

**The Influence of Barbie Movies on Female Beauty Standards: a Social Cognitive Perspective**

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**ABSTRACT**

*Film as a visual media has great power in shaping and directing the audience's perception. A person's cognition can be influenced by what we get and receive in social reality. The purpose of this study was to understand how Barbie movies portray beauty and how this may influence the way children view beauty. This study uses a mixed method research method. This method combines quantitative research and qualitative research that focuses on an in-depth analysis of the beauty standards conveyed in the Barbie film and the influence of the Barbie film on women's beauty standards, especially children. The sampling method for this study was census sampling with 36 respondents. Data sources were obtained from questionnaires and in-depth interviews. Data analysis techniques using simple regression analysis. results Barbie movie influences the perception of beauty standards in children, accordance a simple regression analysis showing that the Barbie movie variable has a sig value of  $0.01 < 0.05$  so that all variables can be stated to have a significant effect on women's beauty standards. then 28.2% of respondents' beauty standards are influenced by Barbie movies. Through social cognitive theory, films explain that children learn based on what they observe and then they will imitate these actions, where children watch Barbie movies, in the process they will learn about the values of beauty by seeing how Barbie characters are depicted in the film. Barbie 2023 movies can influence child development in several ways, namely through attention, retention, and motivation.*

**Keywords:** *Influence of the Barbie, Movie Beauty Standards, Child Cognition*

**ABSTRAK**

Film sebagai media visual mempunyai kekuatan yang besar dalam membentuk dan mengarahkan persepsi penontonnya. Kognisi seseorang dapat dipengaruhi oleh apa yang kita peroleh dan terima dalam realitas sosial. Tujuan dari penelitian ini adalah untuk memahami bagaimana film Barbie menggambarkan keindahan dan bagaimana hal ini dapat mempengaruhi cara anak-anak memandang keindahan. Penelitian ini menggunakan metode penelitian metode campuran. Metode ini menggabungkan penelitian kuantitatif dan penelitian kualitatif yang berfokus pada analisis mendalam terhadap standar kecantikan yang disampaikan dalam film Barbie dan pengaruh film

Barbie terhadap standar kecantikan wanita khususnya anak-anak. Metode pengambilan sampel penelitian ini adalah sensus sampling dengan jumlah responden sebanyak 36 orang. Sumber data diperoleh dari kuesioner dan wawancara mendalam. Teknik analisis data menggunakan analisis regresi sederhana. Hasil penelitian menunjukkan bahwa film Barbie berpengaruh terhadap persepsi standar kecantikan pada anak, berdasarkan analisis regresi sederhana menunjukkan bahwa variabel film Barbie mempunyai nilai sig sebesar  $0,01 < 0,05$  sehingga seluruh variabel dapat dinyatakan berpengaruh signifikan terhadap standar kecantikan wanita. kemudian 28,2% standar kecantikan responden dipengaruhi oleh film Barbie. Melalui teori kognitif sosial film menjelaskan bahwa anak belajar berdasarkan apa yang diamatinya kemudian mereka akan meniru tindakan tersebut, dimana anak menonton film Barbie, dalam prosesnya mereka akan belajar tentang nilai-nilai keindahan dengan melihat bagaimana tokoh Barbie digambarkan dalam film tersebut. Film Barbie 2023 dapat mempengaruhi tumbuh kembang anak melalui beberapa cara yaitu melalui perhatian, retensi, dan motivasi.

**Kata Kunci:** Pengaruh Barbie, Standar Kecantikan Film, Kognisi Anak

## INTRODUCTION

Film is a very influential media in shaping and reflecting social, cultural, and aesthetic values in society. Film is not only a medium of entertainment but also a medium of information and education and can be used to convey information quickly. All films and other stories convey a moral message. Morality in stories and films is usually considered as practical morality that can be taught and understood through stories and films (Dalimunthe & Saputra, 2021).

One of the films that has had a major influence on children and teenagers' perceptions of beauty is the Barbie film. Over the decades, Barbie has appeared in numerous animated films with themes of beauty, adventure, and independence. Barbie films often convey the message that beauty is an important part of a woman's identity and success.

