

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Various kinds of forms of feminism have long existed everywhere else in the world, whether the people living through it knew what truly to call it yet or not. From the word 'feminist' itself is still yet discovered, up to the time when the first wave of feminism was start to bloom in western countries in the 1960s, many women have shown their feminist qualities that are continuously growing and developing throughout the times. But by definition, it is fair to understand that as a movement, feminism aims to end inequality and injustice such as sexism, oppression, and exploitation (Hooks, 2000:1). In the 1800s, women had little control over their fate and future in their own life, but feminism itself has penetrated slowly yet surely throughout the American culture until it is merging with the beliefs and values of many Americans. Obviously, this is not happening in a short amount of time, but through various cultural products such as literary works, films, and songs, alongside real forms of activism, feminist values can be heard, seen, understood, and slowly accepted across the nation.

Feminism is often categorized as "waves," which represent different periods aimed at elevating the status of women in society and advancing the status of women in society and securing equal rights for them. Evidently, the current 'wave' at that time will dim and disappears until another new 'wave' is formed. Feminism can also be recognized as various types of feminism that emerged and reflected the women who took up the feminist cause itself, it could be through their diverse

influences and experiences from additional movements, as well as their different class and their social positions (Friedman, Metelerkamp, Posel, 1987:4). Now as Millennials and Gen-Z starting to rise as the majority among generations, the new and young feminists bring upgraded fresh ideas that they brought up from their own experience through the society they live in now. So then each of the new waves of feminism will bring several new beliefs and ideas that still hold its core values to the continuous mission from the previous waves. For that, this study focuses on the new generation of feminism which in this case has evolved a lot since the first wave of feminism was created. The writer will dissect feminism in this film and bring awareness of the importance of speaking up for equal rights, just like the women in the film who actually do something about injustice and the toxic environment in their school.

Moxie was released in 2021 and directed by one of the most successful American actresses and comedians, Amy Poehler. The *SNL* alum adapted this film from a 2015 novel written by Jennifer Mathieu. This film brings up a sensitive yet a relatable topic in a very personal way that young women have to face in a school. Although the three characters in this films experiencing sexism and misogyny in different ways, yet in the end they are still united in their effort to fight it together. Lucy is a smart and critical woman and she is not afraid to let her opinions known even to a teacher. Vivian's attempt in resisting the status quo in her school by anonymously creating the most influential raging feminist movement in her school called "Moxie". She found herself anonymously bringing many young women in her school to join together in Moxie. Claudia is an obedient student who struggles

in her way to support her friends in this movement but then decides to serve the cause in her own way. From there, the newly chosen sisters start their complex journey by standing up united, fought and resist the toxic environment in their school that tolerates sexist, misogynist behavior.

1.2 Research Problems

1.2.1 How does the film portray the narrative elements?

1.2.2 How does the film portray the impacts of patriarchy on the high school environment?

1.2.3 How does the feminist movement are portrayed?

1.3 Objectives of the Study

1.3.1 To analyze the narrative elements of the *Moxie* film.

1.3.2 To analyze how patriarchy impacts high school environment in *Moxie*.

1.3.3 To analyze how does the feminist movement are portrayed in the film.

1.4 Previous Studies

Although there has not been much research on the film, *Moxie*. These previous studies are related to the topic of this research which is intended as an additional educational insight to analyze the film, theories of patriarchy and the fourth wave of feminism, intended as a basic foundation of feminism study in their effort to fight the patriarchy that we experience now.

The first one is “Investigating Ideologies of Women Empowerment in Amy Poehler's *Moxie*” (2021): A Critical Stylistic Approach” by Aya Ali Omar and Nawal Fadhil Abbas. This study is one of the few that is found about the *Moxie* film. Mainly focusing itself to the ideological investigation and its positioning of

the female characters in Amy Poehler's *Moxie*. The study mainly shows how crucial the stylistic devices are in ideological construction that is rooted itself in the discourse within the character.

The second study is "The #MeToo Movement" by Mukul Kesavan (2019) and The "#MeToo Movement as a Global Learning Moment" by Joanna Regulska (2018). These two studies, analyze the #MeToo Movement's history and why this movement is happening. In an effort to analyze the movement, this study aims within the global learning context to display the general and global nature of sexual assault, sexual harassment, and violence against women, but also gives the reader the dismissal of such women's experiences and what responsibilities do we have today that are unfortunately common.

