



Communication Faculty
Mercu Buana University

THESIS ASSEMBLY APPROVAL SHEET

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Title : The Effect of Barbie Fashion Appeal Against Levels of Femininity (Schoolgirl SDN 01 Peninggilan, Ciledug)
Biography : 95 Pages; 7 Internet Articles; 19 Books (1979-2013); 3 Journal; 1 Thesis

ABSTRACT

The popularity of Barbie as well as her fashion that is identical to the feminine words, has a special affinity with girls who play it. In the child's development, often character/figure that she likes serve as a role model. So that the properties of femininity that of the girls are also closely related with the appearance of Barbie. This research aims to know and explain the effect of Barbie's fashion appeal against the level of girls femininity.

The perspective of this study refers to the stimulus-response model to explain the appeal of a message or media that can provide a change in human behavior. In addition, the study also based on social cognitive theory of gender is that occurs through a process of observing and imitating role models.

Eksplanitif quantitative approach used in this study, supported by survey data collection techniques were performed in SDN 01 Peninggilan, Ciledug - Tangerang. This research population is students Grade 4 and 5, amounting to 90 people, with a sample of 79 people with the calculation of random sampling.

The results of this research obtained through simple regression test with results 24%. It is stated that the Barbie fashion appeal effect of 24% against girls femininity. And the value of the remaining 76% can be explained by other things relating to the establishment of gender.