Beauty is a value, an expression of an ideal, a symbol of perfection, an embodiment of something good or attractive (Santayana, 2012: 11). According to Hall (2005: 18-20), representation is the ability to explain or imagine something. Representation is important, considering that culture is always shaped by meaning and language. In this case, language is a form of symbol or form of expression.

The Barbie character has long been known for her distinctive appearance. Tall, slim, fair-skinned, blonde, with a symmetrical face that is considered close to the ideal standard of beauty. This has led to criticism that Barbie promotes an unrealistic body image and can lead to dissatisfaction with one's appearance among children, especially girls.

Several studies have shown that exposure to fictional characters with unrealistic appearances, such as dolls, Barbie, can lead to body image disorders, low self-esteem, and even the development of eating disorders in children. Children, who are at a critical stage in the development of their identity and self-concept, are more susceptible to media messages about beauty standards.

In recent years, Mattel, as the owner of the Barbie brand, has expanded the definition of beauty by introducing more diverse variations of Barbie, including Barbies with more realistic physiques, different ethnic traits, and different physical abilities. This effort shows that Mattel recognizes the importance of more inclusive representation in children's entertainment media. It is hoped that by showing diverse definitions of beauty, Barbie can convey a more positive and empowering message to children, especially girls, in building a healthy self-image and body image.

The purpose of this study was to understand how Barbie movies portray beauty and how this may influence the way children view beauty. When children watch movies, they often see attractive characters and try to imitate what they see. This is in line with a theory called Social Cognitive Theory, which explains that children learn from what they see in the media, such as movies and TV shows.

The beautiful pictures and interesting stories in the film are very influential. Children's way of thinking. When movies show different types of beauty and characters with different skills, children can learn that beauty is not just about physical appearance. Stories that teach good values, such as courage and friendship, also help children feel better about themselves. By understanding the influence of Barbie movies, this study can provide important information for parents and teachers so they can help children have a positive and healthy view of themselves.

## **LITERATURE REVIEW**

### **Previous Research**

There are ten previous studies used in this study. The study on "The Influence of Barbie Films on the Perception of Physical Beauty Standards among Adolescents in West Jakarta" by Dian Novianti and SiscaAulia (2023) is the first previous study. They tried to identify how narrative elements, film concepts, and cinematic elements in Barbie films influence adolescents' views on beauty. This study aims to understand the influence of Barbie films that are trending in 2023 on the perception of physical beauty standards among adolescents in West Jakarta. This study uses a quantitative approach with a survey method. Samples were taken purposively from the population of adolescents in West Jakarta who had watched Barbie films, with a total of 100 respondents. Data were collected using a questionnaire and analyzed using SPSS software version 26 including validity, reliability, normal distribution, and simple linear regression analysis. The results of this study indicate that Barbie films have a positive and significant influence on the perception of physical beauty standards among adolescents in West Jakarta.

The second previous research was conducted by Liza Dwi Eftiza Khairunniza, Sari Sri Handani, Dena Mustika, Yunita Haryani (2024) in their thesis entitled "Analysis of Gender Representation in the Main Characters of the 2023 Barbie Film: A Social Science Education Perspective". They looked at how the Barbie movie portrayed gender roles. The researchers wanted to see how the main characters in the Barbie movie defy gender stereotypes and how that affects society's view of gender. According to Liza, Barbie shows gender stereotypes, but the movie also shows how the characters in the movie defy those stereotypes. In the movie, the Barbie character can do anything and can do various jobs. From this study, it can be concluded that the movie can be a means to learn about gender equality and the importance of respecting the differences between men and women.

"Audience Reception of the Meaning of Female Gender Stereotypes in Greta Gerwig's Barbie Film" by Rida Satriani, Nuraida, Emi Puspita Dewi (2024) is the third previous study. They examined how audiences respond to and interpret the meaning of gender stereotypes in the Barbie film, especially the female characters in the film. This study uses reception analysis based on Stuart Hall's theory. The researchers concluded that audiences have different interpretations of gender issues and reflect diverse views in society.

## **Social Cognitive Perspective Theory**

Social Cognitive Theory (SCT; Bandura 1986) has become a fundamental resource in clinical, educational, social, developmental, health, and personality psychology. It has been applied to areas as diverse as school achievement, emotional disorders, mental and physical health, career choice, and sociopolitical change.

