

Fantasy: Exploring Moral Values in Barbie Movie 2023

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Abstract

This article demonstrates how moral values are presented in this movie. The aim is to uncover the kinds of morality performed by the characters. The writer applies semiotics as a tool for analysis to interpret the texts used by them. The results reveal two central moral values: moral conflict arises in decision-making, while moral responsibility can be observed in the context of relationships among the characters and the place called 'Barbie Land' where they live.

Keywords: *barbie, movie, morality*

Introduction

This article analyzes the movie 'Barbie' in the context of a moral theme. To give a better conceptual understanding, the writer starts by giving a brief explanation of the three main terms: literature, movie's term, and the idea of morality, and how these terminologies are intertwined within the literary works.

Literature can act as a vessel of ideas: to express ideas, thoughts, and imagination. Literature acts as an instrument for the authors to convey their views. Traditionally, literature is a body of writings, the use of language to create fiction infused with aspects of everyday life (Stecker, 1996). As defined by Ade and Okunoye (2008), imaginative thoughts and feelings expression is what literature is. These thoughts and feelings include their imaginative ideas or their views on human society. Of this, literary works can carry a reflection of human life in an imaginative way. To reach the full potential of ideas depiction, movies serve as a great medium to do so.

Generally, the movie is a form of literary expression—this is a fundamental definition. Theoretically, according to Sapp (1986), "is a motion picture which is considered as a source of entertainment or as an art form". Here, movies primarily function to entertain the people. However, that is just one of its functions among many; for instance, it serves as a means to explore social issues, including moral values like those discussed in this article. The term 'Moral' is commonly associated with manners, ethics, and character, where those are very closely intertwined with the conduct displayed by individuals (Subur, 2015), while Berterns (2002), defines morals as the things that are concerned with human action. Shortly, it talks about the good and bad of human actions hinged on the norms practiced in a society. It can be concluded that films (Barbie) serve as a bridge, while moral—the main topic of this writing, as the content.

The Barbie 2023 movie tells the story of a Stereotypical Barbie (Margot Robbie) living her best life in the idealistic imaginative world of Barbie Land. One morning, she is experiencing malfunctions caused by the human who plays her in the Real World. This makes her have to venture into the scary Real World alongside Ken (Ryan Gosling). Upon figuring out the contrasted reality, Barbie is faced with an existential crisis. This

Box-Office hit explores the theme of womanhood and motherhood, making the journey filled with moral decisions and responsibilities to find the best outcome for all.

The popularity of the Barbie 2023 movie which broke many records and an eye-opening topic, is taken into account while choosing a movie to examine. Other than relevancy, the writers decided to choose the movie on the grounds of the many subplots present in the movie. It provokes a lot of disputes regarding the main point of the movie, the main discourse being on the scope of feminism. The writers figure that it is best to explore this movie in order to discover other messages displayed in the movie, it being the moral values.

Clearly, the film above is elaborated in the context of morality through the lens of semiotics—the study of sign systems. In other words, the study of signifiers and signified (Saussure, 1966). In Peircean semiotics: it is something that stands for something else (Peirce, 1955). This tool is used to interpret the conversation of the main characters to find the categories of moral values.

This film has been approached by some previous researchers such as Lubis, et.al (2024) which focused on a multifaceted exploration of masculinity. Another, such as Khairunnisa, et.al. (2024) discussed the representation of the character's role in influencing gender perceptions, aspirations, and the dynamics of social relationships. Also, Alviyanti and Siraj (2023) approached that movie to understand gender equality.

With these previous researches on Barbie, the writer has an insight regarding masculinity and how the characters' role can influence gender perception. This present research is more elaborated within this main object by seeking the moral values that emerge within the scenes.

The central question of this writing is how moral values emerged within the movie. The main aim is to uncover the ways values are presented by examining various characters. To sum up, the present research contributes to the study of morality within the movie. This distinguishes the previous research, where those are particularly focused on characters and masculinity.

Method

The method applied in this writing is qualitative research (Creswell & Creswell, 2018). The subject of this writing is the moral values which are explored through the personality of the main characters. The main source of the data was taken from the movie and other sources, such as from a script on the internet. In this writing, the researcher uses documentation as the way to collect the data. The data were collected by following these steps. First, watching the film many times, second, identifying the relevant data, and finally, analyzing the collected data.