The third study is "Intersectionality in Feminist and Queer Movements" by Elizabeth Evans (2020). Focusing in the use of intersectionality as a tool to the examination of the feminists and queer activists confronting privilege, this book focuses on three key ways in which intersectionality can operate within feminist and queer movements. The author asserts that intersectionality serves as collective identity in a safe place space, fostering allyship that enhance inclusivity. presenting an evaluation to intersectional activism that is used in its effort to confront any manifestations of privilege.

The fourth study is "Girls Talk Back: Changing School Culture through Feminist and Service-Learning Pedagogies" by Jennifer L. Martin and Jane A. Beese (2016). This study aims to outline the development of a women's studies course for girls attending an alternative high school. It focuses on the intersection

of feminism with the goal of empowering participants to critique sexist practices in both the media and the school environment. In doing so, the course seeks to foster cultural competence through engaging in service projects that the students will lead.

The fifth study is “The Discovery of Sexism in Schools: Everyday Revolutions in the Classroom” by Julie McLeod (1970). This study examines feminist reforms in education within the context of questioning schooling's social purposes and its role in promoting democracy and equality. Highlighting the important connections between feminism and education by reassessing the impact and legacy of second-wave feminism, the study underscores the enduring significance of these reforms.

1.5 Scope of the Study

In an effort to provide a more thorough analysis, the writer will focus on a clear border to center the study on the 2021 film *Moxie*. This study analyzes the intrinsic aspect of the film that focuses on the character, setting, and conflict from the narrative elements. The writer will also use Robert Escarpit’s theory on sociology of literature alongside Bell Hooks’ theory of patriarchy. These theories will be utilized as a medium for the extrinsic aspect.

1.6 Method of Study

1.6.1 Method of Research

Library research is a method that produced factual information or personal or expert statement by collecting relevant data regarding a specific study which ultimately becomes a necessary component of any other research method (George, 2008: 6). Hence, the writer uses the library research method to support the data collection process by involving textbooks, journals, and other needed data.

1.6.2 Method of Approach

Related to the intrinsic aspects, the writer uses the objective approach to analyze the *Moxie* film in the study. The objective approach is utilized by the writer to present an invented situation or the fictional characters alongside their own thoughts, feelings, and actions (Abrams & Harpham, 2008: 233).

As the film touch on the struggle of young women in their feminist movement, in order to analyze this study through social and cultural understanding, the sociological approach is a crucial method to use. While the existence of a public introduces various issues such as historical and social issues into the study of literature, it is through the artist's presence that various moral, and philosophical issues can be elevated (Escarpit, 1971: 1). And to support the depth analysis regarding the social and cultural issues in this study, it is crucial to understand that Individual female freedom fighters all over the world have singlehandedly struggled against patriarchy and male domination. (Hooks, 2000: 44). Hence, the writer utilizes Robert Escarpit's *Sociology of Literature*, and in order to understand the type of feminist activism portrayed in the film, Hooks' theory on feminism and patriarchy will be utilized in the analyzation of the extrinsic aspects of the study.

1.7 Writing Organization

This study consists of four chapters, and each chapter is also divided into sub-chapter. These are how the whole study will be arranged:

CHAPTER I: INTRODUCTION

This chapter contains of background of the study, research problems, previous studies, scope of the study, and writing organization.

CHAPTER II: THEORY AND METHOD

This chapter contains the theoretical framework which deals with the three aspects of the intrinsic element which consist of character, characterization, and conflict of the film. It also deals with the aspects of cinematography by Blaine Brown and Timothy Heiderich. The third aspect is the extrinsic element which consists of the first, second, third, and the new generation of feminism. This chapter also contains how the writer manages the research by using qualitative methods which is the library research method to gather data and sources that will support the analysis of the study.

CHAPTER III: DATA ANALYSIS / RESULT AND DISCUSSION

This chapter is the main chapter that could reveal the research questions of this study. This part will analyze the intrinsic elements which are character, setting, and conflict of the film. It also analyzes the new generation of feminism that are portrayed in Amy Poehler's *Moxie*

CHAPTER IV: CONCLUSION

The last chapter is the conclusion that consist of the result of data analysis in this study from previous chapters.