

Women Supporting Women in Amy Poehler's Movie Moxie

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Abstract. This research examines gender studies by describing the phenomena of women supporting women in the movie Moxie by Amy Poehler and explaining the phenomena of women empowerment in the movie. The movie tells the story of a 16-year-old teenager named Vivian who invites her friends to call out the gender-based intimidation female students receive at her school. The action of the character Vivian in the Moxie in inviting other women to speak together on the issue of discrimination they receive is an action that is currently called women supporting women. This research explains that every woman can choose, and women with different backgrounds and problems can be together to make a change. Women supporting women is an achievement that is made by their choice. This movie is a gesture so that women become aware again to continue trying to defend their fellow people.

Keywords: women support women, women empowerment, moxie.

1 Introduction

Movie is defined as a visual and audio-visual medium that conveys messages to people who gather in one place [1]. The movie also has a significant role in society because of its function as an entertainment medium. Movies are entertainment media that can reach various levels of society, from the lower to the upper classes. As an entertainment medium that various groups can access, of course, it have a significant impact on society. Films are also a communication medium for those who watch them. Audiences can penetrate time and space by watching it. This combination of image and sound allows movies to quickly convey many ideas or stories to the audience. The stories contained in films also contain ideas or messages that want to be conveyed to the audience or sometimes convey or show a problem that exists in society. In this way, movies are not just entertainment media but also designed to convey a message or idea.

As a mass media, movies often raise gender issues with various thoughts, ideas, and messages. For example, the movie *Berbagi Suami* was released in 2006, which discusses polygamy, which occurs in various groups, both social, age, and ethnic. This movie only wants to show the phenomenon of polygamy that occurs in Indonesia and raises the problems that exist in polygamy. Different from the movie *Marlina si Pembunuh dalam Empat Babak*, which was

released in 2017 and tells the story of how a woman takes revenge against her rapist. This movie attempts to convey a different idea about women. In this movie, there is an inherent idea that women also have the strength to stand up and fight violence committed by men.

There have been many films that have raised gender issues from various views and perspectives with their ideologies. This research wants to examine gender studies contained in the movie *Moxie* by Amy Poehler. This film tells the story of a 16-year-old teenager named Vivian. Vivian, a quiet and shy teenager, makes zines anonymously at her school. This was inspired by her mother's rebellious past and also inspired by a new friend at school who was confident. The zine created a stir at school because many girls supported the zine created by Vivian.

This film, based on a novel with the same title, has attracted feminist researchers. Starting from the assumption that, in general, humans want to be treated equally in all aspects of life, for example, in gender issues, Natasya found that there are feminist values found in this movie through the main character [2]. Feminism issues also appear in this movie through acts of objectification. This movie also raises issues related to women's objectification, as Poetri et al. explained. The main character in this movie is a witness to how acts of objectification are carried out at his school, especially against girls. The acts of objectification in this movie take the form of instrumentality, denial of autonomy, inertia, denial of subjectivity, reduction of the body, reduction of appearance, and silence. The main character in this movie fights against the objectification he sees based on solidarity solidarisme [3]. This movie also describes the representation of liberal feminism through the main character's courage in demanding gender equality [4].

The main character in the movie *Moxie*, Vivian, created a Zine to call out sexism at her school and also invite other women to call out the bullying, sexual harassment, and rape that female students received at their school. Vivian's action in inviting other women to speak together on the issue of discrimination they receive is an action that is now called women supporting women. The director herself, Amy Poehler, is considered to be inviting teenagers to start a feminist revolution in high school [5].

The currently widespread phenomenon of women supporting women is a form of support from and for these women. In 2020, this phenomenon began to spread on social media, where women uploaded black and white or monochrome selfies to their Instagram accounts with the hashtag *women support women*. This movement is a women's movement that supports other women and is also a movement that moves women to be grateful for being women. The movement is marked by mutual gratitude between women or supporting fellow women.

The support women give to other women indicates that women have chosen to support each other. This woman's choice indicates that she has the power to choose what she wants. Power is closely related to the ability to make choices [6]. People who have many choices can have power; conversely, without power, they do not have many choices. This idea regarding choice is very logical if it relates to the ability to make meaningful choices in life. Kabeer emphasized that the power to make choices is also related to poverty if it is linked to strategic life choices. Life choices include choice of job, house, who to marry, how many children to have, and freedom of friendship. These strategic choices will determine a person's quality of life. Thus, it is concluded that a person's achievements in life can occur based on his life choices, and having choices and being able to choose is a form of deception.

