

## CHAPTER III

### DATA ANALYSIS

#### 3.1 Intrinsic Elements

##### 3.1.1 Characters

##### 3.1.1.1 Major Characters

##### 3.1.1.1.1 Vivian Carter

Vivian Carter is the major character inside the *Moxie* movie. Vivian is pictured as a white woman who is in 11<sup>th</sup> grade of Rockport High School. In the beginning of the movie, Vivian is a nice and quite student who never made any waves before. When she witnesses Lucy being assaulted by Mitchell, Vivian suggests Lucy to just ignore it. This can be proven by the following dialogue with picture 3.1 with medium shot technique and picture 3.2 with close-up technique.



Picture 3.1 (00:16:48)



Picture 3.2 (00:17:14)

Vivian : “Look, I just wanted to say ignore Mitchell.”

Lucy : “Why should I have to ignore him?”

Vivian : “He’s an idiot. He has been since the second grade. If you keep your head down, he’ll move on and bother somebody else.”

(Amy Poehler, 2021 *Moxie* 00:16:48 – 00:17:00)

But after the boys at school make an offensive list of girls student which contains sexual terms, Vivian feels upset. Inspired by her mother's feminist past, she starts a feminist zine named Moxie secretly in her high school to empower the young women, as they contend with kinds of oppressions. Throughout the movie, Vivian slowly becomes more confident and make some new friends with other girls at school who also support the Moxie movement.

### 3.1.1.1.2 Mitchell Wilson

Mitchell is the captain of the football team also happens to be the most popular guy among the students in the high school. He is arrogant, mean, and intimidating. It is shown when he threatens a new student named Lucy, because he does not like her opinion at class when they discussed *The Great Gatsby* book. It can be proven by the scene below using close-up technique:



Picture 3.3 (00:09:03)



Picture 3.4 (00:08:53)

Lucy : “If the point is to learn about American dream, we should be reading about immigrants, or the working class, or Black mothers, or at least someone who doesn't have a mansion. Why aren't we reading Sandra Cisneros...”

Mitchell : “I thought it was a great book.”

Lucy : “Hey, I was talking.”

Mitchell : “Yeah, I know. But *The Great Gatsby* is a classic. Just because other books are good doesn't mean this is less good.”

Lucy : “I didn’t say it wasn’t good. I just wish that...”

Mitchell : “You are not listening to me.”

(Amy Poehler, 2021 *Moxie* 00:08:53 – 00:09:18)

He interrupted Lucy twice as he belittles her opinion. After class ended, he meets Lucy at canteen and spat into Lucy’s drink as a form of intimidation. He always wants to win by any means even if he has to oppress women. Another proof that he is a person who always wants to win is when he gets to talk in school TV studio. He stated that he was the target and victim of Moxie's bullying. He is hostile to the women involved with Moxie and is trying to influence the students and gain their approval to be a Students Athlete Ambassador. He tries to hide his flaws as he fears it may affect his image as an accomplished student.

### **3.1.1.2 Minor Characters**

This section will explain the minor characters in *Moxie* movie. Minor characters are extra characters whose presence is not prominent in the story. (Nurgiyantoro, 1994: 177) The first minor character is Lucy. She is a confident black transfer student. Lucy is also outspoken and brave. On her first day at Rockport Highschool, she received threats from Mitchell. However, she dares to report Mitchell for his actions. She is not afraid to stand up for justice and jumps at the chance to help lead a feminist revolution in school. Lucy’s appearance can be seen in pictures below. Picture 3.5 uses medium shot technique and picture 3.6 uses close-up technique.



Picture 3.5 (00:16:53)



Picture 3.6 (00:14:58)

Lisa Carter is Vivian's single mother, and also a former Riot Girl zine in her youth. Lisa's past as feminist activist for fighting the patriarchy gives Vivian the idea to create Moxie. Lisa's appearance can be seen in pictures below using medium shot technique.



Picture 3.7 (01:30:45)



Picture 3.8 (00:37:45)

Claudia is Vivian's best friend since childhood. They tend to stick with each other for everything. Initially, she was hesitant to support Moxie and has less vocal than her peers because there are so many considerations she has to face. She is not usually a trouble-maker and her conservative mother limits her courage. But, eventually, she joins the group and supports the Moxie movement. Claudia's appearance can be seen in the pictures below using close-up technique.

