



**Analisis Karakterisasi Estella sebagai Tokoh Utama Film “Cruella 2021”**

**The Analysis of Estella’s Characterization as The Main Character in “Cruella 2021” Movie**

**Risma<sup>1</sup>, Festi Himatu Karima<sup>2</sup>, M. Wahyu widiyanto<sup>3</sup>**

<sup>123</sup>Pendidikan Bahasa Inggris, Fakultas Pendidikan Bahasa dan Seni, Universitas PGRI Semarang; Semarang; Indonesia

\*<sup>1</sup>E-mail: [rismaridifa16@gmail.com](mailto:rismaridifa16@gmail.com)

<sup>2</sup>E-mail: [festihimatu@upgris.ac.id](mailto:festihimatu@upgris.ac.id)

<sup>3</sup>E-mail: [wahyuwidiyanto930@gmail.com](mailto:wahyuwidiyanto930@gmail.com)

**Abstrak**

Penelitian ini berkaitan dengan analisis karakterisasi. Tujuan penelitian (1) mengetahui bagaimana karakterisasi Estella atau Cruella di film “Cruella 2021” (2) mengetahui konflik Estella atau Cruella di film “Cruella 2021” (3) mengetahui karakterisasi apa saja yang bisa kita tiru dari Estella atau Cruella di film “Cruella 2021”. Peneliti menggunakan pendekatan kualitatif berdasarkan studi dokumen. Metode yang peneliti gunakan adalah metode deskriptif. Peneliti mengambil data dari script film sebagai data primer, subtitle dan beberapa artikel sebagai data sekunder. Teknik yang digunakan untuk mendapatkan data adalah teknik dokumentasi. Penelitian ini menggunakan teori kombinasi yaitu pendekatan struktural dan teori objektif. Analisis karakterisasi tokoh berdasarkan teori karakterisasi menurut Jacob dan Saini. Hasil dan kesimpulan dari penelitian ini adalah; (1) Karakterisasi Cruella dari perkataan tokoh, anak baik, teman yang baik, sedikit gila, pembuat masalah, pendendam dan berani. Berdasarkan perilaku tokoh: pemarah, ingkar janji, berbakat, pembuat masalah, pendendam dan teman yang baik. Berdasarkan pikiran atau perkataan tokoh lain: berbakat, kasar dan jahat. (2) konflik Cruella; internal konflik, Cruella menyalahkan dirinya sendiri atas kematian ibunya dan membuatnya sangat sedih, Cruella sangat marah mengetahui pembunuh ibunya dan bertekad membalas dendam. Eksternal konflik, konflik Cruella dengan Baroness, konflik Cruella dengan temannya yaitu Jasper dan Horace. (3) karakterisasi baik dari Cruella yang bisa kita tiru yaitu anak yang baik, teman yang baik, berani dan berbakat.

Kata Kunci; karakterisasi; analisis; film Cruella 2021

**Abstract**

This research deals with characterization analysis. The objective of the research are (1) to know how Estella or Cruella’s characterization is described in “Cruella 2021” movie; (2) to know Estella or Cruella’s conflicts in “Cruella 2021” movie; 3) to know Estella or Cruella’s characterization can we emulate in “Cruella 2021” movie. The researcher used a qualitative approach based on a document study. The method used in this research is the descriptive

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method. The researcher took data from the script of the film “Cruella” as primary data. The researcher takes subtitles, several articles, and other secondary data sources related to the “Cruella” film. The researcher used the documentation technique to get the data in this research. The theory in this research combines structural approach and objective theory. The characterization analysis of this research is based on the characterization theory according to Jacob and Saini. The results and conclusion of this research are as follows; (1) Cruella’s characterization based on what the characters say, Cruella’s characterization are a good daughter, a good friend, a little psycho, a trouble maker, a grudge and brave. Based on what the characters do: grumpy, break promise, talented, trouble maker, grudge and a good friend. Based on what the others think/ say: talented, rude and evil ; (2) Cruella’s conflict; internal conflicts, Cruella blamed herself for her mother's death, so she was very sad, Cruella is furious knowing the real killer of her mother's death and that's what makes her want to take her revenge. External conflict, the conflict of Cruella with Baroness, the conflict between Cruella with her friends, Jasper and Horace (3) Cruella’s good characterization that can we emulate is a good daughter, a good friend, brave and talented.