One of the characteristics of empowered women is that women can make choices. In other words, women's empowerment is related to their power to make life choices. This empowerment refers to expanding women's ability to make life choices that women previously did not have. Kabeer emphasized three dimensions of change, which refer to the ability to make choices: resources, agency, and achievements. Resources shape the conditions under which choices are made, agency, which is the core of the choice-making process, and achievements resulting from choices. The three dimensions depend on each other because every change in one dimension will affect the other [6].

As figures are often marginalized, especially in specific fields, women should help each other. Nevertheless, sometimes, women's enemies are not men but women themselves. So, this phenomenon is to make women aware to continue supporting fellow women. This phenomenon still needs to be voiced because, in reality, many women still cannot support each other. Hanzky summarizes four things about this reality; firstly, women are more cruel in responding to the appearance of other women and still measure abilities based on appearance [7]. Even though women do not like to be judged based on appearance, many judge other women based on appearance. Second, women do not support each other's success. Women tend to gossip when a colleague has a new bag of clothes or gets a promotion. He continued, unlike men, the higher their rank, the more their colleagues like them, while the opposite is true for women. The higher a woman's position, the less support she receives from both men and women. The third relates to women who find it challenging to share—from small things about cooking recipes and discount clothing stores to important things at work. This situation is because women are very competitive and afraid of being rivaled by other women. Lastly, she explained that women can sometimes be very judgmental of other women. Starting from matters of appearance to problems taking care of children, women often judge the actions or choices of other women.

These realities still emerge in society and require a nudge so that women become aware again to continue trying to defend their fellow people. The position of women, who still experience much discrimination in society, has been widely highlighted and presented in movies. However, few movies have tried encouraging audiences to arouse women's passion for helping others. Thus, this research seeks to examine how the choices made by women can impact women, namely a phenomenon called women supporting women. So, the movie *Moxie* is not just a movie but something that can inspire, grow, and increase women's awareness to support other women. In the end, this research also wants to see movies as entertainment media and can be used as a medium to spread awareness about women supporting women.

2 Research Method

Data collection methods and techniques are an extension of human senses in the form of a set of methods or techniques that aim to collect empirical facts on a research problem [8]. This research has two study objects, namely material objects and formal objects. The material object in this research is the text in the movie *Moxie* by Amy Poehler. Meanwhile, the formal object is women supporting women, which is found in the movie *Moxie* by Amy Poehler. The data in this research is in the form of text from the movie *Moxie* by Amy Poehler, which contains or tells stories about women supporting women. This data is collected through words, phrases, clauses, and sentences. Then, reading, understanding, and literature studies are conducted to find these data. Data analysis methods are research methods or techniques that aim to find relationships between data that will never be stated by the data itself [8]. In order to analyze the data that has been found, the concept of Women's Empowerment is used.

3 Result and Analysis

3.1 No Place for women in Moxie

The ability to make choices is always directly proportional to power. So, it is concluded that being helpless means having no choice. At the beginning of the movie, it is explained how female students are depicted as helpless figures compared to male students. The most striking thing is the different treatment by the school for the men's football and women's soccer teams. The men's football team received special treatment from the school despite not winning the competition. The school's attention can be seen by holding a rally for the football team. Meanwhile, the women's soccer team, which has more achievements, did not receive any appreciation, including their new uniforms.

Kiera : Look at this. Imagine if they actually won a game.

Amaya : True! Did you hear my girl? If pep rallies were for teams who actually won games, they'd be doing soccer cheers.

Kiera : And maybe the bake sale could buy us new uniforms.

Amaya : They would be baking some cookies and cakes and pies for us.

Lucy : Hey, how'd it go?

Keira : Girl, it was great. We won, as always.

Amaya : The crowd of 15 moms went wild



Picture 1 The list of girl ranking

This ranking, which is always carried out, is considered something that must be accepted and cannot be rejected by female students. In the following conversation between Vivian and Claudia, it can be seen that women do not like the label what men give to them but they are unable to put up a fight.

Vivian : Ouhh ... I might get ranked "Best Power Slide on Rainbow Road."

Vivian : Should we have gone to a pool?

