



Androcentrism Inequality between Men and Women in the Film 'Moxie'

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Abstract

The Film 'Moxie' raises the issue of gender inequality between men and women. This film depicts teenage girls who dare to rebel against the inequality of androcentrism towards women and fight for gender equality in their school, which is still biased towards male norms. This research question concerns the critical discourse on the inequality of androcentrism between men and women in the Film 'Moxie'. What are the subject and object of the story? Betty Friedan's feminist theory uses the concept of androgyny as a reference because of the similarity in roles between men and women. Sara Mills' critical discourse analysis research method focuses on how women are presented in the text and divided based on the subject-object of the story and the viewer's position related to the issue of androcentrism inequality: critical research paradigm and qualitative descriptive approach. The results of these findings are, first, the inequality of androcentrism between men and women in this film, namely the presence of Misogyny, namely hatred and dislike of women, negative stereotypes, and double standards. Second, in the Film 'Moxie', the subject position of the story is Vivian, and the object position of the story is Vivian's female and male friends at Rockport High School and Principal Shelly. The viewer is positioned as the woman. Androcentrism means male-centered. Androcentrism refers to the pattern that everything related to men is the general guideline, while everything related to women is only an exception. The theoretical implications of this research strengthen the concept of androgyny and criticize the inequality of androcentrism for showing the distribution of equal roles in masculine and feminine characters simultaneously at various levels of life.

Keywords: Gender inequality; Androcentrism, feminism, Moxie film.

Introduction

Mass media is one of the supporting tools humans use to meet the need for information and entertainment. The mass media we know are numerous, including print media such as newspapers, magazines, and tabloids, and electronic media such as radio, television, films, and the internet. Mass media has four main functions: informing, educating, forming opinions (to persuade), and entertaining.

One type of mass communication media is film, especially communication through contemporary mass media. As one

component of popular mass culture, film is a mass culture that develops alongside urban and industrial society. As a mass media, film is not neutral because parties will always dominate or represent interests in a film. Film is an art that can depict life or conditions that occur in society. Film as a mass medium can also cause cognitive effects (knowledge), affective effects (emotions and feelings), and behavioral effects (changes in behavior).

Since the COVID-19 pandemic, competition between streaming service providers has become increasingly tight

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because, amid the global pandemic, which has caused the public to reduce activities outside the home, Netflix is one of the streaming services that provide entertainment to consumers who are trapped indoors due to lockdowns and quarantine periods spent at home. Netflix is very popular with the public, especially teenagers because the films it provides are better and more original.

In short, the film 'Moxie' tells the story of a female student named Vivian. Vivian is bright but quiet, and few of her school friends know her. However, when she saw an incident where a new kid at her school was bullied and harassed by a student named Mitchell, a trendy student and athlete, Vivian's rebellious spirit emerged. Vivian was inspired by her mother's activism, who was previously active in the feminist movement, and she began to make a magazine that contained resistance to sexual violence at Rockport High School secretly, then distributed it throughout the school. She named the magazine Moxie. Because of Moxie, the female students at Vivian High School formed women's solidarity, together discussing and fighting sexual violence, Misogyny, and gender discrimination that occurred in their school environment.

The film 'Moxie' successfully presents issues that are easily found daily. Like when teachers and principals at Vivian's school often reprimand and send female students wearing tank tops home. However, this does not apply to all female students at school; it only applies to female students with large breasts. It is discriminatory against women's body shapes, which have many variations because women who have large breasts, buttocks, or hips are often considered "inviting" sexually, so they have to wear more covered clothes. In Indonesia itself, many still liken women to

salted fish that always invite lust. In contrast, men are likened to cats that eat salted fish because the salted fish invites the cat's lust, just like if the woman was sexually harassed.

Sexual harassment cases are exacerbated if the victim of the sexual harassment is a woman who does not wear closed or sexy clothing. The clothes are blamed and also because they are considered to provoke men's lust. Another opinion that we often hear is that because the victim did not wear clothes covering her body, it is natural for her to be harassed because she did not obey religious orders. Based on previous research, the Safe Public Space Coalition (Koalisi Ruang Publik Aaman/KRPA)) stated that revealing clothing worn by women is not the cause of sexual harassment. 17 percent of victims of sexual harassment wear closed clothing (Aditya Yuli Sulistyawan, Robiah Adawiyah, Shefia Ariesta Fernanda, Adya Paramita Prabandari, 2023).