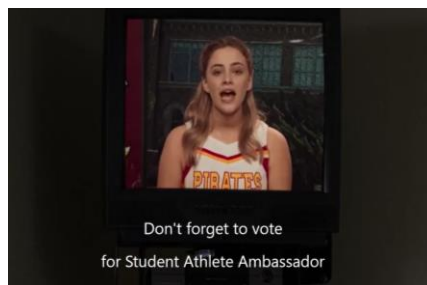


Picture 3.9 ((00:32:05))



Picture 3.10 (00:58:28)

Emma Cunningham is the most popular cheerleader in school and used to be Mitchell's girlfriend. Despite Moxie's big popularity, Emma is a little hesitant to join in. She also helps out with the morning announcements. Emma's appearance can be seen in the pictures below using close-up technique.



Picture 3.11 (01:12:01)



Picture 3.12 (01:39:21)

Kaitlynn Price is a student in Vivian's class. When she is asked to put on a shirt due to wearing a tank top, she is sent home which later sparks a bigger movement at school. Kaitlynn's appearance can be seen in the pictures below using medium shot technique.



Picture 3.13 (00:36:47)



Picture 3.14 (01:38:54)

Principal Shelly is the strict Rockport Highschool principal who doesn't fully support Moxie's ideas. She never takes feminism seriously, arguing that there are more pressing problems. Principal Shelly's appearance can be seen in the pictures below using close-up and medium shot technique.



Picture 3.15 (00:14:46)



Picture 3.16 (00:36:16)

Kiera Pascal, an excellent soccer player who also supports the Moxie movement. Later, she competes with Mitchell for a scholarship at the school. Unfortunately, she couldn't get it, losing to Mitchell who has the power to sway other students in the election. Kiera's appearance can be seen in the pictures below using close-up technique.



Picture 3.17 (01:18:24)



Picture 3.18 (00:06:57)

Amaya is Kiera's best friend, who is also participating in the Moxie revolution. She's always there to support her friend while also energizing anyone she comes into contact with. Amaya's appearance can be seen in the pictures below using medium shot technique.



Picture 3.19 (00:34:29)



Picture 3.20 (00:43:35)

Mr. Davies is an English teacher who doesn't want to get involved in the problems that occur at school. However, in the end he takes part in providing support to the Moxie group. His appearance can be seen in the pictures below using medium shot technique.



Picture 3.21 (00:06:00)

Picture 3.22 (01:36:29)

### 3.1.2 Theme

*Moxie* focuses on a group of women under the Moxie movement that aims to speak out against the unfair treatment of girls in schools, and empower them to air their concerns. The theme of the film is the feminist movement driven by women in schools. Their conversations can be seen in the picture 3.23 and 3.24 below using medium shot technique.



Picture 3.23 (00:31:49)



Picture 3.24 (00:32:03)

Lucy : “So are you gonna do the thing that it says for tomorrow? It says to draw hearts and stars on your hand to show support.”

Vivian : “Yeah, I was gonna do it.”

Claudia : “Why? I mean, what’s the goal?”

Lucy : “Revolution, baby.”

(Amy Poehler, 2021 *Moxie* 00:31:49 – 00:32:03)

With this revolutionary movement, female students unite to fight oppressions at school.

### 3.1.3 Setting

#### 3.1.3.1 Setting of Time



The movie begins with the setting of the time where Vivian is entering a new school year, she is in 11<sup>th</sup> grade now. It can be seen from the dialogue below and these pictures with medium shot technique.



Picture 3.25 (00:01:56)



Picture 3.26 (00:01:59)

Vivian's mother : "Morning."

Vivian : "Bye."

Vivian's mother : "No, shoot. Can we do that thing? Can you have the sign? Take a picture holding a first-day-of-school sign?"

Vivian : "No, Mom. I'm in 11<sup>th</sup> grade. I'm not doing that."

(Amy Poehler, 2021 *Moxie* 00:01:51 – 00:01:59)

The celebration of back to school in America is usually marked by taking photos or selfies on the first day of school. With this common custom, her mother asks Vivian if she could take a picture and holding a sign as a celebration of her first day in 11<sup>th</sup> grade. Since it is unexplained explicitly, the movie possibly takes place around August considering school year in America.

### 3.1.3.2 Setting of Place



Picture 3.27 (00:51:24)



Picture 3.28 (00:18:24)



Picture 3.29 (00:02:56)

The story in *Moxie* takes place in State of Oregon. It can be seen by picture 3.27 using close-up technique showing State of Oregon's flag in Rockport Highschool. Setting in *Moxie* movie mostly takes place around Vivian's house and Rockport Highschool. Picture 3.28 with long shot technique shows Vivian's house where there are only Vivian and her mother who live there. Picture 3.29 with extreme long shot technique shows Rockport highschool building.

