kayak ternyata ya realitanya. Realitanya adalah, kita sekarang beruntungnya kita tuh hidup di zaman di mana hak wanita sama pria itu masih setara. Lah ya udah setara lah ya, nggak kayak dulu gitu. Eh, patriarki tuh ya masih ada lah, kayak apa ya, we will not experience the same previous situations before ketika patriarki itu parah banget buat perempuan."

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G (C) Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie) Hak Cipta Dilindungi Undang-Undang	G O G O G O G O G O G O G O G O	"So, jadi sebenarnya yang Olivia bisa merasakan adalah film Barbie itu nggak cuma hanya mengkampanyekan tentang mungkin dari kampanye pesan moral feminisme, tapi film Barbie itu secara general. Olivia itu ngerasa dominan, 'Oh, this really hits what the realeri and by the movie,' asli, you know, kayak dari film Barbie yang disajikan oleh si Greta Gerwig yang menurut Olivia sangat suka. Dengan Olivia mungkin menonton film yang mungkin di versi kartunnya ada nggak sih kayak perbedaan persepsi when you watch Barbie ? Do you feel like Barbie is change completely from your perspektif atau gimana?"
		"Mungkin dari movie-nya si kartunnya si Barbie dengan movie-nya si real-life Barbie ini sangat beda, ya maksudnya yang kartun tadi yang Dancing Princess about the Pegasus, eh itu yang semua over the fun. Terus kita sekarang, we have the Barbie yang benar-benar menjelaskan tentang realitas hidup dan mungkin ada kampanye tentang feminisme."
		"When you know that there's a huge difference between Barbie live-action and Barbie cartoon, do you have a changed perspective about what kind of character Barbie is?"
		I mean perspektif ya, karena kayak, apa ya, sejak kecil kan, kalau main sama Barbie kan, Barbie tuh kayak anggun, Barbie itu feminim. But like so, ho kayak deep down menurut saya sendiri, sebenarnya pesannya tuh nggak jauh-jauh karena apa hal-hal dari benang merah yang saya bisa tarik baik dari Barbie yang kartun maupun Barbie yang dibuat Greta Gerwig adalah bahwa semua Barbie itu di eh willing to fight for the fans, kayak dan mereka pun dari semua Barbie pun kayak ditarik benang merah bahwa semua Barbie itu eh it's always a problem solver. Like any problem can be solved yang your un not. Saya kayak milih change of perspektif ya, kayak mungkin kayak dulu eh, bayangin kayak 'Oh, kayak Barbie cantik ya, princess gitu, like a princess like Barbie ,' tapi mungkin chances perspektifnya setelah gede itu kayak 'Oh, ternyata Barbie kayak Barbie can do anything ya, Barbie can.'"
		Oke, that's very interesting, karena kayak, now that we have very like kayak inspirations, ibaratnya Barbie ya maksudnya. But sometimes like kayak kita ngerasa nggak sih, Barbie , kalau dari Olivia tersendiri menurut Olivia, bener nggak sih kalau si Greta Gerwig ini bisa menggunakan film Barbie , bahkan menggunakan Barbie itu sebagai karakter yang mengkampanyekan pesan feminisme, padahal sih karakter Barbie is not real. Season dol gitu dari awalnya season dol, season non-fiction. Menurut Olivia, do you think this the right karakter to asli represent the reality?
		"I mean iya, I mean karena, karena apa ya saya merasa kayak. I feel like every girl in the world pasti kayak anak-anak bocah, sekalipun anak cewek yang udah dari kecil kayak bahkan kayak seumuran kita pun kayak mungkin nggak tahu namanya boneka Barbie gitu pasti kita fiktif pun kayak mungkin nggak ya mau fiktif atau ataupun nggak kayaknya tetap ibaratnya kayak orang nge-fans sama film kayak superhero character karakter yang sebenarnya kayak di Barbie ."
		"Hmm, oke, oke-oke. Kalau misalkan menurut Olivia dengan kayak, misalkan film Barbie yang misalkan kayak real life ini, kayak ada tadi yang secara implisit atau filmnya secara implicitly ya, it talks about the moral of feminism. Kalau dari perspektifnya si Olivia tentang feminisme atau kampanye terhadap feminisme yang ada dalam film Barbie itu, menurut Olivia itu, kalau misalkan aku boleh tahu nih?"
		"Kalau-kalau saya pribadi kayak terlepas dari kayak secara fisik dan biologis kita gitu kayak mungkin alright to the world, alright to work, override to ya basically do anything yang kayak dulu sebenarnya udah yang sebenarnya kayak we can do, we now can do gitu."
		"Secara suksesnya, kayak film dari Greta ini kan, dia mengkampanyekan film feminisme. And then, kayak Olivia udah menjelaskan kan dari perspektif Olivia, menurut dari Olivia itu si Greta ini this is there good job or a good work actually mencerminkan tentang ino kayak feminisme. Kampanye yang berdasarkan dari perspektif si Olivia tentang feminisme itu seperti apa, pergerakan atau misalkan kampanye feminisme berdasarkan dari pengertian Olivia mengenai feminisme itu seperti apa?"
		"Karena, menurut review aku pribadi, sebenarnya feminisme itu bukan hanya tentang kesetaraan hak sebagai manusia, bukan secara gender. Bukan karena saya juga tidak mau dipukul ratakan secara gender, ya, lebih ke opportunity nya sama, hak asasi manusia sama, dan juga pekerjaan sama. Ya, gajinya juga sama, jangan karena gender jadi beda."
		"Tadi kan Olivia kan juga ada ngomong beberapa, mungkin kayak adegan atau film dari si yang film dari Barbie ini. Dia ada beberapa scene atau pesan moral yang menurut Olivia itu sangat relatable banget untuk pengalaman pribadinya Olivia. Do you think that, eh, apakah perempuan-perempuan mungkin atau budaya di Indonesia ini bisa relate dengan mungkin pesan moral yang dikampanyekan oleh Greta mengenai pesan feminisme? Kalau dari budaya Indonesia menurut Olivia bisa nggak sih?"
		"I mean, mungkin bisa kali ya, tapi kalau baru kayak disampaikannya secara kayak, tapi kayak somehow kayak people actually god, kayak apa yang ingin disampaikan Barbie , apa ya workshop, ya intinya culture Timur lah gitu

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	yang berbeda gitu dengan culture apa ya kayak, you know, express however you want to express are feeling, berbeda mungkin ya dengan kayak dari Barbie yang mungkin yang ada budaya."
G	"Menurut Olivia yang berbeda dengan Indonesia, tapi karena ini, menurut Olivia yang bisa menceritakan tentang kehidupan realita perempuan secara perspektif Olivia. Olivia merasa, 'Oh, kayaknya ini masih bisa relateable dengan, eh, dengan mungkin dengan orang, dengan warga di Indonesia betul. Oke, kalau-kalau misalkan Olivia merasa itu relateable, menurut Olivia kalau misalkan dari Olivia merasa Barbie ini bisa nggak sih menjadi patokan untuk gerakan feminisme mungkin yang ada di Indonesia? Apakah si feminisme pesan moral pada di film Barbie itu, itu apakah bisa relateable atau Kena dengan realitas yang terjadi pada mungkin pada di Olivia atau misalkan gerakan feminisme di Indonesia, kalau dari Olivia tersendiri gimana? Hmm."
O	"Kalau dari saya si lebih ada beberapa doang pesan feminisme yang mungkin bisa masuk ya dari film Barbie mungkin lebih pada feminisme Indonesia ini lebih concern pada gender roles gitu, atau dalam dunia profesional dalam pekerjaan, wanita mungkin lebih rentan untuk di catcalling atau direndahkan. Jadi dari Film Barbie bisa dilihat ketika waktu para Kens ini mengambil alih kekuasaan dalam Barbie land dan membuat semua Barbie menjadi pembantu, dan itu sangat bisa relate si di Indonesia."
G	"Hmm, oke. Kalau dari pesan kampanye yang menurut Olivia kayak it karena hits to a woman, tapi menurut Olivia kalau untuk secara general, apakah pesan kampanyenya si feminisme dari film Barbie oleh Greta ini boleh diterima oleh mayoritas masyarakat atau cuman untuk beberapa kelompok tertentu aja?"
O	"Gimana ya sebenarnya kalau ngomong Indonesia tuh? Indonesia itu, apa ya mungkin belum Kena banget ya kalau ngomongin segmentasi, segmentasi target ya sebenarnya itu kan gue ga tau banget. Tapi kalau misalnya untuk Barbie the movie, I feel like itu kan, itu kan, eh apa ya, film Barbie itu kan eh. Ditargetkan pada status ekonomi sosial yang menengah ke atas kebanding pada yang kebawah, so I feel like mungkin bisa diterima oleh masyarakat yang status ekonominya lebih tinggi, tapi mungkin kalau misalnya status ekonomi -nya udah di bawah itu mungkin kayak macet yang yang mungkin kayak low class ke bawah gitu, mungkin I feel like susah mungkin nggak bisa diterima gitu."
G	"Hmm, oke. Berarti dari Olivia itu mungkin ada beberapa faktor, mungkin Olivia merasa kayak general untuk masyarakat di Indonesia tidak bisa menerima pesan moral Barbie. Mungkin dari faktornya, mungkin dari faktor ekonomi yang mungkin juga bisa menjadi faktor pendukungnya bahwa pesan moral feminisme itu mungkin disetujui atau tidak disetujui ya. Dan menurut Olivia, dengan adanya film Barbie ini mengenai feminisme ini atau pesan moral feminisme itu, masyarakat di Indonesia itu akan mempunyai tingkat apa ya, apakah bisa punya tingkat eh awareness atau misalkan dia ada di tingkat mungkin 'Oh ini kan sangat relate, mungkin kita harus melakukan sesuatu.' Kalau misalkan dari Olivia dengan adanya pesan moral film Barbie ini akan menggerakkan masyarakat Indonesia menjadi seperti apa ya?"
O	"Ah, ok, bahkan kayak beberapa nggak cukup gitu melakukan perubahan karena perubahan pun misalnya sangat luas, itu sangat membutuhkan, apalagi kan kalau kayak gitu kan edukasinya juga harus lebih banyak, lebih mendalam, belum lagi kayak kalau misalnya masyarakat kita pun kayak pendidikan juga akan merata kan. So I feel like apa ya mungkin bisa dimulai di kalau pesan Barbie ini mungkin masih bisa masuk ke tahap awareness aja sih, jadi orang sudah cukup tahu kayak 'Oh, film Barbie ini mengirimkan pesan kayak feminisnya,' habis gitu so I feel like apa ya mungkin di tahap awareness kalau misalnya di tahap perubahan itu."
G	"Oke, dan mungkin karena dari Olivia yang tadi ya sudah menjelaskan dari jawaban sebelumnya tentang permasalahan mungkin budaya Indonesia yang masih terkuat terhadap pengaruh pada budaya Timur, sehingga, dan juga mungkin ada faktor-faktor lain yang mungkin dari kelompoknya atau mungkin dari ekonominya yang mungkin Olivia merasa berbagai macam faktor eh dari warga Indonesia itu yang mungkin untuk permasalahan gerakan feminisme atau secara general itu ya pesan moral terhadap film Barbie itu hanya cuma sampai tahap awareness saja. Apakah betul?"
O	"Betul "
G	"Oke, dan kalau gitu, so kalau misalkan ini sebagai pertanyaan penutup, apakah Olivia merasa kalau misalkan Olivia itu, eh, Barbie untuk sebagai pesan moral feminisme terhadap Greta Gerwig dan terhadap eh ke perspektif Olivia ketika Olivia menonton film Barbie dari Greta Gerwig. Olivia merasa nggak sih kayak Olivia itu secara dominan sudah setuju dengan pesan yang diberikan terhadap film Barbie mengenai kampanye feminisme dari Greta Gerwig ini. Apakah Olivia 100% setuju atau 90%, ya mungkin kayak oke atau Olivia ngerasa kayak 50-50 setuju gitu dan merasa si Greta Gerwig mungkin harus kayak lebih lagi?"
O	"Saya ngomong sebagai orang Indonesia, wanita Indonesia. Pesan gitu karena dia target, apa ya, di dunia western. Every like, dunia western sama Timur kan beda ya, jadi every like WhatsApp relate sama kita tapi nggak nggak se-relate itu. Oke, berarti emang secara personally emang so like secara personally."