- Claudia : It doesn't matter. Emma Cunningham's gonna get ranked "Most Bangable" for the second year in a row. It's not like she's been in a horrific car accident or anything.
- Vivian : It's so nice not to be on anyone's radar.
- Claudia : Totally. 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?
- Claudia : Kaitlynn Price has mastered the art of the hot selfie and will probably take "Best Rack" from Olivia Day-Young.

If we look at the ranking categories created, these categories are created only based on women's physical appearance and focus on making women sexual objects. The existing ranking category is a form of sexual violence against women, which is carried out as stated by Larasati [9]. However, in the end, the students only accepted it because the list was made online, and it was unclear who made it. This ranking is given as if it is a winning trophy that women deserve, even though, in reality, this nickname is very sexist and demeaning to women. The insults given to women as if they were a victory are proof that women are helpless and have no choice, so they have to accept what men give them. The words used in categorizing the rankings use acronyms and slang, which contain vulgar things that demean women.

- Never been touched
- Most DTF (down to fuck)
- Best HJ (hand job)
- Most Bangable
- Hot Sisters
- Best Rack
- Best Ass

This lack of space for women in schools does not only apply to famous female students or beautiful students who are sex symbols for men. Disabled women also experience this by not being given space such as facilities and low tolerance for disabled people

- Meg : Oh, great. No, please, block the sidewalk to admire her nails.
- Meg : Hi. There we go. That wasn't so hard, was it? No, it was not.
- Meg : Oh, sure. Put me in the back like you always do. That's so original.

Meg, a student who uses a wheelchair, always has difficulty at school because her friends block her way, so she and her wheelchair do not pass. The first quote shows that her colleagues were busy flattering the head cheerleader Emma's beautiful nails, so they did not notice her presence. Meg's disregard for repeatedly asking her colleagues to step aside to make way is proof that this school is not only unfriendly to girls but also to people with disabilities. Black female students also experienced discrimination by being selected.

- Kiera : You know what's also messed up? I don't like being voted Best Ass.

Vivian : You don't like it? Why?

Amaya : Historically, Black women have been judged by their asses and hair, and we are done with that.

Kiera, the soccer captain, always wins the «best ass» category, which annoys her. The resentment of these black students correlates with the beauty myth of their race. Black women are always identified with big buttocks and curly hair, so women who do not have them are considered unnatural. Men always express their desire for women with big butts [10]. Women without it seem to lose their identity as black women. The nomination given to Kiera seemed to reaffirm the myth of beauty among black women that they had tried to eradicate. In schools with a white majority, of course, black students are a minority, but the myths about women's bodies still apply. If female students are male opponents in this school, then black female students experience twice as many difficulties, themselves as women and as black. As a minority, black students also experience racism by being asked questions related to their identity, such as what percentage they are black. In the quote below, a student explains her identity because she is tired of answering other student's questions and wants them not to touch her hair.

I want to-- Sorry. I just want to say that I'm one hundred and ten Black.

My hair is not a wig. It's not nappy. It's thick, curly, and it's who I am! And no, you cannot touch it!

Female students who do not have a place do not just happen but are also the result of the school's tendency to defend male students. Institutions are defined as rules regulating human interactions [11]. Thus, the school is an institution that should regulate its students, but if the institution fails to empower women, the result is that equality does not occur. The school's attitude that does not favor women can be seen in the attitude of Principal Shelly.

Lucy : Have you seen this?

Shelly : What is it, honey?

Lucy : See what they called me?

Shelly : Oh. No, that's social media. I don't understand.

Lucy : No, it's a list.

Shelly : Well, listen, Lucy. Sticks and stones.

Lucy : Are you kidding me?

Shelly : Go and sit down. We're having a pep rally.

In the conversation above, Lucy reported to her regarding the ranking that was happening to female students. Lucy hopes Shelly, as the principal, can understand how male students treat female students and take firm action. However, for Shelly, this was not a problem. For her, the rankings in circulation are only part of what happens on social media. She also ordered Lucy to immediately sit down to enjoy the pep rally, which was held as a form of worship for the men's football team. The most significant proof that there is gender inequality in schools, which causes women's powerlessness, is when Lucy reports that Mitchell, the football captain, harassed her. Shelly, as a representative of an institution that is supposed to protect women, however, does not believe what the victim reports. Moreover, the perpetrator was Mitchell, who was a famous football captain, while the victim was a black new student. Shelly's question, which was a form

of disbelief, was seen when she tried to convince him that the perpetrator was Mitchell, the football team's captain. Shelly's distrust is how men are always thought to be correct. They have a special place, especially as the perpetrator's position is captain, so women's inferior position is even more vital. The following is a conversation when Lucy faced Shelly to report the harassment she had experienced.

