



THE ARCHETYPAL AND STEREOTYPICAL DEPICTION OF BARBIE IN THE BARBIE'S FILM (2023) BY GRETA GERWIG

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ABSTRACT

The Barbie (2023) film has succeeded in presenting more than just a light spectacle about the iconic doll. Behind the bright colors and seemingly perfect atmosphere of Barbie Land, this film explores profound themes, including identity, gender roles, feminism, and social criticism of society's expectations of women. The archetypal character of Stereotypical Barbie, as the main character, plays a vital role in this film as a representation of the perfect woman in Barbie Land. This study aims to analyze the psychological factors in Barbie's journey that may interfere with or support her. This is reflected in several patterns called archetypes in her personality traits and behavior when facing several stages of the storyline. The data for this study used the film "Barbie" (2023) by Greta Gerwig. The research method used is qualitative descriptive, using a psychoanalytic approach (Jung's Archetype theory). The results found seven archetypal characters represented by Stereotypical Barbie. The findings are Persona, Shadow, Animus, The Great Mother, Hero, Trickster, and Self. These findings will help us understand how the psychological layers in Barbie's story reveal complex dynamics about women's roles, identity crises, and the search for self.

Keywords: *Psychoanalysis, Characterizations, Stereotypical Barbie, Archetypal*

ABSTRAK

Film Barbie (2023) berhasil menyajikan lebih dari sekadar tontonan ringan tentang boneka ikonik. Di balik warna-warna cerah dan suasana dunia Barbie Land yang tampak sempurna, film ini mengeksplorasi tema-tema yang mendalam, termasuk identitas, peran gender, feminisme, serta kritik sosial terhadap ekspektasi masyarakat terhadap perempuan. Karakter arketipe Barbie Stereotipikal sebagai karakter utama memegang peranan penting dalam film ini sebagai representasi wanita sempurna di Negeri Barbie. Tujuan penelitian ini adalah untuk menganalisis faktor-faktor psikologis dalam perjalanan Barbie yang mungkin menggagalnya atau justru mendukungnya. Hal ini tercermin dari beberapa pola yang disebut arketipe dalam sifat kepribadian dan perilakunya dalam menghadapi beberapa tahapan alur cerita. Data penelitian ini menggunakan film "Barbie" (2023) karya Greta Gerwig. Metode penelitian yang digunakan adalah kualitatif deskriptif, dengan menggunakan pendekatan psikoanalisis (teori Arketipe Jung). Hasilnya adalah ditemukan tujuh karakter arketipe yang direpresentasikan oleh Barbie Stereotipikal. Temuannya adalah Persona, Shadow, Animus, The Great Mother, Hero, Trickster, dan Self. Temuan ini akan membantu kita untuk memahami bagaimana lapisan-lapisan psikologis dalam cerita Barbie mengungkap dinamika kompleks tentang peran perempuan, krisis identitas, dan pencarian jati diri.

Kata Kunci: *Psikoanalisis, penokohan, Barbie Stereotipikal, Arketipe*

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INTRODUCTION

Last summer, the international film world was busy with the appearance of two prestigious films, *Barbie the Movie* and *Oppenheimer*. The simultaneous appearance of these two films also attracted the attention of movie lovers because these two films were very contradictory and became a hit on social media with the keyword 'Barbenheimer'. In this girly movie, Ma (2024) argues that women are shown in the movie as diverse, self-assured, and upbeat, and are encouraged to follow their goals and happiness without being constrained by their gender or society. Starting from the first appearance of the teaser of this film, which is very easy to recognize by showing a scene where Barbie walks using high heels and when she takes it off, the position of her legs is still perfectly arched, still standing on her tiptoes. Starting from there, the world jumped on the pink bandwagon trending worldwide #Barbiecore as a celebration of the release of *Barbie the Movie* which is also a color stereotype of a girl. To this day, the movie is still referred to as the 'Summer Pinkest Movie'.