### 3.1.4 Conflict

#### 3.1.4.1 Person-against-self

As the main character of *Moxie* movie, the story centers around Vivian. The inner conflict faced by Vivian is after she sees offensive list of girls student which contains sexual terms and feel upset about it because all of the students do not do anything about it. It can be proven by the following pictures:



Picture 3.30 (00:24:23)



Picture 3.31 (00:25:58)

Claudia : “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.”

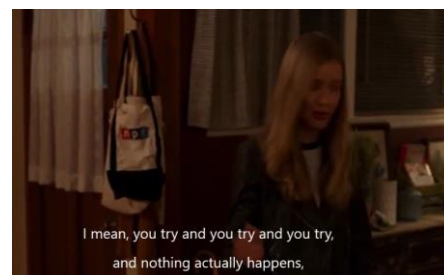
(Amy Poehler, 2021 *Moxie* 00:24:23 – 00:24:31)

The picture 3.30 above with medium shot technique shows her upset and confused face expression, supported by the utterance she said. She is struggling with her own feeling as she enters her room seems upset again and swearing “stupid” after what happened in school today.

The second person-against-self conflict happens to Vivian is when Kiera fails to be a Student Athlete Ambassador. She seems upset and furious. Vivian drinks the champagne that is supposed to be used to celebrate Kiera's victory with their friends. She arrives home drunk, shed her feelings to her mom. It can be seen by the pictures below with medium shot technique.



Picture 3.32 (01:20:54)



Picture 3.33 (01:20:57)

Vivian's mom : “Are you drunk?”

Vivian :”Yeah, because why not? You know? I mean you try and you try and nothing actually happens, and nothing works.”

(Amy Poehler, 2021 *Moxie* 01:20:54 – 01:21:02)

The utterance above shows that Vivian is struggling with herself again, for the second time. The efforts she and her friends did are useless and makes her feel desperate.

### 3.1.4.2 Person-against-person

The clash between Lucy and Mitchell occurs when Mitchell belittles Lucy's opinion in class. He comes to Lucy and threatened her. Picture 3.34 uses long shot technique and picture 3.35 uses medium shot technique.



Picture 3.34 (00:13:52)



Picture 3.35 (00:14:04)

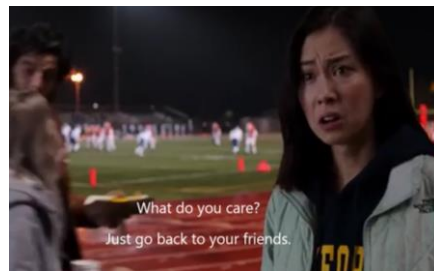
Mitchell : “Why do you always have to be so difficult?”

Lucy : “I'm literally just trying to buy a soda. You're the one having this meltdown.”

(Amy Poehler, 2021 *Moxie* 00:14:04 – 00:14:10)

Mitchell then hits the vending machine as a move to scare Lucy. He even took Lucy's soda and then spit it. After this incident, Mitchell won't stop bothering and oppressing Lucy. He accused Lucy for spreading Moxie poster and tell hurtful words to her.

Another conflict happens between Vivian and her bestfriend, Claudia. From the beginning, Claudia didn't seem to support Vivian in Moxie activities. She doesn't show any support like Moxie members do. She knows the consequence when they get involved too far in this. The scene can be seen by the pictures below with medium shot technique.



Picture 3.36 (00:58:06)



Picture 3.37 (00:58:27)

- Claudia : “What do you care? Just go back to your friends.”
- Vivian : “Is that what this is all about? You’re mad I have a new friend?”
- Claudia : “First of all, you don’t just have one new friend. You have a lot of new friends. I thought my thing was you. I thought our thing was being best friends.”

(Amy Poehler, 2021 *Moxie* 00:58:06 – (00:58:27)

Claudia also feels left out by the presence of Vivian's new friends in Moxie circle. This conflict strained their relationship as inseparable best friends.

## 3.2 Extrinsic Elements

### 3.2.1 The Oppression Experienced by Women in Moxie Movie

#### 3.2.1.1 Marginalization

The marginalization form occurs to women's soccer teams. They are marginalized even though they have more achievements than the men's football team. It can be seen in the conversation between female students below:



Picture 3.38 (00:21:55)



Picture 3.39 (00:22:04)

Amaya : “Imagine if they actually won a game. If pep rallies were for teams who actually won games, they’d be doing soccer cheers.”

