

Analysis of Feminism in The 'Moxie' Movie

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Abstract: *This research is entitled "Feminism Seen through the Main Character in 'Moxie' Movie". This study talked about the feminism values that seen through in the main character in moxie movie. This study based on how single human being wants to get treated equally to express themselves in every aspect in their life for example in gender. The two purposes in this study were to find out the kind of feminism by character in 'moxie' movie script and to know the factors causing the appearance of feminism in the movie. The descriptive qualitative study applied in this study and analyzed by using Tong theory (2009). The data in this study was collected by using observation method and note-taking technique. To present the analysis, this study applied the informal methods and the result of the analysis was presented in the form of words.*

INTRODUCTION

Feminism is one of social movements that fight with a women's struggle in society where women are asserted to be perfect without their consent. Without their consent, means that the one who control women is the society itself, not them. The society demands woman and wants them to be always acting and treated below man because the position of the women in society, in fact are always below men and sadly this keep happen until today and it is discriminating women which is not pleasant.

As Bell Hook (2015: xii) stated about, she said that feminism is a movement to end sexism, sexist orientation and oppression. The word feminism itself comes from the Latin word, *Femina* or in other word means female. The purpose of feminism is to achieve equality for all women in political, economic, social and personal aspects. It includes how women participate in those aspects same as men without any discrimination because they are all equal. Feminism wants to bring awareness to the society that women are in a position where they want a better change.

The idea about feminism often shows in movies nowadays. This kind of movie is usually revealing the theory of feminism through the characters by the conversation and the behavior. One of the movie that talking about feminism is *moxie*. This study is going to focus on the feminist approach by the main character in *Moxie* movie. *Moxie* is an American movie directed by Amy Poehler that is inspired by a feminist power movement. This movie is telling us a story about a shy teenager that is inspired by her mother's defiant past to call out a sexist at her school and some horrible things that lead to drag women at her school.

This movie attracts people who like watching and having interest in feminist movie. Since

16 years old, her mom is active on rebelling and fighting against the patriarchy at her school time back then with her mom's best friends. Without her friends knowing, Vivian as the main character decided to create a feminist magazine anonymously in order to protest against the sexist at her school and unexpectedly received a lot of supports from her friends and people from her school even though it caused some contrasts from her best friend, Claudia. Not only about a sexist behavior that often happens at her school, in other hand Vivian also facing another horrible thing that is not okay, like sexual harassment that most happen to women at her school.

Observation method was applied as the method of collecting data and used also note-taking technique to collect the data. In addition in analyzing data this study applied qualitative method and descriptive technique as this research uses words as the data to analyze the types of feminism expression used by the main character of "Moxie" movie and the factors causing the emergence of feminism by the main character in "Moxie" movie by using the theory of feminism that proposed by Tong (2009).

THEORETICAL FRAMEWORK

Feminism

Feminism is a social and Powerful movement that Divine to the equality of women. As Bella Hooks (2015; xii) stated us a simple or a brief definition of feminism. It said that feminism is a movement to end sexism, sexist exploitation and oppression. When talking about feminism which is a very complex topic and notion it has different meaning and a lot of people divine it in a variety ways. Delmar (2018) stated that Feminists play with a range of choices in the process of self-representation, registering a relation both to the body and to the social meaning of womanhood in *What is feminism? In Theorizing feminism* (pp. 5-28).

According to Tong's (2009) there are eight types of feminism such as Liberal feminism, Marxist feminism, Radical feminism, Psychoanalysis and gender feminism, Existentialist feminism, Post-modern feminism, Multicultural and global feminism and Ecofeminism. Moreover, there are five factors causing the emergence of feminism such as Ending Domestic Violence and Abuse, Reproductive rights, Equal Pay and Maternity Leave, Ecological protection, Legal and Economic Autonomy.