Gerber (in Tang, 2023) states that Ruth Handler, the creator of Barbie, once stated that her original goal in inventing the character was to demonstrate that girls had the freedom to choose since they could play Barbie and become whatever they wanted to be. This indicates that Barbie started as an ordinary little girl stuffed toy character that evolved into an iconic character that symbolizes femininity and the empowerment of women. She can be anything she wants. She is an astronaut, she is a lawyer, she is a doctor, she is a president, and she has won Nobel prizes. Barbie Land is a place where Barbies enjoy their life by being themselves and free to express themselves and is the opposite of the real world we live in, in the words of narrator Hellen Mirren, “All the problems of feminism and equal rights have been solved.”. Because Barbie Land is run with such strong female energy, the Barbies who live there rarely feel sad because they can appreciate themselves including the main character, the Stereotypical Barbie.

In literary works, the psychological approach can be studied through intrinsic and extrinsic elements. However, most of these studies emphasize the characterization and characterization aspects of the intrinsic elements. The psychological approach emphasizes the analysis of the entire work of art in both intrinsic and extrinsic aspects. However, the emphasis is on the intrinsic aspect. From the intrinsic aspect, the emphasis is on characterization or characterization. Furthermore, Minderop (2016) defines that, fictional characters display various characters and behaviors related to psychology and psychological experiences or conflicts as experienced by humans in real life. It can be concluded that the psychology in literature is not new, this is because the characters in literature live in the work and can be viewed through the lens of psychology through the personality shown.

Based on the background of the research, there are two research questions (RQ). They are (RQ1) What are the archetypal characterizations of Barbie in “Barbie” based on psychoanalysis? And (RQ2) What is the role of archetypal characterizations in navigating the storyline of “Barbie”?

LITERATURE REVIEW

Psychoanalysis in the scope of English literature is the study of psychological aspects in understanding a literary work. Psychoanalysis has not simply remained a branch of medicine, it has been used and helped to understand various fields such as philosophy, culture, and religion first and foremost used in literature (Niaz et al., 2019). Psychoanalysis theory in literature is a critical approach based on the ideas of psychoanalysis by Sigmund Freud and his successors. Hosain (in Niaz et al., 2019) stated that psychoanalysis as a modern theory is used in literature and has two basic meanings; firstly, it's used as a method of treating mentally disordered people. Secondly, it is used to explain the human mind and its various complexities. This theory focuses on the influence of the subconscious, hidden desires, and internal conflicts on the characters in the story and the author himself. From this theory, it can be concluded that psychoanalysis in literature can be used to understand better the scope of philosophy, culture, and religion.

According to Minderop (2016), a quality literary work, according to the psychological approach, is a literary work that can depict human inner turmoil and chaos because the essence of human life is the struggle to deal with its own inner turmoil. It can talk about the psychological perspective that literary works that can clearly show the inner turmoil of human beings are considered quality literary works. This goes hand in hand with the nature of human beings who struggle with their own inner turmoil.

Wellek and Warren stated that the psychology of literature has four possible meanings, namely the study of the psychology of writers as a type of person, the study of the creative process, the study of psychology applied in literature, and the impact of literature on readers (Widiyanti et al., 2022). From this theory, psychology in literature allows for the study of the writers' psychology, the application of psychology in literary works, and the impact of literature on readers, as well as the creative process in literary works on the psychological side.

Characters hold the most important instrument in a literary work. This is because the characters are in control of the development of the storyline. However, behind that, it is the main character who is the main control in navigating it. The main character is the central character of the story's action theme and the guide to the storyline (Rosalinah et al., 2022). Through this explanation, it can be concluded that the main character is the centre of the story presented by the creator.

Meanwhile, according to Minderop (2016), characterization refers to acting or character portrayal. The characterization approach in literary studies is a way of describing the characters in a work of fiction. It defines that in literary works such as fiction, the depiction of a person's character in the storyline is included in characterization. This characterization uses the acting of characters which describes the nature or attitude of humans in the story.

Characterization is the quality of reason and feeling of the characters in a work of fiction that can include not only behavior or character and habits, but also appearance. To analyze characterization, point of view with various storytelling techniques can be used by the author by presenting the storyteller or narrator (Minderop, 2016). Minderop argued that there are two ways to determine the characteristics of a character in a work, namely through the telling method and the showing method.

