



# Postfeminism and the Portrayal of Female Friendship in *Barbie as the Island Princess* (2007)

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#### INTRODUCTION

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- Barbie as the Island Princess is an feature film directed by Richardson in a DVD-animated movie format in 2007 (IMDb)
- Postfeminism refers to "a discourse popularized by the mass media in the 1990s reflecting a reaction against the feminist theories of the 1970s and 1980s, often on the basis that the 'battle of the sexes' is over." (Chandler & Munday, 2011)
- Female friendship is an important part of postfeminism, yet it is also complicated
- Research Objectives:
- What is the correlation between female friendship and post-feminism in the film?
- What is the significance female friendship bring to the plot development?

#### LITERATURE REVIEW



- Barbie (2023) live-action success (Variety)
- Barbie animated movies is a well-loved film (Boon, 2020; Bahr, 2023) and has been a 'pink post-feminist' icon (Vered & Maizonniaux, 2016)
- Bell (2021) argues that female friendship in film has received very little attention despite the extensive writing
- The negative stereotype of women's companionship in films (Arbuthnot & Seneca, 1990)

# METHOD



- Repeatedly watching the research object
- Analyzing the dialogue and visual aspects of the movie
- Analyzing the movie by applying post-feminism theory and feminist film criticism
- Analyze how female friendship correlates to post-feminism and how it affects the plot

# FINDING AND DISCUSSION

Female Friendship and Breaking the Gender Stereotype of Women Rivalry

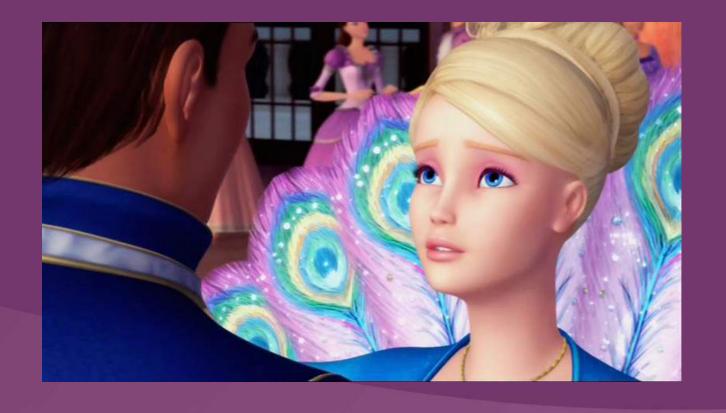


- Prince Antonio was arranged to be wed with Princess Luciana while he loves Rosella,
- The showcase of 'unspoken' rivalry between the two women
- The stereotype of women rivalry for love (Arbuthnot & Seneca, 1990)



#### FINDING AND DISCUSSION

- However, Luciana and Ro do not hold malice of each other
- Ro and Luciana showcase respect for each other feeling
- Female friendship as a mean of survival in a new place (Hollinger, 1998)







#### FINDING AND DISCUSSION

Female Friendship and Individuation: Post-feminism Notion of Woman Ability to Choose



- The relationship between mother and daughter is notably an important aspect of women's development (Hollinger, 1998)
- Luciana's gain individuation over her mother as she break the engagement with Prince Antonio with Ro's in mind







# CONCLUSION



- It shows female friendship as a way to break class boundaries and the scornful gaze of women's rivalry
- This study finds that the early Barbie animated movies portrayed female friendship as something that pushed Barbie characters forward

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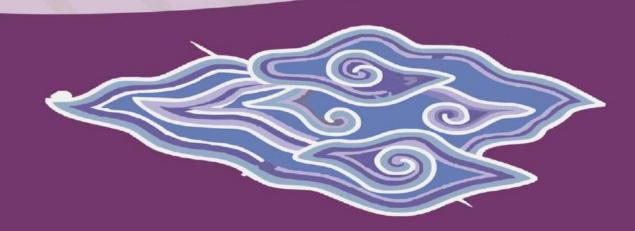
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