Results

The Barbie film explores moral themes centered on two main issues: moral conflict and moral responsibility. Throughout the narrative, characters encounter moral dilemmas that test their ethical principles and decision-making processes. These conflicts challenge their beliefs and values, prompting them to navigate complex choices with profound implications. Concurrently, the film emphasizes the notion of moral responsibility, portraying characters who demonstrate accountability towards themselves. This dual exploration underscores the importance of ethical awareness and integrity in shaping personal growth and societal impact within the storyline.

Moral Conflicts in Decision-making

Datum 1 (Dialogue, 00:22:21 - 00:23:20)

The first moral conflict relating to ethical decisions can be seen in this scene where Barbie visits the Weird Barbie to find out about her malfunctions. Weird Barbie then reveals that it has something to do with the human who is playing with her and that she's feeling sad while playing with her. Weird Barbie then advises her to go to the real world in order to not make things worse. She's given two choices; The High Heel (representing going back to her perfect life in Barbie Land and living in denial) or The Birkenstock Sandal (representing the adventure to the Real World and fixing things up).

Weird Barbie: "So, what'll it be then? You can go back to your regular life and forget any of this ever happened, or you can know the truth about the universe. The choice is now yours."

Barbie: "The first one. The high heel."

Weird Barbie: "No. We'll do a re-do."

...

Weird Barbie: "You have to fix the rip yourself. Don't blame me, blame Mattel. They make the rules."

Barbie: "[whining] Oh, I don't want to."

Weird Barbie: "Fine, get cellulite. I don't care."

Barbie: "No! No, no, no. No. Okay. Yeah. [sighs] Send me through the portal."

This scene represents the moral conflicts faced by Barbie. She either has to choose her own comfort zone but make her malfunctions worse, or step out of her comfort zone to help the human and keep the perfection in Barbie Land. Barbie's decision-making is based on her morality to save herself and help her humans despite her fears. At first she refused by saying *"The first one. The high heel."* and *"[whining] Oh, I don't want to."* But, her morality to do the best things both for her and her humans overrules her fear and finally decided to go to the Real World with the line *"No! No, no, no. No. Okay. Yeah. [sighs] Send me through the portal."* Barbie's decision-making is based on her morality to save herself and help her humans despite her fears.

Datum 2 (Dialogue, 01:05:59 - 01:06:51)

The second proof of moral conflict themes in the Barbie movie is presented in this scene where Barbie is faced with the now-ruined Barbie Land due to the Patriarchy. She is having a mental breakdown and decides to give up on saving her Barbie Land and fix things in the Real World.

Barbie: "I've never wanted anything to change."

Gloria: "Oh, honey, that's life. It's all changed."

Barbie: "That's... That's terrifying. I don't want that. Not my life. No, thank you. Just, no, I don't want this. [sighs]. I'm just gonna sit here and wait and hope that one of the more leadership-oriented Barbies just snaps out of it and does something about this whole mess."... "Please just leave me here. Just leave me. Go back to your messed-up world and just leave me to mine."

The line *"I've never wanted anything to change."* shows her true desire despite her morality that chooses to fix everything. Barbie's decision to stop caring about fixing and helping everything is influenced by her experience, the reality she has seen in the Real

World, and her feelings that are all over the place because Kens ruined Barbie Land and Barbie's Dreamhouse.

And due to her situations, Barbie has a change of morality *"That's... That's terrifying. I don't want that. Not my life. No, thank you. Just, no, I don't want this."* She decided to give up on everything she has worked for by saying *"Please just leave me here. Just leave me. Go back to your messed-up world and just leave me to mine."* and pass the responsibility to a more authorized Barbie *"I'm just gonna sit here and wait and hope that one of the more leadership-oriented Barbies just snaps out of it and does something about this whole mess."* showing that she's losing her morality and letting Barbie Land's destruction.

Datum 3 (Dialogue 01:10:03 - 01:10:54)

Another moral dilemma is faced by other characters, Gloria and Sasha. After Barbie's breakdown, the mother-daughter duo decides to leave Barbie and Barbie Land. On their way out, their bonding moment is interrupted by Kens and Allan. Realizing what happened, Sasha, who used to hate Barbie, is having second thoughts about leaving Barbie Land and convinces her mother to go back and help the Barbies.

On the other hand, Gloria, who has always loved Barbies, doesn't want to help them anymore due to the situation in Barbie Land. Her daughter helps her build her confidence and get the courage back to save Barbie Land.

Sasha: "We have to go back. Barbie Land needs saving. Barbie needs saving." ... "You have to try. Even if... Even if you can't make it perfect, you can make it better."

Gloria: "I can't make anything better. I'm the one who ruined Barbie Land with my stupid drawings in the first place."