According to Carl Jung in Hagan (2019), he defined archetypes as comprising the innate tendencies of dominant characters within myths and legends, and across a diversity of cultures. Concerning this, Jung in Syahputra & Kasprabowo (2020) stated that archetypes are primordial forms. When something has an antique value, it is referred to be primordial. An archetype is a character, narrative, symbol, or myth from a book or movie that follows the same or comparable patterns. This demonstrates that archetypes, according to Carl Jung, are formed from innate ancient characters found in numerous myths, tales, art, character, and cultures with familiar patterns in common.

Archetype based on Jung’s Psychoanalysis

Jung defined archetypes as recurrent universal human experience themes anchored in the collective unconscious (Tarzian et al., 2023). In line with this, Darma (2019), stated that “By archetypal theory, it is meant that human beings, from the past to the present and into the future, are made up of certain types. All these types are bound together by a single past experience, an experience that is ancient, primeval, and archaic, whose origin is the shared unconscious. It can be meant that Jung's archetype theory is bound by an experience that follows into the future. However, it results in humans having certain types whose origin is the collective unconscious.

Jung explored his theory of the collective unconscious which resides in the subconscious of the human mind as a hiding place for a person's memories, thoughts, and emotions that can shape a person's character and personality. Jung defined psychological archetypes in the form of patterns and symbols in human psychology as part of the collective unconscious that is expressed in dreams and human imaginations (Tarzian et al., 2023). Likewise, Pangestu & Julianti (2021) Kristiani & Ardi (2019), and Altabaa & Nor Ainun Barieah Binti Zahari (2022) also state that archetype is the representation of metaphysical appearance from the collective unconscious that can strengthen and maintain the personality of the person.

According to Jung in Pangestu & Julianti (2021), the collective unconscious greatly shapes a person's identity by drawing force from myths, evocative old pictures, and ancestor experiences. These components come to life as archetypes, which are patterns derived from the collective unconscious. A person's personality can be enhanced by archetypes, which are metaphysical conceptions from the collective unconscious.

Jung divided the archetype into many types, which are as follows:

1. Persona

Persona is often likened to a cloak, mask, or robe. A mask is typically a sign of protection, cover, or mask that a person represents to the outer world (C. Jung, 1964). The cloak in this theory is a figurative meaning that means a means of covering or hiding. In Jung's theory, the mask is meant to cover something about oneself. In line with this, Widiyanti et al., (2022) stated that "Persona is the good side of personality that humans want to show to the world." It can be concluded that personas only reveal the aspects of a person's personality that he or she wants to show. Besides, as Jung said in another theory.

2. Anima and Animus

In the archetype anima and animus can be identified as opposites within the psyche. In other words, the opposite shows that women have masculine traits in their unconscious, and men have feminine traits in their unconscious. As stated by Jung (C. G. Jung, 2014) "Anima is the incarnation of female nature in human form, the female nature found in the male unconscious. And animus is the incarnation of male nature in human form, the male nature found in the female unconscious."

3. Shadow

If the persona archetype is the archetype that wants to show the good side of personality, then this archetype is the opposite. As stated by Widiyanti et al. (2022), "According to Carl Jung's theory, Shadow is a dark archetype of a person's self. Shadow is the opposite side of the persona because the shadow represents the side of the personality that you do not want to show the world or the bad side of your personality." It can be meant that shadow wants to reveal aspects of the evil or dark side of personality that the public is not interested in seeing.

4. The Great Mother

Another archetype according to Jung's theory is the archetype of a mother. According to Jung (2004), "This archetype is maternal care and compassion; female magical authority; wisdom and spiritual ascension beyond reason; the helping instinct or drive; all that is gentle, all that protects and guards, that nurtures growth and fertility." This archetype represents the concept of natural motherhood in unconsciousness. A mother figure can be described as gentle, protective, nurturing, life-giving, and empathetic.

5. Hero

The hero in literature is often portrayed as a powerful character who eradicates evil and a figure who maintains peace until succeeds in paralyzing the enemy. These archetypes are those that symbolize the idealized version of the human personality. In order that, to achieve victory against a person's inner darkness (Widiyanti et al., 2022). However, according to Jung in Widiyanti et al. (2022), because they are flawed too, even heroes may be defeated.