Social Cognitive Theory is a way to understand how we learn and behave from what we see and experience around us. This theory was developed by Albert Bandura, a psychologist, who explained that we can learn a lot just by observing others. For example, when children see adults or characters in movies doing something, they can imitate those actions. In the context of the Barbie movie, this process is very important because children can learn about values such as beauty, courage, and friendship by seeing how the characters in the movie behave.

When children watch Barbie movies, they see a diverse character. If Barbie is depicted as tall, white, and slim, children may be inspired to be like Barbie. This is an example of observational learning, where they not only enjoy the story, but also absorb positive attitudes from the characters they see.

Within this way, the Barbie movie is not just entertainment, but also a powerful tool for learning. Through the process of learning by observing, the movie can influence the way children see themselves and others. By providing positive messages about beauty and courage, the movie helps children understand that they can be whoever they want to be, and encourages them to believe in themselves and appreciate diversity.

## **RESEARCH METHODS**

This study employs a mixed-method approach that combines quantitative and qualitative research methods. The quantitative aspect focuses on analyzing the influence of the characters in the *Barbie* movie on children's beauty standards, while the qualitative aspect provides an in-depth exploration of the beauty standards depicted in the film. Quantitative research examines the relationships between variables and produces numerical data that can be analyzed using statistical procedures (Creswell, 1994). A survey design is used to organize and collect data for analysis. Meanwhile, qualitative methods are employed to interpret quantitative findings and to explore the depiction of beauty standards in the *Barbie* movie, offering a comprehensive understanding of the topic.

The population of this study consists of students in grades 4, 5, and 6 at an elementary school in Boyolali Regency. The sample includes 36 girls aged 9 to 12 years, selected through a census sampling technique that ensures all eligible students are included. This approach captures a wide range of perspectives and experiences regarding beauty standards. The material object of this research is the *Barbie* film (2023), a live-action adaptation of the iconic Barbie doll franchise written by Greta Gerwig and Noah Baumbach. The film challenges traditional beauty norms by presenting Barbie dolls with diverse appearances and promotes themes of diversity and acceptance. The formal object focuses on the characters in the *Barbie* movie and their implications for women's beauty standards, particularly for children.

The study utilizes both quantitative and qualitative data. Quantitative data is collected through a questionnaire survey distributed to all 36 respondents to measure their perceptions of beauty standards portrayed in the film. Qualitative data is gathered through interviews with nine children, representing a subset of respondents from each grade, to provide deeper insights into their views on beauty standards influenced by the *Barbie* movie. The primary data sources include questionnaires and interviews, while secondary data sources consist of previous studies and relevant literature.

The data collection process begins with a screening of the *Barbie* movie, as it was only released in 2023 and many children may not have seen it. Following the screening, questionnaires containing Likert-scale questions are distributed to all respondents. Subsequently, a subset of nine children is selected for face-to-face interviews to explore their perceptions of beauty standards in greater depth. The collected data is analyzed using both qualitative and quantitative methods. Qualitative data is analyzed thematically to examine the influence of the *Barbie* movie on children's perceptions of beauty, while quantitative data is analyzed using SPSS, employing statistical tests such as t-tests or ANOVA to identify patterns and measure the film's impact.

To ensure data validity, the questionnaire items are designed to cover various aspects of beauty depiction, including physical features, attitudes, and character behavior, based on literature and theories. Triangulation is employed by comparing

interview results with questionnaire data to identify consistent patterns or discrepancies. This methodological rigor aims to enhance the validity and reliability of the study's findings and provide valuable insights into the influence of the *Barbie* movie on children's beauty standards.

## **RESULTS AND DISCUSSION**

### **Results**

The results of the analysis using the film *Barbie* (2023) contain a deep understanding of how the *Barbie* film depicts beauty standards and how the *Barbie* film influences women's perceptions of beauty standards.