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Keywords; characterization; analysis; Cruella 2021 movie

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## PRELIMINARY

According to Stein Haugom Olsen, a literary work is a verbal expression, composition, or utterance, so its peculiarity is defined by the particular nature of its meaning (Olsen, 1982) as Boen S. Oemarjati (1991:58) said that literary appreciation is the reaction or sensitive understanding of a literary work. The reaction is related to the values of literary work (Widyahening & Eko Wardhani, 2016). Types of literary work include novels, poetry, prose and movies. From numerous literary works, the researcher decided to analyze the characterization of main character in the movie.

The movie is a cover story or fantasy contained in a relationship with literature (Fardhany, 2021) . So, movies can be used not only as entertainment but also educational media, there is no doubt that the film contains not only stories of love, science fiction, horror and tragedy but also explanations of phenomena in human life such as the characterization of the characters. Through movies, we can learn positive sides that will be useful for life in the future. Make sure we have different perspectives and goals when watching movies, for example to learn a foreign language and culture, get information and ide, and mostly watching movies is for entertainment or refreshing during busy daily activities. With the advancement of technology, internet and smartphones, we can watch a movie at any time, making it easier for us to get the positive benefits of watching movies.

Characters are widely recognized as an integral part of fiction, especially in novel and drama. Characters are persons in stories, and traits are the reason why the characters do

something. Characterization is the process of creating and developing characters in a work of fiction. It means characterization is a true description of the characters who take part in the story through their actions (Ifianti & Rahman, 2020). So, a literary characterization is a depiction of the attitude and behavior of a fictional character to make the author's audience believe in them. It means that characterization in literature is a descriptor of a character in a story that differentiates one character from another character.

The film that the researcher wants to research is "Cruella 2021". "Cruella 2021" is an American crime comedy film directed by Craig Gillespie. The script for the film was written by Dana Fox and Tony McNamara, while the story was written by Aline Brosh McKenna, Kelly Marcel and Steve Zissis based on the book "The Hundred and One Dalmatians" by Dodie Smith and the 1961 film "One Hundred and One Dalmatians" by Bill Peet. This film is played by famous actresses and actors such as Emma Stone, Emma Thompson, Paul Walter Hauser, Joel Fry, Emily Beecham, Kirby Howell-Baptiste, Mark Strong and others.

This film is interesting especially the main character, Cruella. She is fashionable and unique, since she was born she has black hair on the right side and white on the left, she is also talented in sewing and designing. Second, "Cruella" is a crime-thriller genre that tells the story of an iconic antagonist from Disney. After Maleficent, Cruella de Vil became one of the antagonist characters whose origins were told through a separate film by Disney. Even though it tells the story of Cruella's dark past, this film is still considered safe to be enjoyed with the family, so many people are sure to watch this film. The author chooses this film in this study because the author knows that, according to Google this film is included in the collection of the newest and most popular 2021 films so that most people watch this film and they can gain knowledge easily by watching the film without reading in depth. There are so many Disney films that the researcher knows, but the researcher is interested in analyzing the film of "Cruella 2021".

So, this film is very unique by that I want to research it, because the character is a villain unlike most of the main Disney characters whose role is a kind princess. The main character's appearance is also very striking, since she was born, she has black hair on the left and white on the right. She has a good personality as Estella, and a bad personality as Cruella. She is also very talented in the field of fashion, good at designing beautiful clothes and different from other designers, her fashion designs have their own charm. Besides that, she also loves her mother very much, who raised her. How Cruella faced a series of shocking events inspires us to never give up to achieve our goals and keep the people who always support us namely friends who are like family.

The researcher has some relevant previous researches that support this research. To increase understanding of this research, researchers present two relevant studies. The first

research was conducted by Lusi Fitri Asminda (2018). She analyzed “The Analysis of Maleficent’s Characterization as The Main Character in Maleficent Movie By Robert Tromberg.” The purpose of this study is to know how Maleficent’s characterization described in Maleficent movie and know Maleficent’s conflict described in Maleficent movie. She used objective theory, used qualitative and descriptive methods. The researcher used the documentation technique to get the data. In this research, she was found that Maleficent changing her character such as the environment and someone who betrayed her (Asminda, 2018).