6. Trickster

The trickster archetype represents a stage of human development in which physical urges dominate features, giving the representation of a kid. As stated by Jung (1964) "The outlier cycle is associated with the earliest, most undeveloped period of human life. The trickster character is a character whose physical desires dominate his behavior; he has a childlike mentality. It has no goal other than the gratification of its basic needs, is cruel, cynical, and heartless." In short, The Trickster archetype represents humor, rebellion, and a spirit of mischief that challenges established rules, societal norms, and behaviors. This archetype may be paradoxical and difficult since its destructive parts are also joyful.

7. Self

According to Jung, in self-archetype represents the wholeness, potential, and expression of the individual and is central to the psyche which is the archetype of the self (C. G. Jung, 2014). Furthermore, this archetype signifies individuation, which represents individual growth and the realization of one's full potential, which encompasses the most central archetype in the entire psyche.

RESEARCH METHOD

This research used descriptive qualitative as its method. According to Emzir in Fitriyah (2021) defines that qualitative research is carried out by not prioritizing numbers, but prioritizing the depth of appreciation of the interaction between the concepts studied empirically. The authors used the descriptive qualitative method as the research methodology because it will be in deeply detailed explanation of the interpretation of the archetypal character The 'Stereotypical Barbie' in controlling the storyline in Barbie the Movie. This research used the film Barbie the Movie which was released in 2023, and directed by Greta Gerwig as the primary data. This includes specific scenes, dialogues, and plot points in "Barbie the Movie" that feature archetypal roles that will be key to understanding how the characterizations navigate Barbie's story. The author utilized the theory of literary psychology or psychoanalysis as the centre of the psychological aspect of the character. Furthermore, the author applies the theory of psychoanalysis discovered by Swiss psychologist Carl Gustav Jung. In the field of psychoanalysis, Carl Jung was the one who discovered the Analytical Psychology theory of the collective unconscious regarding archetypes. (Tarzian et al., 2023).

After all the data captured and categorized certain scenes, dialogues, and plot points that indicate the influence of the subconscious mind and archetypes and collected supporting theories through journals, books, and previous research have as been collected, the authors will start analyzing by reviewing and connecting all the theoretical frameworks with data from the film, attitudes, and character traits to get a valid analysis based on the sources obtained.

FINDINGS AND DISCUSSION

RQ1: What are the archetypal characterizations of Barbie in "Barbie" based on Jung's Psychoanalysis?

Through the characterization of a character, the audience can observe the personality of the character through her thoughts and behavior. The psychological factors of a character are no different from humans because characters in movies represent human nature. This characterization can be influenced by the environment in which the character grew up. The findings are as follows.

Tabel 1. The occurrence of archetypal characters in “Barbie” movie.

No.	The Archetypal	Character
1.	Persona	<ol style="list-style-type: none"> 1. living and having a great day every day 2. Friendly 3. Supportive 4. Loves to help 5. Maintain Peace 6. Loves to Compliment 7. Cheerful 8. Confident
2.	Shadow	<ol style="list-style-type: none"> 1. Embarrassed 2. Questioning herself 3. Careless 4. Insulting others 5. Feeling uncomfortable and unsafe 6. Angry 7. Anxiety 8. Insecurity 9. Disappointed 10. Frustration
3	Anima and Animus	<ol style="list-style-type: none"> 1. Leader 2. Brave woman 3. Assertive 4. Dominant
4.	The Great Mother	<ol style="list-style-type: none"> 1. Nurturing 2. Empowerment
5.	Hero	<ol style="list-style-type: none"> 1. Hero against Sasha for Barbies 2. Hero against patriarchy for the girls in the real world 3. Hero for Sasha and Gloria 4. Hero in Barbie Land against Ken
6.	Trickster	<ol style="list-style-type: none"> 1. Rebellion 2. Mischief
7.	Self	<ol style="list-style-type: none"> 1. Stereotypical Barbie searching for the girl played her 2. Integration 3. Self-realization. 4. Wholeness

Based on table 1 above, there are seven archetypal characters in “Barbie” movie. They are persona, shadow, anima animus, the great mother, hero, trickster, and self.