Sasha: "They're not stupid! They're amazing!"

...

Allan: "We have to get out of here right now."

Gloria: "Shut up, Allan! We're going back. Let's go get my doll."

The first line of this dialogue shows Sasha's change of heart when she looks back to what was Barbie Land (now Kendom). She then states *"We have to go back. Barbie Land needs saving. Barbie needs saving."* which shows her morality-based decision-making. Proving that morality can change when one is faced with reality.

This scene also shows that one's ethics and morality in decision-making can be influenced by encouragement from one's closest ones that are convincing, just like Sasha's saying *"You have to try. Even if... Even if you can't make it perfect, you can make it better."* and *"They're not stupid! They're amazing!"*. Due to bias, bonds, or feelings a decision can be made from the influence of others, as reflected in Gloria's decision to help the Barbies, *"Shut up, Allan! We're going back. Let's go get my doll."*

Datum 4 (Monologue, 01:16:36 - 01:16:40)

The fourth datum is taken from a scene where Barbie is challenged with yet another conflict between her morality and emotions. After her breakdown, Barbie is taken to Weird Barbie's house and comforted by Gloria. After getting some advice and insight from Gloria, Barbie comes to her senses and slowly pulls herself back out of depression. She then starts to make a plan on how to stop the Kens and Patriarchy in Barbie Land.

Barbie: "By giving voice to the cognitive dissonance required to be a woman under the patriarchy, you robbed it of its power." ... "We have

to stop the Kens. And you need to say all of those things to the other Barbies. That's the key."

This scene shows that one's morality can change or be shaped according to the emotions they're feeling. Even though she just had a mental breakdown, Barbie gets a wake-up call from her morality, with the help of Gloria's speech to help the other Barbies. Her morality then creates a more ethical decision to save Barbie Land from Patriarchy, *"We have to stop the Kens. And you need to say all of those things to the other Barbies. That's the key."*

Datum 5 (Dialogue, 01:20:45 - 01:21:11)

The last datum for ethical decision-making is from a scene where Barbie has to carry out one of the final plans to take back Barbie Land. Barbie faces a moral dilemma when she seeks to rescue Barbie Land from patriarchal systems while simultaneously needing to consider Ken's feelings as a friend.

Barbie: "What if this doesn't work? What if he doesn't... like me anymore?"

Gloria: "He likes you."

Barbie: "He was really upset."

Gloria: "Because he likes you. And because he knows deep down that you don't like him the same way."

Barbie: "It still doesn't mean I want to hurt him."

Gloria: "He took your house. He brainwashed your friends. He wants to control the government."

Barbie: "True." ... "Yeah."

Here, Barbie is quite unsure about the plan *"What if this doesn't work? What if he doesn't... like me anymore?"*. She also takes Ken's feelings into consideration as a friend *"It still doesn't mean I want to hurt him."* although a lot of damage has been done by Ken *"He took your house. He brainwashed your friends. He wants to control the government."*. Because her first moral choice is to save Barbie Land from the Patriarchal system, her strong will is needed to make a decision, although it costs hurting Ken's feelings. By saying *"True." ... "Yeah."*, Barbie is willing to carry on the plan.

Moral Responsibility

Datum 1 (Monologue, 00:07:28 -00:07:34)

The movie presents a moral value which is identified as moral responsibility, and this is manifested through bravery. In the courtroom, Lawyer Barbie delivers a very good opinion on free speech rights and everyone applauds her. This is one very touching moment for her, and she's not afraid to express it.

Lawyer Barbie: "This makes me emotional, and I'm expressing it. I have no difficulty holding both logic and feeling at the same time. And it does not diminish my powers. It expands them."

What Lawyer Barbie stated shows bravery to express feelings and be vulnerable *"This makes me emotional, and I'm expressing it."*. Where in her field of work, vulnerability is seen as a weakness. But at this moment, *"I have no difficulty holding both logic and feeling at the same time. And it does not diminish my powers. It expands them."*, Lawyer Barbie has the moral courage and responsibility to show others that being

emotional doesn't mean losing her logical sense, it rather broadens it. And it's acceptable to feel emotions

Datum 2 (Dialogue, 00:23:08 - 00:23:20)

The bravery is also depicted in the scene where Barbie finally decides to explore the Real World to fix the membrane that separates the two worlds despite her own wants and fears.

Barbie: "[whining] Oh, I don't want to."

Weird Barbie: "Fine, get cellulite. I don't care."