Kiera : “Maybe the bake sale could buy us new uniforms.”

(Amy Poehler, 2021 *Moxie* 00:21:55 – (00:22:04)

The picture 3.38 using medium shot technique shows the conversation between Amaya and Kiera. The dialog indicates the limited access for them to get new uniform like men’s football team. No matter how good the achievements they achieved, the school only prioritizes men's football teams. It is supported by Lucy's statement to her friends below:



Picture 3.40 (01:05:44)



Picture 3.41 (01:05:45)

Lucy : “Kiera, you’re a much better athlete than Mitchell. You win games, he doesn’t. Also because we’ve been told in big ways and in small ways for our whole lives, the achievements of men are more important than those of women. Well, forget that”

(Amy Poehler, 2021 *Moxie* 01:05:44 – 01:06:03)

The injustice limits the access to get new uniforms for the women's soccer team. The data shows that female students in soccer team at Rockport Highschool are marginalized by school.

### 3.2.1.2 Powerlessness

Women are often seen as weak individuals and their voices are often not heard. Such circumstance makes them powerless and unable to fight back. In *Moxie*, a black student named Lucy, gets rough treatment by Mitchell, a popular male student of Rockport high school. Lucy reports this action to the principal, but is not taken seriously. It can be seen in the dialog below and the picture 3.42 and 3.43 with medium shot technique:



Picture 3.42 (00:15:47)



Picture 3.43 (00:15:32)

Lucy : “Mitchell Wilson is harassing me and I don’t feel safe.”

Principal Shelly : “Mitchell Wilson? The captain of football team?”

Lucy : “Yes.”

Principal Shelly : “He’s bothering you. Lucy, I am aware that outside these walls the world is experiencing a tornado, and that in

response, young people especially girls, are expressing their discontent about everything in every direction.”

Lucy : “Okay, I just...”

Principal Shelly : “Look, look, look. It’s your first week in new school. That can be emotional.”

(Amy Poehler, 2021 *Moxie* 00:14:47 – 00:15:50)

From the dialogue above, Lucy is not even given the opportunity by the principal to explain in more detail about the violence she experienced. The school principal immediately assumes that Mitchell is only bothering her, not harassing. As the result, she becomes less of power with the principal's words.

Another female character who experienced the powerlessness form is Kaitlynn. She is reprimanded by the principal Shelly during class because she wears a shirt that exposed her collarbone which the principal thinks it is inappropriate. It can be proven by the picture 3.44 and 3.45 using medium shot technique and dialogue below:



Picture 3.44 (00:36:16)



Picture 3.45 (00:36:27)

Principal Shelly : “Kaitlynn Price, do you have a sweater or a jacket?”

Kaitlynn : “Why?”

Principal Shelly : “Well, your straps are a little thin and you’re showing lots of collarbone.”



Kaitlynn : “I don’t have anything to cover up with.”

Principal Shelly : “Okay, come with me.”

(Amy Poehler, 2021 *Moxie* 00:36:13 – 00:36:52)

In this movie, one of male character, Jay, using the similar clothes but doesn’t get reprimand like Kaitlynn. It can be seen that there is a different treatment between men and women in this scene. The pictures below use medium shot technique.



Picture 3.46 (00:37:00)



Picture 3.47 (00:37:01)

Jay : “Oh, you’re in trouble. That’s what you get for trying to dress like Britney Spears.”

Mr. Davies : “You’re wearing the same thing as her.”

(Amy Poehler, 2021 *Moxie* 00:36:58 – 00:37:01)

The dress code here is unfair for female students. Picture 3.46 shows Jay using the sleeveless shirt which is supported by Mr. Davies saying “You’re wearing the same thing as her”. Although it’s the same, Kaitlynn is the only one who get in trouble. Male students wear sleeveless shirt and face no consequences, but when a female student wear it, she’s forced to cover up their body or sent to home.

In this condition, Kaitlynn has become powerless, unable to do anything because her lack of power in making the decision for herself to dress like what she wants to wear. It is in line with Young’s theory which she states “to be powerless,

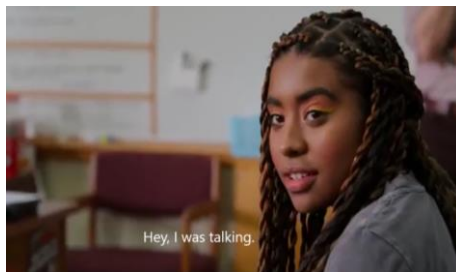
it is to lack the ability to participate in making decisions that affect one's life conditions.”