G	<i>“Oke, dan that's really it, and I think that's about it. I'm very happy with the interview. Terima kasih untuk Olivia sebagai wawancara ke-7 dan informasi ke- saya. Dengan saya, Gabriel Yonatan, yang akan menutup wawancara ini pada 29/12/2023. Terima kasih.”</i>
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Transkrip Wawancara Informan 8

Nama : Kai
Usia : 25 tahun
Domisili : Singapura
Profesi : Digital Marketer
Tanggal wawancara : 29 Desember 2023
Waktu wawancara : 15.35 – 16.26 WIB
Tempat wawancara : Whatsapp
Keterangan :
G – Gabrielle (Peneliti)
K – Kai (Informan)

Isisial	Dialog
G	"On Friday, December 29th, at 3:35 PM, I met with my 9th informant. I said, 'I would like you to introduce yourself based on your name, your age, and gender, and where, like, which country do you actually live in, and maybe your profession or your occupation if you actually don't mind telling me.'"
K	"Hi there, my name is Kai. I'm currently 25 years old, and I live in Singapore. In terms of occupation, I work in marketing and PR at Honeycombs, a popularized publication company here."
G	"So, Kai, as we discussed earlier, a significant part of this interview will focus on the blockbuster movie 'Barbie .' I wanted to confirm and get a sense of your familiarity with it. How many times have you watched Barbie ? This will help establish a standard for our discussion during the interviews."
K	"Hmm, I only watched the live-action Barbie movie once. But the other cartoons, like 'Nutcracker' and 'The Dancing Princesses,' I've seen more than once, you know? Yeah, I've seen those quite a bit."
G	"Okay, so let's start with a light and fun question. What are your general thoughts about the Barbie films? How do you like them?"
K	"I actually quite like it. Personally, before watching the Barbie film, I thought it was going to be one of those very idealistic views of what's in Barbie , you know, everyone having fun. I didn't expect to actually have a great takeaway from it and have an impact on my perspective. It's not exactly a life-learning lesson, but more of an awakening, especially in terms of highlighting the importance of female empowerment in general. It's something I didn't anticipate from a Barbie movie."
G	"Right, I see. So, you mentioned having certain expectations before watching the live-action Barbie , especially since you were familiar with the animated ones like the Nutcracker. Now that you've seen both, how would you specify the main differences between the live-action Barbie and her previous animated versions? It seems like the live-action one not only carries moral messages about having fun but also delves into themes of women empowerment. Can you elaborate on that, given your familiarity with both sides?"
K	"So, my favorite has always been Swan Lake, if I remember correctly, the one where she got turned into a swan. What I've noticed is the comedic elements in a lot of Barbie cartoon films. However, they tend to portray Barbie as the damsel in distress, someone who needs saving. On the other hand, in the live-action movie, you can see that Barbie takes more initiative and puts in effort to fight for leadership qualities. She stands up against challenges, particularly against Ken."
G	"Yeah, I see. So the idea of Barbie struggling, especially with the role of Ken, the cartoon version tends to portray Ken as the savior of Barbie . However, in the live-action version, Ken not only opposes Barbie but becomes a significant factor in Barbie 's growth, challenges, and struggles. Do you find that your perspective on the Barbie character differs between the cartoon and the live-action version? Are there major, noticeable differences in how you perceive the character in the two mediums?"
K	"I feel in the cartoon films, the supporting characters are not very apparent or don't play as crucial a role. They do support Barbie to some extent, but it's in a small and supplementary way. In the live-action movie, I recall Barbie helping another character, a girl who was finding herself and remembered playing with Barbie . It seemed like her character had more depth and added magnitude to the story, pushing the plot further. That's something I realized in the difference between the two versions."

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G	"So, you felt like in the Barbie films, any aspect of the side character, like the supporting roles, isn't really cast as mere fillers. It's more like a character where, if it doesn't have depth or a meaningful contribution, it doesn't truly enrich the story of what Barbie should be. Is that the impression I'm getting?"
K	"Yes, you're right."
G	"I see, okay Kai, can you tell me how the public responded towards Barbie in general, maybe in Singapore? How was their reaction after they learned about Barbie and the plots and the story?"
K	"In Singapore, I noticed that many of my female friends, as opposed to my male friends, seemed to feel a bit more empowered after watching the film. Some of my male friends gave rather lukewarm responses, dismissing it as just another 'girl film.' However, there was one of my straight guy friends who acknowledged that the Barbie movie taught him something. He mentioned that it made him realize that being female is not easy, with numerous trials and tribulations to go through. It wasn't necessarily an awakening, but he finally recognized that being female involves more struggles, whether in education, the corporate world, or other aspects of life."
G	"Hmm, I see, okay. You mentioned some mixed reviews about Barbie, and in my interpretation, it seems to revolve around the gender perspective—how females view Barbie versus how males perceive it. Do you think the differences in gender can significantly impact the reception of the messages or morals conveyed in Barbie films among the audience? Is gender playing a substantial role in shaping these perspectives?"
K	"Yeah, for sure. What I've noticed and realized is that if you're born male, especially as a cisgendered and heterosexual individual, growing up, especially in Singapore, life shapes you with a lot of privileges. You probably have access to many things, and especially if you're in the majority race, everything seems to be built for you. On the other hand, if you're female or from a minority race, it feels like you have so much more to prove and face additional challenges."
G	"Ah, I see, I see. So, the idea of having privilege, not just based on gender but also considering various political identities, especially in Singapore, can significantly shape how people perceive the Barbie movie and the messages it conveys. Is that what I'm getting? How do you personally feel about this, Kai, considering your political identity? Do you find yourself trying to relate, accept, or perhaps disagree with certain aspects? Are there specific scenes or moments in the Barbie film that you find resonating with your personal experiences or something you strongly agree with?"
K	"Let me think, let me think. I'm pretty sure there were a few scenes, maybe the one where four girls of different ethnicities claim, 'Ew, they don't play with Barbie anymore.' You know, that kind of hit me. I know it might not resonate with everyone, but for me, it does. Even though I'm a guy, growing up, I played with Barbie. When I saw that scene questioning who even plays with Barbie, it made me think because I don't play with Barbie anymore, but back then, when I was younger, I used to play with Barbie—the whole cooking set, dress-up, I had it all. For me, it just makes me feel like growing up as a guy, there were definitely parts of my life when people would say I'm not manly enough because I played with Barbie. I eventually tossed it aside and stopped playing, probably by the time I hit 6 or 7 years old. It's this thought of hyper-masculinity and feeling the need to prove that I'm stronger, so I don't want to play with it anymore. But Barbie did play a pivotal part in my life, helping me embrace the softer side of myself. That's just my take when I saw that scene."
G	"Yeah, so I feel like, Kai, not only did the scene of the girls talking about playing with Barbie resonate with you, but it also seemed to correlate with your personal experiences. If I may ask, Kai, do you think that the idea of playing with Barbie, as someone who identifies as male in Singapore, hits you differently? How do people perceive you when they see you playing with Barbie or expressing an interest in Barbie movies while still identifying as male? Does it affect the way others see you?"
K	"Yeah, no, I definitely felt that because in Singapore, a lot, maybe not so much now but a couple of years back, especially when you're in school, say, in primary school, if you're a guy with anything pink or Barbie-related, you often get made fun of. For me, that was always the case. I remember I confided in my good friend that I had a whole cooking set, and I felt very proud of it. But then, other boys had Hot Wheels, and I never really understood the appeal. So, often, I had to conceal that part of me and try to like what other guys liked, not feeling true to myself. It's not something I liked, but it's something society wanted me to be."
G	"Hmm, I see. Is there any way that maybe you could point out any scenes where not only Kai feels relatable, but it also highlights the idea that sometimes men have this shame about embracing femininity? Do you feel like there are specific scenes in the movie that suggest men can actually embrace their femininity, and is there anything you could specify about those scenes?"
K	"Yes, okay, so, but this is more about what I feel, how Ken feels. In the beginning, Ken is very flamboyant, out and about, very pink, loud in colors. Then, when he enters the human world, he encounters some guys, and his aesthetic shifts to something darker, more masculine, heavy on the toxic masculinity side. I felt like I was staring into that rock

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		for a short bit, but then I realized that it wasn't authentic and true to myself. Once I acknowledged that, I came down to myself and thought, 'You know what? It's okay to embrace your femininity. It's okay to be a bit more soft.' Because at the end of the day, what's really important is your own happiness. Why do you have to conform to what society wants, especially in Singapore?"
G	Hak Cipta Dilindungi	"Yeah, I see. Is there any way that you felt like, in the few scenes where Ken somehow already figures out his own existence, that he doesn't have to really revolve around Barbie? Do you think there's any way that you can relate to how Ken now revolves around his own self, and that his masculinity and existence don't have to revolve around his clothes, attitude, or how others view him, but rather just around himself as an individual? Is there any sense of relatability on that part for you?"
K		"Oh yeah for sure 100% I felt that. Yeah."
G		"I see, I see. Okay, since you've already expressed approval for certain scenes that resonate with you, both in terms of empowering messages for women and embracing femininity, is there any aspect where you disagree or feel something needs to be considered more carefully? Are there scenes or parts where you feel it's not appropriate, or perhaps you don't agree with the portrayal? Can you guide us through any reservations or differing perspectives you might have on certain aspects of the film?"
K		"You mean scenes where I felt there could be further improvement? Well, personally, I don't think there's anything major, but I do feel the film is a bit short. Yeah, that's it—it's a bit short for me. I felt like the whole journey where Barbie goes to the real world and then her coming back, it felt a bit rushed. I don't know, I just felt it could have been a longer movie, but that's just my perspective. I can't specify on which specific scene I think should be extended, but overall, I think it could have been a bit more cohesive."
G		"Oh, I see, see. So, in some ways, maybe the only improvement that could have been for the Barbie movie is giving a little bit more of a prolonged screen time on how the quest is going to unfold and how to really provide solutions for Barbie. Perhaps a more in-depth exploration of Barbie's adventure itself, where you felt it needs more explanation rather than just cutting off into this short 1 hour and 15 minutes of a movie?"
K		"That's true. I personally thought the quest could be longer, but it's just my preference. I don't know; some people might prefer it shorter, I guess. But yeah."
G		"I see, I see. In some ways, we've seen a huge difference not only in the portrayal of Barbie transitioning from the traditional animated format to the live-action setting, but also in the shift in the story's narrative. Barbie used to convey messages where men were trying to save her, and now we see Ken as a character initially against Barbie, undergoing discovery. I understand how you feel relatable in such cases. Are you aware that the director, Greta Gerwig, is using Barbie as a way to embody the idea of a feminism campaign? Is there a sense that you're aware of Greta's intention to convey feminist messages through Barbie films?"
K		"Yeah, for sure, because when it comes to feminism and women empowerment, oftentimes we try to push and educate people, but sometimes it doesn't really ingrain them because there isn't an iconic figure, as you've mentioned. Having Greta use Barbie as an iconic figure is a great way to address this. You know, when we try to push for women empowerment in various marketing campaigns, it might not always reach as many people or provide the education needed. The reason could be that there isn't something iconic. Using Barbie as an iconic figure, even if people initially dismiss it as just another happy, dandy Barbie film, they might be missing out on a life-learning education, especially if they're seeking more information or wanting to get educated in feminism. It adds a different dimension to the message."
G		"I see. So, the idea is that not only for the feminism community but for a broader audience, something we have learned about feminism doesn't always come up in textbooks or from institutions and government sources. Using an iconic and widely recognized pop culture figure like Barbie to embody the feminism movement can provide a broader and more accessible platform for learning. It may encourage a wider audience, especially young women, to engage with and understand what feminism is. Is that what you feel Greta is trying to achieve?"
K		"Oh yes, that's right."
G		"And in any case, do you think that Greta has successfully tried to embody Barbie in such a way that she uses Barbie as a feminism campaign? Has she actually succeeded in doing that, or perhaps she needs a bit more improvement towards it?"
K		"Hmm, okay, so here's the thing, right? As much as I'd like to believe there is success in reaching out and educating people about feminism and women empowerment through Barbie, I realize that some people may still see it as just another live-action remake. There could be more to it because even after the movie's release, I still see promotional pictures, videos, and TikToks where some people might not fully grasp the actual idea of the film. They already have

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	their own perceptions about what Barbie is from the previous ones, given the traditional format of the cartoon movies."
G	"About the Barbie , do you feel like having this huge transformation in the plot, story, and characteristics of Barbie , as well as Ken, creates a contradiction with the changes they're trying to convey? Or do you see it as an essential aspect of the growth in the Barbie character?"
K	"I feel it's important right now because if I were to compare it to the previous Barbie films, which were mostly created in the early 2000s, from 2000 to 2010, I think that period may not have been as progressive as where we are right now. What Greta is trying to convey is a shift towards an educational lesson in the new Barbie plot. In a way, it feels like Barbie has grown up and is starting with this whole education focus on feminism and women empowerment. I find it refreshing, honestly, as it represents a positive evolution."
G	"In any case, with the way that Barbie has progressively revolutionized into this new version, moving away from the fantasy where everything is tinglingly happy and a man or Ken saves the day, to a Barbie that doesn't just have a happy ending revolving around Ken, but focuses on individual growth. How do you perceive Greta Gerwig's approach in conveying the message of feminism? Do you think Greta has already gone in-depth in explaining what feminism should be, or do you feel there could have been more depth?"
K	"I feel it has gone through the most important parts. In the film, you have different Barbie s, like the nurse, the mermaid, and others, representing various life paths. I think it's crucial to show how over time women gained access to diverse high-quality jobs. Comparing it to real life, it's important for women to have equal opportunities in professions that were traditionally favorable to men. It's nice to see a female figure in some of the occupations portrayed by Greta. In some ways, it might have an impact on how corporate environments evolve, challenging the male-dominated higher management structure often seen in bigger companies. It's a positive step to showcase Barbie in high-paying jobs."
G	"Um, I see. Is there any way that maybe you could specify, you know, that in any sort, because people have a very different concept of what feminism should be. Do you think that the feminism that is trying to be conveyed in the film Barbie , from Greta Gerwig, has already aligned based on your definition of feminism?"
K	"Uh-huh, yeah. Um, I think, uh, in terms of picking up leadership qualities, leadership roles, and having that sense of ownership, I compare it to the real world. Basically, women having the ability to get promoted to higher-paying jobs and higher titles, which could potentially make them more progressive in general and put them in higher positions, giving them authority. That's the way I see it in the workforce, obviously, yeah."
G	"I see. Is there any way maybe that you could specify, like, are there scenes where, you know, is there any way that you felt like the movie about Barbie really speaks out about the moral or the messages about feminism from the film itself? Is there any way where you could specify because not every person felt like, you know, there are some few scenes that, you know, it looks like, 'I think this scene talks about feminism.' Is there any way that you could specify which scenes that you feel like it's just the highest peak of, like, Greta Gerwig, just, you know, employing the feminism campaign?"
K	"I feel like, okay, I think I could be wrong, but I definitely, towards the end of the film, near the end, where, like, um, where the Barbie , okay, so that was the period where Ken took over most of the, like, reign supreme, right? And then when, like, the whole Barbie crowd just, like, took over that, I think for me, that was like the peak because it just proves like they will take back your crown and they will take back what's yours. Um, I mean, what's yours to reign supreme again, you know? Yeah, for me, it was that. I don't think I recall specifically reaching, but I just remember it's a part where they took back what's theirs from the whole Ken thing. Yeah. Oh, that Mojo Dojo Casa house. Yeah, yeah, yeah."
G	"Anyway, how do you actually feel about the ending of the movie? Do you actually enjoy that part, or do you feel like it could have been more?"
K	"That's the thing; I do feel the plot could have been more. I expected some plot twist or something because it felt too linear, you know, character building up like everything is very handy-dandy. What you watch is what you expect. For me, I like films to pop something, you know, something that makes me go, 'Shock! Yeah, I see whatever.' But now, we're given a scene where Barbara just goes to the gynecologist. Yeah, yeah, like, yeah."
G	"Okay, we get it. But your kind of, you know, expected more. So, it's really something that you don't agree with or you're not into it. It's not like you love it; you just expected more, isn't it?"
K	"Yes, because I do feel it's a bit safe. Ah, I don't, yeah, I do feel it's a bit safe. Yeah, why do you feel like it's a bit safe? It's a bit safe, okay. So, in general, when you watch the whole film, I feel like it has touched on the main key points it wants to advocate and portray. But for me, I love a film with a bit more suspense, you know? I mean, I get it; it may