The second research was conducted by Aina Sa’adah Batubara (2019). She analyzed “Deconstruction Analysis of Characters In Movie Script Zootopia”. The purpose of this study is to describe the deconstruction of major and minor characters portrayed in the Zootopia movie script and describe the deconstruction of major and minor characters devalued to be the new hierarchy. She used the descriptive qualitative design as the method of study. The data of this research taken from the dialogues in the movie script. The data only focused on the quotations of each character that has a deconstruction analysis. In this research, she was found that there are eleven characters or personalities that have been deconstructed from their previous nature each other in the story of Zootopia and there is still a new hierarchy or devaluation of the three characters above (Batubara, 2019).

The third research was conducted by Cut Hanifah Fardhany (2021). She analyzed “An Analysis Of Main Character And Characterization In “Dangerous Minds” Movie”. The purpose of this study is to know the characteristics of LouAnne Johnson and to know the most dominant characterization appearing in Dangerous Minds movie by John N. Smith. The researcher used the descriptive qualitative method with the data analysis approach and used characteristics theory. There are two data sources for the analysis, the Dangerous Minds movie video, and subtitle file. In this research, she was found the ten most dominant characters in this movie; there are: talented, hardworking, confident, thankful, sincere and honest, helpful, realistic, moody, emotional and pessimistic (Fardhany, 2021).

In this research, the researcher has concluded that the advantages of this research are the researcher uses two theories that are support each other and related, namely the structural approach and objective theory. The structural approach is used to understand the relationship between all elements of a literary work as an autonomous structure and which together build or produce meaning by analyzing the literary work itself, and objective theory is used to see and assess the extent to which the strength or value of a literary work is based on harmony all of its constituent elements.

In this research, the researcher uses a qualitative approach based on document study. Qualitative research is used if the problem is not clear, to find out hidden meanings, to

understand social interactions, to develop theories, to ensure the truth of data and to examine the history of development. A document study is a study that emphasizes the analysis or interpretation of written material (can be in the form of published notes, textbooks, newspapers, magazines, letters, films, diaries, manuscripts, articles, and the like) based on the context. This type of research can also be used to explore someone's thoughts contained in books or published manuscripts. In qualitative research, theory is limited in the sense of a systematic statement relating to a set of propositions derived from data and retested empirically (Moelong, 2018).

Research site in this study was a movie entitled "Cruella 2021" in the form of a soft file that was downloaded on Disney+ Hotstar.

There are two kinds of data that the researcher uses in conducting this research, namely primary data and secondary data. The data is directly related to the discussion of the thesis. In this study, the researcher took data from the script of film "Cruella" as primary data. The researcher takes subtitles, several articles and other sources related to the "Cruella" film as secondary data.

There are some techniques of data collection such as interview, observation and documentation. In this research the researcher used documentation technique to get the data. A documentation technique is finding or collecting data related to things or variables in the form of notes, transcripts, books, newspapers, magazines, agendas and others. In this research, the data is taken from "Cruella 2021" Movie by Craig Gillespie and it is the main data in this research.

There are some steps that the researcher will do in collecting the data; (1) The researcher watched the "Cruella 2021" movie many times on Disney+ Hotstar; (2) the researcher took other sources such as film, books, journal and web which has correlation with this research; (3) the researcher downloaded the "Cruella 2021" movie and get the data; (4) the researcher marked the scenes that include the characterization of Estella or Cruella as a main character in "Cruella" 2021 movie.

After collecting the data, the researcher analyzed the data using descriptive method. In qualitative research, data analyzed techniques are used to answer research question so that they can solve a problem, and to find answers to these problems.

This research will be analyzed in the following steps; (1) identifying, the researcher identified the data that relates characterization and the conflict of Estella or Cruella in "Cruella" movie; (2) classifying, the researcher classified based on research questions. The researcher classified the data which relates to Estella or Cruella's characterization and the conflict; (3) describing, the researcher described Estella or Cruella's characterization; (4) analyzing, the researcher analyzed Estella or Cruella's characterization and her conflict as a

main character in “Cruella” movie. When analyzing the data, the researcher uses objective theory and structural approach; (5) making the conclusion, after analyzing the research, the researcher makes conclusion from analysis of the research.