According to the survey results, the clothes worn by victims of sexual harassment include skirts and trousers (17.47%), long-sleeved shirts (15.82%), school uniforms (14.23%), loose clothing (13.80%), short/medium headscarves (13.20%), short-sleeved shirts (7.72%), office uniforms (4.61%), long headscarves (3.68%), knee-length skirts or trousers (3.02%), and tight shirts or tight trousers (1.89%). Those who wear hijab and niqab also experience sexual harassment (0.17%). If added up, 17% of respondents who wear hijab reported experiencing sexual harassment (Nurhalimah, Susanti, Jailani, 2023).

Stereotypes are judgments or perceptions of people or groups, and we label them based on their traits or characteristics. They can have positive and negative effects, but the impact of stereotypes tends to be

harmful because they are based on incorrect perceptions. However, suppose someone knows and is familiar with the ethnicity in question. In that case, stereotypes of other individuals or groups will usually disappear because stereotypes have influenced what individuals from different groups feel and remember.

Etymologically, feminism comes from Latin, which means women. Feminism is considered an effort to fight for justice because of the gender inequality we often experience. According to Hodgson Wright, feminism emerged in England between 1550 and 1700 as a reaction to patriarchy the due. It is because women are only weak creatures who need protection from men, who are considered stronger (Gaut, W, 2017).

Patriarchal culture aims to increase male dominance over women and children for the benefit of men themselves through a series of relationships in various areas of social life. This culture is based on a perspective that degrades women and children. Patriarchal culture itself causes women to be subordinated, marginalized, and even receive injustice in society. Social positions and roles cannot be separated from the influence of a person's gender identity; men and women will have different societal roles and social positions (Israpil, 2017).

Films often show female characters who are physically and psychologically oppressed, weak, inferior to men, and other negative depictions. Therefore, the study of films about women, often referred to as feminism, is quite interesting to the public. Many films have raised the issue of feminism because they have a selling point that can attract the viewer's interest in the film. Therefore, some films

still believe that men have a higher degree than women. In other words, the patriarchal mentality still exists in many international films.

Gender inequality is a condition where there is inequality between men and women in the family, society, and the state. Several factors cause gender inequality, namely the high number of cases of violence against women and children. Then, there are problems in the welfare and protection of women and children. There are still many laws and regulations that discriminate against women, and this is closely related to patriarchy.

Androcentrism means male-centered centrism and refers to the pattern of "everything related to men becomes the general guideline, while anything related to women is just an exception." (Qayyum, 2023) In androcentrism, there is a prioritization of masculinity and a marginalization of femininity. The ideals, hopes, and values men hold are generally applicable rules. Women are given the meaning and significance of their existence based on these rules.

Under the influence of androcentrism, masculine dominance is absolute. Meanwhile, women lose the freedom to choose how they want to define their lives. Being a woman means the absence of the opportunity to become independent because they will forever depend on men. Male identity and experience are made absolute or standardized as a benchmark for assessing and interpreting everything. The masculine perspective includes all other viewpoints and various experiences, including women's identities and lives. As a result, women's identities and experiences are never freely appreciated (cannot stand alone), as if they do not have a noble and unique intrinsic value.

This film is interesting to study because it raises the issue of gender inequality between women and men. The Film 'Moxie' also depicts the figure of a teenage girl who dares to rebel against androcentrism inequality and fights for gender equality in their school environment, which is still the ideal of feminist activists worldwide. In addition, the Film 'Moxie' is also a feminist film starring women. This film has a rating of 6.7 out of 10 on IMDb. IMDb (Internet Movie Database) is a website that is a benchmark for whether a film is good from a world perspective. This film managed to survive on the list of the ten most popular films on the Netflix streaming service, which made researchers want to study the issue of liberal feminism more deeply.