Lucy : Mitchell Wilson is harassing me. I don't feel safe.

Shelly : Mitchell?

Lucy : Yes.

Shelly : Wilson?

Lucy : Yeah.

Shelly : Captain of the football team?

Lucy : Yes.

Shelly : He's bothering you.

Lucy : He's harassing me.

Shelly : Oh. There's that word. If you use that word, that means I have to do a bunch of stuff, but if he's bothering you, and that's what it sounds like to me, then we can actually have a conversation

Shelly : 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. But we have to be clear about things before we move forward.

Lucy : Okay. I just--

Shelly : Look, look, look. I step in when we find drugs in school or when someone threatens on YouTube to bring in a weapon.

In the conversation above, principal Shelly chooses the word bothering over the word harassing, showing her rejection of Mitchell's actions towards Lucy as harassment. This rejection further strengthens men's power as superiors who cannot possibly make mistakes. Women, especially young women, are thought to constantly complain about what makes them unhappy. So, when women speak, it does not mean that there is injustice or that men have done something wrong. Women talking about it is unimportant nonsense. This scene can be seen in how Shelly compares the abuse experienced by Lucy with significant disasters such as tornadoes, drugs, and attempted murder with weapons. Thus, what women experience, or their voices are not critical.

In conclusion, female students at this school are inferior to male students. This situation is also supported by school regulations that do not support gender equality and school actions that disregard the harassment experienced by female students. These events at school show the existence of patriarchal practices at school. Perry explained that the existence of harmful forms of patriarchy in society contributes to tolerance of gender discrimination against girls and women [12]. Gender inequality in schools due to institutions that are unable to create an environment that builds women's empowerment makes the patriarchal system untouchable.

Amaya : You know what's not fair? Our team went to state finals and our uniforms suck!

Kaitlynn : You know what's messed up? I got sent home for wearing a tank top. Meanwhile, Jason is constantly shirtless.

In the conversation above, Amaya, a soccer team member, complained about how their team entered the state final but was not given uniforms. If we compare the school's treatment of the boys' football team, it is clear how the school prioritizes them even though they do not excel. Not only is school unequal treatment, but it also shackles women's bodies. In Kaitlynn's above conversation, a student with large breasts complained about how she was sent home for wearing a tank top.

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

Kaitlynn : Why?

Shelly : Well, your straps are a little thin and you're showing lots of collarbone.

Kaitlynn : It's like the exact same one she's wearing.

Shelly : Well... Enough. Kaitlynn, please give me a break and just cover up, so that we can all get back to learning.

Kaitlynn : I don't have anything to cover up with.

Shelly : Okay, come with me.

The conversation above explains how the school regulates Kaitlynn's body; she is prohibited from wearing tank tops even though other female students also wear tank tops. Kaitlynn's body (large breasts) is considered something dangerous or a threat, so according to the school, it is something that should be covered. Women's bodies that are deemed hazardous represent the objectification of women's bodies, that women's bodies are only sexual objects for men. It is not a problem if male students take off their clothes, and the issue of women with beautiful bodies wearing regular clothes like everyone else is the idea that women's bodies are a problem. And the owner of the body is the person who must be responsible. Shelly sending Lucy home is a form of punishment against the woman for the body she has.

The forms of patriarchy that develop in schools and the gender injustice that is applied also ultimately influence students' thinking. Emma Cunningham is the beautiful and famous school cheerleading captain, while Mitchell Wilson is the football team captain. As a popular figure, when their relationship broke up, the news became a topic for the students.

Vivian : Did you hear that she and Mitchell Wilson broke up?

Claudia : I heard he broke up with her.

The conversation is about the breakdown of the romance between Emma and Mitchell. Vivian, a student who has no idea about the news in her school, is updating the information that happened and asks her friend, Claudia. However, in Claudia's statement, she emphasized that he broke up with her, which indicates that Mitchell was the one who decided on Emma, not the other way around. The students' thinking that men are the superior ones who can break up relationships or who can throw away women is the result of the harmful patriarchy that exists.

