

# Fenomena manusia barbie sebagai perubahan identitas = Human barbie phenomena as an identity change / Lintang Banun Nastiti Prayitno

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## Abstrak

[<b> ABSTRAK</b><br>Semenjak kecil, anak-anak perempuan di seluruh dunia sudah mengenal dan terbiasa dengan boneka Barbie. Tidak hanya anak perempuan, perempuan dewasa pun senang bermain dan mengoleksi. Namun, beberapa orang lebih tertarik untuk menjadi manusia Barbie dibandingkan menjadi “cantik” atau “keren” dengan gayanya sendiri. Penelitian ini akan menjelaskan tentang fenomena manusia Barbie dan efek dari fenomena ini berdasarkan beberapa konsep kemanusiaan dan feminitas. Penelitian ini juga akan menunjukkan bagaimana Valeria Lukyanova dan Justin Jedlica merubah diri mereka menjadi manusia Barbie dan apakah yang mempengaruhi mereka sehingga merubah diri mereka menjadi “Barbie look alike”. Tujuan dari penelitian ini adalah untuk memberikan penjelasan mengapa beberapa orang berkeinginan untuk merubah dirinya menjadi manusia Barbie. Selain itu, penelitian ini juga akan membahas konstruksi sosial apa yang membuat manusia Barbie ini merubah penampilan mereka. Berdasarkan konsep identitas dan konstruksi kecantikan di masyarakat, penelitian ini akan menganalisa alasan manusia Barbie merubah penampilan menjadi seperti Barbie.

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## <b>ABSTRACT</b><b>

From early childhood on, especially for almost the entire girl in the world, Barbie is well-known as girls' toy. Barbie is a doll that almost all of the girls, even an adult, like to play and collect it. However, some people tend to be like Barbie doll instead of being a “normal” people. This study will explain about human Barbie phenomena and the effect of this phenomena towards some concepts of humanity and feminism. This study also shows how Valeria Lukyanova and Justin Jedlica become human Barbie and what kind of society and life that affect them to become Barbie look alike. The purpose of this research is to give the explanation why people want to change their identity into a Barbie. Thus, what kind of social construction that makes those people change their appearance into a Barbie look alike. Based on identity concept and social construction of beauty, this paper analyzes why the human Barbie changes their appearance into a Barbie., From early childhood on, especially for almost the entire girl in the world, Barbie is well-known as girls' toy. Barbie is a doll that almost all of the girls, even an adult, like to play and collect it. However, some people tend to be like Barbie doll instead of being a “normal” people. This study will explain about human Barbie phenomena and the effect of this phenomena towards some concepts of humanity and feminism. This study also shows how Valeria Lukyanova and Justin Jedlica become human Barbie and what kind of society and life that affect them to become Barbie look alike. The purpose of this research is to give the explanation why people want to change their

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