Previous research that shows discrimination against women, for example, the scientific article by Yopi Kusmiati and Rayhan Bayruni in 2020 entitled "Pengungkapan Diri Muslimah Bercadar melalui Instagram: Pendekatan Phenomenology," explains that Muslim women who migrate by wearing a veil face challenges in the form of discrimination. This journal uses a constructivist paradigm with qualitative methods and a phenomenological approach. This journal concludes that Muslim women who wear the veil on Instagram influence society by eliminating the negative stigma of veiled Muslim women and educating other veiled women to remain open and not close themselves off from society. The difference between the researcher's research and the research paradigm is that the researcher uses a post-positivist paradigm, the subject and object of the research, and the focus of the research on the Discord application as a means of preaching. (Yopi Kusmiati & Rayhan Bayruni 2020).

Representation of Women's Struggle in Film; Critical Discourse Analysis of Sara Mills in Merry Riana: Mimpi Sejuta Dollar. The theory used to analyze this study is feminist theory and critical discourse analysis of the Sara Mills model. While the difference lies in the subject, namely, Merry Riana: Mimpi Sejuta Dollar, and the object is discussing the representation of women's struggle, The findings in this study found that Merry Riana as the subject of the story is depicted as a figure who has a character who never gives up and has a fighting spirit. Merry Riana's character is also represented as a woman struggling to study and work. This concept of women's struggle can motivate other women. In addition, the story's object in the film is Merry Riana, another supporting actor who is told and described by Merry Riana herself, who is the story's subject (Fatikasari, 2022).

Viewer Reception Research on Feminism Issues in the Film "Moxie." The similarities in this study are that it uses a qualitative approach and a critical paradigm, and the subject of the study is the Film 'Moxie'. The difference lies in the theory used to analyze, namely the Stuart Hall Reception Analysis Theory model, and the object of this study is how society or the viewer accepts a message they get from the Film 'Moxie'. The findings in this study showed that the informants had almost the same understanding. The majority of informants are in the Dominant Hegemony position, which is supported by the background of the informants who support the feminist movement both in the Film 'Moxie' and in real life. The issues, concepts, and ways of conveying feminist issues in the Film 'Moxie' are under what they hold and believe. While accepting the Negotiation position, informants agree with the concept

and issues carried out in the Film 'Moxie' but do not agree with how it is conveyed, which is considered too anarchic (Qurratu'ain, 2022).

Method

This study uses the critical discourse analysis method (Fathurokhmah, 2023) developed by Sara Mills, which emphasizes her discourse analysis on feminism, which describes how women are presented in texts in novels, pictures, photos, or news. The researcher uses the theory of feminism according to Betty Friedan's view, who argues that feminism is a theory that places its ideas on the liberal concept, emphasizing that women and men are created equal, have equal opportunities, and have equal rights. Feminist Theory by Betty Friedan also contains the idea of androgyny, which is used to show the division of equal roles in masculine and feminine characters simultaneously; androgyny also has the goal of freedom and concrete equality between men and women.

Researchers use Betty Friedan's feminist theory as a reference because the existence of androgyny or equality of roles between men and women can help them achieve freedom, equal rights, and justice, which are the ideals of the feminist movement in rejecting androcentrism inequality such as the values contained in the Film 'Moxie' which researchers will examine, namely about androcentrism inequality between men and women. Betty Friedan's androgyny concept also states that equality between men and women can be achieved through efforts from men and women, not just from women (Rosemaire, Tong, 2009).

The subject of research is studied by objects or institutions (organizations). The

research will be subject to the conclusions of the research results (Fathurokhmah, 2021), so the subject in this study is the Film 'Moxie'. At the same time, the object of research is the nature of the state of an object, person, or what is the center of attention and target of research, so the object in this study is in the scenes and dialogues in the Film 'Moxie' related to androcentrism in which there is inequality towards women.

Data collection techniques include literature studies, documentation, text observations, and in-depth interviews (Fathurokhmah, 2024). In this study, the researcher used data analysis techniques, namely by using Sara Mills' critical discourse analysis as follows:

- (a) The researcher observed the Film 'Moxie' on Netflix.
- (b) The researcher then shared clips of each scene and dialogue in the Film 'Moxie' on Netflix's streaming service to make it easier for the researcher to conduct the research.
- (c) The researcher analyzed the scenes and dialogues that illustrate the discourse of androcentrism inequality between men and women in the Film 'Moxie'.
- (d) Then, the researcher analyzed the scenes and dialogues that emphasize the actors and readers or viewers positioned in each scene, both those shown as objects or subjects in the film "Moxie" on the Netflix streaming service related to the issue of androcentrism in which there is gender inequality against women.