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	not be your regular Barbie film, right? Where she's stuck in a dungeon, distressed, blah, blah. No, not really, but yeah, I just maybe something could be nice, maybe a twist that could be another Barbie at backstep. Oh, something, you know?"
G	"I see. So, not being able to get back to Barbie, there's something, and that would be nice. And now, yeah, and now we're just getting the ending of a funny comedy twist of Barbie going to a gynecologist. It doesn't really fit the ending, isn't it?"
K	"I think it just adds to the comedy relief, you know? Not so much plot-driven; it doesn't help so far. It just makes you laugh and like, 'Okay, for no reason.'"
G	"Yeah, and all of this, like messages and the ending that you kind of expected more or maybe something that you've kind of agreed with, like the idea of Greta actually discussing about, you know, men and femininity. From your interpretation, because it's somehow something that you really actually correlate with the most, like, because of your personal experiences, is there any way that you felt like Barbie, the messages of the Barbie about feminism, about femininity, about toxic masculinity, and all of the woman empowers—do you think that the Barbie film, the messages of Barbie itself, can be relatable or can be conveyed to all kinds of audiences, or do you think that it's only part of a certain community?"
K	"Hmm, I do feel a certain part of me feels like it can only be targeted to a certain community, right? Maybe obviously women, maybe some men. LGBTQ+ community because, or maybe you can target an audience who are basically in marginalized groups. Because I feel that when you're not in a marginalized community, things are always handed to you on a silver platter, right? You may not even want to bat an eye at a Barbie film because you think it's probably just another handy-dandy film. So yeah, because I, I do know, like, in myself, I don't think I've seen a lot of guys honestly, it's really few, yeah. And the only people who maybe, like, the guy that you mentioned, who only watches the Barbie film is just for curiosity or maybe just for the trend of this Barbie hybrid that is really hyped out, like literally on social media. Yeah, for sure."
G	"Hmm, I see, I see. And anyway, is there any sort of improvement that not only you wanted, you know, expecting it to be a bit of an ending, like a really more of an in-depth ending that goes from the film Barbie, and you kind of expected it, you know, more of a time screen? Is there any way that you felt like the Barbie film could have, you know, could have been a little bit more, rather than just those two concepts, those two points?"
K	"Hmm, it would be nice to seal and paint, I was gonna say diversity, but I think that has already been kept on, you know, we've seen similar inside, so not so much. Yeah, I was gonna say diversity because the Barbie we grew up with has always been like white Barbie's, right? I rarely see colored Barbie's or different-sized Barbie's. But I think the new Barbie film has the whole diversity and inclusivity aspect. Like, you see different sizes of Barbie, you see different colors, you see like, different, I think there was a trans Barbie as well. So that was great for me, that was sufficient because I would prefer diversity and inclusivity inside."
G	"So, now that I already referred to this and felt that Barbie has already had more, not only just the body, like the empowerment about woman feminism and how Greta has successfully tried to use Barbie as an icon to campaign about feminism, you've already felt like the Barbie film not only talks about feminism that only comes from women, but you kind of discover how it correlates with men and being afraid of owning their femininities because of the patriarchy and toxic masculinity. And, in some way, is there any sort of thoughts on Kai itself, the feeling that this idea of having this Barbie Land and this fantasy world and talking about feminism and this masculinity? Do you think that Barbie is some sort of a great reference or a great example putting a movement that can be shown in the reality that we're actually going through?"
K	"Yes, for sure, because I think she is already an iconic character. A lot of us grew up with it, so when we grew up with something and maybe in our older teenage years, we would probably stop playing a bit, but it remains as a remnant in our past or our childhood. We will remember that icon. So, if you utilize this in films or just in general in a campaign or whatever, I don't think people need that extra backstory. They automatically know, like, okay, this is what it's trying to say, and this is the message."
G	"Yeah, um, I see. And in any parts, we all know that Barbie is somehow like a fictional character, she's an icon, of course, that talks about feminism. But overall, like Barbie only exists as a doll. Do you think that the idea of having like a doll or a pop culture brand that does not actually exist as a human can actually really successfully portray feminism as a movement campaign that we can actually go through from the realities?"
K	"Yeah, I definitely think we can because you are actually tapping into people's memories that they have, can be from playing Barbie or can be even just knowing Barbie in general. So, I think it can be a successful campaign. It may just not target everyone in general, maybe people who have experiences playing, watching, or just, you know, marginalized groups who actually connect with Barbie."

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G	"Yeah, I see. In any ways that now that we talk about how feminism is portrayed in Barbie and then we're talking about reality, how far can this Barbie film, the messaging that conveys about feminism, how successful can it be? Is it successful for entertainment only, or maybe is it successful for having an open discussion or maybe realizing that Barbie can actually change some few structures or some few systems that come from the social structures?"
K	"I think the Barbie film itself, well, surprisingly, it definitely screened longer than regular films. Regular films probably screen for like 2 weeks or less, right? I remember seeing the Barbie film available even after like two and a half months. A lot of media publications actually picked up on writing reviews on the Barbie film and how some even tried to compare with the living situation in Singapore. Whereas, other publications, they would just talk about the flatline, you know, just on the whole femininity and women empowerment. Some actually took the time to compare with how some women feel in Singapore, and I think that was nice because it's a personal take, you see. So not only does it give the purpose of infotainment or information and entertainment about feminism, but it can actually be employed as something that maybe it can be embodied as a reference about what's really happening in the countries that they're actually living. And that's actually very nice of it, yeah, for sure. Because I feel like, is that to say, an audience, right? I mean, we all get the whole gist of Barbie. I don't think we want, okay, geographically speaking, if, let's say, some women are from Singapore, I don't think they would be keen on reading a review that's already probably picked up by other British publications right now. Right? That's actually able to apply and how it can relate to the citizens of the country itself because every country definitely has a lot of different trials and tribulations for different groups of people."
G	"Yeah, I see, I see. Yeah, it's interesting how writers actually depict the Barbie film based on where they are from."
K	"So, let's say, for example, you read something from TMC or E! News—these are American publications or news companies, right? So they probably gonna give a very generic response based on how global audiences are. But I feel it's different when countries themselves, like, let's say, for example, publications from certain countries—they would pick up the story and try to make it relatable to the citizens itself. So, in a way, if I'm the reader, I would feel like, 'Wow, I'm being heard,' rather than actually just looking up a review from my kids."
G	"Um, I see because having to, you know, not only that we see these media agencies that only give, like, a public review about how they actually think about Barbie. But now that we see the idea of how people really think about Barbie, about the message of feminism that comes from Greta Gerwig, and now that, you know, Singaporeans, for example, like citizens are having such a very huge positive impact using Barbie as a reference, and now it could be something that we as persons can be seen on the published version of a website or a media that talks about how Barbie can actually change maybe Singaporeans seriously. And I think that can actually not only give such a huge growth for our sales, but it can be a cultural revolution. Like, it could be a cultural change towards it. Is that true?"
K	"Yeah, yes for sure 100%."
G	"I see. So, in any way, how do you feel like Singaporean citizens can actually, you know, how fast can they embody this feminism, like messages that come from Barbie? Is Singaporean, as a country, open about it, or maybe it's a place that is still being influenced by the Eastern cultures?"
K	"No, I definitely do think that in recent years, we are becoming super, super progressive. It's just something shocking; it's always been like, you know, heterosexual guys may think otherwise, but then again, they might feel like, you know, fragile masculinity is being threatened. That's why sometimes you may feel a bit like, 'Oh, I don't resonate with this movie.' But in general, I think a lot of people, be it guys or maybe girls, they do feel a sense of like, 'Oh, wow, I definitely feel something.'"
G	"Okay, it's very interesting because now we're going through Barbie and how it's going to be accepted in Singapore. Is there any way that maybe you could run me through about, like, you that live in Singapore, that it comes from an Asian country, and somehow like Asian countries, it is still kind of heavily influenced by the East culture. How is Singapore actually, like, one of the exceptions?"
K	"I think because we are very liberal in a sense. We may not be as liberal as Taiwan or Thailand, who has legalized gay marriage, but definitely, people here are more accepting than other Asian countries I've been to. I mean, I still do think it's like the upbringing, you know, because in Singapore, we definitely have a large influx of incoming expats."
G	"Oh, I see, yeah. So, the community is huge, so maybe that could play a part in influencing how the audience here might think. I see, so this general acceptance or maybe general agreements about the Barbie, about feminism in Barbie, not only comes from huge factors about the city itself, but it also comes from other factors from the international expats that come here and migrate. It comes from the very culturally diverse people from anywhere, basically."

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K	"That's true because I think if you look at, let's say, Japan or Korea, right, they are a homogeneous kind of country. Everyone, I'm not gonna say everyone looks the same, but everyone just sort of like is from one ethnicity. But I think in Singapore, it's just super diverse. You have four different main ethnicities, and you still have other groups of people from other countries that will come here. So it's like a melting pot, and hence, maybe because of that, you know, and the pop culture, it sort of like just shapes everyone's perception to be definitely a bit more open as compared to, you know, other Asian countries, our neighboring countries. That's what I feel also."
G	"Hmm, I see. In any case, I feel like a Singaporean in some ways, you know? There's a sense of familiarity with the idea of diversity and different cultures. Singapore has been progressively liberal, and of course, there are lots of opportunities. It seems like messages from Barbie films can be more accepted here. Can you point out some differences in feminism in Singapore as an Asian country compared to how it's explained in the United States? Maybe you're familiar with people in US politics?"
K	"Hmm, I think, if I'm not wrong, sometimes women in the US don't get as much recognition or approval to reach higher positions. But in Singapore, everything seems well-balanced, and credits are well given. There isn't any inequality. We have female politicians, which is nice. Basically, everyone has fair game, and there isn't any discrimination. It's not like if you're female, you don't get access to certain opportunities. We have a lot of successful women here, whether they are business owners or creative directors."
G	"Yeah, I see. I understand. It's indeed an interesting concept about feminism. In each interview, whether it's someone from Canada or Indonesia, there's a huge difference in the definition of feminism. It leads to mixed reviews about the messages of feminism, like those from Greta Thunberg. I wonder if it still aligns based on each country. Is it a universal concept or does it vary depending on the situation in each country? I mean, we're all living in the same world, but Singapore seems to be more accepting and considerate in its political conditions."
K	"In Singapore, it's more progressively inclined, and it seems that Barbie, in countries like Singapore, is not just entertainment but can be used for more than that. It goes beyond being just a form of entertainment and holds educational value. It's interesting how in different places, the perception and utilization of cultural elements like Barbie can vary beyond mere entertainment."
G	"Hmm, I see. Okay then, I would say that's a wrap for this interview. Thank you so much, Kai, for being a part of it. I'll disclose it at 16:26 PM on Friday, December 29, 2023. Thank you!"

