



The Motivation of Vivian in Breaking gender inequality in The Moxie movie (2021)

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Abstract. The struggle of a change movement must be based on the goals to be achieved. In achieving these goals, there must be motivation behind it. Motivation cannot be observed directly, but it can be identified through its behaviour and actions. The purpose of this study is to identify the motivations that influence the main character in Moxie's film in fighting gender inequality in her environment. The method used in this research is descriptive qualitative which emphasizes words and images. Data taken from the film Moxie (2021) directed by Amy Poehler which is adapted from a novel by Jennifer Mathieu. In addition to the main data, the author also uses other supporting data, other data is taken from several sources such as journals, articles, books, the internet, and other sources that are in accordance with the research. In analysing the data, the author begins by observing the data, making important notes, then connecting it with theories to identify motivations that influence the main characters in the Moxie movie in fighting for gender equality. The results of the study show that the struggle carried out by the main character in Moxie is motivated by the gender inequality that develops in her environment. Gender inequality gives the main character the drive to meet her need for achievement, the need for power, and the need for affiliation. This then shows that these 3 needs motivate the main figures in the fight against gender inequality

Keywords: Motivation, Inequality, Moxie



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