From the two datas above, Lucy and Kaitlynn get unfair treatment from their school principal due to their lower status as students. This state make them powerless.

### 3.2.1.3 Violence

#### 3.2.1.3.1 Emotional violence

Emotional violence encompasses persistent acts of belittlement or humiliation, economic restrictions, threats, and other forms of controlling behavior (Krantz and Moreno, 2005). The belittlement happens between Mitchell and Lucy in class. It can be proven by the scene below using close-up technique:



Picture 3.48 (00:09:06)



Picture 3.49 (00:09:17)

Lucy : "...If the point is to learn about the American dream, we should be reading about immigrants, or the working class, or Black mothers, or at least someone who doesn't have a mansion. Why aren't we reading Sandra Cisneros..."

Mitchell : "I thought it was a great book."

Lucy : "Hey, I was talking."

Mitchell : "Yeah, I know, but The Great Gatsby is a classic. Just because other books are good doesn't mean this is less good."

Lucy : “I didn’t say it wasn’t good. I just wish that…”

Mitchell : “You’re not listening to me.”

(Amy Poehler, 2021 *Moxie* 00:08:53 – 00:09:17)

When Mr. Davies asks the students opinion about a book, Lucy is the first to raise her hand and speak. Mitchell belittles Lucy's opinion by keep interrupting her and doesn't let Lucy finish her sentence.

Not only belittling, he even dares to threat Lucy at cafetaria. The threat act can be proven from pictures and dialogue below:



Picture 3.50 (00:14:14)



Picture 3.51 (00:14:21)

Mitchell : “Why do you always have to be so difficult?”

Lucy : “I’m literally just trying to buy a soda. You’re the one having this meltdown.”

Mitchell then hits the vending machine as a move to scare Lucy. He took Lucy's soda and then spit it.

Mitchell : “Welcome to Rockport.”

(Amy Poehler, 2021 *Moxie* 00:14:14 – 00:14:21)

This makes Lucy speechless. On another occasion, Mitchell keeps bothering her. He snatches the poster that was in Lucy's hand and then throw an insult to her, supported by his friend, Jay.



Picture 3.52 (00:30:41)



Picture 3.53 (00:30:48)

Mitchell : “Whoa. God, you’re such a whiner. Why don’t you go tattle on me again to Principal Shelly? You know there are real problems in the world, right? Like ones that are bigger than two kids not thinking you’re hot.”

Jay : “Oh! Now that’s a righteous burn with a swish.”

(Amy Poehler, 2021 *Moxie* 00:30:41 – 00:30:48)

Can't accept that his actions were reported to the principal, he humiliates Lucy by saying something bad about her appearance. The humiliation made Lucy goes silent and then walk away.

### 3.2.1.3.2 Sexual Violence

In this movie, a character named Kiera experienced sexual violence conducted by a male student character at Rockport Highschool. He runs up to Kiera and slaps her butt in picture 3.54 with medium shot. In picture 3.55 with close-up technique, Kiera and Amaya facial expression looks surprised because what just happened.



Picture 3.54 (00:25:38)



Picture 3.55 (00:25:42)

Another female student who experienced a sexual violence is Emma. The form of sexual violence she experienced is rape. Previously, she doesn't have courage to speak up and only send a letter anonymously to Moxie asking for help. Eventually, she confesses in front of the crowd that she had been raped by Mitchell back then. The scene below using medium shot technique.



Picture 3.56 (01:40:00)



Picture 3.57 (01:40:18)

Emma: "Last year after prom, Mitchell Wilson raped me. He was my boyfriend, and he raped me in my own bedroom. And then I got voted Most Bangable. What does that even mean? I am angry and I want to scream."

(Amy Poehler, 2021 *Moxie* 01:40:00 – 01:40:45)

From the explanation, the female characters named Kiera and Emma experienced sexual violence by male characters in the movie.

### 3.2.2 Women Resistance Against the Oppression

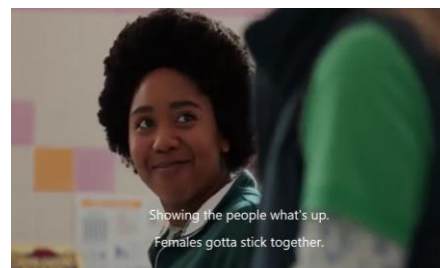
The oppressions experienced by her friends at school made Vivian have to act to fight against oppression. She fights anonymously by placing Moxie posters in the women's restroom. The poster contains invitation for students to draw hearts and stars on their hands as a form of support for women who experience the oppressions. Picture 3.58 and 3.59 with extreme close-up technique show the poster and the hands.