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Transkrip Wawancara Informan 9

Nama : Alan
Usia : 29 tahun
Domisili : Kanada
Profesi : Fashion Blogger
Tanggal wawancara : 30 Desember 2023
Waktu wawancara : 23.49 – 01.00 WIB
Tempat wawancara : Whatsapp
Keterangan :
G – Gabrielle (Peneliti)
A – Alan (Informan)

Isi	Dialog
G	"On December 30, 2023, Thursday, at 23:49 PM, I found myself with my ninth informants. For the ninth informant, I'd like you to introduce yourself. Share your name, age, gender, and the country you currently reside in."
A	My name is Alan, I'm 29, male, and I live in Canada."
G	"So, for this interview, I would like to give you a whole disclaimer that we're actually talking about interviewing about some few discussions or maybe like interviewing about Barbie films. And for that, before we get into that question, I wanted to reassure Alan as my informant. How many times have you watched Barbie , or have you watched Barbie ?"
A	"I've seen it twice."
G	"Okay, so that means you're legitimate enough as my informant for me to interview. And for Alan, I think you can answer however you please, and there are no time limits for you to like answering my questions. It's already recorded, and I would like for you to just really enjoy your answers and just, you know, have fun with the interviews. It's not going to be very formal; you can talk however you please. You can curse and whatever you want. So, Alan, what do you think of the movie?"
A	"I enjoyed the movie; I thought it was very good, um, and it's good in the sense where it had a storyline that a lot of people could still relate to, especially the ones who grew up being a huge fan of the toys and everything. The only downside I thought of the film was that it felt too short, like a little bit too condensed, because it's only an hour and 50 minutes. I felt as if it could have gone maybe like 2 hours 10 minutes or so because I thought some areas of the film could have been explained better."
G	"I see, so you've had some sort of a huge inclination towards the movie because you've mentioned that it has messages that you agree with, but you were just a little bit expecting more because maybe you felt like the movie could have been longer to actually give out the message. And it seems like your answer is giving me the impression that you're familiar with Barbie s in the world. Is there any way that maybe you could tell me about your experiences with Barbie before the films? Like maybe the Barbie dolls or from the movies or the animations? Have you experienced watching the animations of Barbie ?"
A	"I haven't seen the animations exactly; I've seen maybe some stills, pictures, or little snippets on social media. All I know is that with the cartoon of the Barbie film or those Barbie cartoon movies or TV shows, they're always catered to more children, like little girls from ages maybe 3 to 8 or something I see. And then they always... Is that like the Barbie that you've kind of grown up with, having this cartoon version of Barbie ? Sort of. I do remember it was like the dolls that were out, and then at some point in the 90s, early 2000s, the dolls were getting more aimed at children, if that makes sense. It was always making more of a fantasy for the girls to play with. And then when it came to the TV shows and the cartoon, that's when you saw the storyline was always about a fantasy, if that makes sense. So it was always like this sort of Cinderella moment or the beach, and then there's Ken, and then she falls in love with Ken, right? So it was always more positive. There's always... how do I say those, yeah. It was always more positive and uplifting because it was catered towards an aged demographic of girls that wanted to be, you know, just like having fun with their dolls and watching them on TV and such. Whereas when you watch the film, it's a complete 180 of that; it's definitely very different. And I think that's what I enjoyed about the film."
G	"I see. So I think the thing that I really enjoyed about Barbie is having a very new discovery about the characters of Barbie . Do you think that you can actually find the characteristics of Barbie from the cartoon, or can you actually discover how she really is in the film more, rather than the cartoons?"



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(C) Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie) Hak Cipta Dilindungi Undang-Undang	A	"I think I discovered more within the film than the cartoons because the cartoons, when you look at it from a storyline or character development perspective, it's very one-dimensional, very flat, one-sided. It's always Barbie and her friends being, I don't know, like stereotypically blonde in some way, and yes, you do see that in the movie, the actual film by Greta, but you start to understand that maybe there's more to Barbie's character because she always believed that Barbie could be anything, like a doctor or whatever, until the little girl or the junior high girls or whatever say, 'No, you've done less for women,' and cater to an ego that doesn't exist, if that makes sense. So it's definitely one of those things where, in the film, there's more character development, more personality that's added to the Barbie character than the TV show or the cartoon. Films, I see."
	G	"So, you felt like the idea of having a very different characteristic or discovering new characteristics or maybe growth between Barbie can be shown in the film instead of the cartoon. Because the movie doesn't really seem to represent Barbie; it only shows the fantasy, it only shows the storyline, but it doesn't really give anything. Everything is about Barbie, but we know nothing about Barbie because we imagine exactly. But now that we have a film that kind of represents Barbie having her own personality, it kind of shows like, 'Oh my God, Barbie is having her own thoughts, Barbie has her own insecurities,' not like some things that we can control. For years, by what we know about Barbie from cartoons, is that how I really see it from your perspective?"
	A	"Yeah, that's basically it because when you see it from the cartoon perspective, it's very, like I mentioned, that fantasy. You know, she's traveling to this and there, and then she's wearing these big dresses or something. But in the movie, you don't get that. You see this whole other perspective of who she is as a character, and you sort of grow along with her, if that makes sense. You're watching her growth, development, and by the end of the film, you see her become the type of character she wanted to be, yeah."
	G	"I see, so that is something that you somehow already changed your perspective about Barbie's character, about this idea of growing on her, struggling on, fighting her own identities, and you actually knowing that it doesn't really come up to fantasy that we control, but it's something that comes from Barbie itself. Is that like something that you actually agree with the whole movie? Is there any part that you felt like the movie could have shown more besides maybe with the very short time or maybe that very limited time for the movie? Maybe it could have showed like better messages, or do you feel like, you know, the idea of having to show Barbie and the differences already showed already exceeded your expectation? Do you think the Barbie film, in general, already exceeded your expectation or not?"
	A	"I think it kind of exceeded, I wouldn't say necessarily exceeded my expectation, but it met an expectation where I believed that it was going to be different from what we all grew up knowing about the Barbie character and that Fantasy World. But at the same time, I do think, you know, they could have developed more into a sort of universe as to why do we put these fantasies onto a character when it doesn't reflect the reality of actual women. You know, because in the film, it's brought up how those little girls are like, 'No woman actually becomes like political figures,' or I mean, they do, but from their perspective, they're trying to say like, 'We've never had a female president,' or 'We don't have female doctors changing the world.' It's always like that. And what they're trying to say in the movie is that it's always like a man's world. And I think they could have definitely developed more into that and explain it even further for Barbie because at the same time, you have to think of it in the idea that Barbie's coming into the human world; she doesn't understand it. So it could have been explained a little bit more to her so that she could get a better grasp of what the real world is. I think as well, near the end when she discovers what she wanted to be, and even they kind of show the quote-unquote creator of Barbie, I just thought, 'Oh, she could have, they could have also developed that character even more in terms of explaining who she is, other than like, 'Oh, she created Barbie.' I see."
	G	"So, I think other than maybe Barbie having a growth, you felt like it kind of felt like only one-sided, having the growth itself more than Barbie, rather than any other character. Maybe you kind of expected that there could be more of such growth for the other characters beside Barbie, getting the growth. Is that what I'm getting?"
	A	"Kind of. So you do see the growth between the mom and the daughter, but I also think Barbie's growth could have been further explored more. There's so much more potential as to what they could have done with her in terms of background elements and seeing where she goes as a character. I mean, she does reach her goals in the end, but I think with a little bit more screen time and a bit more explanation, we could have seen more development."
	G	"Oh, I see, I see. Maybe that kind of shows at the end of the story, kind of like where we're left a little bit hanging about Barbie, where she's seeing, like, is it a sexologist? I don't know, like the doctor. Oh, when she's seeing the gynecologist, yeah, the one that she sees the gynecologist. Do you feel like there's any sort of hang, or do you feel like it's the right ending? Or is it an ending that maybe leaves room for another sequel of Barbie movies? How do you feel about the ending?"
	A	"I think that ending, I don't think a sequel will do justice for the film. I think that's how the film ends is spot-on to how it should be because she does. I think you understand that throughout the film, as you're watching Barbie, you see that she doesn't want to be living in the Barbie Land or the Barbie world or whatever it's called again. You



C	see that she wants to be a part of something invigorating and different because she's so used to living, you know, a quote-unquote plastic lifestyle where it's so superficial. I see, and through the film development, you see that she doesn't want to be a part of it anymore. She wants to do more and understand more of emotions and feelings and not be like, 'Oh, everyone is so happy with each other in our perfect world and perfect lifestyle.'
G	"I see, I understand. In some way, like, you know, the idea of Barbie having her own ends of getting into this real world where she kind of doesn't really expect more than just like perfection every day and just perfection in any choreography and like any perfect hair, perfect outfit, and perfect everything. But she kind of wanted to feel like any kinds of emotion, which is like the bad emotions or like maybe the good emotions. Is there any way that you can feel the differences between the moral stories of the cartoon Barbie s and the morals that are given by the Barbie s in the film itself? Can you spot any differences between them?"
A	"Well, I would say in the cartoon, it's too positive because it's always, like I said, geared towards children, so it's always gonna have this extremely happy ending where Barbie gets what she wants. And that is true with the film; Barbie does get what she wants. But you see more to the side of her experiencing grief or sadness and depression or whatever because of her human owner reflecting those emotions onto her. So, you kind of see that kind of perspective, if that makes sense. In the cartoon, it's always like, think of the cartoons as like a Disney film, you know, like Cinderella or like Sleeping Beauty. She finds her Prince Charming, right? It's the same thing in the cartoon; her Prince Charming is Ken. He always comes there to save her. But in the film, you learn that she wants to experience these human emotions, but it doesn't have to revolve around Ken all the time. Like Ken is not the main character where he's the one having to save Barbie all the time. That's what the cartoon always did. And in the film, what Greta did for the film had Barbie be her own hero and make her own decisions to reach her own goals instead of having the male figure trying to save her all the time."
G	"Do you think the idea of having a very huge, like, we're having a stark comparison between the cartoon Barbie s and the real-life Barbie s, where everything that has the ending from the Barbie cartoon always revolves around maybe Ken being with Barbie now, but we're having a complete difference between, you know, Barbie having her own decision not revolving around, as you said, a male figure? Do you feel like that gives you more of a positive message for yourself? Is it giving you positive messages for yourself or maybe to general people in general? Does it, like, inspire you?"
A	"Well, for me, personally, I can see what the message is. It doesn't affect me personally, but for the wider audience, especially other women or young female figures or female adults or whatever, I can see it having a positive influence on them. Because it's trying to showcase that you don't need a male figure to be able to do things; you don't have to be the damsel in distress all the time. If you want to achieve your goals of becoming a doctor, you should do it regardless of anyone stopping you. Or if you want to go save the world and do more health organization stuff like the UN or whatever, you can still do that. You don't need a male figure to be responsible for your decisions and your actions. And I think that's what the Barbie film is trying to showcase. Throughout the film, we see Ken as a secondary character; he's someone that's always trying to get Barbie 's attention. But Barbie knows deep down that she doesn't care for him that much; she sees him as a friend, but she doesn't need him to be there for her 24/7 saving her and everything. And I think that's the message that is trying to be portrayed to the wider audience: that you don't need this male figure to dictate every aspect of your life. Because in the cartoons, it's always like yes, Barbie is doing something and Barbie saves the day, but Ken is the one saving her and helping her save the day."
G	"Hmm, I see. That's a very interesting thought about discovering the differences between the Barbie that we expected from the cartoon movies, where it's always revolving about maybe Ken trying to help Barbie. But now that we see that it's kind of drifted apart, where Barbie decided that she could be doing her own stuff without having to have male figures, just like what you explained. In that case, do you actually mostly agree about the idea of the ending where Barbie is trying to apologize to Ken and telling Ken that he can actually discover his own self without actually needing to have Barbie around him? Or not to give himself too much expectation that everything he does always revolves around Barbie, it should revolve around himself? Is that the message that you mostly agree with?"
A	"Yeah, I do agree with that because I think in our society nowadays, we always do things for ourselves, but I find that when people have significant others or partners or whatever, they try to do things to impress them or even do things to impress other people such as your boss, your coworkers, other friends, and family. And then, at the end of the day, you should be doing things to impress yourself instead of having to impress someone else."
G	"Hmm, I see. Now, this is a very interesting question because now that you've given such a very huge positive review about the messages that Barbie is giving about the differences between the characteristic of Barbie in the cartoons and now that we're seeing such positive growth on Barbie, showing independence or maybe this independence between Barbie choosing her own decisions, not revolving around other characters or maybe Ken. It doesn't really revolve around Ken. Is there any way that maybe you could dive in more about this, actually, deciding above? Is there any scenes or any parts where you somehow felt like it's something that needs to be more of a consideration, like you agree or you don't disagree within the film? Like maybe within the film or maybe within some few scenes that you somehow felt like, 'I think I am a bit neutral with this kind of situation or with