Characterization

A story in a movie cannot state as a story or a movie without any characters inside of it. In the theory of character and characterization, usually many authors will take two ways or methods to provide and consider the character in their book or in their work. There are two methods, such as direct method which is a character depiction done by giving a depiction or definition by the creator directly and indirect method that is where the author does not directly describe the characters thoughts and the behavior. Character can be defined as a person in literary work. As characterization is the way in which a character is created. Character and characterization are different. The difference is that character is a person who is in the literary work and a characterization is the way how the characters is developed or controlled. So from that theory, character is the people who created by the creator in a story. It can be fiction or nonfiction characters. They may be a round or flat character, static or dynamic character. Most major characters are mostly to be round while the minor characters most to be flat. The differences between flat and round characters are how they take role in a story. Round characters usually became the center of a story meanwhile the flat characters are the support characters who support the major characters. Characters in literary work can be divided into main character and

subordinate character.

Factors causing the emergence of feminism

There are five factors causing the emergence of feminism such as ending domestic violence and abuse that is an act where the aggressive behavior occurs towards a person, reproductive rights that woman has the right of themselves in terms of reproduction and able to make decisions for them, equal pay and maternity leave, ecological protection that is known as eco-feminism is a movement that connects the movement of women with the poverty of nature, legal and economic autonomy.

Context of situation

According to Halliday's approach (2004), Context of situation consists of three aspects such as: (1) Field, it explains the idea or the topic of the utterance in a communication. (2) Tenor, it explains the relationship between the speaker and the listener in the utterance. (3) Mode, it explains the purpose of the utterance. Context of situation occurs after the utterance being spoken or uttered.

RESEARCH METHOD

This study uses a descriptive qualitative descriptive study to solve the problem in this study from the movie data 'Moxie' in the conversation. This section will explain the method to solve the problems and divided into some parts.

Data Source

This study, the data was taken from the movie entitled "Moxie". The entire movie contains 1 hour and 51 minutes long that directed by Amy Poehler. This movie is chosen as the data source because the main point or purpose of this movie is to spread awareness about sexist and sexual harassment in the school.

Method and Technique of Collecting Data

To get the right characterization and a good understanding in this study, observation method and note-taking technique were used to get a comprehensive understanding. Then the writer categorized some words and lines as evidence. First step finds the movie "Moxie" in Netflix with English subtitle. Watching the moxie movie and find out about the whole story of the movie. Every utterance in the movie that contains the expression of feminism will be bolded and must have correlation with the theory. Writing down the data from the main character that contains feminism values based on the feminism theory by Rosemarie Putnam Tong (2009).

Method and Technique of Analysing Data

Observation method and note-taking technique were used to collect the data of this study. This study is analyzed using a descriptive qualitative method. The writer does find some evidences that relate to this analysis which is feminism analysis and will relate them to the theory of feminism.

Method and Technique of Presenting Data Analysis

This study uses informal methods in order to present the data and the results will be written in form of words. All the utterances that contain feminism based on Tong theory (2009) are presented in bold and the factors causing the emergence of feminism.

RESULT AND DISCUSSION

This chapter discusses the analysis result of the feminism expressions by the main character in the 'Moxie' movie that has some types of feminism based on Tong's (2009) theory. The analysis of the data that has been collected uses datum code as the numbering of the data.

1. The types of feminism expression used by the main character of "Moxie"

Feminism expressions are the expression of feminist values. In this movie, not all of the conversations that the main character expressed have feminism values, so this part is focusing on the expression that has feminism values by the main character.

Data 1

Claudia : It's gonna be Kiera Pascal for "Best Ass" again. For sure.
[Vivian] : **Not fair. She's captain of the soccer team. Do they know how much running and jumping she's doing?**

The utterance above is a feminism expression from a movie titled "moxie". Finding out the context of the situation is needed. The Field can be found by seeing the conversation before and after the bolded utterance by the character. The tenor can be determined by the participants in the conversation because they are the people who are involved in the conversation, Vivian and Claudia are the characters who are involved in this conversation and the relation between them is a friend. The mode can be found by watching the conversation above said by Vivian which is spoken.