3.2 Women's choice in Moxie movie

The ability to make choices is always directly proportional to power. So, it is concluded that being helpless means having no choice. Kabeer explains that a condition of helplessness is related to those who refuse to make choices or are not given a place to choose [6]. At the beginning of the movie, it is explained how female students are depicted as helpless figures compared to male students.

Kabeer then divides changes in the ability to make choices into three things, namely resources, agency, and achievements [6]. Resources form the conditions in which choices are made, the agency is the core of the choice-making process, and achievements are the results. These three dimensions depend on each other because changes in one dimension will affect changes in other dimensions. Movies that are considered to contain liberal feminism contain how women make choices regarding what they experience. Kabeer explains resources as material, social, or human, which does not only refer to conventional economic resources but also to human and social resources. Resources themselves are a tool to improve the ability to make choices. The character Lucy in this movie is a new student, so when existing forms of patriarchy confine other students, Lucy, with her thoughts, tries to break through this.

Mr. Davies : How are women portrayed?

Lucy : Well, I think the real question is, why are we still reading this book? It's written by some rich white guy about some rich white guy, and I guess we're supposed to feel bad for him because he's obsessed with the only girl he can't have? 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.

The above conversation took place in an English subject with M. Davies. When M. Davies asked Lucy a question regarding how women are depicted in a novel, Lucy asked about the purpose of reading the novel. He criticized that novels written by rich white men were no longer relevant to the condition of American women today. The statements made by Lucy are what Kabeer calls human resources, including knowledge. With her knowledge, Lucy chooses to speak up as a woman, where speaking out is an effort that allows change to occur.

As the main character, Vivian is the figure who has made the most changes in empowering women in her environment. Vivian was initially a child who did not like noise; she just wanted a peaceful life with her best friend at school. The above conversation took place in an English subject with M. Davies. When M. Davies asked Lucy a question regarding how women are depicted in a novel, Lucy asked about the purpose of reading the novel. He criticized that novels written by rich white men were no longer relevant to the condition of American women today. The statements made by Lucy are what Kabeer calls human resources, which include knowledge. With her knowledge, Lucy chooses to speak up as a woman, where speaking out is an effort that allows change to occur.

As the main character, Vivian is the figure who has made the most changes in empowering women in her environment. Vivian was initially a child who did not like noise and just wanted a peaceful life with her best friend at school.

Vivian : Hey, Lucy. Uh, we have English class together. I'm ...

Lucy : Vivian, right? You sit in the back.

Vivian : Yeah, yeah, exactly. Look, I just wanted to say ignore Mitchell.

Lucy : Why should I have to ignore him? Why can't he just not be a dick?
Vivian : [laughs] He's an idiot. He has been since the second grade.
Lucy : He's dangerous.
Vivian : I don't think he's dangerous. I think he's just annoying.
Lucy : You know that annoying can be more than just annoying, right? Like, it can be code for worse stuff.
Vivian : If you keep your head down, he'll move on and bother somebody else.
Lucy : Thanks for the advice, but I'm gonna keep my head up, high. See you in class.

In the conversation above, Vivian approached Lucy out of sympathy for a new student who had become Mitchell's new object of bullying. Vivian asked Lucy to ignore what Mitchell did to her. This action proves that, at this stage, Vivian still needs the resources to make a choice that will impact change. Especially when he rejected Lucy's opinion that Mitchell was a dangerous figure. For Vivian, at that time, Mitchell did not harm women. Vivian was initially depicted as a timid figure who preferred to avoid problems rather than get involved in them. However, Vivian has a supportive mother who was previously a women's activist. What Vivian has can be categorized as social resources. Kabeer calls it a claim on the obligations and expectations in relationships and connections in various lives to enable a person to improve his life situation and opportunities.

Vivian : Hey, Mom, what do 16-year-olds care about?
Lisa : Oh, I don't know. When I was 16, all I cared about was smashing the patriarchy and burning it all down.

By having a mother who supports women's empowerment, Vivian gets the inspiration to move forward and make choices to make changes. A shy and obedient teenage girl taking steps is what the Kabeer agency calls 'individual decision-making' based on her understanding and knowledge. Looking at the history of what her mother used to do through zines and discussions with her mother opened up Vivian's thinking that she could also fight against gender injustice at her school. When the list regarding women's rankings was opened, Vivian, as a quiet girl, suddenly entered the list and received the title "most obedient." Vivian is quiet and said to be a woman who obeys the rules and will not do anything significant to disobey her.