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	<i>this kind of scenes.' Is there any scenes that you felt like it somehow felt neutral, like you don't disagree, but you don't agree with it?"</i>
A	<i>"I'm trying to think of it; I saw it twice, but this is all in the summer, and I haven't seen it again, so I'm just thinking like, 'What else was there in the movie?'"</i>
G	<i>"It's okay then if you don't have any, to be honest. Like, if you don't have any in mind, it's definitely okay because maybe you've given me to approve some of the things in general. What about the things that you don't agree?"</i>
A	<i>"Oh, that's a very interesting... well, that one's obvious. When Ken takes over the Barbie world and makes all the women do things for them, and the quote-unquote patriarchy is what he can try to describe it as, like the male patriarchy. I think in that sense, it brought... I know, in the film, it's more so like playful and how they did it, but when you think about it in the real world, this is a reality for so many people. And it's a reality for so many people in different countries, you know? And I'm not even talking about Western viewpoints; I'm talking about the entire world. You see countries that are always dominated by a male political figure, so they enforce a lot of these rules onto their people, especially women. For example, certain states in America have these politicians that are mostly male-dominated, and here they are trying to dictate what a woman should be doing with their body and how they should be doing things with their body. I know this is like a controversial subject, but it's the topic of abortions, you know? You have these male political figures who don't understand how the female body works, and they're out here telling women that they're not allowed to have abortions. But they don't understand that giving birth to a baby is a life-and-death situation for some mothers, some expecting mothers, you know? If their baby has maybe some abnormality within the development stage that could cause the mother to bleed to death during the pregnancy. It's one of those situations where, yeah, they should be allowed to be given the option to have an abortion because it's life and death, right? We have politicians telling women, 'You can't do this, you can't do that.' And then in other countries, um, you have some places where they're like women cannot be allowed out after this hour. You know, they can only be seen; they're allowed to go out from this time to this time, or they're not allowed to dress a certain way, or they're not allowed to act a certain way, you know what I mean? Like, the Barbie movie plays on these aspects, but they do it in a way that's very playful, and you're like, 'Oh, haha, it's funny because you have President Barbie , um, being like, quote-unquote, slutty.'"</i>
A	<i>"Yeah, I do agree with that part. I think the film, through its playful portrayal of Ken taking over and enforcing a male patriarchy in the Barbie world, sheds light on real-world issues related to patriarchy. It cleverly uses satire to highlight how such power dynamics can impact women's lives and choices. While the movie presents it in a humorous way, it sparks reflection on the serious implications of patriarchal structures in our society, making it a thought-provoking aspect of the film."</i>
A	<i>"Yes, to an extent. But I understand that, because of the film, she's portraying the patriarchy in a way that is, um, acceptable to be viewed for an entire audience, so it still has to be very playful. But then, deep down, when you do the research and understand why she did that, it's because she sees the patriarchy being male-dominant and telling women what they should and shouldn't be doing. So that's why, in the Barbie film, you see Ken becoming, quote unquote, president, but he's like, 'Oh, Barbie should be the maid,' or 'This Barbie should be cooking for them,' or something like that, you know what I mean?"</i>
G	<i>"I see, I see. Those are the things that you absolutely don't agree with because the idea of male domination or patriarchy somehow not only represents reality but also your reality, giving a more negative impact towards women. And that's how you agree with the message about how Greta is trying to portray patriarchy in the Barbie film. It's a hundred percent accurate because it's really reflecting what the reality is going through right now, at least that's how I see it."</i>
A	<i>"Yes, yes, exactly. I agree with how Greta portrayed the patriarchy in the film. The only disagreement is, you know, like the male... yeah, like... I don't know if that makes sense. Like, I agree. Basically, what I'm trying to say is that I just agree with how she portrayed the patriarchy and how she watered it down to make it look like it's all fun and games. But in reality, yeah, so I agree with how Greta portrayed the patriarchy in the film. Of course, the general public doesn't have to agree with what she's doing, but I think she brings a really good point as to what is happening within the real world through the lens of Barbie and the patriarchy and how it's shown."</i>
G	<i>"I see, okay. Now that we've discussed our opinions about the moral of the movie in general, and you've shared such positive reviews about it. Are you aware that the director of the movie, Greta, is the one who crafted the script as a platform to advocate for the feminist movement? It seems like she intentionally made it a medium to express her views on that. What are your thoughts on the feminist aspect of the film?"</i>
A	<i>"Yes, I am."</i>
G	<i>"Do you know if the emphasis on feminism in the movie is because it's from Barbie , or is it more attributed to the director's vision and influence?"</i>

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(C) Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie) Hak Cipta Dilindungi Undang-Undang	A	"I agree. It seems more likely that the emphasis on feminism in the movie is due to the director's influence. When you consider the history of Barbie films and dolls, they haven't traditionally focused on feminist themes. Looking back at Barbie advertisements from the 1950s up until recent times, there hasn't been a strong emphasis on feminism, apart from inclusivity. They did introduce dolls representing different ethnicities, age groups like Teen Barbie, and even addressing societal issues like Teen Pregnancy Barbie. So, it does seem like a shift in approach with this particular movie."
	G	"Does that, like the cartoon movie, have any feminist messages? Or is it a cartoon movie that doesn't even touch on any sort of messages about feminism? Kind of like a show with no feminism?"
	A	"No, I don't think the dolls or the cartoon show have that message of feminism. Even though, you know, they say Barbie can be anything—she can be a doctor, she can be a flight attendant, an engineer—but that doesn't give the message that women deserve equal rights alongside their male counterparts. In reality, women still have to fight against institutions or workplaces for equality because they're seen as lesser than their male counterparts. Take, for example, the tech industry, specifically software development and coding. We understand that this industry is so male-dominated, and women entering it often face sexism and misogyny. Men would say things like, 'I can code better than you because you're just a woman.' The cartoons just don't talk about feminism. Whereas, in films, it explores the idea that, yes, women can do anything, but it also delves into the challenges and adversaries they face in doing so."
	G	"Hmm, I see, like the part of the feminism campaign that also tries to empower women to have a lot of opportunities. But yet, not only that, Barbie is trying to convey a message from the film, not just about the messages, but also about growth and the struggles that we have to face. It's not just in the context of a feminist movie, but perhaps as an identity growth that comes from Barbie. Is that correct?"
	A	"Yes."
	G	"Do you feel like Greta has successfully used the Barbie character as an icon for campaigning this movie about feminism? Do you think it's a very successful approach to use Barbie as a character to convey the messages of the film?"
	A	"I think so because, you know, everyone knows about Barbie, whether you're 80 years old or 5 years old. There's always a Barbie in every generation since they came out in the 50s. It's interesting how in the beginning of the film, she talks about little girls playing with porcelain dolls, and those dolls were always babies. So in a way, it goes back to your previous question about the patriarchy and feminism as well. Greta explores the idea that from a young age, little girls are kind of put into a box of becoming mothers. You start in the beginning of the film with those girls playing with porcelain baby dolls, pretending to be moms and having to feed the baby, wash the clothes, wash the baby dolls, or whatever. When Barbie came out, it was like a newfound revolution for what girls could become. Because then, girls could aspire to be doctors, nurses, flight attendants, or whatever. It's inspiring for them. There are still little girls out there who have Barbie dolls and aspire to be doctors or nurses, finding a cure for cancer or something. In a way, Barbie allows feminism through the movie, portraying feminism through the lens of a doll, allowing girls to become what they want to be. Although we understand that, yes, you can become a police officer, firefighter, or army veteran, there are still adversaries that you have to face because of the male patriarchy."
	G	"Hmm, I see. Not only does it extend the concept of feminism, where we can put more emphasis on how we, as women, navigate a male-dominated world, but it also gives empowerment. It's about that idea of being anything, almost like a political movement. However, it doesn't just stop at the positive; it also delves into the struggle, the harsh reality, the experiences that are relatable about the challenges of being in a world where we want to be anything. We could be anything, but there's still a struggle against the painful or not-so-good aspects of a very male-dominated world. It feels like Greta has shown not only the part of the feminist movement, but she really captures the extent of reality throughout this film of Barbie. Is that correct?"
	A	"Yes."
	G	"To what extent do you think this Barbie film already reflects the feminist movement? How deep does it go? Is it thorough enough, or do you believe that the feminist messages that Greta has conveyed in the film need a bit more explanation or further exploration to truly capture the essence of feminism?"
	A	"I think she explains the concept of feminism through Barbie well enough, but it goes back to what I said in the beginning. If the film were a little bit longer, she could have added more to the concept of feminism, especially in terms of making Barbie understand that the real world isn't necessarily all sunshine and rainbows, like her perfect world and Barbie line. Exploring that further and allowing Barbie to understand that the world is not necessarily so black and white, but black and white enough to the point where we understand that we still have powerful male figures dominating over women and other minorities. You easily see it in the scene with the Mattel Corporation, that round table of just men, and the CEO is a man. They are deciding what needs to be done for Barbie, thinking it



(C) Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie) Hak Cipta Dilindungi Undang-Undang Institut Bisnis dan Informatika Kwik Kian Gie	G	will attract women and girls into buying the product. It's showing another perspective that these male figures don't understand the perspective of women, using Barbie as an aesthetic for the self-purposes of marketing and sales. You can even dig deeper into what's happening in America, like the whole abortion issue. These male figures again don't understand or know anything about a woman's body, yet here they are dictating what they can and cannot do with their bodies or even how they should look or dress."
		"I see, so that means I think Greta has already extended enough, not only through the messages but maybe from the characteristics, especially like from the Barbie CEO. Being the CEO of Mattel, a company that produces Barbie dolls that used to be for women, but the CEO wasn't really a woman, and now he's talking about what attracts women, even though he's not a woman. It kind of again shows adaptation, not only from the plot story but the characteristics that we see. Maybe it's really relatable to what it looks like in the real world. I would like to ask you, how is it actually, like the idea of feminism? Do you think the message of feminism that Greta is trying to campaign really has the same line based on the feminism that you thought it would be, from your perspective?"
		"Hmm, I don't think so. I believe how she approached feminism in the Barbie film had to come from a wider perspective, not just from a one-sided view of a white woman's idea of feminism. Oh, I see, that makes sense. In the world of feminism, we understand it's about women's rights and equality, but what we tend to forget is that feminism can also be white feminism compared to a person of color's feminism. I think Greta had to explore that—not necessarily the idea of white feminism and people of color feminism separately, but she had to include it in a way where feminism didn't come across as one-sided from a white woman's perspective. She had to put it in the perspective of women of color, understanding that they too experience the exact same thing from the male patriarchy, but with women of color feminism, they face another adversity, which is that of white feminism."
		"I see, yeah, I see. So what Alan is trying to interpret about the idea of feminism that Greta is conveying is something that kind of closes off with something that is not very exclusive. Because there's a type of feminism, and I think that Greta focuses more on white feminism rather than an exclusive one. She kind of discloses only a certain type of feminism. Is that what you're trying to say?"
		"Not necessarily. So what I like, I think what Greta is doing with feminism is that she understands the perspective of white feminism. But throughout the film, she's trying to portray feminism that allows all voices from different types of bodies, all types of women, to be included in the feminism of the film. Just because, you know, the main character, Barbie, is white, but then you have her owner, who is Latina, she's Latina American, and so you're understanding feminism from a Latina standpoint. But then you also see President Barbie, who is played by Yara Shahidi, and she's African American, essentially black. And you're seeing feminism through her perspective that she is not only a female president in Barbie world, but she's also black, a black female president. I see, I see. So that's why I think Greta is trying to make feminism more inclusive rather than from a white woman's perspective."
		"I see. Do you have, so if you mentioned your perspective, your concept of feminism doesn't really seem to align with the feminism that Greta is trying to convey from the movie Barbie, is that correct?"
		"No, I wouldn't say my perspective of feminism doesn't align with Greta. I think what Greta has done in the film is valid, and it's something I align with. Oh, I see. I see, okay. I just think she could have pushed it, maybe done a bit more, because she got to the point of what she was trying to achieve with the idea of feminism, but it felt very quick at the same time. So I just wish that she expanded it further."
		"Hmm, I see. So in that case, can I actually delve more into your perspective? Maybe Greta already said from her perspective or maybe from her concept of feminism based on the movie Barbie. What do you think about your perspective of what feminism is?"
		"For me, when I hear the word feminism, of course, it's the most generic response - women's rights, women's equality. And how I also see it is that feminism from any woman's perspective is completely valid. Living in Canada and within North America as a whole, you see a lot of people who support feminism, but you always hear it from the perspective of a white woman. They tend to disregard the feminism of black women, Asian women, indigenous women, Hispanic women, Latina women, and every other type of woman of color out there. White feminism always tries to overlook it. When we think about history, I believe it was the 1950s or something—don't quote me on this, I could be wrong—but it took a very long time for women to be able to vote in America. But it took even longer for women of color to vote because they were still not given a chance. I think that's where feminism, when you think of white feminism, they always overlook those kinds of things and kind of turn a blind eye. They think what they're doing is justice for all women, but in reality, they're doing justice for other white women who look exactly like them and are experiencing the same things as them."
		"Hmm, I see. So you feel like there's also more inclusivity even in feminism. There are types of feminism, and there is feminism, but it somehow doesn't really speak to all kinds. There's a white feminism that maybe is more common in North America, where they're not only talking about feminism based on the inclusivity of all women's experiences, but only a certain type of woman. Is that what you're trying to convey?"