## DISCUSSION

There are several ways to describe structure in literary works. Each literary work has a unique structural feature in itself which explains how the various elements are arranged and designed in relation to each other (Ryan, 2007). The meaning is that a literary work has a structure that regulates and composes various elements in a relationship with one another, so that it can make sense and function as a work. Therefore, the structural approach emphasizes literary works as an autonomous structure. It was also refined from literary works. Abram in Atmazaki further said that an approach whose focus of study focuses on literary works as an autonomous structure that is more or less apart from things that are outside the literary work itself (Atmazaki, 1990). It means this approach is not in relationship with the extrinsic literary work’s element. So, this structure approach is more focus about the sequence, variation, uniformity, relationships between characters and elements of other literary works such as films. So that the characters and the elements built in the story become logistical and without changing the meaning of the literary work itself. Even just in stories, it does not happen in real life because sometimes literary works as a structure are separated from things outside of literary works (Asminda, 2018).

The researcher uses objective theory because this theory is related to the previous theory, namely the structural approach. These two theories support each other because the structural approach focuses on the order of variation, uniformity, relationships between characters and elements of literary works such as films so that the characters and elements built in the story become logical without changing the meaning of the literary work itself. Extrinsic elements of literary works and objective theory are approaches without relating things outside of literary works because they focus on the intrinsic aspects of literary works (Karima, 2016). Objective theory is an approach without relating things outside the literary work and only examines the literary work itself so that there is no need to connect the literary work with the author as his creation (Hasanuddin, 2009).

The researcher analyzed and described about Cruella’s characterization based on the following theory characterization refers to the method used by the researcher to create or reveal the characterization in the story based on what the characters say, what the character’s does and what the other think / say. Based on the data obtained, the researchers found the factors that caused Estella changing her personality or character to Cruella such as someone who bullied her and when she finds out the killer of her sweetest mother. She cannot let the

person who killed her sweetest mother live in peace even her birth mother. Also, the researcher finds some conflict about Cruella. Cruella changed her character like revenge against her birth mother who had killed her other mother so that she forgot her Estella self and made her friends dislike her and even hate her. As Cruella the researcher found that she not only has bad characteristics, but there are some good characterizations in hers. Cruella is someone who is sincere and kind when no one bothers her or causes trouble with her.

***Cruella's characterization described in "Cruella" movie***

1. The analysis of Cruella's characterization based on what the character says.

a. A good daughter

The researcher has found some Cruella's characterizations, and one of them is a good daughter. As Estella, she is a girl who has a kind heart and obeys her mother's words because she loves her mother very much.

Mom: "Remember, you belong here as much as anyone. They're lucky to have you."

Cruella: "Agreed."

Mom: "Hey. What do you say to Cruella when she tries to get the better of you?"

Cruella: "Thank you for coming, but you may go now."

Mom: "Good. Now say goodbye to her."

Cruella: "Goodbye, Cruella." Duration 00:01:32-00:01:44 (Fox & Mcnamara, n.d.)

The conversation above happens when Cruella is going to school on her first day with her mother. Her mother is worried about her because of her bad personality as Cruella. So as not to cause a ruckus and trouble at school, her mother tells her to say goodbye to Cruella and she did it.

Obedying parents' words for their own good is a good thing to do. By being obedient to our parents, we can know that we are good people. Far from what Cruella says in the quote above, it can be seen that Cruella is a good daughter. The quotation above is not the only evidence that Cruella is a good daughter, researchers found other quotation that shows Cruella is a good daughter and loves her mother. It can be seen below:

Cruella: "I'll be less trouble from now on, Mum. I promise." Duration 00:04:55-00:05:00 (Fox & Mcnamara, n.d.)

The quotation above occurs when Cruella is on a trip with her mother to the Baroness' fashion show. They are having trouble, after Cruella is expelled from her school she and her mother intend to move to a big city. During the trip, Cruella

promises to do less of the trouble so as not to trouble her mother anymore. She made the promise not because her mother asked her to, but the initiative from her sincere heart, so that it showed she is a good daughter.

b. A good friend

The researcher has found that one of Cruella's characters is a good friend based on what the character says. To know how Cruella is a good friend, it can be seen below:

Cruella: " Thanks, guys. Thanks, Judy." Duration 00:19:03-00:19:05

The quotation above occurs when Cruella's birthday, her friends gave her a surprise and a cake so she thanks for that. Saying thank you when your friend gives you something is a good act and a form of respect for fellow friends. So Cruella can be categorized as a good friend.

c. A little psycho

The researcher has found some Cruella's characterization, and one of them is a little psycho. As Cruella, she has quite a crazy personality which is the complete opposite of Estella.

