

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

The following chapter final chapter which presents the conclusion and suggestion of the study. It finishes up the information discoveries in the previous chapter to answer the research question.

#### **5.1. Conclusion**

The title of the movie is “Barbie”. All the Barbie characters shows liberal feminism. This research is using Roland Barthes’ semiotics theory with liberal feminism framework from Tong. The movie shows that Barbie is not bounding by the marriage institutions, not exist as a tool for making children and not to satisfy the men. The Barbie character demonstrates the liberal feminism movement. Barbie in Barbieland represents a world where women live free from societal oppression and traditional gender roles, illustrating the utopian ideals of liberal feminism. In this context, Barbie becomes a representation of an independent and strong woman, who is able to organise her own life without being affected by restrictive social norms. The existence of Barbieland as an idealised world free from oppression provides inspiration on how society can evolve to better value women's rights.

The characters show liberal feminism side from all the data in this research. This research has 23 images that shows liberal feminism. From each one image found each signifier, signified, denotative sign and connotative sign.

This research underlines the importance of critically examining how ‘liberal feminism’ is portrayed in a movie. This research enhances our understanding of the impact of ‘liberal feminism’ and highlights the need to explore and promote a more positive environment for women. By addressing these issues, this research aims to contribute to the creation of a society that is more inclusive, just, and free from gender discrimination. In addition, this research also shows how films influence our everyday perceptions and behaviours.

#### **5.2 Suggestions**

Feminism has been a topic of discussion since many years ago, one of the branches of feminism is liberal feminism but few studies have used Bathes' semiotic

theory to find portraits of liberal feminism using Tong's framework. This research uses a qualitative method to determine images that contain portraits of liberal feminism in Barbie characters. Based on the result of the study, this research puts suggestions to the following.

A. For the Future Researcher

This research recommends that future researchers continue the analysis by expanding the choice of the sample of movies used. By including movies from various genres, eras, and cultures, a more comprehensive picture of how liberal feminism is portrayed in film will be obtained. It is recommended for researchers interested in similar topics to fill the gaps of this study by exploring gender topics, films, news, or advertisements around the world that contain social issues, using qualitative methods to gain a deeper understanding of the final results.

B. For Student

Finally, this research is expected to provide an in-depth understanding of how liberal feminism is portrayed in a film. In this thesis, studying film characters that represent liberal feminism will significantly benefit literature students. Students will be able to understand and critique the roles and images of liberal feminism in popular culture after conducting an in-depth analysis of these characters. This research will offer new insights into the complexity of literary and cinematic characters involved in understanding gender construction and narratives. As a result, this study can help students develop a more critical understanding of gender stereotypes and foster broader social awareness.