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A	"Yeah."
G	"Do you think that the Barbie film conveys the moral of feminism, and do you think that it's already, you know, since you told me that Greta is explaining feminism more exclusively for all kinds of women, not only for white women but also for people of color? Do you think, in North America, feminism is more dominated from the white perspective or is it more dominated from the people of color? If you could maybe explain a little bit more about how feminism is in Canada?"
A	"I think, within Canada as a whole, when you look at feminism here, there's still work being done to obtain the equality that women deserve, especially in workplace settings and equal pay. But when you compare it to America, it feels like a little bit more is being done to make feminism more inclusive. In America, what's being talked about with feminism is always from a white woman's perspective, never considering the perspectives of black women, Asian women, or even religious standpoints. For example, Muslim women wearing religious headgear are often perceived as being controlled by religion, while Christian and Catholic nuns, who also wear religious headgear, are overlooked. Most nuns are predominantly white. I feel like feminism in America is still perceived through the lens of a white woman, and there's work that needs to be done. However, they are making progress in pushing for more equality, particularly addressing issues like abortion. Of course, it takes time; it's not something that changes overnight. It's a gradual progression that could span decades for significant change. Oh yeah, that's very true. Even the legalization of gay marriage in America took a really long time, especially during Obama's presidency. Canada had been doing it for about 40 years before America, if I'm correct. It's taken a lot of time for these changes to be recognized."
G	"Hmm, I see. So do you feel like, since you've already mentioned that in America it's more of a white lens kind of feminism, do you think that Canada has somehow progressed more towards a more inclusive feminism than America? Since Canada and America are on the same continent, do you think that Canada has become more progressive in terms of feminism compared to America?"
A	"Um, in some ways, yes. It's always like a different case scenario, if that makes sense. So, when you think of it in the lens of politicians, that is an area that has to be worked on for sure. Having more female political figures of different races and ethnicities allows for more diverse decisions and inclusivity. But then, if we're talking through the lens of everyday people being equal and whatnot, there's progression there but yeah."
G	"So you would say that the difference between Canada and the United States when it comes to feminism emerges, perhaps, in the presidency or the government itself that kind of represents?"
A	"Yeah, I know every state, every province has their own political figures that run the province or state, right? True within Canada. I would say within Canada, you're more likely to see women running for the position of premier or to be a premier of a province, whereas in America, for states, it's very less likely to see a female running for a governor's position, either from both parties, either from the Democratic Party or maybe from the Republican. I think, as a whole, in politics in America, you don't see women running for a governor's position to run a state. I see, I see, where it's like in Canada, I have seen women try to run for prime minister."
G	"Mmm, seriously, okay. Then maybe that kind of shows off the difference, even though Canada and America are both in the same continent, or maybe the majority being seen as most of the citizens being white women."
G	"Is it true in Canada, white people, I would say it's more diverse?"
A	"Oh, it's more diverse, yes. Like Canada is still dominated by white people, of course, but because we get a lot of different immigrants coming from many different cultures, it's become sort of like this melting pot of diversity and inclusivity of many different religions, ethnic bases, nationalities, and such, you know. Ah ha, I see, I see. And it's the same thing with white people too that are immigrating to Canada. There's still diversity amongst white people because you're getting people from Ukraine, you're getting people from Europe moving to Canada, Australia, London, like the UK moving or England, I mean, moving to Canada. Hmm."
G	"I see, so it's not only the diversity of people of color, like African American or Asian Canadian, but also the diversity within groups like African Canadian or European Canadian. Canada has a very diverse culture, not just centered around whiteness but encompassing a multitude of cultures. I see, I see. Okay, now I'm actually going to turn the focus back on you. Do you feel like there are any scenes from Barbie that you find relatable to your personal experiences?"
A	"I don't, yeah. Personally, I don't think there's anything in the film that I find relatable to my own experiences. I mean, when I watch the film, sure, I enjoy it, but I don't see any specific scenes or situations that resonate with me personally. I understood the message that they were getting at, but I don't think there's anything in particular that really made me be like, 'Oh yeah, I relate to what is happening here.'"

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(C) Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie) Hak Cipta Dilindungi Undang-Undang	G	"Oh, I see. I think you've already highlighted the differences. I believe this is something that's really good, like as entertainment or maybe as references. It could also spark open discussions or criticisms about reality."
	A	"Yeah, exactly. For me, the Barbie movie is definitely a form of entertainment, but it also brings up a lot of things that are really good for debates or discussions. But yeah, like I said earlier, personally, there's nothing about the film that I can actually relate to because I'm not living that perspective. I'm not within that shoe of experiencing misogyny as a woman and being told I can achieve my goals and dreams because this is how I was destined to be, you know what I mean?"
	G	"Hmm, I think the idea is that your sex doesn't necessarily give them a sense of reality, like the relatable parts of Barbie films. It does depict things that are really happening and that you've seen in your own experiences, like the concept of misogyny or aspects of feminism and many other things. But it doesn't necessarily show something that you could personally experience yourself, is that what I'm getting?"
	A	"Yes, exactly."
	G	"Okay, I think that's a wrap about it, and I will say I've already gathered a huge amount of information. But just to clarify, is there any scene from Barbie that you feel is something you disagree with? For example, perhaps Greta is portraying Ken as overly villainous or there are scenes where you feel obliged to disagree with how the film portrays certain aspects?"
	A	"No, not really. When I think of the film, there wasn't anything bad that made me say, 'I don't agree with that.' I know there will be other people who might have those thoughts, but for myself and I think a lot of the wider audience, they don't really hold any beliefs like, 'Oh, she did this wrong.' Because at the end of the day, this is like her interpretation of Barbie. You know, the whole concept of Barbie didn't have a script; it was basically a toy for little girls to play with. But I think we have to understand that this is Greta's interpretation of the Barbie concept and how she's spinning it into something that could be more powerful."
	G	"Ah, wait, this is very new information. I've never had any information tell me about this. Do you think that the interpretation of what Greta is trying to convey is going to face a lot of backlashes? People might say, 'I don't think this is right, using Barbie, something that kids need for their imagination, not just as a canvas for a director like Greta to impose her perspective about feminism and turn it into a medium to convey her messages.' Do you think that knowing Greta's perspective is a viewpoint not everyone understands?"
	A	"Absolutely, and you know, when the Barbie film came out, even before that, from the marketing of the film, you could already see people who were upset with it, mostly coming from men. Some of these men might have the perspective that Barbie's just a toy, or the concept of Barbie is like a dumb blonde stereotype. But in reality, Greta is spinning the concept into her own interpretation, her own viewing, because there's so much more you can do with Barbie. At the end of the day, Barbie is just a concept, and you can interpret it however you want. I think this is her interpretation, and she's putting it out there for the public to see. A lot of people agree with what she's done, but there will also be those who don't agree, like that YouTube commentary guy who does politics, like Ben Shapiro. I don't know if you've seen clips or some of his videos. I've already seen the Barbie movie, but yeah, so you understand that he's one of those people who isn't happy with the Barbie film and just won't stop talking about it. There will always be people like him who don't agree with what the Barbie movie is doing to the idea of Barbie. It's very much tied to the male patriarchy thing, where it's very controlling in how we're trying to perceive what Barbie is, hmm."
	G	"I see, now that I've seen that, can you actually interpret the way that, you know, now we are seeing the idea of Barbie is fueled by Greta's growth? Do you feel like now Barbie is just like a very good shell, like an empty shell that we can actually put our thoughts in, and then everyone can know about how we actually feel, basing it on Barbie? Is that how you interpret Barbie as an empty shell that Greta Gerwig is trying to fill in using her perspective?"
	A	"I wouldn't describe it as a shell; I would describe it as a base. Think of it in the sense of painting or makeup. You always have to start with a base and then build on top of that base, you know what I mean? In the example of, let's say, makeup, you start with some sort of base cream or lotion to moisturize the skin, then you do the color corrector, followed by the foundation or concealer, vice versa. You start applying all these layers to it. I think that's what Greta Gerwig is doing with Barbie. Barbie, from the get-go, is just a base. It started off as a doll little girls play with, and then ideas started to come along with Barbie and the doll, and what you could do with Barbie. Before it even became a movie or a cartoon, we had Barbie being somewhat flirty. Then the ideas of what Barbie could become—she could be a flight attendant, a doctor, or a baker, for example. That's her too, being the second or third layer. You see what I mean? They started to build on Barbie, and Greta Gerwig is just doing the exact same thing, building upon the concept of what Barbie is, and this is her added layer."



G	<i>"Oh, I see, I see. So that could be a very interesting view. Do you agree if Greta Gerwig didn't direct this movie, and it could be another director, the movie could have come up as a completely different story? Can you agree with that 100%?"</i>
A	<i>"I think what made this movie work is that Greta Gerwig was working alongside different directors and producers. Margot Robbie was one of the producers for the film, and they were working side by side, trying to define what the film should be about. If it wasn't Greta Gerwig in the film, I think it would be something different. Imagine if the Barbie film was directed by a man, say, Christopher Nolan. Can you imagine? Yeah, Christopher Nolan. But exactly, it just wouldn't be what it is today. You wouldn't have the marketing for Barbie, the concepts and ideas of what Barbie is, the theme, the storyline, the plot of what the current film is about; you would have something completely different. If you had a male producing and directing the film, you wouldn't have any of the themes, the concepts, the storyline, the plots, the character development, the ideas of feminism, and even the marketing of Barbie. You wouldn't have any of that. You have to remember what also made Barbie so successful is not just the storyline, but how they marketed the film. Very true. The marketing for the film was so important because they wanted people to relive their experience playing with Barbie by showing those costumes, those colors, and how Barbie lived in that picture-perfect world, just as how little girls playing with Barbie made up a picture-perfect world scenario for their Barbie dolls. So, I think the marketing played such an important role, and once you saw the film, that's when you started to understand, 'Oh, the feminism that came into it,' because of Greta Gerwig herself."</i>
G	<i>"That's all for the interview today, and I'd like to acknowledge my informant, Allan, for his valuable insights. As the researcher, I'm disclosing this interview on December 30, 2023, at 1:00 am. Thank you very much."</i>

(C)

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Transkrip Wawancara Informan 10

Nama : Zaki
Usia : 40 tahun
Domisili : Inggris
Profesi : Salesman
Tanggal wawancara : 30 Desember 2023
Waktu wawancara : 23.49 – 01.00 WIB
Tempat wawancara : Whatsapp
Keterangan :
G – Gabrielle (Peneliti)
Z – Zaki (Informan)

Isisial	Dialog
G	"On 1st January, at 2:35 PM, I met with my 10th informant. I said, 'I would like you to introduce yourself based on your name, your age, and gender, and where, like, which country do you live in, and maybe your profession or your occupation if you don't mind telling me. And how many times have you watched Barbie '"
Z	"Hi there, my name is Zaki. I'm currently 40 years old, and I live in London, England. In terms of occupation, I work in sales in the paper industry. And i have watched Barbie 3 times"
G	"Probably the very first question from me was about how you like the movie Barbie so far ?"
Z	"I love the movie, Barbie . I saw it three times in three weeks with three different friend groups. i thought it was entertaining as a movie, beautifully created, very funny, its social commentary was witty and i mostly loved the message of humanity and existence being this complicated and uncomfortable thing that we just get to experience. I enjoyed the movie on so many levels, as a movie, the technical work, the world building, the acting, the story but also as a global cultural touchstone."
G	"What can you specify more on the scene that really hits the message?"
Z	"There are three scenes for me that really kind of address that. The first scene is where she's at the park. She sees a lot of people around her and gets to witness and observe the range of emotions and experiences these people are having. It's a very simple scene, almost cliché, because it's telling, not showing. But it's coupled with the interaction she has with the old lady at the bus stop. The old lady says, 'You know, you're beautiful,' and the lady responds with, 'I know it.' I thought it was such an unusual piece of dialogue, very direct, and I can't quite put my finger on why it was so impactful. It felt impactful because you have these two very different people that you perceive in two very different ways, yet they're sharing this very human moment. There's an acceptance of, 'Okay, well, beauty comes in all forms, and it's not necessarily just about outer beauty but about this human experience.' It's very hard to describe; I found it very affecting, and I really don't know why."
Z	"The second scene was when Ken gives up the patriarchy. It occurs about two-thirds of the way through the film, after all the brainwashing, re-brainwashing, and reprogramming have taKen place. Ken admits that he thought the patriarchy was akin to horses, and he struggles to recall the other comparison. It becomes an exploration of identity politics, as he had placed all his identity on this concept, attempting to build a life around a rigid form of identity that was presented as a powerful way to live. However, it didn't truly affect him, as he was merely paying lip service to it, hoping it would bring him happiness. Yet, he found himself lost in himself. Ken undergoes a significant journey of discovering humanity and its complications, although it might not be as obvious. He realizes that ideologies won't necessarily complete your life, and nothing will ever truly fulfill your life other than living in the moment."
Z	"And then, really, the third 'scene,' or more of a narrative, was everything between Barbie and Ruth Handler. Particularly, the second-to-last scene where she goes into the white and discovers what 'Heart' is. It's very obvious because throughout the entire film, you're on this journey to try and understand what humanity is and what ideologies are like. You're looking at identity, identity politics, and, yeah, they can give you a semblance of identity and meaning in the world. But the truth is, life is bigger, more complicated, and more layered, and that just gets explained at the end. Then, obviously, with the swelling music and Barbie choosing to be human, she's explained to that ultimately, a human life is ephemeral. People will come and go, and they will die, and you just kind of live through it, opening up your own or accepting your own complications. At the time I was watching it, I've been going through some stuff, major life changes in 2023, accepting that my life isn't necessarily what I thought it should look like. Because of all these complications happening, I've become a full-time carer while working and dealing with an aging and dying parent. It just hit me that life is just complicated and uncomfortable. I live it, sit in it, have a life of uncomfortability. To see that on screen and be told in a matter-of-fact way that, hey, life isn't comfortable was oddly comforting and relatable. It gave me some comfort knowing that, actually, life is kind of like this very uncomfortable