The explanation and examples of seven archetypal characters are as follows.

1. Persona

Persona is the good side of personality that humans want to show to the world. It can be concluded that personas only reveal the aspects of a person's personality that he or she wants to show. There are 8 characters of Barbie in Persona, namely living and having her great day every day, friendly, supportive, loves to help, maintaining peace, loves to compliment, cheerful, and confident.

The examples are as follows.

Living her best day every day starts the day happily

Stereotypical Barbie living her best day every day starts the day happily, greeting other Barbies, taking a warm shower, putting on a nice outfit, having breakfast, and then she is ready for a new day.

Supporting dialogue:

"it is the best day ever! And so is yesterday and so is tomorrow and so is the day after tomorrow and even Wednesdays and every day from now until forever!" (Barbie The Movie, 2023, 13:27 – 13:33)

Based on these scenes, it defines that Stereotypical Barbie enjoys her life and its structured daily routine, waking up happily and ending the day with a girl's night party. In addition, she goes through her day with happiness which represents Barbie Land as the perfect place for women and free from any distractions from other factors. This is what makes the tradition and social culture that indirectly demand everything in Barbie Land to always look perfect and happy.

Friendly

Stereotypical Barbie always greets every person she meets with a big happy smile and wave.

Supporting dialogue:

"Hi, Barbie" (Barbie The Movie, 2023, 08.23 – 08.24)

Based on Stereotypical Barbie's behavior of always greeting others, she is a friendly character. By always smiling and greeting other characters with *"Hi, Barbie!"* or *"Hi, Ken!"* she indirectly respects every single person she meets that day and appreciates what they are doing.

Supportive

Stereotypical Barbie supporting another Barbie at & Court by smiling and clapping for them. She feels happy and proud of the achievements of other Barbies. This shows that she is a character who cares about others and has a good and sincere personality towards her Barbie friends. Stereotypical Barbie feels a lot of confidence because she is back in Barbie Land with Sasha and Gloria. She thought that it was the right decision to invite Gloria and Sasha to Barbie Land because they were indirectly connected in spirit. This made it possible to end the conflict with her and she wanted to introduce Barbie Land which has strong women empowerment after feeling the weight of being a woman in the real world so that when they return to the real world, they can feel the

power of Barbies. She is feeling her heels slowly returning after taking Gloria and Sasha to Barbie Land.

2. Shadow

Shadow is the opposite side of the persona because the shadow represents the side of the personality that you do not want to show the world or the bad side of your personality. It can be meant that shadow wants to reveal aspects of the evil or dark side of personality that the public is not interested in seeing.

The examples are as follows.

Embarrassed

She is telling Barbies about how she fell on the beach.

"I'm so embarrassed." (Barbie the Movie, 2023, 17:47-17:48)

For the first time, she felt a sense of embarrassment. In reality, she is a confident person, this does not match the image of Barbie in Barbie Land. The other Barbies were astonished and said, "Barbie doesn't get embarrassed!" This proved that her malfunction and error had brought Stereotypical Barbie to the Shadow phase.

Questioning herself

She starts to wonder about herself and panics about her situation by telling it to other Barbies.

Supporting dialogue:

"I know I'm Stereotypical Barbie, and therefore don't form conjectures concerning the causality of adjacent unfolding events, but some stuff has been happening that might be related: bad breath this morning, a cold shower, burnt waffle, falling off my roof."

(Barbie The Movie, 2023, 18:18-18:31)

"Thoughts of death. Maybe some thoughts of death?"

(Barbie The Movie, 2023, 20:41-20:48)

She tells her flaws to other Barbies by questioning and doubting herself, which is supposed to be perfect in every way. She tells her Barbie friend about how this morning going and that left her friends shocked and confused. One of her Barbie friends suggested she go to Weird Barbie because she helps other Barbies get to perfect. However, Weird Barbie is shocked and confused to hear what Stereotypical Barbie is experiencing. This indirectly stated that the Stereotypical Barbie perfectness has been covered by Shadow. The mask on her persona phase has been broken off and defects her consciousness.