The scene above started with the scene where Vivian and Claudia going back to school again after break. They both meet outside the school then walk down the aisle together while talking to each other. All of sudden Claudia mention to Vivian about the 'rank list' that has been posted in the school. Then Vivian was surprised because she feels like it is too early to received rankings little did she know it turns to be a ranking based on the girl's appearance at her school. It basically a label that given to the girls at her school anonymously or without knowing who makes the list.

On the utterance above, it shows that Vivian is aware of Kiera Pascal who got a label as "Best ass" and probably will get it again and she think it is not okay because since she is a captain of the soccer team, of course she has a good physique and by giving her label like that is not appropriate. Based on the explanation above, the utterance above can be analyzed that the expression includes psychoanalysis and gender feminism because the scene above talks about the relationship between women's behavior and how the society think and see through it. Why the utterance above can be called as psychoanalysis and gender feminism? It is because the utterance that said "Not fair. She's captain of the soccer team. Do they know how much running and jumping she's doing?" is a strong utterance said by the main character and it is about her protecting her friend from an anonymous rank at her school.

Data 2

Mom : You know, you used to be a little person who did what I said.
Vivian : **I don't remember any of that.** Hm.

The utterance above is a feminism expression from a movie titled "moxie". Finding out the context of the situation is needed. The Field can be found by seeing the conversation before and after the bolded utterance by the character. The tenor can be determined by the

participants in the conversation because they are the people who are involved in the conversation, Vivian and her mom are the characters who are involved in this conversation and the relation between them is a mother and a daughter. The mode can be found by watching the conversation above said by Vivian which is spoken.

The expression of “I don’t remember any of that” is one of an utterance uttered by the main character that shows us one of a feminism value. The scene above takes place in a grocery store when they are out doing some grocery and are talking about Vivian’s first day of school and the way she answer her mom’s question makes her mom wonder about her behavior and comparing it to her behavior back then. Vivian (main character)’s mom was curious because Vivian used to be the girl who do everything her mom ask to do and now, she has changed. Hearing that, she tried to explain to her mom that it is not like she thinks. The response to that statement made by her mom was that she did not remember any of that and the reason why because she was little and cannot stand for herself that time.

Based on the explanation above, the utterance above can be analyzed as psychoanalysis and gender feminism. Because the scene shows how Vivian can stand for herself and don’t want to be the type of girl who can be told by everyone as their wish like the society assumes. In the society it is common that as a woman, they have this stereotype where woman can be told by everyone or can control by other people. Why is the utterance above can said as a psychoanalysis and gender feminism? Based from the utterance above, it contains a strong and bold utterance by the character in order to stand up for herself from an assumption about her said by her mom.

Data 3

Claudia	: Obvs, Emma got Most Bangable. Boring.
Vivian	: No, I mean, like, really messed up. [murmuring]
Claudia	: Oh, man. I called it. Kiera got Best Ass again. Did we bet on that?
	- I can't remember.
Vivian	: - Why have we all accepted it? Like, no one even blinks.

The utterance above is a feminism expression from a movie titled “moxie”. Finding out the context of the situation is needed. The Field can be found by seeing the conversation before and after the bolded utterance by the character. The tenor can be determined by the participants in the conversation because they are the people who are involved in the conversation, Vivian and Claudia are the characters who are involved in this conversation and the relation between them is a friend. The mode can be found by watching the conversation above said by Vivian which is spoken.

The utterance “why have we all accepted it? Like, no one even blinks.” in the scene above happened when all the students gathered to watch a prep rally in their school. All of sudden a message appeared on every student’s phone and turns out it is a rank for the girls. Everyone’s reactions towards it was horrible, silence is the most reactions given by them. It seems that Vivian upset because all the students did not do anything or just acting like they accepted it without any reactions. Based on the explanation above, the utterance above can be analyzed as psychoanalysis and gender feminism. Based from the scene above, it shows an interaction between women and a sexual label given to a woman. The utterance above can be included in psychoanalysis and gender feminism too is because the intention and the goal by

the character who uttered the utterance above is to tell her friend that the action that they have is wrong and they supposed to do something for it like speak up.

