

# Representasi Diversitas Pada Mainan Anak: Analisis Semiotika Boneka “Barbie - People of Color” Inspiring Women Series = Representation of Diversity On Child Toys: Semiotics Analysis of Barbie Doll - People of Color Inspiring Women Series

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## Abstrak

Riset ini bertujuan untuk melihat representasi diversitas pada mainan anak sebagai bagian dari budaya populer yaitu boneka Barbie People of Color Inspiring Women Series dalam membentuk citra keberagaman akan budaya, etnis, dan rasial, serta pekerjaan seorang perempuan. Barbie hingga kini masih menjadi ikon pop culture Amerika yang dijuluki perempuan berambut pirang bermata biru. Dalam melihat fokus tersebut, analisis ini akan menggunakan konsep representasi media, diversitas, dan mainan sebagai bagian dari budaya populer. Metode penelitian yang digunakan dalam riset ini yaitu studi literatur dan analisis semiotika Roland Barthes kepada tiga boneka Barbie yang diproduksi mengikuti tokoh perempuan berkulit berwarna (People of Color), yaitu Ibtihaj Muhammad, Frida Kahlo, dan Maya Angelou. Semiotika Roland Barthes akan membahas seputar signified (petanda) dan signifier (penanda) yang dikembangkan menjadi makna konotasi dan denotasi (Fiske, 2012). Berdasarkan temuan dari hasil riset ini, dapat disimpulkan bahwa Mattel sebagai produsen perusahaan mainan Barbie telah mengupayakan fokus mereka kepada seri Barbie Inspiring Women Series terutama pada tokoh People of Color yang mengandung pesan untuk mematahkan stereotip standar kecantikan Barbie menjadi lebih inklusif akan keragaman budaya dan lebih representatif untuk anak – anak di seluruh dunia.

.....This research aims to look at the representation of diversity in children's toys as part of popular culture, namely the Barbie People of Color Inspiring Women Series, which shaping the image of diversity in culture, ethnicity, and race, as well as woman's occupation. Barbie is still an icon of American pop culture, represented as a blondehaired, blue-eyed woman. By looking through this focus, this analysis will use the concepts of media representation, diversity, and toys as part of popular culture. The research method used in this research is a literature study and semiotic analysis of Roland Barthes on three Barbie dolls produced following the People of Color female characters, namely Ibtihaj Muhammad, Frida Kahlo, and Maya Angelou. Roland Barthes' semiotics will discuss about signified and signifier which are developed into connotative and denotative meanings (Fiske, 2012). Based on the findings of this research, it can be concluded that Mattel as a producer of Barbie toy company has made efforts to focus their objectives on the Barbie Inspiring Women Series, especially on the People of Color character that contains a message to break the stereotype of Barbie's beauty standards to be more inclusive of cultural diversity and be more representative for children around the world.