Jasper: "You're not gonna kill her, are ya?"

Cruella: "It's not part of the current plan, but we might need to be adaptable."

Duration 00:59:13-00:59:18 (Fox & Mcnamara, n.d.)

The conversation above happens when Cruella already knows his mother's killer, and intends to take revenge. She made a plan with the help of Jasper and Horace. But Jasper was a little worried if Cruella got too carried away and wanted to kill her mother's killer.

d. A trouble maker

The researcher has found that one of Cruella's characterization is a trouble maker based on what the character says. Trouble maker is someone who is making trouble. Being a trouble maker is really bad character and someone's characterization is really bad. To know how Cruella being a trouble maker, it can be seen below:

Cruella: "Why don't we work together to create some buzz for this old rag that you continually fill with that old hag?" Duration 01:01:05-01:01:11

The quotation above occurs when Cruella comes to the office where Anita worked. Cruella invites Anita to work together to create some buzz, so that it can trigger the Baroness's anger and make the newspaper office where Anita works to be more advanced. The quotation above is not the only evidence that Cruella is a trouble

maker, researchers found other quote that show Cruella is a trouble maker. It can be seen below:

Cruella: "I want to make art, Artie... and I want to make trouble. You in?"  
Duration 01:03:22-01:03:27 (Fox & Mcnamara, n.d.)

The quotation above happens when Cruella visits Artie's shop, she also invites Artie to join her plan to make a fuss and enrage the Baroness. Because Artie is also talented in designing dresses, it will be of great help in Cruella's plans.

e. Grudge

The researcher has found that Cruella's characterization is a grudge based on what the character says. Being grudge is one of bad characterization and makes the character become a bad character. To know how is Cruella being grudge, it can be seen below:

Cruella: "I was going to take the things she loved most... her business, her status... her confidence." Duration 01:05:51-01:06:04

The quotation above happens when Cruella as Estella works at the Baroness' place, all the designers are brought together to create a beautiful and unique dress that will be exhibited during the Baroness' fashion show. Cruella spoke to herself that she would snatch everything from Barroness, she was very resentful for her mother's death because she thought that she herself caused her mother's death, but it was all wrong. It was the Baroness, who killed his mother. The quotation above is not the only evidence that Cruella is grudge, researchers found other quotation that show Cruella is grudge. It can be seen below:

Cruella: "I'm gonna kill you. And your dog." Duration: 01:28:27-01:28:31

The quotation above happens when Braoness and her bodyguards raided Cruella's house and arrested her friends Jasper and Horace. The Baroness already knew that Cruella was Estella, she was furious and intended to kill Cruella. Cruella who knew the Baroness' bad intentions was also very angry and cursed her, she promised to kill Baroness and her dogs.

f. Brave

The researcher has found that Cruella's characterization is brave based on what the character says. Being brave is one of good characterization. To know how is Cruella being grudge, it can be seen below:

Cruella : "Estella would die like her mother did. But not quite. A well-cut skirt is a lifesaver, girls. Remember that. She'd go to prison for throwing someone off a cliff." Duration 02:01:31-02:01:56 (Fox & Mcnamara, n.d.)

The quotation above happened when Cruella had managed to get her revenge. She was very brave to do her action, was pushed off a cliff by her own birth mother but managed to survive because of her well thought out plan and managed to get the Baroness into prison.

2. The analysis of Cruella's characterization based on what the character does.
  - a. Grumpy

Based on what the character does, the researcher has found some Cruella's characterization, and one of them is a grumpy. There are some ways that can be used to grudge, not only by cursing to other, but also it can be used in action. To know how Cruella being grudge by action, it can be seen below:

Cruella: "Ignore them"?

Didn't I just say, "Hear me roar"?

STUDENTS: (CHANTING) Fight! Fight! Fight! Duration 00:02:21-00:02:26

The quotation above happens when Cruella was an elementary school, she was bullied by her friends because her hair was half black and half white like a skunk. She was so angry and had been bullied so many times, that she couldn't take it anymore and beat his friend.