Data 4

Vivian : Jesus.
high school student 1 : Uh-oh. We're in trouble.
high school student 2 : Her? **She's not gonna do anything.**
Vivian : [mutters] **Stupid.**

The utterance above is a feminism expression from a movie titled “moxie”. Finding out the context of the situation is needed. The Field can be found by seeing the conversation before and after the bolded utterance by the character. The tenor can be determined by the participants in the conversation because they are the people who are involved in the conversation, Vivian and two other students are the characters who are involved in this conversation and the relation between them is a friend. The mode can be found by watching the conversation above said by Vivian which is spoken.

In the scene above, it happened when Vivian tried to go on her way through the crowd and suddenly two students bumped into her accidentally and those students thought they're in trouble but until one of them say that she's not gonna do anything about it because she's a quiet person. It seems that Vivian was mad because of it because she just got disrespected as a girl who cannot stand up for herself or seen as a weak person.

Based on the explanation above, the utterance above can be analyzed as psychoanalysis and gender feminism. Because from the scene above, it shows an interaction between a woman and a label given towards her based on how the people think about the woman not based on her real behavior.

Data 5

Lucy : So are you guys gonna do the thing that it says for tomorrow? It says to draw hearts and stars on your hands to show support.
Vivian : Yeah, I was gonna do it.

The utterance above is a feminism expression from a movie titled “moxie”. Finding out the context of the situation is needed. The Field can be found by seeing the conversation before and after the bolded utterance by the character. The tenor can be determined by the participants in the conversation because they are the people who are involved in the conversation, Vivian and Claudia are the characters who are involved in this conversation and the relation between them is a friend. The mode can be found by watching the conversation above said by Vivian which is spoken.

In the scene above, happened when Vivian and the other students planned to do an action to draw stars sign on their hand in term of showing supports. Turns out some people including Vivian will draw the sign in other words, they are supporting moxie.

Based on the explanation above, the utterance above can be analyzed as ecofeminism. It shows an interaction between a woman and nature. It shows how the main character involve in society to show support with others with care and love. Why is the utterance above can be called as a ecofeminism? Because it is clearly one of an action based on “yeah I was gonna do it” it means that she will participate in one the movements that support the feminist group at

her school and it makes her likely a feminist.

Data 6

Vivian : **Another girl had the exact same tank top on. They were wearing the same thing, but she got in trouble because she looks a little different than that other girl.**

Mom : Oh.

The utterance above is a feminism expression from a movie titled “moxie”. Finding out the context of the situation is needed. The Field can be found by seeing the conversation before and after the bolded utterance by the character. The tenor can be determined by the participants in the conversation because they are the people who are involved in the conversation, Vivian and her mom are the characters who are involved in this conversation and the relation between them is a mother and a daughter. The mode can be found by watching the conversation above said by Vivian which is spoken.

In the scene above, happened when Vivian and her mom discussing about how principle at her school did something horrible. It happened when one of her classmates wore something revealing and one of them got sent home because she had a different body type than the other one and the principle think it is more inappropriate.

Based on the explanation above, the utterance above can be analyzed as psychoanalysis and gender feminism because in this scene it shows an interaction of how women treated differently based on her body or appearance. It can be said as a discrimination against woman’s body from someone’s opinion and action which is the opposite of the idea of psychoanalysis and gender feminism. The utterance above also a psychoanalysis and gender feminism because it shows how the main character believes that a person should dress whatever they want without any discrimination.

Data 7

Seth : Hey, Vivian. **Is it weird that I'm not surprised? Back in kindergarten, you always wanted to take the spiders outside when everyone else wanted to smash them. You remember that?**

Vivian : [chuckles] No.

Seth : I do.