Barbie: "No! No, no, no. No. Okay. Yeah. [sighs] Send me through the portal."

Other than the ethical decision, this scene shows Barbie's bravery. Primarily, Barbie strongly refuses, "[whining] Oh, I don't want to.". Here, Barbie fears imperfections, but she has enough bravery to fulfill her responsibility to fix Barbie Land, her humans, and herself, "Send me through the portal.". The adventure to the Real World requires Barbie to be brave and step out of her comfort zone to know the truth about the universe.

Datum 3 (Act, 00:47:56 - 00:48:17)

The third datum explores the theme of bravery in moral responsibility. When Barbie arrives at the Mattel Headquarters and is taken to the top floor to meet the CEO and other board members. Barbie desperately wants to know how to fix her malfunctions, but the CEO tells her to get into a new Barbie Box. Sensing something is wrong, Barbie tries to escape by asking for the restroom.

Barbie: "You know what? Um, before I get in the box, could I just run to the restroom and make sure my hair is perfect?"

Mattel CEO: "Fine. Can you be speedy about it?"

Barbie: [runs] ... [elevator dings]

Mattel CEO: "I guess she really had to go to the bathroom." [alarm blaring] "Get that Barbie!"

This scene shows Barbie's instinct and bravery. She escapes by means of being responsible for herself. For further interpretation, the box symbolizes oppression. Her own morality won't let her be oppressed, in danger, or in an uncomfortable situation. Moreover, as a woman in a male-dominated community. Thus she bravely runs away from it and from the men chasing her.

Datum 4 (Dialogue, 01:10:52 - 01:10:57)

The moral responsibility is also seen from Sasha's and Gloria's scene. After seeing that Barbie Land has become Kendom and Barbie has given up, Gloria and Sasha want to go back to the Real World. But having a change of heart, Sasha convinced her mother to go back there and help save the Barbies and Barbie Land. Allan unexpectedly snuck into their car and begs them to take him away from Kendom.

Allan: "We have to get out of here right now."

Gloria: "Shut up, Allan! We're going back. Let's go get my doll."

Gloria's statement depicts bravery in moral responsibility to do the right thing. Rather than escaping Kendom (was Barbie Land) just as her initial plan and Allan's wish, she has the moral responsibility to help fix the Barbie Land she takes part in ruining, "Shut up, Allan! We're going back. Let's go get my doll.". Her decision shows bravery; owning and trying to mend the damage they cause.

Datum 5 (Dialogue, 01:17:16 - 01:17:42)

This dialogue presents another act of bravery by moral responsibility and is taken as the fifth datum. Here, after Gloria's empowering speech, Author Barbie snaps out of Ken's brainwashing. And by that, Barbie has an awakening from her mental breakdown and gets an insight. Along with Gloria and Sasha, they arrange a plan for how to save the brainwashed Barbies.

Barbie: "First we have to get the Barbies away from their Kens. We could use a decoy Barbie who pretends to be brainwashed. That should be you."

Author Barbie: "Cool."

Sasha: "Distract them by appearing helpless and confused. Kens cannot resist a damsel in distress."

Gloria: "You have to make them believe that you're complacent. That they have the power. And when their guard is down, you take the power back."

Their act shows bravery, which arises from the moral responsibility to help their brainwashed friend. Their plan to save other Barbies is to *"First we have to get the Barbies away from their Kens. We could use a decoy Barbie who pretends to be brainwashed."*, then Barbie appoints Author Barbie as the decoy and she agrees. Author Barbie's agreement also shows bravery in her, to confidently carry out the plan.

Datum 6 (Dialogue, 01:31:57 - 01:32:12)

The sixth is taken from a scene where President Barbie shows her power and the Barbies' bravery to end the "colonization" by Ken in Barbie Land. After fighting each other at the beach, the Kens head back to their Mojo Dojo Casa Houses, which were once Barbies' Dreamhouses. Upon entering the residential area, Ken notices something different about their houses.

Ken: "Is it just my imagination, or did these Mojo Dojo Casa Houses just get dreamier?"

President Barbie: "That's because they're Dreamhouses, mother... [bleep]."

[Kens gasp]

President Barbie: "That's right. We've reinstated the Barbie Land Constitution to what it should be. And restored all the Barbies' brains and autonomy."

Here, President Barbie declares that the Barbies are taking back their rights. It's her moral responsibility as the president of Barbie Land to keep the constitution *"That's right. We've reinstated the Barbie Land Constitution to what it should be"*, protect her people's property *"That's because they're Dreamhouses"*, and their bodily autonomy *"And restored all the Barbies' brains and autonomy."* President Barbie's action to stand against the Kens' patriarchal agenda shows bravery.