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C Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)	G	Hak Cipta Dilindungi Undang-Undang	thing. You can try and hang yourself on identity politics, try and have a vision of what you want, but the truth is, life is life, and it's ephemeral. Barbie accepting that and still choosing to be human, still choosing to live a human life, knowing that things just aren't gonna be particularly comfortable, and it is ephemeral, really had an impact on me. So yeah, those three scenes, and I guess the last scene was the journey of the movie. Hope that helps."
			"That was very interesting. It seems like the impact, especially from the third scene you mentioned with Barbie talking to the old lady, really hits you the most. I wonder if the indescribable feeling that gives you such an impact stems from personal experiences or if it's something that connects with your emotions, possibly leading to the discovery of something you hadn't acknowledged in your own life. When you watch these scenes and feel a complex mix of emotions, it's like a desire to dig deeper into why those emotions resonate with you. It's intriguing how storytelling can evoke such reactions, making you explore and understand your feelings on a deeper level."
			"And then for the second part, you mentioned how Ken sets up this patriarchy and attempts to analyze or maybe underanalyze what patriarchy is, associating it with horses and traditional masculinity. Do you think the portrayal of patriarchy by Ken reflects a perfect portrait of the social reality we're experiencing nowadays? Moving on to the last part about Barbie discovering herself and embracing the complexities of human emotions, you mentioned that it resonated with your personal thoughts, feeling like you were watching yourself and reflecting on the expectations you had for your future and career. Is there a personal experience you'd like to share about how this resonated with you, perhaps delving a bit deeper into your own reflections and feelings?"
			"And one last question, since you mentioned watching Barbie for the third time with different groups of friends. Do you believe that Barbie is a movie where the message can be fully conveyed on the first viewing, or is it something that requires multiple watches to truly understand its message?"
			"Thank you for sharing that. In response to your first question, when I was watching the first scene where Barbie is talking to the old lady, my personal connection to it was related to turning 40 years old in 2023. I found myself worrying and wondering about aging and losing confidence as I age. That particular scene impacted me deeply because it portrayed a woman who confidently acknowledged and embraced her beauty. So, I think that aspect made a significant impact on me."
			"Regarding your second question about Ken and his idea of importing cultural patriarchy into his life for structure, it immediately made me think of contemporary figures like Andrew Tate. Many young men look up to Andrew Tate and try to emulate his lifestyle and culture, not fully realizing that these systems are rigid and may not work in real life for people to live authentic lives, build relationships, and be part of a community. Ken's attempt to embody this culture, driven more by a desire for identity than genuine belief, reflects, in my opinion, the struggles many young men are facing today. Leaders like Andrew Tate and Ben Shapiro, who advocate for a certain patriarchal way of life, may influence young men to adopt these ideals. However, they often find themselves entangled in complexities and contradictions because these ideals lack the nuance and subtlety necessary to navigate everyday life effectively."
			"In response to your third question, the narrative about Barbie accepting the complexities of humanity and acknowledging that being human is still beautiful resonated deeply with me. As someone who grew up as a Muslim and identifies as queer, navigating the intersections of my identity can be uncomfortable. However, similar to Barbie's decision to embrace her humanity despite discomfort and the juxtaposition of various intersections, I wouldn't want to change any part of my life. I can relate to choosing an imperfect life because it's authentically me. Despite the challenges, I cherish the beautiful moments of joy. The movie, in a way, mirrored my own experiences. Life involves disappointments, and I may not be fully accepted by my family, but I choose to love them. I'm not in a relationship because I find it challenging with all my complexities, and there have been moments of unhappiness. Yet, upon reflection, the movie, like a mirror to my life, made me ponder if I would have chosen any other life. My answer is no. Despite the discomfort and pain, I love the life I have, appreciating the privilege to live it. I believe that's the essence of what the movie Barbie was trying to convey."
			"In response to your last question, I believe yes, you have to watch Barbie multiple times to truly appreciate it. While it may seem like an entertaining summer blockbuster on the surface, it carries a depth of personal meaning. Each viewing allowed me to reflect on and discover more about the messages, characters, and their journeys. I recall feeling a bit disappointed after the first watch, but with subsequent viewings, my enjoyment and connection to the movie increased. Watching it multiple times provided the opportunity to think and ruminate on the messages, fostering a personal attachment to them. I think if people give it a chance and watch it a few more times, it could become one of those movies that offers different messages and perspectives with each viewing. It might resonate more emotionally, creating a stronger bond. I know some people didn't like it and lack a personal attachment, leading to frustration. However, personally, I found that each time I watched it, I received something more from it, deepening my connection to the film."
			"Yes, the depiction of Ken in Barbie, particularly in scenes where he explores and then rejects traditional patriarchal cultures, resonated with me. Drawing parallels with figures like Andrew Tate, who attract young men seeking motivation, I see similarities in the struggles some individuals face when trying to conform to societal

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			"And then, you discussed the idea of ageism, mentioning scenes that delve into the fear of growing old and losing confidence. The impactful moment was seeing an old lady confidently embracing herself, navigating through the various phases of life and still acknowledging her beauty. This message seems to carry a significant impact, especially for women who might be apprehensive about ageism. It raises the question of whether this message applies universally or if it's particularly relevant to women facing societal pressures related to aging. The contrast between the fear of aging and the self-assuredness of the elderly woman in the film challenges the stereotype and could potentially offer empowerment and reassurance, particularly to women grappling with societal expectations around age."
			"Oh, so like the first movie that the first time you watch, you were a bit disappointed about, is there any way that you could specify what kind of disappointment you had from the first watch? And now you have explained about the second and third time, actually digging deep into what it's like, you know, like watching Barbie . Why did it disappoint you watching it for the first time?"
			"And in any case, maybe this is the last question since most of the movies that were published and directed by Greta Gerwig, she already had her own purposes from the interviews about how she uses feminism, especially as a medium for campaigning a feminist movement. Is there any way that you actually realized that Barbie was being used as a feminist campaign by Greta?"
			"To answer your first question, personally, and I can talk about myself, when I was younger and even now, things I witnessed, but there are very prescriptive ways in which kind of masculinity and what it means to be a man is prescribed. For example, through culture, through Muslim culture, which is very patriarchal, you know, there are ways in which you are expected to be a man. But, when I was younger, I'd hear things like an act – when I say when I was younger, even now, you know, men should do this, men should be the breadwinners, men should be earning things, you know, women should be, the women should do what men say, men should walk kind of in front of women, you know, men should earn more money than women in the family, otherwise the family is wrong, men should be men. I mean, I even kind of hear this now amongst my family members, amongst women who and men who both kind of have very, who use like Islamic scripture and cultural frameworks to be very prescriptive about what masculinity is. So yeah, there's that, and I think that still persists, you know, as I think religion and culture, particularly in eastern cultures, certainly kind of still push that agenda."
			"To answer your second question, around the scene with the old lady, I think a perception of age and ageism and getting older is felt by both men and women and other individuals on the gender spectrum. It's different for men and women ultimately. I went to watch this movie for the second time with my friend who just turned 40 and has two kids, and I'm sure she had a very different perception. Ageism affects genders in two distinct ways, and it's interesting to see how it plays out. "
			"I think, even though I'm a man, and you know, I can say I'm worried about getting older and kind of living in the unknown and having concerns, maybe feeling less confident as I used to be when I was younger. Age and how you look and expectations for women are very different from men. You know, I think if, for example, if men haven't had a child by a certain age, that's still okay. But for women, it's different, you know, because there are different factors. There's societal expectations, there's a biological clock, you know, there's their own wants and needs. Women can be mothers at any age, but it's gonna be a whole set of different challenges when you're an older woman than a younger woman. And also, from a societal perspective, I think women are judged differently by age, you know. So yeah, it's a very complicated one to answer, I think. I think one of the big things about this movie is it's dealing with very complicated themes, and it's a movie that doesn't give you answers at all, which I like. It's more a movie that is open-ended, you know. There aren't any strict answers from it. It's just proposing questions, and you get to feel what you feel based on your own perspectives around some of the themes and the questions that are asked."
Z	Z	Institut Bisnis dan Informatika Kwik Kian Gie	"To answer your third question about why it disappointed me for the first time, I think it's because when I watched it, I expected a fun movie, a hero's tale that kind of ends and it's a complete story. But that's not what this movie does. It does tell a story, but it doesn't answer any questions, which I think is a good thing. You can compare it to other summer blockbusters like a Marvel movie or something, which have close storylines. They open up, and by the end, you know what's happened, but there's no real-world theming in it. Those movies don't ask questions about what it is to be human, but this one did. So the first time I watched it, I probably wouldn't say I was disappointed, but I was also unsettled because of just how open it was and how it refused to answer a question because ultimately, these questions can't be answered. They're all your own personal takes. And I think the more I watched it, the more personal the movie became, and it was about my experience with the movie and the stories and the themes. It's still



	<i>a very fun movie, and it still is a hero's tale, but it's clever enough to ask all these kinds of big questions that just didn't get answered and shouldn't be answered because, again, like I said, they're very personal takes."</i>
Z	<i>"In terms of your last question, I've always seen Greta Gerwig's previous movies like Ladybird, Little Women, and other works like Frances Ha, and they're all centered around women and women's stories, addressing themes of feminism and femininity, exploring the complicated nature of it. I figured with Greta, the themes around femininity and feminism, the place of women in the world, and the place of female-presenting people in the world were always going to be very important. Do I think it's a feminist movie? Yes, if feminist also means it's all about gender politics and how we relate to one another, because those things are very central in the movie. To say that the movie is campaigning for feminism, I don't think it is. I think it's just showing, centralizing feminine stories or stories with female leads, stories about girlhood, and what it means to play with a Barbie and what Barbie does for the imagination of children, particularly young female children who, traditionally, Barbie s are marketed towards. So yes, it is a feminist movie in the sense that it's about women and women's challenges, joy, and lives. But it's not a feminist movie because it's also about humans regardless of gender. I think it's a very kind movie towards men as well because it's sharing with men who potentially choose to watch it, that your lives are complicated too, and you are victims of the patriarchy as much as women are. You are victims of inequality, if patriarchy means raising men above women, putting women down to bring up men. You are a victim of inequality and inequity."</i>
G	<i>"Something that piqued my interest is the idea that you somehow noticed that since Greta is a director who scripts many movies centered around women, now that you've seen Barbie , it not only embraces stories about women but also delves into the patriarchy, suggesting how Ken might be a victim of it. Is there any way that you think men or the younger audience could also feel the same?"</i>
G	<i>"And since you've interpreted how masculinity and Ken are somehow victims of the patriarchy, identifying how damaging traditional roles can be for many young men due to societal pressure, it seems that this social pressure not only has been a long-standing tradition but also poses negative impacts and dangers. However, many of my male informants don't seem to really understand or interpret the movie as a way of attacking men instead of discussing how badly patriarchy is affecting them. What do you think?"</i>
G	<i>"And it's somehow, and I've seen very interesting insights from you, especially regarding your experience watching Barbie and how some of my informants felt disappointed after watching it once. Now that you've come to discover your unsettlement and the need to rewatch Barbie to truly understand the messages, how do you feel about grasping the complexity of Barbie 's message, not only underground about feminism but about humanity? How do you feel about this discovery that most people might not notice, and your unique take on it, interpreting Barbie on a personal level? Are there any scenes that, if not, it's okay, but any scenes you feel need consideration, something you agree or disagree with, or scenes from Barbie that you particularly don't agree with based on personal experiences?"</i>
G	<i>"I actually want to ask you about since you somehow agree that Greta's movie doesn't only center around feminism but has so many human stories, being so human and not one-sided for women but inclusive of all genders. Is there any way that the part where Greta is trying to convey the idea of feminism aligns with your own thoughts on what feminism is? And also, is there any way you could define what your personal definition of feminism is? In that case, what does feminism mean to you, and how is it reflected in the feminist movement in England? If you could describe the feminist movement and its impact on social conditions and society there."</i>
Z	<i>"Are young men victims of the patriarchy, and do they feel the same way? I don't know. I think when you choose principles to live by, you choose them because you feel like they're going to be empowering towards you. And then if those principles are challenged or questioned, I think humans have a natural tendency to feel threatened by any kind of challenge to a way of life. So, I can absolutely see why a lot of male viewers might see this movie as man-hating or being unkind to men."</i>
Z	<i>"Obviously, I've already kind of said this, but I personally find it very kind to men because if the story it shows about Ken doesn't have a life, doesn't have any kind of principles by which he's living, discovers these principles aren't for him, rejects them, and then has to sit in the uncomfortability of life, figuring out who he is and what he wants. I think for a lot of men, that's probably threatening because they have these principles, hold them dear, try to live by them. But if that's threatened, then yeah, they're not gonna like the movie. Because ultimately, again, it kind of goes back to what Greta Gerwig was trying to do with this film. She's not answering any questions, but she is certainly providing more questions and giving us a view of people trying to find their ways around life."</i>
Z	<i>"I feel about the movie, having watched it multiple times, that I'm so glad that it exists, and I'm so glad that it's not a simple story because I feel like there is so much value that comes from it. Yes, it's an enjoyable movie on the surface, but the messages and stuff are very well thought out. I'm glad that it exists because who would have ever made a movie like this? Who would have ever thought to ask these complicated questions that kind of ask the audience to become introspective and reflect on their own lives? I'm so glad it exists, and honestly, each time I've</i>