The utterance above is a feminism expression from a movie titled “moxie”. Finding out the context of the situation is needed. The Field can be found by seeing the conversation before and after the bolded utterance by the character. The tenor can be determined by the participants in the conversation because they are the people who are involved in the conversation, Vivian and Seth are the characters who are involved in this conversation and the relation between them is a friend. The mode can be found by watching the conversation above said by Vivian which is spoken.

In the scene above, happened when Vivian bumped into one of her old friends at school and had conversation. It can be concluded that Vivian’s character is gentle to her surrounding based on her friend’s description when they were talking.

Based on the explanation above, the utterance above can be analyzed as ecofeminism. Because the utterance above shows how Vivian as the main character very care about her

nature and don't want to hurt them. So, ecofeminism is the type that can be found from this utterance. One of the characteristics that the main character has is how she cares about the things around her and it is how ecofeminism is defined.

Data 8

Vivian : Why is nobody asking me about physics? Do you think because I'm a girl I don't know about science?

John : Not at all. You want to talk about physics?

The utterance above is a feminism expression from a movie titled "moxie". Finding out the context of the situation is needed. The Field can be found by seeing the conversation before and after the bolded utterance by the character. The tenor can be determined by the participants in the conversation because they are the people who are involved in the conversation, Vivian and John are the characters who are involved in this conversation and there is no relation between them. The mode can be found by watching the conversation above said by Vivian which is spoken.

In the scene above, it happened when Vivian, her mom, Seth and John were having dinner together. Vivian felt left out after John and Seth were having conversation about physics and she felt like they ignored her and not include her into the conversation.

Based on the explanation above, the utterance above can be analyzed as liberal feminism. Because of the scene above shows how someone got discriminated towards something. It is one of an action that thinking a woman is not capable to learn as the same as a man. Liberal feminism points out the wanting from woman to get their equal rights in any forms. Why is the utterance above can be said as a liberal feminism? Because the utterance above gives a point about how a gender can't stop anyone from participating in every terms.

2. The factor causing the emergence of feminism in Moxie movie

There are some types of feminism we can see in life. Such as liberal feminism, Marxist feminism, Radical feminism, psychoanalysis and gender feminism, Existentialist feminism, post-modern feminism, multicultural and global feminism, and ecofeminism.

Besides that, behind the emergence of feminism there is factor that supporting feminism to occur. There are ending domestic violence and abuse, reproductive rights, equal pay and maternity leave, ecological protection and legal and economic autonomy. Ending domestic violence and abuse

This film, it has found data that correlated with ending domestic violence and abuse which did by the main character directly or indirectly. Such as in the duration below, when Vivian gathered all of her friends outside her school and revealed herself as the founder of the feminist club she started.



In the scene above showing Vivian as the main character gathered her friends outside the school and telling them to always open and speak up and it makes one of her friends decided to share her story about her abused back then and it shows that the main character indirectly ending an abused. Ending domestic violence based on the utterance above points out how Vivian as the main character tries to stop a sexist at her school by doing something. She made a movement that fights the sexist at her school.

a. Ecological protection

This film, it has found a data that correlated with ecological protection factor that did by the main character explained by other character in the movie. Such in the scene below when Vivian bumped into Seth and he explained something that shows her character.



In the scene above showing how Vivian's character described by her friend, Seth. He explained how Vivian care about the living in her surrounding while everyone seems careless. The utterance above can be analyzed as one of the factors that causing the emergence of feminism.

CONCLUSIONS

The entire analysis in this study contains 12 data that expressing feminism expressions inside of it. The Moxie movie that contains 1 hour and 51 minutes duration. This thesis analyzed that the kinds of feminism that appeared in the moxie movie is psychoanalysis and gender feminism, ecofeminism and liberal feminism. These types of feminism dominate the entire movie with some explanations written above.

This study also analyzed the factors that cause the emergence of feminism in Moxie movie and the result factors are to end domestic violence and abuse and also ecological protection. It shows by the main character action in the end of the movie indirectly brings up an abused story one of her friend in school.

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