Datum 7 (Dialogue, 01:37:55 - 01:38:10)

This seventh is the last datum regarding bravery. It is also taken from a scene with President Barbie, only this time is her interaction with the Mattel CEO. In the matter of chasing Barbie, the Mattel CEO and other board members make their way to Barbie Land. Upon the situation there, he suggests his plan on how to fix Barbie Land.

Mattel CEO: "And we can restore everything in Barbie Land to exactly the way it was."

...
President Barbie: "I don't think that things should go back to the way that they were. No Barbie or Ken should be living in the shadows."

Hearing the CEO's suggestion, President Barbie figures that it's not the best option for Barbie Land, hence, she's not afraid to cut the CEO and states her opinion *"I don't think that things should go back to the way that they were."*, she knows that it's not good anymore for her people. Her bravery in speaking up, even if it's to the CEO of Mattel, is needed to create Barbie Land the best place for Barbies, Kens, and others, as she mentions *"No Barbie or Ken should be living in the shadows."*

Datum 8 (Picture, 00:18:03)

A snapshot of a scene is taken as the eighth datum, the first datum that discusses the friendship value represented in the movie. This scene is the continuation of Barbie's malfunction she discovered in the morning. Later, she visited the beach to meet her friends, but she found herself with flat feet and fell to the ground. For context, the default Barbie dolls' feet are always in a tip-toe. This includes the Barbies in the movie, which make flat feet considered a malfunction.



Picture 1. Barbie Showing Her Flat Feet

As it's seen in Picture 1, Barbie is showing her flat feet to her friends. Her friends' faces show disbelief with their eyes wide open and jaws dropped. Even they're disgusted at first, but they stay with Barbie to comfort her and give pieces of advice. Their action shows the moral and social responsibility of friendship, to be there for each other.

Datum 9 (Dialogue, 01:13:39 - 01:16:06)

The ninth datum discusses the social responsibility in friendship, taken from a dialogue between Barbie and Gloria when Barbie is having a mental breakdown. Barbie thinks that she's not pretty nor smart, Gloria then comforts her with a genuine and empowering speech.

Barbie: "I'm not good enough for anything." [crying softly]
Gloria: "It is literally impossible to be a woman. You are so beautiful and so smart, and it kills me that you don't think you're good enough." ... [sighs] "I'm just so tired of watching myself and every single other woman tie herself into knots so that people will like us. And if all of that is also true for a doll just representing a woman... then I don't even know."

The response to Barbie's situation shows Gloria's moral responsibility as a friend. When Barbie feels worthless, Gloria shows empathy, and sympathy, and genuinely compliments her *"It is literally impossible to be a woman. You are so beautiful and so smart, and it kills me that you don't think you're good enough."*

Other than friendship, her statement also shows bonds over womanhood that experience similar things, *"I'm just so tired of watching myself and every single other woman tie herself into knots so that people will like us."* As a woman, she understands what other women feel about the expectations of being a woman. This line, *"And if all of*

that is also true for a doll just representing a woman... then I don't even know." shows that she has the morality to understand that Barbie is more than a "doll" and that she has feelings just like a human woman, burdened with the expectations.

Datum 10 (Dialogue, 01:35:24 - 01:36:09)

The tenth discussed the last socio-moral responsibility in friendship. This scene where Barbie is comforting the dispirited Ken after the Barbies break out of their brainwashed state and take back the Dreamhouses is taken by means of supporting the writers' claim. Ken hasn't figured himself out yet, and Barbie utters helping words.

Barbie: "Okay. Ken, you have to figure out who you are without me."

Ken: "[sighs] Why?"

...

Barbie: "Maybe all the things that you thought made you you aren't... really you. Maybe it's Barbie and... it's Ken."

Ken: "Ken is... me?"

Barbie: "Yes!"

This scene shows Barbie's moral responsibility as a dear friend of Ken. While Ken is having an identity crisis, Barbie knows that it is best for Ken to not label himself as other things *"Okay. Ken, you have to figure out who you are without me."* Barbie then continues with *"Maybe all the things that you thought made you you aren't... really you."* which shows her belief that one's self can only be defined as himself, *"Maybe it's Barbie and... it's Ken."* Ken finally realizes that he is himself *"Ken is... me?"* and Barbie strongly encourages him *"Yes!"*. In their friendship, social responsibility is depicted to show encouragement.