Result

A. Critical Discourse on Androcentrism Inequality between Men and Women in the Film 'Moxie'

Androcentrism itself is a perspective that places men as the center of the world; androcentrism involves behavior, circumstances, and culture that focus on or are dominated by the male perspective. The understanding of androcentrism has an easily recognizable pattern, such as ignoring women, stereotyping women, and belittling women. The depiction of the inequality of androcentrism between men and women makes men the benchmark in all aspects of life, which is detrimental to one sex, namely women; 1). Having wrong Prejudice against women or Misogyny is in scene 8; Lucy Reports Michelle to the Principal. In this scene, the main character, Vivian, is upset because when she reported the degrading treatment, namely the harassment carried out by Mitchell against her, to the Principal, the Principal instead underestimated Lucy and had wrong Prejudice against women (Misogyny). This scene illustrates how Misogyny is not only carried out by men but can also be carried out by fellow women, as done by the Principal in the Film 'Moxie'. 2). Negative stereotypes against women are in Scene 11, Lucy Reports Michelle to the Principal. In this scene, the main character, Vivian, is surprised when she finds out that male football athletes posted a list made by them, and then they (men) voted and labeled the female students they assessed (measured) using male (masculine) views. This scene illustrates how the quality of women is assessed using a male perspective or point of view, which results in negative stereotypes towards women. The impact is that men (masculine)(Fathurokhmah, 2019)

consider themselves more significant and even more powerful than women. Based on the findings above, it can be seen that there are still many women who think that the labeling given by men is a source of pride for themselves because they feel that masculine or male groups recognize them and do not realize that this is a form of exploitation carried out by men against women based on male advantage over women. Women are often only considered as objects that satisfy male sexual desires, without seeing women as valuable and valuable subjects. 3). Double Standard between Women and Men. In this scene, Kaitlyn is gathering with Moxie supporters at Bradley's house, where they are having a party. This scene illustrates a double standard between women and men due to the androcentric understanding that favors men. In the Film 'Moxie', women receive different treatment in terms of clothing compared to men. Jason, who is always shirtless, is not a problem and is considered normal, while Kaitlyn, who wears a tank top, must be sent home from school by the Principal.

B. Subject and Object of the Film 'Moxie' Narrative

The subject position is a high position that can display itself and others because this can determine how the text is structured and how the meanings are treated. The following is a scene-by-scene excerpt describing how Vivian, the subject in the Film 'Moxie', sees her female friends at school being mistreated due to androcentric values. The scene of Claudia approaching Vivian is a symbolic interaction:

Figure 1. Explaining about the discussion of androcentrism inequality



In Figure 1. Vivian, the main character, is shocked when Claudia approaches her and talks about Emma, who will get the title of "the easiest to have sex with" as judged from a male perspective (male football team). Vivian is shocked when Claudia in the school corridor says that Kiera Pascal will get the title of "best buttocks" as judged from a male perspective (male football team).

Figure 2. Negative labeling of women, a sign of androcentrism inequality in women



In Figure 2, the object's position results from the definition of the subject who describes it from his perspective or point of view. Hence, the actors who become objects are often the ones whose position is marginalized when shown in the film.

Discussion

This research is divided into two parts. Several scenes and dialogues describe the discourse of androcentrism inequality between men and women in the Film 'Moxie', as well as an analysis of the subject-object of the story and the position of the viewer related to the issue of androcentrism inequality,

which makes men the center of the world. In the understanding of androcentrism itself, the position of women does not get attention and tends to be disadvantaged.

1. Androcentrism Inequality between Men and Women in the Film 'Moxie'

In the Film 'Moxie', there is a discourse on the inequality of androcentrism between men and women. The disparity of androcentrism makes men the benchmark in all aspects of life and is detrimental to one gender, namely women. The following is a discourse on the inequality of androcentrism between men and women that can be seen in the scenes and dialogues in the Film 'Moxie', namely:

(a) Misogyny

The scenes and dialogues in the Film 'Moxie' show a negative prejudice against women. It is demonstrated by Principal Shelly, who underestimates Lucy when Lucy reports the harassment committed by Mitchell to her and does not believe that Mitchell has harassed Lucy; the Principal tends to have negative prejudice (Misogyny) towards Lucy, who is a fellow woman like herself (Principal).