- b. Break promise

Break promise is one of Cruella's characterization that is found by the researcher. To know how Cruella break a promise, it can be seen below:

Cruella: "But as you can see, I broke the promise. Just a little." Duration 00:06:50-00:06:54 (Fox & Mcnamara, n.d.)

The quotation above happened when Cruella was a child, she and her mother went to Hellman hall, they were not there to watch a fashion show of Baroness' winter ball but her mother wanted to borrow money from the Baroness so her mother told Cruella to stay in the car so as not to cause trouble. Little Cruella agreed but she was so mesmerized by the dresses of the Baroness guests who passed in front of her and she broke her promise.

- c. Talented

The researcher found that Cruella's characterization is talented based on the character's actions. Talented is one of good characterization. To know how is Cruella being talented, it can be seen below:

Cruella: "Sir, I just wanted to say, I really am a dab hand with a needle if Alterations could use anything." Duration 00:22:47-00:22:51

The quotation above happens when Cruella was working at Liberty, a famous fashion department store in London, but she works as a cleaning service. She worked every day and convinced her boss that she wanted to work in sewing because she was an expert in that field. Even though she was ignored many times, she always reassured her boss.

d. A trouble maker

The researcher has found that one of Cruella's characterization is a trouble maker based on what the character does. Being a trouble maker is really bad character and someone's characterization is really bad. To know how Cruella is trouble maker, it can be seen below:

Cruella: "Besides, wreaking havoc at galas is my personal specialty." Duration 00:45:37-00:45:40 (Fox & Mcnamara, n.d.)

The quotation above happens when Cruella at home with Jasper and Horace. They were discussing a plan to destroy the Braoness' galas so that they could retrieve the necklace. Cruella says that ruining the gala is her personality.

e. Grudge

The researcher has found that Cruella's characterization is grudge based on what the character does. Being grudge is one of bad characterization and makes the character become a bad character. To know how is Cruella being grudge, it can be seen below:

Cruella: "Anyway, must dash.  
Much to avenge, revenge and destroy.  
But I do love you." Duration 01:37:11-01:37:27 (Fox & Mcnamara, n.d.)

The quotation above occurs when Cruella went to Regent's Park Fountain she was there to confide in her dead mother, she just found out that the Baroness was her birth mother. She was there to say she would take revenge against the Baroness who had killed her mother. She also said that she really loves her mother even though she is not Cruella's biological mother.

f. A good friend

The researcher has found that one of Cruella's characterization is a good friend based on what the character does. Being good friend is mutual respect for fellow friends, say thank you when you receive something good, and say sorry when you make a mistake to your friend. To know how Cruella being a good friend, it can be seen below:

Cruella: "I'm sorry. You're my family. You're all I have." Duration 01:42:47-01:42:57 (Fox & Mcnamara, n.d.)

The quotation above occurs when Cruella realizes that she has no respect for her friend, such as enslaving her friends lately to help her get her revenge. She lost her good side as Estella who always stood up for her friend. Therefore, she apologized to her friends and asked for help to stop the Baroness' crimes.

3. The analysis of Cruella's characterization based on what the other think / say
  - a. Talented

The researcher has found that Cruella's characterization is talented based on what the other character say. Talented is one of good characterization. To know how is Cruella being talented, it can be seen below:

Jasper : "No, there is... All right, I'll tell you what, the angle is that Estella is way too talented to be doing gifts with the likes of me and you." Duration 00:19:53-00:19:56 (Fox & Mcnamara, n.d.)

The quotation above occurs when Cruella's birthday, her friends gave a surprise that is a card for working at Liberty London, a place that Cruella dreams for work there. Jasper said that Cruella is too talented so that is the reason he gave it. The quotation above is not the only evidence that Cruella is talented, researchers found other quotation that show Cruella is talented. It can be seen below:

Baroness: "That girl put together a better window display than I've seen here for 10 years." Duration 00:30:04-00:30:07 (Fox & Mcnamara, n.d.)