Datum 11 (Dialogue, 00:06:43 - 00:06:57)

The next is taken as the first one to represent respect for diversity. The respect of diversity here includes the respect delivered despite the social hierarchy. This scene occurred in the Barbie Land presidential office, with the appearance of President Barbie, her staff, and Reporter Barbie.

President Barbie: "Everybody, turn to the Barbie next to you. Tell her how much you love her. Compliment her. Reporter Barbie, you can ask me any question you want."

Reporter Barbie: "How come you're so amazing?"

President Barbie: "No comment. [all laughs] Ah, I love you guys."

This shows the respect President Barbie has for the people around her by giving out orders in a firm, yet soft-spoken manner *"Everybody, turn to the Barbie next to you. Tell her how much you love her"*. She also gives Reporter Barbie the freedom to ask whatever she wants *"Reporter Barbie, you can ask me any question you want."* President Barbie finishes the conversation with *"Ah, I love you guys."* which shows her respect for others. This scene shows the President's act of moral responsibility as a leader to maintain a healthy political environment in Barbie Land by being respectful of others.

Datum 12 (Dialogue, 01:12:05 - 01:12:34)

The twelfth datum discusses the respect of diversity, only this time is the respect for the "outcast" Barbies. As additional context, in Barbie Land, "weird" and discontinued Barbies and Kens are considered somewhat of an "outcast". These outcasts are sheltered in Weird Barbie's Weirdhouse to protect them from the Kens'

brainwashing. Upon visiting the Weirdhouse, Gloria is excited to meet these unusual dolls.

Weird Barbie: "Come into my Weirdhouse. Hi! I'm Weird Barbie. I'm in the splits, I have a funky haircut, and I smell like a basement."

Gloria: "Oh, my God. I had a Weird Barbie." ... [gasps] "That's Sugar Daddy Ken. And Earring Magic Ken. Mattel discontinued them."... "These were actual Kens. [gasps] More discontinued Barbies"

The respectfulness of this scene is shown both by Weird Barbie and Gloria. Weird Barbie shows her respect by welcoming the humans and Allan *"Come into my Weirdhouse."* This line also acts as a place indicator. Even though they're outcasts, Gloria is excited to meet them by saying *"Oh, my God. I had a Weird Barbie."*, all the [gasps], introducing discontinued Kens to her daughter *"That's Sugar Daddy Ken. And Earring Magic Ken."*, and excited to meet discontinued Barbies *"[gasps] More discontinued Barbies"*. Her reaction shows respect for diversity and it's based on her morality to respect differences.

On the other hand, Weird Barbie shows the socio-moral responsibility of respecting these "different" dolls by sheltering them in her Weirdhouse from brainwashing. As can be seen from *"Come into my Weirdhouse."* and in her house, many discontinued dolls are present based on Gloria's response. The way she keeps them safe in her house shows her morality to protect each other.

Datum 13 (Dialogue, 01:31:12 - 01:31:20)

The last datum for moral responsibility examines the topic of loyalty. This scene occurs in the courthouse after the Barbies gain back their consciousness from patriarchal brainwashing. President Barbie plans to keep the Barbie Land's constitution and the Barbies to decide.

President Barbie: "Okay, ladies, let's do this. All those in favor of letting Barbie Land be Barbie Land, say 'Aye.'"

Barbies: "Aye!" [all cheering]

This scene shows the Barbies' loyalty as the residents of Barbie Land. As the President requires the Barbie to say *"Aye"* as a sign of agreement, the Barbies yell *"Aye!"* in unison. Even after being exposed to patriarchy, the Barbies have the morality to stay and keep the initial system in Barbie Land because they know that it is what is best for the society in Barbie Land.

Conclusion

This article focuses on the moral aspect, specifically examining how the movie portrays different moral values that emerge through the central characters, Barbie and Ken, from a semiotic point of view. The findings found two distinct moral dimensions: the first involves decision-making, as discussed earlier, while the second pertains to moral responsibility in their social life demonstrated by Barbie's actions toward their residence, referred to as 'Barbie Land,' and toward Ken and other characters in the film.

This article is primarily concerned with discussing the moral dimension. Future research will be more interesting from two sides: linguistic analysis: conversational styles, and literary analysis, which might explore standards of beauty as a central point.

Acknowledgment

The writers are indebted to the institution where we are studying now. Input from lecturers and friends has been invaluable. This research needs to be developed in future research, particularly to contextualize the idea towards relevant contemporary life.

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