#### **Beauty standards conveyed in the film *Barbie* (2023)**

a) The Diverse Ethnic Background

In the *Barbie* 2023 movie, we can see the characters of *Barbie* and her friends who come from various ethnic backgrounds, *Barbie* and her friends who come from various ethnic backgrounds gather, interact with each other, and show harmony in diversity.

b) Diversity of Body Shapes

In the *Barbie* 2023 movie, the characters are depicted with a variety of body shapes that are more inclusive than the previous *Barbie* series. The previous *Barbie* series depicted *Barbie* characters who were identical to slim, tall and slender bodies. But in the *Barbie* 2023 movie there are several characters who are depicted with short, fat body shapes and there are also *barbie* characters who have athletic bodies.

c) Affirmation of Diversity as a Strength

One scene in *Barbie* 2023 that emphasizes diversity as a strength is when *Barbie* and her friends throw a party. In this scene, various *Barbie* characters with different ethnic backgrounds and body shapes dance together. They display beauty, confidence and pride in the diversity they represent

#### ***Barbie* movies influence women's perceptions of beauty standards**

This research was conducted at SD Negeri 2 Selodoko. The respondents taken were students in grades IV, V, and VI. The reason the researcher chose respondents at elementary age was because children had entered cognitive development, where in this development the children were because at that age children had begun to think, such as knowing, understanding, analyzing, reasoning, thinking creatively and acting (Bujuri, 2018). So, it is hoped that in this study respondents can understand and know and understand the meaning in the film *Barbie* (2023) so that they are motivated to imitate the behavior of the characters in the film because of positive reinforcement, both from the social environment and expectations of the desired results. The research method of

data collection uses questionnaires and interviews, the following are the results of the questionnaire.

## **a. Film Screening**

Before distributing the questionnaires and closed interviews, the researcher first showed the film to the respondents. The film was shown on Monday, November 4, 2024 at SD N 2 Selodoko where the screening was carried out to grades 4, 5 and 6.



**Figure 1:** Screening of the Barbie Movie (2023)

## **b. Questionnaire Completion**



**Figure 2:** filling out the questionnaire by the respondent

The questionnaire was filled out for students of SD N 2 Selodoko where after the respondents watched the Barbie film, the researcher explained how to fill out the questionnaire that would be filled in, the results of the questionnaire were then processed using statistical techniques using SPSS 25 software as follows:

### **1) Descriptive statistics**

Descriptive Analysis is used to manage respondents' answers in a general perspective and to provide ease to the researcher in analyzing the data. The independent variable for this research is Barbie Movie. The dependent variable is Women's perspective. The interval for respondent's answer can be measured using the following formula:

**Table 1:** Criteria Evaluation

Interval	Evaluation
1.00-1.75	Strongly Disagree
1.76-2.50	Disagree
2.51-3.25	Agree
3.25-4.00	Strongly Agree

Source: (Hartanto, 2017)

**Table 2:** Descriptive statistical analysis of Barbie Movie variables (2023)

No	Indicator	Likert scale				Mean	Standard Deviation	Note
		1	2	3	4			
1	I know the Barbie character in the movie	0	0	10	26	3.72	0.45	SA
2	I know the physical characteristics of the Barbie character	0	0	8	28	3.78	0.42	SA
3	I know the meaning of the barbie character in the movie	0	0	4	32	3.89	0.31	SA
4	I know that the characters are diverse	0	0	6	30	3.83	0.37	SA
5	The images in the barbie film are of excellent quality	0	0	6	30	3.83	0.37	SA
6	Backsound used in the film according to the message you want to convey	0	0	14	22	3.61	0.49	SA
7	Movie characters have the same image as the barbie characters I previously knew.	0	0	4	32	3.83	0.37	SA
Barbie Movie						3.78		

1= Strong Disagree; 2= Disagree; 3=Agree; 4=Strongly Agree

The table above shows the respondents' answers to the Barbie movie variable. The average respondent's answer is 3.78, which means that the respondents strongly agree with the seven question items. The highest average is the third question item with a value of 3.89, which means that after watching the film, the respondents know the meaning conveyed in the Barbie movie character, then this indicator becomes the main factor of the Barbie movie.