Vivian : Jesus.
Boys : [laughing]
Boy 1 : Uh-oh. We're in trouble.
Boy 2 : Her? She's not gonna do anything.

The conversation occurred when two male students bumped into Vivian and annoyed her, but they did not need to worry because Vivian would not do anything even if they bothered her. Vivian has concerns about the phenomenon in front of her regarding how women are treated. Moreover, she thought the list did not make sense; she even criticized the event by saying, "Why have we all accepted it? Like, no one even blinks." Vivian's inner turmoil accumulated with her observations of seeing Lucy fight Mitchell and discussions with her mother, as well as her testimony on her mother's experiences, were the resources she had to

choose. Ultimately, her choice was to break down gender inequality by creating a zine named "Moxie" and criticizing all events at school.

As a new student, Lucy was the first woman to fight back, and Vivian was a groundbreaker who made changes. However, many other women were ultimately inspired to reject gender injustice. When Vivian encouraged students in her zine to draw stars and hearts on their hands as a form of support for women, many female students did so. Claudia, who was born into an immigrant family with high pressure to succeed, cannot do things that her peers do, such as supporting Kaitlynn to wear tank tops at school. However, she chooses to support her female colleagues. Claudia's support was significant by registering Moxie as one of the school's extracurricular activities so that they could make posts in Moxie's name. Emma, the popular head cheerleader, finally spoke up about the harassment she experienced in front of other students.

In conclusion, with the reality before them, the women at this school chose to fight to change their lives. The resources they have in the form of experience, knowledge, skills, creativity, connections, and hope are a resource called the ability to make choices. Their choices, both big and small, are an attempt to improve their life situations and opportunities beyond what is possible through their efforts. The achievement can be seen through Principal Shelly, who adopted patriarchal values by prioritizing men. However, in the end, after seeing the efforts of the female students and seeing how Mitchell abused Emma, she finally took action against Mitchell. In this way, the efforts made through these choices produce results and lead to the revolution.

3.3 Women support women

Kabeer explains that women's empowerment refers to expanding women's ability to make strategic life choices in conditions where this ability was previously unavailable. So, the choices made impact changes in life for the better, such as how the woman in the movie, Moxie, had her opinion not heard. Changes in the ability to make these choices are divided by Kabeer into three dimensions. Resources are the conditions of the women in this movie in choosing to speak out and rejecting gender injustice. The agency is how female students choose to change and fight back. The result of the choices made is called achievement or the result of the choices made. The achievement in this movie is the phenomenon of women supporting women so that they help each other over the injustice that befalls them.

The movie Moxie contains issues regarding women's empowerment, toxic masculinity, sexism, harassment and rape. As seen at the beginning of the movie, sexism and harassment towards women are shown without any resistance from women. However, slowly, the women came together to support each other. This phenomenon, women supporting women, is characterized by positive friendship between one woman and another [13]. In this relationship, women always support each other positively regardless of the person. Vivian, the main character, is a white student with a supportive mother and friends, and her life is free of problems. However, her concern for Lucy when Mitchell was bullying her was a form of women supporting women. Her concern about gender injustice at school made her move to create an anonymous zine containing statements and criticism of the school.

The naming of the zine that Vivian created was a resistance because principal Shelly initially expressed the word moxie during the rep rally; she called the female cheerleaders the word 'moxie' in the statement, "All right. Love that. Those girls got moxie." By using the word Moxie, Vivian wants to show that female students can also have confidence and determination.



Picture 2 The cover of Moxie (a zine write by Vivian)

In the first issue of Moxie, Vivian wrote how the girls were annoyed by the lists made by the boys, saying, "The girls of Moxie are over it." In return, she made a return ranking of the boys. She wrote three rankings for boys; for Mitchell, she gave the ranking as 'most awful.' The following is the content of what Vivian created



Picture 3 The content in Moxie: Boys ranking and feminism definition

In this zine, apart from making a reply ranking, he also wrote a definition of feminism. Inspired by her mother, she wanted female students at school to be aware of the gender injustice happening to them. Not only that, he also encouraged the female students to provide support by drawing hearts and stars on their hands.

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

Even though drawing a heart and star in hand seems not to have any impact, this is an intelligent step to show support for each other and fellow women. The girls who saw their peers drawing hearts and stars on their hands would smile and greet each other. This forms a bond that they are in the same position, namely fighting injustice. At a Bradley Chambers' house party, the students gathered in a room and discussed moxie; they were Vivian, Claudia, Amaya, Keira, Lucy, CJ, and Kaitlynn.