Careless

Stereotypical Barbie refused when Weird Barbie gave her the option to go to the real world to solve the problem but Stereotypical Barbie refused up to 5 times but in the end, she agreed.

Supporting dialogue:

"I don't. I'm ready to forget (all of her problems) now. Ugh, I don't want to."

(Barbie The Movie, 2023, 22:31-23:18)

Stereotypical Barbie's traits that love to help people have been covered up by Shadow. This can be seen from her not caring about her malfunction, avoiding the problems she experiences, and not wanting to help the girls who played her who were having problems in the real world. She was indifferent to what she was experiencing and to the girls who played her until she firmly refused 5 times although she finally agreed after Weird Barbie mentioned her cellulite.

3. Anima and Animus

In Jung's archetype theory, Anima is defined as unconscious feminine in men, and unconscious masculine in women. Since this analysis is centered on the main character, Stereotypical Barbie, the results only include the Animus archetype. This archetype is found in Stereotypical Barbie's masculinity in her journey in the real world with Ken.

The examples are as follows.

Leader

Barbie leads her and Ken's journey to the real world.

Supporting dialog:

"Let's do this." (Barbie the Movie, 2023, 26:44-27:30)

The scene of Stereotypical Barbie leading her and Ken's journey to the real world shows the animus archetype which defines that Stereotypical Barbie has masculine traits in her unconscious by being a leader. In this case, Barbie believes that believes that women can do anything. In line with that, Rorintulus et al., (2022) and Syahriyani & Novikasandra (2022) also stated that woman as a human being also has the same rights as men, including the rights in the family, law, or state.

Brave woman

Stereotypical Barbie bravely responded to the demeaning and degrading words she got at the construction site.

Supporting dialogue:

"I don't know exactly what you meant by all those little quips, but I'm picking up on some sort of entendre which appears to be double, and I would just like to inform you that I don't have a vagina and he doesn't have a penis. We don't have genitals."

(Barbie the Movie, 2023, 28:42-28:57).

Stereotypical Barbie, who initially only needed feminine energy, was demeaned by the construction workers there. She bravely opposed and replied to the indecent sentence wisely and applied masculine energy to the construction workers there. This proves that she is slowly

adjusting to the situation in the real world which is mostly masculine energy. Barbie also considers the gender role. The gender role is about deciding things like how men and women should act, how they should speak, how they should walk and dress, and so on, including social roles and occupations (Ghassani et al., 2023).

4. The Great Mother

This archetype reflects female authority as motherhood. The Great Mother archetype is expressed when stereotypical Barbie nurtures girls in the real world as her essence Barbie and encourages Ken when he is sad.

The examples are as follows.

Nurturing

Stereotypical Barbie asking about how the girl who played her feels sad.

Supporting dialog:

"Why would she be sad? We fixed everything so that all women in the real world are happy and powerful!" (Barbie the Movie, 2023, 21:50-21:56)

This scene tells that through Stereotypical Barbie's words, she indirectly defines and represents The Great Mother archetype by nurturing and guarding the girls in the real world by sacrificing anything to fix everything. Barbie does this so that all girls can become happy and powerful.

Another example is as follows.

Empowerment

Barbie listens to Ken's concerns and validates Ken's feelings. Encouraging Ken when he rants about how hard it is to manage everything in Barbie Land, he doesn't know who he is without Barbie because he feels he was made for her.

Supporting dialog:

"Ken. Are you okay? It's okay if you're crying. I cried too. It's actually kind of amazing."
(Barbie the Movie, 2023, 01:32:43-01:32:55)

"Ken. I think I owe you an apology. I'm really sorry I took you for granted. Not every night had to be girls' night." (Barbie the Movie, 2023, 01:33:53-01:34:07)

"You're Ken." (Barbie the Movie, 2023, 01:34:23-01:34:24)

Stereotypical Barbie represents the archetype of the great mother through her caring for Ken who is going through a difficult time. She protects Ken emotionally by validating what Ken is feeling. She even encourages Ken to find his own identity without Barbie.

This explains that Stereotypical Barbie gives her empowerment to Ken so that Ken can reach his full potential to grow and develop as a Ken even though he is confused about himself and still experiencing an existential crisis.