Picture 3.58 (00:28:10)



Picture 3.59 (00:34:16)



Picture 3.60 (00:34:19)

Amaya : “Showing the people what’s up. Females gotta stick together. Number one untapped resource, women .”

Kiera : “There she goes.”

Amaya : “There are most of us than them. Breaking the glass ceiling. Lady power.”

(Amy Poehler, 2021 *Moxie* 00:34:18 – 00:34:29)

There Vivian meets Amaya and Kiera in bathroom who also draw hearts as a support sign. Not only Amaya and Kiera, there are many students showing their support as well. Lucy even posts their act on social media using the hashtag “Moxie Girls Fight Back.” A social media campaign is a tool for their resistance. This social media campaign has an impact that can affect social life, focusing on many people and aiming to eliminate domination and oppression of the rulers.

Vivian continues to fight by distributing the latest Moxie posters calling to fight sexist acts, arbitrary actions and focusing more on female students than male students about dress rule or what is known as double standards. As a protest

against these rules, the female students wear tank tops when they come to school in the next day. Kaitlynn, as a victim who was sent home because she was treated unfairly because of this matter, now has the courage to speak up. It can be seen by pictures below using close-up technique.



Picture 3.61 (00:53:26)



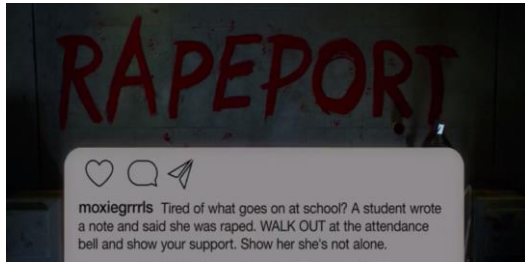
Picture 3.62 (00:53:33)

Kaitlynn : “You know what you don’t understand? This dress code thing may seem like whatever to you. I’d say it’s another way to control women. If you’re doing nothing, then you’re part of the problem.”

(Amy Poehler, 2021 *Moxie* 00:53:26 – 00:53:33)

Kaitlynn states that the dress code rule is a way to control women. With being controlled, women are unable to get their rights and become powerless. After the resistance act, the school no longer has a problem with the dress code for female students.

Another form of oppression that occurred is the rape of female student. Vivian finds an anonymous letter about it, the writer of the letter asks Moxie to help her.



Picture 3.63 (01:35:34)



Picture 3.64 (01:36:48)

Vivian sneaks into school at night. The next resistance she does is writing “Rapeport” which can be seen in picture 3.63 taken by extreme long shot technique on the floor in front of the school as a scoff of “Rockport” and posting it on social media, urging students to fight back by walking outside to show support for Moxie and for the girl who wrote the letter to show her that she is not alone.



Picture 3.65 (01:36:29)



Picture 3.66 (01:36:30)

Mr. Davies : “Really think about it. Because if you do this, it’s your funeral. And I’m washing my hands of the whole thing.”

(Amy Poehler, 2021 *Moxie* 01:36:20 – 01:36:30)

He says those words while putting a smile expression on his face and raises both his palms which have star and heart signs as in picture 3.66 which is taken by medium shot technique. It indicates that he is permitting the students to walk out



and show supports. Mr. Davies who had previously shown disapproval of the Moxie movement, later allows the students to join Moxie demonstration.

Lots of students support the movement and jointly carried out a demonstration led by Vivian.



Picture 3.67 (01:37:58)



Picture 3.68 (01:38:06)

Vivian : “I hate that we are shoved aside, that we are dismissed, ranked, assaulted. And I mean, nobody does anything about it. Nobody listens to us. And that is why I walked out today. That’s why I’m standing up here, yelling at all of you. It’s why I started Moxie.”

(Amy Poehler, 2021 *Moxie* 01:37:56 – 01:38:27)

Picture 3.68 with medium shot technique shows Vivian admitting that she is the one who started Moxie. She hates to see women have to experience oppressions and no one attempts to fight against it. That’s the reason why she started Moxie.

From the data above, it can be seen that they do the resistance because they want to eliminate the oppression towards women in their school. In the end, Mitchell is guilty of raping Emma and finally get punished by the school principal. It can be said that this women’s resistance is succeeded.