Androcentrism itself is an understanding of how to view the world from a male perspective, such as Misogyny, which supports patriarchy (Qayyum, 2023). Misogyny can be interpreted as hatred of women, but Misogyny is not just a form of sexism or dislike of women, but hatred of women as a group. Women in this hateful Misogyny perspective are identified with bad and disgusting social objects. Misogyny can also not only be done by men but can also be done by fellow women. This is shown by the Principal, who is unhappy with the existence of the women's movement (feminism) and says that in this chaotic world,

women often show disappointment about anything everywhere.

(b) Negative stereotypes towards women

Scenes and dialogues in the Film 'Moxie' also illustrate how androcentrism influences negative stereotypes about women. Women are only judged by focusing on the perspective or views of men (masculine). It is shown by the female students at Vivian's school being given derogatory assessments and labels that tend to be demeaning. The evaluations and labels given or received by these women are assessed using a male perspective (masculine).

Stereotypes are generalized labels social groups hold based on prejudice or lack of critical judgment (Degner, 2021). Women are viewed according to the male perspective without considering women as a single subject; in its influence, women are considered weak and lower than men, so women have no power. In the Film 'Moxie', there is also another example of a stereotype that is deeply rooted in androcentric society, namely how history depicts black women who are judged by their big buttocks and curly hair.

(c) Double standard between women and men

In the Film 'Moxie', there are also scenes and dialogues describing the existence of double standards women receive. It is shown by Kaitlyn, who gets different treatment when she wears a tank top; she is reprimanded and has to be sent home from school. Meanwhile, her female classmates who wear the same tank top as her do not get the same response as her; even her male classmates, who are always shirtless or bare-chested, do not get the same reaction as she does. Kaitlyn receives this double standard treatment because she

has a different body shape (big breasts); this also includes discrimination against women's diverse body shapes.

The double standard is a phenomenon where different individuals or groups do the same case (Eichler, 2024). Then, the assessment, response, reaction, behavior, or attitude is also different, which can cause injustice. Double standards occur because of the existing social structure in responding to men and women. The determination and application of double standards and the placement of women in subordinate positions that occur in women, which then make women inferior figures, as the researcher explained above, reflects the culture of an androcentric society.

The findings show that in the Film 'Moxie', female students at Vivian's school experience values that focus more on men (masculine) than women (feminine). It can happen because, under the influence of androcentrism, men are considered normal. When men's experiences become a benchmark or point of view in seeing something, everything is measured or assessed using a male perspective. The norms in this world are regulated based on masculine standards, androcentrism itself comes from a lack of understanding of the complexity of gender, the complexity of sex, and sexuality. However, all of these things are very strongly related to the roots of a very patriarchal culture where, according to androcentrism, which is rooted in patriarchy, it works in our thinking, and this androcentric way of thinking can be intentional or unintentional. Often, we find women who are biased towards male or masculine norms, and all of that can happen because we were born, grew up, educated, saw, observed, and taught in a very androcentric perspective.

This androcentrism inequality between men and women is what happens in America, where there are cases of harassment, Misogyny, and harmful stereotypes against women, which are forms of androcentrism inequality that occur in schools and are still relatively high. Therefore, the social reality in America happens in the Film 'Moxie'. According to the 2010–2011 AAUW report entitled *Crossing the Line: Sexual Harassment at School*, almost half (48%) of students surveyed experienced some form of sexual harassment, and the majority of students (87%) said it harmed them (Catherine Hill, Holly Kearl, 2011).

In the film, everything done by men is always depicted positively. In contrast, everything done by women is always depicted negatively, and both men and women should be depicted equally similarly positively. It can be achieved if attempted by men and women and not just men or women alone.

Therefore, this is in line with what is conveyed in the Film 'Moxie', namely that resistance must come from organizing and feminist movements that want equality between men and women to be achieved because of efforts from men and women. It must come from the awareness of each individual about the importance of positioning women proportionally.