The quotation above occurs when Cruella in her workplace, was drunk from drinking alcohol obtained from her boss's room. In an unconscious situation, she made an extraordinary window display. She makes mannequin dresses better than ever. When the Baroness came, she was greatly amazed and praised her. And the researchers found other quotation that show Cruella is talented. It can be seen below:

Baroness: "Honestly? I'm conflicted. She is good. Bold and brilliant. Duration 01:16:57-01:17:03 (Fox & Mcnamara, n.d.)

The quotation above happened when Cruella as Estella went to drink with Baroness, Baroness told that honestly hates Cruella but she admits that Cruella is indeed talented.

- b. Rude

The researcher has found that one of Cruella's characterization is rude based on what the other character says. Being rude is including really bad characterization. To know how Cruella is rude, it can be seen below:

Horace: "That was rude." Duration 00:59:57 (Fox & Mcnamara, n.d.)

The quotation above happens when Horace and Jasper going to breakfast and suddenly Cruella came discussing the angel by spilling Horace's milk cereal. Horace was so annoyed that he just eaten two spoon of it that he said Cruella was rude. And the researchers found other quotation that show Cruella is rude. It can be seen below:

Jasper: "You could be more polite is all." Duration 01:04:27

The quotation above happens when Horace and Jasper take care of the Baroness dog they have kidnapped to retrieve the necklace that one of the dogs swallowed. Cruella just kept telling them like servants until she said imbecile to Horace and that made Jasper angry and told Cruella to be more polite to them who had helped her.

c. Evil

The researcher has found that one of Cruella's characterization is evil based on what the other character think / say. Being evil is including really bad characterization. To know how Cruella is evil, it can be seen below:

Anita : "You have that glint in your eye."

Cruella : "What glint?"

Anita : "Well, I'm starting to remember that you have a bit of an extreme side."

Duration 01:01:14-01:01:23 (Fox & Mcnamara, n.d.)

The quotation above happens when Cruella came to the office where Anita worked. She told about the bad angel to provoke Baroness. Anita said that Cruella has an extreme side. We all know that as Cruella, she has an extreme side and bad personality, opposite with Estella. And the researchers found other quotation that show Cruella is evil. It can be seen below:

Horace: "Oh, how lovely of her to thank us for our work."

Jasper: "Yeah, real gracious, wasn't she?"

Horace: "After all we've done for her. Whatever happened to that cute little girl crying on a bench?"

Jasper: "She's gone, mate. We should've left her on that park bench." Duration 01:25:47 (Fox & Mcnamara, n.d.)

The quotation above occurs when Horace and Jasper on the way going home, after they finished helping Cruella. They were so disappointed with Cruella's behavior. She never thanked when her friends helped her, but always told them like servants. Horace and Jasper regretted helping her.

***Cruella's conflict described in "Cruella" movie***

1. Internal conflict

a. Cruella blamed herself for her mother's death so she was very sad

Cruella cannot handle her sadness; she lost her mother when she was little. All his life all she knew was only had a mother and now her mother is dead from falling off a cliff. She blamed herself for the tragedy. Because as far as she knows, her mother fell off a cliff because she was pushed by the dogs that had chased her earlier. It can be shown in data as follow:

Cruella: "There are no words."

Baroness: "There's been the most dreadful accident."

Cruella: "It was my fault."

Baroness: "Police Commissioner Weston! A woman... She was threatening me, demanding money. I..."

Cruella: "I had killed my mother."

Baroness: "I think they were chasing someone."

Police: "Search the grounds!" Duration 00:09:37-00:09:48 (Fox & Mcnamara, n.d.)

From the data above it can be concluded that little Cruella was very sad to know that her mother was dead because fell off a cliff being pushed by the dogs that initially chased her. He was very sad, fear and guilt haunted him.

b. Cruella is furious knowing the real killer of her mother's death and that's what makes her want to take her revenge

Cruella is a grumpy person, she is a person who if disturbed will retaliate and will not stay silent. He knew the Baroness was the one who caused his mother to die. She had ruined the Baroness's Black and White Ball party to take her necklace from the Baroness but while there Cruella knew that the Baroness could command her dogs to attack through his whistle, and that made Cruella realize that it was the Baroness who killed her mother. It can be shown in data as follow:

Baroness:" That dog. Stop! Thief!"