5. Hero

Hero are archetypes that create peace and prosperity. A hero will usually fight against negativity, obstacles, and difficulties to achieve positive goals. However, a hero can also be defeated and have flaws. The hero archetype in Stereotypical Barbie is when she tries to fight adversity that involves the people around her. Both directly and indirectly.

The examples are as follows.

Hero against Sasha for Barbies

Stereotypical Barbie argues with Sasha about the negative point of view Barbie gives to girls which Stereotypical Barbie then rebuts by defending Barbie's original meaning.

Supporting dialog:

"No. Barbie's not a bimbo. Barbie is a doctor and a lawyer and a senator and a Nobel Prize winner." (Barbie the Movie, 2023, 39:47-39:52)

Stereotypical Barbie represents the hero archetype in her unconsciousness by fighting, defending, and protecting the original meaning of Barbie for her justice as one of the Barbies. Even though she was denied by Sasha's words about her being horrible, which made women feel bad by setting the feminist movement back, representing sexualized capitalism, and unrealistic beauty standards, until she was called a fascist by her.

However, Stereotypical Barbie still defends bravely in purpose to protect the dignity or the ego of other Barbies and rectify Sasha's negative views by defending her original values. Stereotypically Barbie tries to maintain peace with herself and Sasha, the girl who played her. She has the ability to face her fears even though she got defeated by Sasha's opinion punch.

6. Tricker

The trickster archetype represents the mentality of kids who challenge norms with rebellion, mischief, humor, and destructive yet joyful. This archetype is reflected when Stereotype Barbie is trapped in a situation that pressures her and makes her want to challenge existing norms and systems playfully.

The examples are as follows.

Rebellion

Stereotypical Barbie pretends to obey Mattel's order to return to her box to return to Barbie Land. But she awakens her rebel unconscious to escape from Mattel.

Supporting dialog:

"I haven't been in a box in ages. Oh my gosh. I remember this smell. I'm having a real Proustian flashback." (Barbie the Movie, 2023, 47:30-47:43)

This scene shows that Stereotypical Barbie represents the Trickster archetype through Mattel's violation of forcing her into the box to return her to Barbie Land. She manages to escape from there armed with her rebellion that she wants to go to the bathroom. She managed to escape

Mattel's pursuit, which forced her to return to Barbie Land when she felt she had not finished her problems there.

7. Self

The self-archetype is an archetype that combines conscious and unconscious aspects to be balanced. This archetype represents the realization of the individual by developing growth and balancing aspects of the self. This includes symbolizing integrity and wholeness through many archetypes that unite. This archetype is embodied in Stereotypical Barbie's phase of self-discovery and successfully balancing the harmony between her soul in Barbie Land and the real world to achieve wholeness with Ruth Handler, the inventor of Barbie.

The examples are as follows.

Stereotypical Barbie searching for the girl played her

Barbie cleared her mind to find the girl played her. Barbie is confused when she needs to find out who the girl is that she is playing with. She needs to sit down and try to clear her mind so that she can think and feel where the girl is.

Supporting dialog:

"I just need to clear my mind so I can think."

(Barbie The Movie, 2023, 30:02-30:04)

This scene shows that she needs a balance between the conscious and unconsciousness so that she can understand herself and find what she wants. She tries to bring together various aspects such as her calmness, thoughts, and consciousness for her next self-realization process.

After focusing on balancing herself, she managed to see the vision of the girl's memory and get an emotional connection to the girl he was playing with. She felt sad to see what had happened. Afterward, she got a self-realization answer about herself concerning the girl. She also realized that many people were doing different things in the park. She could see many emotions that ordinary people felt.

In this phase of self-realization, Stereotypical Barbie feels she is not Barbie anymore. She has accepted her imperfections, and Barbie Land is a place filled with perfection. She received many complex emotions since her error and malfunction. She feels she can't accept the title Stereotypical Barbie anymore because it doesn't represent her. And she is on a journey to find a new identity to gain wholeness within herself.

Another example can be found in:

Wholeness

In this phase, Stereotypical Barbie wants to be someone who makes meaning rather than an idea. She finds her true self as a human being after facing everything.