Another example that illustrates the double standards between men and women in the Film 'Moxie' is also seen by Lucy, who said that Moxie supporters who supported Kiera to become an athlete ambassador if women's achievements or accomplishments were considered no more important than men's, in short women's achievements were trivialized or ignored.

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Masculine standards regulate the norms in this world, androcentrism itself comes from a lack of understanding of the complexity of gender, the complexity of sex, and sexuality (Bailey, 2020). However, all of these things are very strongly related to the roots of a very patriarchal culture where, according to androcentrism, which is rooted in patriarchy, it works in our minds, and this androcentric way of thinking can be intentional or unintentional. Often, women are biased towards male or masculine norms, and all of that can happen because we were born, grew up, educated, seen, observed, and taught in a very androcentric perspective.

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Many high school students in America still feel that they live in a world designed only for men, so there are women who also

look down on or don't like the presence of other women (Martin, 2021). Being a woman today may not be as bad as the Misogyny that women experienced in the early 1900s. Still, women who are victims of Misogyny today also do not deny the tiredness they experience just because they live as women.

An example of a feminist movement carried out through social media as carried out in the Film 'Moxie' in carrying out a resistance movement at her school is also the same as one of the women's resistance movements called the #MeToo Movement, which has the slogan "You are not alone. We see you. We're here, too". The [metoomvmt.org](https://www.metoomvmt.org) site is a forum dedicated to survivors and victims of sexual violence; the site was also created for the public who want to donate or increase their knowledge regarding the program's work program. The movement carried out by the organization began to go viral when a Hollywood actress named Alyssa Milano spoke out for victims of sexual violence who received accusations of sexual harassment and assault that dragged the name of a Hollywood producer, Harvey Weinstein.

After Alyssa Milano uploaded on her Twitter, which contained, "If you've been sexually harassed or assaulted, write 'me too' as a reply to this tweet." After making the upload on Twitter, social media began to be busy with various stories from victims who experienced sexual harassment and violence with the hashtag #MeToo. From then on, the #MeToo movement turned into a solution for victims of gender bias, harassment, and sexual violence to be able to speak out.

The movement can also be a solidarity movement for the victims. Suppose it is associated with the Film 'Moxie'. In that case, it is in line with what Lucy did, who

created an Instagram account and created the hashtag #Moxie to call for support for the Moxie movement against the discriminatory values carried out by male students at Rockport High School and also as a form of solidarity movement for the victims of the androcentrism values that exist in her school.

2. Analysis of the subject and object of the story in the Film 'Moxie'

This study uses Sara Mills' discourse analysis, which is divided based on the subject-object of the story and the viewer's position related to the issue of androcentrism inequality that makes men the center of the world. In the understanding of androcentrism, the position of women does not get attention and tends to be disadvantaged.

(a) Position of the Narrative Subject

In the Film 'Moxie', Vivian is placed as the story's subject, so her position is more advantageous because she can freely talk about herself and others. The Film 'Moxie' discusses androcentrism discrimination that is detrimental to women. It begins with a scene of Vivian talking to her friend named Claudia about the labeling received by her female friends at school with a surprised face; the assessment is measured using a male perspective that places women as the party that is ignored, belittled, considered weaker than men and also provides a negative perspective on women. But at the beginning of this film, Vivian feels grateful that she is not a student who attracts attention at her school and is a little indifferent to the issue of gender inequality against women that occurs at school.

The Film 'Moxie' begins with a sad story experienced by female students at Vivian's school who get labels that the girls

at her school initially like, but eventually, they realize that the labeling is part of the exploitation of women. The male students at her school do the labeling. The scene continues by depicting how Vivian sees how the girls at her school are assessed and then given labels that are evaluated or measured using a male perspective that belittles women. The circulating list is made and voted on by the male football athletes at her school.

At first, the female students at her school, including Vivian, were unaware that what was happening at her school was an act of androcentrism inequality that they (female students) accepted. This confirms that Vivian, as a woman, felt that there was something wrong with the values in her school that were unequal to women. Still, Vivian was a little indifferent to the problem and preferred to ignore it because she was an intelligent student who did not want to get into trouble at her school. The Film 'Moxie' begins with the sad story of female students at Vivian's school who received labels initially liked by the women at her school. Still, eventually, they realized that the labeling was part of the exploitation of women. The male students at her school carried out the labeling. The scene continues by depicting how Vivian saw how the women at her school were assessed and then given labels that were assessed or measured using a male perspective that belittled women. The circulating list was made and voted on by the male football athletes at her school.