**Table 3:** Descriptive statistical analysis of Woman's Beauty Standar

No	Indicator	Likert scale				Mean	Standar d Deviation	Note
		1	2	3	4			
1	I saw a barbie movie	0	0	3	33	3.92	0.28	SA
2	I carefully look at the message conveyed in the film Barbie	0	0	2	34	3.94	0.23	SA
3	I see and listen to every scene of the Barbie movie	0	0	14	22	3.66	0.16	SA
4	I understand the storyline in a Barbie movie	0	0	3	33	3.92	0.28	SA
5	I understand and comprehend the message that Barbie wants to convey about beauty standards	0	0	7	29	3.81	0.40	SA
6	I analyze every scene in the Barbie movie	0	0	11	25	3.69	0.46	SA
7	I was impressed by the understanding conveyed from the film Barbie about	0	1	6	29	3.78	0.48	SA

	women's beauty standards								
8	After I watch a Barbie movie, I can set a beauty standard for me	0	0	5	31		3.86	0.35	SA
9	Having watched Barbie's movies, I feel that every woman has a different beauty	0	0	2	34		3.94	0.23	SA
10	After watching the Barbie movie I felt more confident in my physical appearance	0	0	2	34		3.94	0.23	SA
11	After watching Barbiemovies I can be more receptive to my physical appearance	0	0	3	33		3.92	0.28	SA
Woman's beauty standard							3.85		
1= Strong Disagree; 2= Disagree; 3=Agree; 4=Strongly Agree									

The table above shows the respondents' answers for the standard Woman's beauty variable. The average respondent's answer is 3.85, which means that the respondents strongly agree with the eleven question items. The highest average is the third question item with a value of 3.94. This means that all respondents carefully watched the Barbie movie that was shown, after watching the movie the respondents realized that women's beauty is diverse and after watching the movie the respondents felt more confident about their physical appearance.

## 2) Validity and reliability

Validity test was conducted using bivariate analysis using SPSS software version 25. Data is said to be valid if the sig value is less than 0.05 or sig <0.05. The table below shows the results of the validity test.

**Table 4: Validity Result**

Variable	Correlation Significance (2-tailed)	Information
<i>Barbie Movie (X)</i>		
X.1	0.00	Valid
X.2	0.00	Valid
X.3	0.00	Valid
X.4	0.00	Valid
X.5	0.00	Valid
X.6	0.00	Valid
X.7	0.04	Valid

Source: Processed data (2024)

Variable	Correlation Significance (2-tailed)	Information
<i>Woman's Beauty Standards (Y)</i>		
Y.1	0.00	Valid
Y.2	0.00	Valid
Y.3	0.00	Valid
Y.4	0.00	Valid
Y.5	0.00	Valid
Y.6	0.00	Valid
Y.7	0.00	Valid
Y.8	0.00	Valid
Y.9	0.01	Valid
Y.10	0.00	Valid
Y.11	0.00	Valid

Based on table 4.8, the results of the validity test on the variables show that each question item has a sig value (2-tailed) of less than 0.05, which means that all statement items are said to be valid and can be analyzed further.

**Table 5: Reliability Result**

Variables	Cronbach's Alpha
barbie movie	0.623
Women's beauty standards	0.700

Source: Processed data (2024)

The binding variable is valid if the Correlation Significance (2-tailed) is below 0.05 and is categorized as realistic if Cronbach's Alpha is above 0.6

based on the SPSS result data barbie movie, and Women's beauty standard variables are said to be reliable.

### 3) Multiple linear regression analysis

**Table 6:** Multiple Linear Regression Test Results

	<b>Regression Coefficient</b>
Constants	37,059
<i>barbie movie</i>	0.213

Source: Processed data (2024)

Based on table, the following regression equation is obtained:

$$Y = 37.059 + 0.213X$$

From the regression equation, it can be interpreted as follows:

- The constant of 37.059 shows the value of the Y variable if the ilm barbie variable is considered zero. This means that it is not influenced by the independent variable, so the value of the woman perspective is 0.213.
- The regression coefficient of the Barbie movie is 0.213, meaning that if the Barbie movie variable is increased by 1 unit, it will increase by 0.213.

The t-test is assessed by looking at the significance value, if the sig value  $< 0.05$  then the Barbie movie variable has a significant effect on the standard woman's beauty variable.

**Table 7:** T-Test Result

<b>Variable</b>	<b>T</b>	<b>Sig</b>	<b>Information</b>
<i>barbie movie</i>	3.656	0.00	Influential

Source: Processed data (2024)

Based on table 4.12, it shows that the Barbie movie variable has a sig value of  $0.01 < 0.05$  so that all variables can be stated to have a significant influence on the woman's beauty standard.