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	rewatched it, my enjoyment of it has gone up as well. It's never dragged for me as a movie, and I think, you know, sometimes you watch a movie, and it gets boring, and it takes a long time to finish, you know."
Z	"I think it's a movie that I would happily sit back down this afternoon and rewatch again, and I think again and again because I think there is, I don't know, the audacity of making this film is mind-blowing, and I love it."
G	"That was a very interesting insight from you, describing not only how a movie can have very kind messages towards men but also your personal connection to Greta's use of Barbie as a medium for a feminist message. Now that we've seen and known Greta as a director who uses a lot of stories revolving around women or feminist movements, is there any way that you can describe feminism in your country, such as in England? And how has Greta, as a person who undergroundly uses Barbie as a feminist campaign, been responded to by British citizens, if I may ask?"
G	"And so much that you've already become familiar with or liked this genre or maybe this type of blockbuster, the live-action movie about Barbie. Are you familiar with the live-action Barbie, not like the cartoon or animation ones from Barbie, for example, like Princess and the Pauper or maybe the Pegasus one or Rapunzel? Have you actually familiarized yourself with the old versions of Barbie, and can you describe what are the different aspects between this traditional Barbie and the Barbie you've watched that is directed by Greta?"
G	"And since you're familiar with these two different kinds of Barbie, do you think that your perspective towards the characteristics or Barbie in general has already changed because of the film that Greta directed, and the way that Barbie has more progressive characteristics that evolve from the beginning till the end?"
Z	"I think the movie isn't perfect, so I guess it's not supposed to be like the version of patriarchy that Ken imports back into Barbie Land is very shallow. It's a version of patriarchy that revolves around horses, men being manly, and telling women what to do, etcetera. And I guess that's the point, isn't it? It's like you kind of just pick up on how people are supposed to act, and if I'm going to act like this mindlessly, it doesn't really work out."
Z	"So, I think having this conversation, I can't think of any terrible scenes or scenes that don't have any kind of nuance to them because it's also a comedy. It kind of makes fun of these social themes."
Z	"I suppose the one area that I didn't really like, I can't even say that I didn't like, thought didn't really work was the boardroom, the Mattel boardroom where it was just men, and I understood why it was just men, and why Gloria was the personal assistant. But, actually, reflecting on it now, I kind of do understand it. Like, you have this company that's run by men, that has just one woman working in an admin position, although the bosses are men, which doesn't reflect real-life Mattel, but for the purposes of the story, it works. The spirit of the company, which was the old woman, is her feminine spirit that lingers around the company, so I guess it does work. I think one of the things that people do need to be aware of is that the people who could potentially benefit from this movie won't go see it because they feel like it is hating on men. I think that's really reflective of anything that has to do with culture and the culture wars; everyone's kind of speaking into an echo chamber. For example, this movie does appeal to me because I'm a liberal man or a liberal person, and I don't care about gender binary, so I'm gonna go watch it. But people that do care about gender binaries, young men, aren't gonna go watch it unless they're going with their girlfriends or they're being forced to watch it, which is such a shame."
Z	"However, I think Barbie really benefited from coming out at the same time as Oppenheimer and that becoming this big cultural thing because then it became kind of like this movement that young men would go and see Oppenheimer and we'll go see Barbie and do the whole double Barbie heimer thing. So, they do get the opportunity to watch it, but I think if it had come out at a different time, I do wonder if Barbie would have been watched."
Z	"So, Barbie as a toy and a cultural figure is massive in the UK, and I know that it's not only targeted towards girls, but you also get collector's editions that are very expensive and targeted towards collectors, usually kind of gay men. I'm also fully aware of the old cartoon movies, which were designed to sell the toys and sell variations of the toys and new outfits. They themselves are nostalgia classics, and I don't think that's what Greta was intending to do with this particular movie. This particular movie really takes Barbie as a cultural artifact and tries to extrapolate what Barbie means to so many different people, whether you're a young girl growing up with it or susceptible to Barbie avatars. Barbie 's just everywhere here; certainly, when I was growing up, it was on television channels that showed children's TV programs, and not streaming. We'd have Barbie ads all the time. My niece, who's 13 now, and I used to watch Barbie : Life in the Dreamhouse, and she used to enjoy it as a cartoon because she was a little girl. But then I would watch the same cartoon on streaming with friends my age, and there were in-jokes and things for adults that we would pick up on, and it would be a knowing joke, but also there's nostalgia there. There was one instance of the first time I went to see Barbie ; I was sat next to an old woman in her 70s to 80s who had come by herself to watch Barbie , and I talked to her and asked her if she was with someone. She said, 'Yeah, myself,' and this is the first time she's ever come to the movies by herself. I don't really ask why she'd know there was no one else there, but obviously, she had taken the effort to come out at 8, 9 PM at night to go and watch Barbie , and she was an older woman, so it must have meant something very important to her. There were also other instances on

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C Hak cipta milk IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)	other repeat viewings where I was sat with a mum and her adult daughter, and the adult daughter and her mum were like, 'It definitely sounded like the daughter had seen it was her second or third viewing, and she was showing it to her mum for the first time.' She was like, 'Isn't that hilarious? Oh, we did that when we were younger.' It becomes a very shared experience, and I don't think there are many movies for young girls to have nostalgia trips or share something quite nerdy. Barbie is a nerdy thing for girls who have grown up with it, and we boys get to experience that through superhero movies, through Marvel movies. We take our dads and say, 'Oh, do you remember when I used to play with Spider-Man toys?' This is exactly like the Spider-Man stories that I used to make up, but this time it's for girls, and that's so important because even now, when you see female superhero movies, they're still very designed as movies with women at the front and center but catered towards men and comic book geeks more so than capturing femininity from what a young girl would have dreamed about or played with, if that makes sense."
G Hak Cipta Dilindungi	"Hey Zaki, is there a question I mentioned about whether you're familiar with the differences between traditional Barbie and the Barbie directed by Greta Gerwig or if your perspective on what Barbie is has evolved over time? I might not have explicitly asked, but you shared insights into your changing perspective on Barbie as a cultural artifact, emphasizing its significance across generations and the nuanced experiences associated with the character. If there's anything specific about the differences or if you want to delve deeper into a particular aspect, feel free to let me know!"
Z Undang-Undang	"Hi Brielle, sorry I've been quite busy over the last few days. To answer your question, I'm very familiar with the old 3D animated movies like Barbie : The Princess and the Pauper. The song goes something like, 'You're just like me, I'm just like you.' Totally get familiar with it. My perspective on the differences between those old, animated DVD movies was that they were designed to sell toys, with Barbie essentially starring as the princess. It was almost like Barbie was an actress starring in these stories, and then these stories sold toys. This Barbie movie, however, isn't just selling a specific toy, although there are toys being sold off the back of the movie. It's selling Barbie 's legacy to the world, particularly the Western world. I've realized that I'm focusing on Barbie as assuming it's a global icon, which it is, but obviously, Barbie is more significant in the Western world than in the East, Asia, or Africa. So, yeah, it's selling..."

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Lampiran 2 Pertanyaan Wawancara Semistruktur

Perbedaan antara Live Action dan Kartun *Barbie* :

1. Apa perbedaan utama antara Live Action *Barbie* dan versi kartunnya?
2. Bagaimana perbedaan tersebut mempengaruhi persepsi penonton terhadap karakter *Barbie* ?

Persetujuan, Penolakan, dan Pertimbangan Film *Barbie* :

3. Bagaimana tanggapan masyarakat terhadap film *Barbie* secara umum?
4. Aspek apa dari film *Barbie* yang mendapat persetujuan, penolakan, dan pertimbangan kritis luas dari penonton?

Alasan Dibalik Keputusan Informan Menjawab Pertanyaan Berdasarkan Sudut Pandang Informan:

5. Mengapa informan memilih menjawab pertanyaan dengan sudut pandang pribadi?
6. Bagaimana pengalaman pribadi informan mempengaruhi film *Barbie* ?

Detail tentang Oposisi, Negosiasi, dan Dominasi:

7. Adakah adegan atau elemen tertentu dalam film *Barbie* yang menarik perhatian penonton?
8. Bagaimana negosiasi berbagai pihak terjadi dalam konteks film *Barbie* ?
9. Mengapa sebuah adegan atau unsur dominan dalam film *Barbie* ?

Eksplorasi Latar Belakang Informan Sebagai Kunci Jawaban:

10. Bagaimana latar belakang pribadi informan mempengaruhi sudut pandangnya terhadap film *Barbie* ?
11. Adakah pengalaman hidup informan yang dapat diidentifikasi sebagai faktor kunci dalam menjawab pertanyaan tertentu?

Komentar Sutradara yang Menggunakan *Barbie* sebagai Kampanye Feminisme:

12. Bagaimana sutradara menggunakan karakter *Barbie* sebagai simbol kampanye feminis?
13. Apakah masyarakat memberikan tanggapan positif atau negatif terhadap inisiatif ini?

Perkembangan Feminisme dalam Film *Barbie* :

14. Adakah gambaran perkembangan konsep feminisme dalam film *Barbie* ?
15. Sejauh mana film *Barbie* mencerminkan atau tidak mencerminkan gerakan feminis?
16. Bisakah Anda menggambarkan perkembangan feminisme dalam film *Barbie* dalam gerakan Feminisme di negara Anda?

Sadar atau tidaknya penonton terhadap Kampanye Feminisme Greta:

17. Apakah pemirsa mungkin menyadari kampanye feminis yang mungkin dipimpin oleh karakter *Barbie* , terutama dalam konteks advokasi yang mungkin datang dari tokoh seperti Greta Grewig?
18. Apakah pemirsa mengidentifikasi *Barbie* sebagai bagian dari kemungkinan kampanye feminis yang dilakukan Greta Grewig?

Lampiran 3 Hasil plagiarisme dalam aplikasi Turnitin.

Analisis Resepsi Pesan Feminisme dalam Film Barbie

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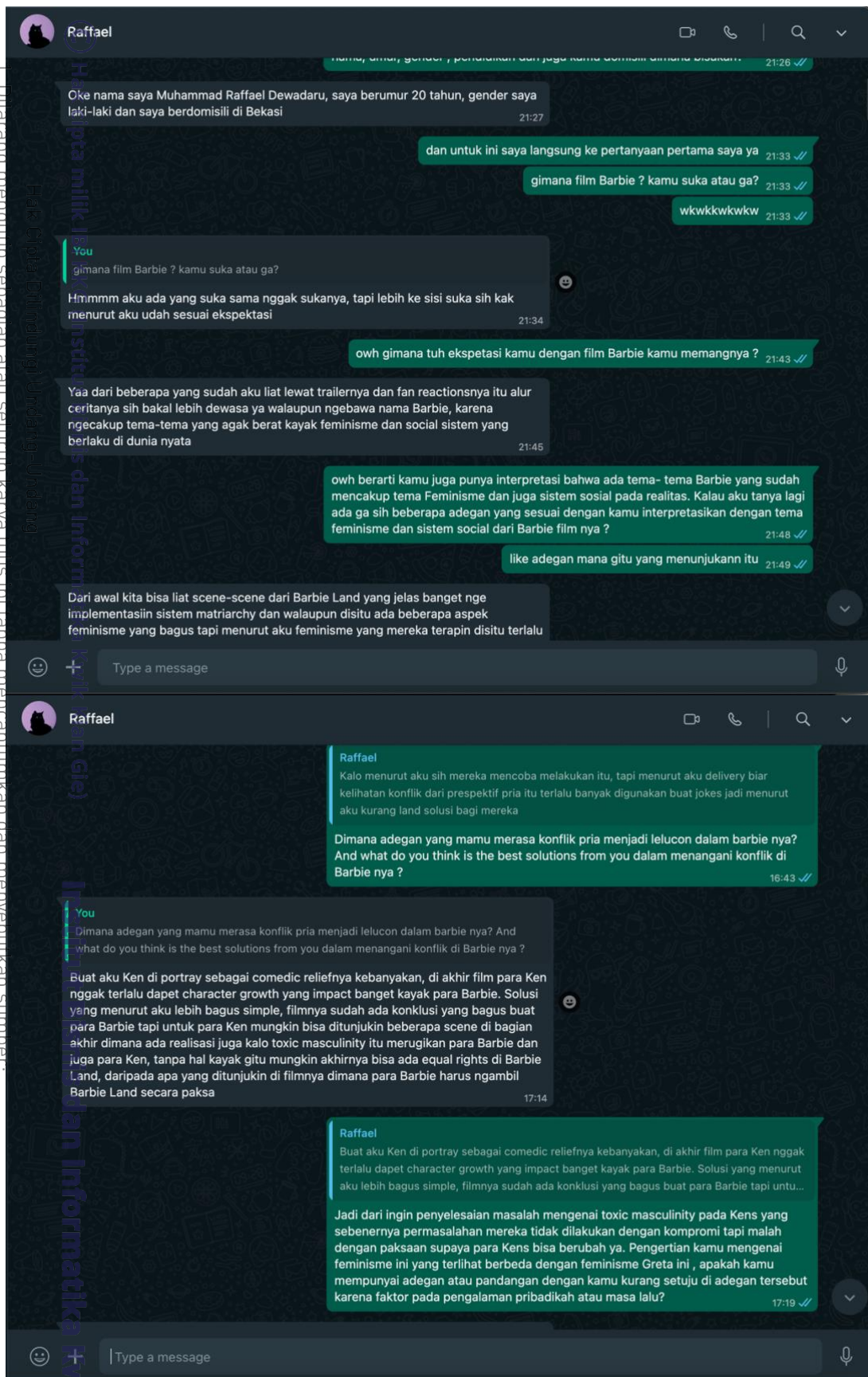
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