The viewer seems to be invited to sympathize with the female students who get bad labels because of the androcentric values at Rockport High School. Vivian not only places a depiction of the androcentric inequality between men and women that

occurs in her school, according to her version, but the storyline in this film is also in her hands.

The film's beginning depicts how women are often unaware that the labels given to them are a form of exploitation or degrading women and instead feel proud. However, after that, Vivian and her female friends at Rockport High School realize that this is a form of exploitation and is very detrimental to women.

In the middle of the story, Vivian also describes herself as the driving force behind the feminist movement that aims to support women disadvantaged by the biased values against women in her school. This is shown by her finally making a magazine that she named Moxie and then distributing it to all the women's toilets in her school. Not only did she see her friends get bad treatment, but she also became a victim of women whose male friends belittled her at her school because she, as a woman, was considered weaker than the men.

Vivian also describes herself in the Film 'Moxie' scene with facial expressions and body movements. Vivian tells how angry she is about the values that only focus on men and harm female students at her school. At the story's beginning, she describes herself as a role model, not too concerned about what happens around her because she doesn't want to get into trouble at school. In the film's middle, Vivian describes herself as someone who cares about women's issues at her school. Therefore, she is very enthusiastic about producing Moxie magazine to create a feminist movement that aims to support women's interests and fight against androcentrism inequality between men and women at her school. Until the end of the

film, Vivian describes herself as someone who dares to admit that she is the person behind Moxie magazine and gives a speech in front of Moxie supporters to fight together against the injustice received by female students at her school who are ignored, considered weak, considered low, get bad stereotypes, harassed and all of that is considered normal because it is seen or judged using a male perspective that prioritizes masculine interests. Vivian plays an essential role in this film because she is an organizer in the women's resistance movement at her school, which is the party that is disadvantaged by the existence of values that tend to be androcentric.

(b) Position of the Narrative Object

The position of the object of the story in the Film 'Moxie' is Vivian's female and male friends at Rockport High School, Principal Shelly. Vivian, as the subject of the story, describes her female friends who are treated the same as herself, who are belittled, judged, ignored, considered lower than men, and also harassed. It happens because her school adheres to androcentrism, which only focuses on men and belittles the perspective of women (feminine).

Vivian tells about her friends with various versions; some of them get harassed, are considered lower than men, their achievements are belittled because they are women, double standards in dressing, and have negative stereotypes because they are black women. The essence of this depiction is that Vivian wants to provide a picture of women who experience gender inequality due to androcentric values or only focus on men.

Based on Vivian's perspective, her male friends at school, especially those on the male football team, are depicted as annoying, jerks,

and rude. Vivian's male friends appear to like to harass, intimidate, belittle, ignore, and look down on women. They view Vivian and her school's female students as weak figures with no power. However, one male friend at her school, Seth, is depicted differently from most male students. Vivian depicts Seth as a cool and kind figure because Seth also supports the resistance movement carried out by Moxie. Seth feels sympathy for the female students at her school who are always disadvantaged.

Vivian also describes Principal Shelly as a figure who is biased towards male norms so that she considers women to be lower and weaker than men (inferior) even though she is also a woman. Principal Shelly, who is a woman, plays a role in creating a bias towards masculine norms that occur at Rockport High School, all of which can happen because, since birth, we have always been taught to use a very androcentric perspective. In conclusion, this film depicts gender resistance resulting from the inequality between the masculine group (men) and the feminine group (women).

(c) Viewer's Position

In Sara Mills' discourse analysis model, as seen in the text, the reader or viewer is positioned as the party receiving the text and as a person participating in the text. The reader's position about the address or mention in a text is usually interconnected. According to Sara Mills, cultural codes and mediation are two main mechanisms by which indirect address works. Indirect reading through mediation, namely where the position of truth is placed hierarchically so that the reader or viewer will identify themselves with the characters in the text.

The character of Vivian, who initially didn't care much and didn't dare to rebel, finally dared to rebel because she was angry

at seeing her friends being poorly treated because of the values at her school that prioritized men and disadvantaged women, will make readers unconsciously place themselves in the character of Vivian.