### 4) Coefficient of Determination Test (R<sup>2</sup>)

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>
0.351	0.282	0.261

Based on the results of the determination coefficient analysis (R<sup>2</sup>), it is known that the significance value of R square is 0.282, which means that the

ability of the Barbie movie variable to explain the standard woman's beauty variable is 28.2%, the remaining 71.8% is explained by other variables that are not explained by this study.

## **Discussion**

Mass media presents reality in a certain way that is influenced by culture, ideology and certain interests. Film as a visual media has great power in shaping and directing the audience's perception. A person's cognition can be influenced by what we get and receive in social reality. This is proven by the film that someone watches can influence the meanings that are displayed. Where the results of the interview stated that after the children watched various scenes shown in the barbie film, they were able to describe how the characters in the barbie film were then they were able to present their perceptions of beauty according to what they saw in the barbie film.

### **Beauty Standards Conveyed in Barbie Movies**

#### a. The Diverse Ethnic Background

Barbie and her friends who come from various ethnic backgrounds gather, interact with each other, and show harmony in diversity. This confirms that Barbie 2023 seeks to represent ethnic diversity inclusively, avoiding domination or stereotypes of one particular ethnic background. This scene can be seen as Barbie 2023's attempt to present a Barbie world that better represents the demographic and cultural diversity that exists in society, challenging the view that has tended to be homogeneous.

#### b. Diversity of Body Shapes

In the Barbie 2023 movie, the characters are depicted with a variety of body shapes that are more inclusive than the previous Barbie series. The previous Barbie series depicted Barbie characters who were identical to slim, tall and slender bodies. But in the Barbie 2023 movie there are several characters who are depicted with short, fat body shapes and there are also barbie characters who have athletic bodies. This shows that the barbie movie has broken the standard of female beauty, barbies are generally always identical with thin bodies, white skin, long and blonde hair. However, this barbie movie shows that barbies can be what they want without following the barbie stereotype in general. This scene presents that women have the right to their own bodies without having to adjust to the standards of female beauty that are formed in the community.

#### c. Affirmation of Diversity as a Strength

One scene in Barbie 2023 that emphasizes diversity as a strength is when Barbie and her friends throw a party. In this scene, various Barbie characters with different ethnic backgrounds and body shapes dance together. They display beauty, confidence and pride in the diversity they represent. This scene presents that with barbie has a variety of physical characters, both in body shape, skin

color, hair length and others. barbie looks according to what they want without following existing beauty standards. They make the difference as their advantage and is their characteristic, the difference is used as a positive strength for them so that they feel confident.

Overall, Barbie 2023's message and theme of equality, acceptance, and respect for diversity connotes an effort to challenge and change the dominant discourse on beauty. This implies an awareness of the importance of inclusivity and more diverse representation. Through the analysis of connotative meaning, the elements in Barbie 2023 can be interpreted as an effort to expand and renew the concept of beauty that has so far been too narrow and exclusive. The representation of diverse characters, interactions, and appearances contains a deeper message about acceptance, equality, and the need to challenge single standards of beauty.

## **Barbie movie 2023's representation of beauty in influencing children's perceptions of beauty standards**

Based on the results of quantitative research, it shows that the Barbie movie has an effect on the perception of beauty standards in children. This is in accordance with the results of a simple regression analysis showing that the Barbie movie variable has a sig value of  $0.01 < 0.05$  so that all variables can be stated to have a significant effect on women's beauty standards. then 28.2% of respondents' beauty standards are influenced by the Barbie movie. This is supported by the results of the answers to the questionnaire questions where respondents strongly agree that after watching the Barbie movie, respondents know the meaning conveyed in the characters in the Barbie movie, then this indicator becomes the main factor of the Barbie movie. Then all respondents strongly agree that they carefully watch the Barbie movie that is shown, after watching the movie, respondents realize that women's beauty is diverse and after watching the movie, respondents feel more confident about their physical appearance. In a closed interview between the researcher and one of the respondents stated:

*"My view of beautiful women changed after watching this film, it turns out that beautiful women are not always white-skinned, but all women are beautiful. Every woman presents their beauty in their own way"*

This shows that films can influence their perceptions. Research from Huda et al., (2023) entitled "Film as a Media in Changing Human Perspectives in the Principles of Humanity", Anggyan et al., (2022) entitled "The Influence of Imperfect Films on Student Perceptions in Bandung City", research from Novita & Siska (2023) entitled "The Influence of Barbie Films on the Perception of Physical Beauty Standards in Adolescents in West Jakarta". Where researchers agree that Film is a media that has an influence on all its viewers.