Kaitlynn : Know what I just realized? The king is worth more than the queen. Why? The queen is the best. Okay, the queen can have children. Look at this king. He looks like an asshole.

Lucy : Guys, I'm just glad we're talking about this. You know that your school is weird?

Amaya : Oh, it's always been weird. We used to have a guy who pulled everyone's pants down. Now, he's a police officer.

In Kaitlynn's statement above, she realizes that the king is more valuable than the queen in the card game. The gender assessment on this card indicates that in the social system in society, women are inferior figures. Women who can give birth are considered worse than men. Amaya also explained how male students were indecent in the past by harassing other students, but now he is a police officer. Thus, they cannot hope for help from the school; they are alone. This situation strengthens the idea that they must unite to fight suffering.

Amaya : Hell, yeah, it is. Showing the people what's up. Females gotta stick together. Number one untapped resource, women. There she goes. There are more of us than them. Breaking the glass ceiling. Lady power.

Amaya's statement above shows that women must work together to fight the negative forms of patriarchy that exist in their schools. Women must unite to show their strength. Amaya and Keira are students who are football players who have not been supported by the school even though they often win matches. They also represent black female students who often receive unpleasant treatment that leads to racism. Claudia, Vivian's best friend, is described as an Asian woman with strict parents; she cannot help much. However, he still supports his friends by registering Moxie as one of the school's extracurricular activities. Once registered and it becomes an official activity, they can freely distribute posters at school.

Claudia : You're welcome. I caught Shelly trying to tear your guys' posters down because you never registered Moxie in the office. So, I did.

In this movie, the phenomenon of women supporting women is depicted as entering various circles in schools. What Vivian wrote in the zine represents every woman's problems, not just siding with specific groups. She discusses all women's problems: Kaitlynn, whose body is in question, and Keira and Amaya, who do not get the appreciation they should. The athlete scholarship Keira deserved was awarded to Mitchell. The most significant phenomenon was also when Moxie ordered girls to wear tank tops to protest what the school did to Kaitlynn. When almost all students come to school wearing tank tops, this is proof that women can walk together. Women can have different understandings, knowledge, and problems, but when they unite and join hands to fight, changes for a better life can be achieved. Ultimately, they have the same desire: that schools are fair and safe places for women.

As a mass media that can reach all levels of society, the movie effectively offers thoughts, ideas, and messages to the public. So, movie can be said to be a tool that plays a significant role in shaping gender construction in society. Conveying ideas related to gender discourse feels easier through movies. In this movie, Pohler tries to depict the phenomena of gender inequality in society through the problems of teenagers at school. The happy ending in this movie is a message that women should support each other because even though they come from different backgrounds, women have the same feelings.

4. Conclusion

As a mass media that can reach all levels of society, the movie effectively offers thoughts, ideas, and messages to the public. So, movies can be said to be a significant tool in shaping societal gender construction. Conveying ideas related to gender discourse feels easier through movies. So movies, which are a medium of entertainment for society, have become a culture in itself, which, of course, has an essential role in the structure of society. In mass media culture [14] explains that a series of daily lives are displayed in audio-visual form. The spectacles that dominate these entertainment projects shape political opinions and social behavior and even offer definitions for a person's identity.

This movie depicts women from various backgrounds, black, white, Asian, with large breasts, beautiful and disabled. The women's problems that are shown are different, ranging from harassment, rape, gender inequality, and others. These different backgrounds and problems are resources or conditions that make them choose. The process of making choices will later result in an achievement. The achievement presented in this movie is women supporting women, an empowerment of women which, if faced together, makes it possible to hope for a better life. The achievement can be seen at the end of the movie when Mitchell is finally called Principal Shelly due to his rape of Emma. Shelly's actions are a form of how schools are finally starting to trust women.

Movie is a mass medium close to society and is considered a medium of communication. Mass media is a cultural agent that greatly influences society because the amount and intensity of mass media consumption are very high [15]. As a result, interactions between society and the mass media have resulted in significant impacts. In this decade, humans spend much time with their gadgets, or it could be said that gadgets are never separated from humans. The conclusion shows the position of mass media, which cannot be separated from society because mass media is no longer only entertainment but also a necessity. In this way, the phenomenon of women supporting women can inspire society to apply it to real life.

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