The reader or viewer is placed in the position of the main character as a party who feels that they have received acts of androcentrism inequality such as injustice, being belittled, ignored, considered weak, harassed, and so on. In the story of Vivian, who always sees her female friends getting injustice and other bad things, the viewer will put themselves in Vivian's position and experience how bad treatment is received by women at Rockport High School. This way of telling the story suggests that the viewer should place themselves in the various forms of androcentrism inequality received by Vivian and her female friends at school.

Indirect reading through cultural codes is the cultural value readers use when interpreting a text. Cultural codes refer to shared values believed in and considered common truths by society. It can be seen in one of Lucy's dialogues, namely:

"We've been told in big ways and small ways for our whole lives the achievements of men are more important than those of women."

Women are depicted as figures who are considered less important than men, even when women achieve an achievement or accomplishment. It is codified by cultural codes implied in the dialogue above. In addition, by using the words "We've been told in big ways and small ways for our whole life" or "all our lives, we have always been told," the Film 'Moxie' tries to suggest or instill in the viewer that the statement has indeed been recognized along with its truth so that

the viewer is required to agree with the statement.

In the dominant reading of the Film 'Moxie', female and male readers or viewers are positioned as women (Vivian). Following the Film 'Moxie' 's storyline, the viewer is positioned as if they are playing a woman (Vivian). When watching this film, the viewer tends to use a perspective that is considered more advantageous. In the Film 'Moxie', the one who benefits is the woman because when watching this film, we will feel that the treatment received by the female students is unfair and should not exist.

It is proven by the presence of the character Vivian and her female friends at Rockport High School, who are depicted as the disadvantaged party. The existence of the Film 'Moxie' is also very beneficial for disadvantaged women because, with the existence of a film that tells from a woman's point of view, it can make the viewer empathize and realize that women are often treated lower than men so that it can make the viewer place the position of women and men as equal.

Film, as one type of artwork in the mass media, is considered to be able to influence the views and attitudes of society, which can also be an alternative as an influential driving tool in conveying a message such as ideology, social, political, and cultural (Fedorov, 2022). With the increasing development of technology and popularity, films can currently take a crucial role in forming opinions and voicing essential issues such as feminism, which are considered to inspire change in society when watching the film. Films with the theme of feminism and women are also increasingly being made. They are in demand

in the world of film because the film represent the social values happening in society.

Suppose films with a feminist theme are widely circulated in society, and people tend to like them (Rakow, 2022). In that case, this can be an indication that something is not right in the balance of values between men and women in a society that is unequal and does not provide fair space for women; this makes the viewer want to find a solution for them regarding the gender inequality problem that they experience.

So it is hoped that the many films with feminist themes, such as *Moxie*, can inspire and become a solution for viewers who are victims of gender inequality and make other viewers, both women, and men, more aware of the issue of discrimination experienced by women so that a system of values can be created that positions women and men equally in obtaining rights and freedom in determining their life goals.

We cannot control, change, or prohibit societal discrimination because it depends on each individual's awareness. Still, we can educate society through film and other media. It is done to build awareness among the general public who watch that all forms of discrimination that women experience are unfair and should not exist.

Conclusion

This study concludes that the film "*Moxie*" portrays a discourse on androcentrism, highlighting gender inequality between men and women. Through various scenes and dialogues, the film emphasizes issues such as misogyny, negative stereotypes, and double standards that favor men while undermining women. The film's protagonist,

Vivian, transitions from being indifferent to becoming a rebellious figure as she recognizes the androcentric values at her school, which prioritize male interests and marginalize women. As the central character, Vivian's perspective shapes the narrative, portraying her male peers and school principal negatively, while also depicting the struggles and injustices faced by her female friends due to gender inequality.

The film positions Vivian's male and female peers, along with the school principal, as the objects of the narrative, limiting their ability to present themselves beyond the negative portrayals imposed by Vivian's perspective. The viewer is invited to identify with Vivian's experiences and to empathize with the gender-based injustices faced by women at Rockport High School. This study reinforces feminist theory by critiquing androcentrism and advocating for an equal representation of masculine and feminine roles in society, as illustrated through the narrative structure and character dynamics in "*Moxie*."

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