Supporting dialog:

"I want to be part of people that make meaning. Not the thing that's made. I want to do the imagining. I don't wanna be the idea. Does that make sense?"

(Barbie the Movie, 2023, 01:43:02-01:43:19)

"Do you give me permission to become human?"

(Barbie the Movie, 2023, 01:43:26-01:43:30)

"So, being human's not something I need to ask for or even want? I can just it's something that I just discover I am?"

(Barbie The Movie, 2023, 01:43:55-01:44:12)

Stereotypical Barbie has realized that she doesn't want to be an idea anymore. She has seen the perspective of someone affected by her idea and she wants to be someone who makes meaning, not be meaning. She has recognized the discomfort of being human but she still wants to be a human. She has felt complete because she has balanced her experiences in Barbie Land and the real world, the negative and positive aspects of herself, and gained individuation growth. He has gained harmony within herself after passing through the integration and self-realization phases.

RQ2: What is the role of archetypal characterizations in navigating the storyline of "Barbie"?

The Stereotypical Barbie's role as the primary character plays a crucial role in her journey through the plot which is the definition of a perfect woman, but one day she experiences malfunctions and errors caused by the woman who plays her feeling the same way until they feel a bond.

First, when in Barbie Land, Stereotypical Barbie strongly represents the persona archetype. It's reflected by her perfect personality, traits, and behavior such as a Stereotypical Barbie who lives and has a great day every day, is friendly, supportive, helpful, maintains peace, loves to compliment, cheerful, and confident. Her appearance also shows the perfectness of women such as girly fashion and beauty standards. However, the impact of the women who portray her in real life causes the mask covering her identity to break and she begins to malfunction which makes her start to think about death, she got a bad day by malfunctioning. Second, shadow. These negatives are in the form of feelings, traits, and personality traits that she shows weakness in the form of embarrassment, carelessness, insult, worry, anger, anxiety, insecurity, disappointment, and frustration.

The third archetype is animus. This is evident from Stereotypical Barbie who is dominating, leader, brave, and assertive when in the real world with Ken. Fourth, the great mother archetype that reflects motherhood, is reflected in Stereotypical Barbie's desire to nurture by sacrificing anything to fix everything that is a problem for girls in the world and shows her empowerment to Ken so that Ken can reach his full potential to grow and develop. Fifth, a heroine who provides power and peace. This archetype is reflected when she indirectly tries to save the image of a Barbie, save Gloria and Sasha's relationship, and save Barbie Land with her tactics. Sixth, the trickster archetype is reflected by her rebellion and mischievous traits that challenge norms. And last Self. The self-archetype is reflected by Stereotypical Barbie as she tries to integrate herself with Gloria until she can realize her own self-discovery and achieve wholeness and harmony through the development of other archetypes.

CONCLUSION

Based on the findings above, there are seven archetypal characters in “Barbie” movies. They are Persona, Shadow, Animus, The Great Mother, Hero, Trickster, and Self. The archetypal characteristics of the persona are living and having a great day every day, being friendly, and supportive, loves to help, maintaining peace, loves to compliment, being cheerful, and being confident. The archetypal characters of shadow are embarrassed, questioning herself, careless, insulting others, feeling uncomfortable and unsafe, angry, anxious, insecure, disappointed, and frustrated. The archetypal characters of anima animus are leader, brave woman, assertive, and dominant. The archetypal characteristics of the great mother are nurturing and empowerment. The archetypal characters of the hero are the hero against Sasha for Barbies, the hero against patriarchy for the girls in the real world, hero for Sasha and Gloria. The hero in Barbie Land against Ken. The archetypal characteristics of the trickster are rebellion and mischief. The archetypal characteristics of self are stereotypical Barbie searching for the girl played her, integration, self-realization, and wholeness.

The archetypal characters of Stereotypical Barbie's role as the primary character play a crucial role in her journey through the plot which is the definition of a perfect woman. But one day she experiences malfunctions and errors caused by the woman who plays her feeling the same way until they feel a bond. The findings are eight characterizations of stereotypical Barbie and seven archetypal represented by Stereotypical Barbie.

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