

Abstract

Characterization is essential as an initial introduction to the character. One of the literary works that has an amazing characterization is *Barbie a Fashion Fairytale*. *Barbie a Fashion Fairytale* is an animation movie whose the writer is Elise Allen, telling a story about the main character named Barbie who has a super positive and unique character development. Based on the characterization of main character that existed in *Barbie a Fashion Fairytale* movie, the title of this research will be “An Analysis of Characterization on the Main Character of Elise Allen’s *Barbie a Fashion Fairytale* (2010)”. The research question discussed in this research are (1) How is the characterization of the main character depicted in Elise Allen’s *Barbie a Fashion Fairytale* movie based on Edgar V. Robert’s theory? (2) What factors can influence the main character development of Elise Allen’s *Barbie a Fashion Fairytale* based on Wallek Warren’s theory?. In related to that, this research focusing on analyzing the characterization of main character, Barbie, uses Edgar V. Roberts theory (1986) and factorization on character’s development theory of Wallek Warren (1976). This research is using qualitative descriptive method. The result of this research is ten characterization of the main character, and internal and external factors that influenced the characterization development of the main character.

Keywords : *Movie, Barbie, Barbie a Fashion Fairytale, Main Character, Characterization*