Based on cognitive theory according to Albert Bandura, someone can learn based on what they observe and then they will imitate the action. In this case study, children watch Barbie movies, in the process they will learn about the values of beauty by seeing how Barbie characters are depicted in the film. When children watch Barbie movies they see diverse characters, where Barbie movie characters are depicted as beautiful women with tall, white, long-haired body proportions.

Social Cognitive Theory is a theoretical framework in psychology that explains how individuals learn and behave through the interaction of cognitive, behavioral, and environmental factors. Based on Social Cognitive Theory, the Barbie 2023 movie can influence child development through the observational learning process. Barbie 2023 can influence child development in several ways, namely through attention, retention, production, and motivation.

## 1) Attention

Children tend to pay attention and focus on Barbie characters that are visually appealing and have prominent characteristics. The attractive visual design and dramatic story in the 2023 Barbie movie can increase the appeal and keep children cognitively engaged. In an in-depth interview with one of the sources stated,

*"The film is very interesting, every scene is not boring because the setting is very interesting, depicting the Barbie world, so I feel like I am carried away in the film."*

## 2) Retention

Information about Barbie's behavior, traits, and characteristics will be stored in the child's memory through the process of symbolic coding, mental repetition, and organization. Children can remember and retain visual images, dialogues, and actions of the Barbie characters they observe. In an in-depth interview with one of the respondents stated,

*"Barbie movie characters have different beauty traits, each character is very prominent. They have distinctive characters that stick to themselves and then present their personalities."*

## 3) Motivation

Children may be motivated to imitate Barbie's behavior because of positive reinforcement, both from the social environment and the expectation of the desired outcome. For example, when children see Barbie characters that show diverse beauty, then children will begin to be motivated to appear more confident with the beauty they have by ignoring existing beauty standards and then they value diversity. Based on interviews between researchers and respondents, namely:

*"After watching Barbie, I appreciate diversity more, everyone has different physical characteristics and we must respect each other despite the differences that exist. For that, we must be more confident with our physical appearance"*

Overall, a more inclusive and diverse representation of beauty in Barbie 2023 can have a positive impact on the formation of children's self-concept and body image. It can help broaden their perspectives on beauty, increase self-acceptance, and reduce the pressure to conform to overly rigid beauty standards. Ultimately, this more diverse representation can contribute to the formation of healthier and more positive self-concept and body image in children.

## **CONCLUSION, AND SUGGESTION**

### **Conclusion**

Based on the results of quantitative and qualitative research conducted by researchers by collecting data from interviews, observations and document analysis from the film several conclusions can be drawn. The following conclusions are presented as follows:

- a. Overall, a barbie movie Barbie characters and her friends come from various ethnic backgrounds, Barbie and her friends are depicted as coming from various ethnic backgrounds that show harmony in diversity. This confirms that Barbie 2023 seeks to represent ethnic diversity inclusively, avoiding domination or stereotypes of one particular ethnic background. The scene can be seen as Barbie 2023's attempt to present a Barbie world that better represents the demographic and cultural diversity that exists in society, challenging the view that has tended to be homogeneous.
- b. Based on the results of quantitative research, it shows that the Barbie movie influences the perception of beauty standards in children. This is in accordance with the results of a simple regression analysis showing that the Barbie movie variable has a sig value of  $0.01 < 0.05$  so that all variables can be stated to have a significant effect on women's beauty standards. then 28.2% of respondents' beauty standards are influenced by Barbie movies. Through social cognitive theory, films explain that children learn based on what they observe and then they will imitate these actions, where children watch Barbie movies, in the process they will learn about the values of beauty by seeing how Barbie characters are depicted in the film. Barbie 2023 movies can influence child development in several ways, namely through attention, retention, and motivation.

### **SUGGESTION**

- a. It is hoped that parents and teachers can provide guidance and provide films for children that can have a positive impact on children and can improve children's cognitive development.
- b. It is expected that the film media can present stories that have meaning and moral messages and are delivered in a good, interesting, entertaining and creative way.

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In this way, the audience is expected to be able to interpret the film they watch and take a positive message to be used as inspiration and motivation.

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