(HIGH-PITCHED WHISTLE BLOWING)

(CONTINUES BLOWING)

(HIGH-PITCHED WHISTLE BLOWING)

(DOGS GROWLING)

(IMPERCEPTIBLE)

(ALL CLAMORING)

(BUDDY WHIMPERS) duration 00:55:43-00:56:08 (Fox & Mcnamara, n.d.)

When the Baroness blew her whistle for the dogs to catch the buddy who had taken the collar, Cruella realized the dogs were just doing Baroness's orders and immediately remembered what had happened and it was true that the Baroness blew her whistle. Take a look at the data below:

Cruella: "The Baroness killed my mother."

Jasper: "What? What are you talking about?"

Cruella: "Her whistle, she called the dogs on her, she was... It wasn't my fault. She killed her. Like she was nothing."

Horace: "Oh, blimey." Duration 00:57:55-00:58:11 (Fox & Mcnamara, n.d.)

From these data, it can be concluded that Cruella has found out who killed her mother, and she is very angry at the thought of her mother being like nothing so the Baroness could kill her like that. She is very angry and grudge with the Baroness.

## 2. External conflict

### a. The conflict Cruella with Baroness

Conflict Cruella with Baroness began when Cruella worked with the Baroness and became an important person who always accompanied the Baroness. When rest time, Cruella looks at the Baroness' necklace and realizes that it was a necklace her mother gave her when she was little. She lost the necklace when the tragedy of his mother's death. Baroness said that it was her family heirloom necklace and an employee had stolen it from her, she also kept saying bad things about Cruella's mother. Cruella who doesn't accept this, plans to take it back the necklace which left by her mother and always ruins every Baroness gala event. The Baroness who was furious every time Cruella threw a tantrum finally replied to Cruella in a quite surprising way. It can be show in data as follow:

Cruella: "You really are a psycho."

Baroness: "Why, how nice of you to say. You showed promise, as did Estella."

Cruella: "Oh, am I late for work? Gee whiz, boss, how was the show? This is between us. Let Jasper and Horace, imbeciles that they are for letting you follow them, let them go."

Baroness: "Oh, I shall. They're going to jail."

Cruella: "For what? Dognapping?"

Baroness: "Your murder."

Cruella: "No one will believe that."

Baroness: "Well, I'll have to add your charred body to the mix to help the believability factor. Almost."

Guard: "Come on, you. Come on."

Baroness: "Oh, that's nice."

Cruella: "You're going to kill me because I upstaged you?"

Baroness: "Uh-huh."

Cruella: "I know you killed my mother."

Baroness: "You're going to have to be more specific."

Cruella: "What?"

Baroness: "Who exactly? Just narrow it down for me."

Cruella: "On a cliff. You called your dogs on her."

Baroness: "Okay. Now I'm with you. Oh, that's why you're peeved. Hence this little show."

Cruella: "I'm gonna kill you. And your dogs."

Baroness: "I'm waiting."

Cruella: "Gents, will you let me go for a moment? Come on. I'm sure she's a terrible boss."

Baroness: "Enough. Goodbye, Cruella." Duration 01:26:52-01:29:07 (Fox & Mcnamara, n.d.)

From the data above, we can conclude how crazy Baroness is to avenge Cruella. She came to Cruella's house and held her two friends. There the Baroness knew what caused Cruella to hate her so much but instead of apologizing, Baroness continued to carry out her evil intentions. He burned down Cruella's house and let Cuella burn alive and then sent Cruella's friends to prison with the excuse of having killed Cruella.

b. The conflict Cruella with her friends, Jasper and Horace

Conflict Cruella with her friend begins when Cruella has decided to take revenge with the Baroness for her mother's death. Jasper and Horace always help Cruella whenever Cruella carries out her revenge, but Cruella is getting less and less respect for her friend, always ordering and cursing her two friends until finally when Cruella finds out that Baroness is her mother and frees her two friends from prison, they really hate to see Cruella.

Cruella: "Want a ride?"

Jasper: "Yeah, we'll walk, thanks."

Horace: "You're alive!"

Jasper: "Oi! Yeah, I've had enough of being treated like a dog, thank you. No offense, Wink."

Cruella: "You'll get caught by the cops."

Jasper: "We did fine before you showed up, we'll do fine without you."

Horace: "Yeah, exactly."

Jasper: "I fancy a fry-up."

Horace: "Yeah, I fancy a fry-up without her."

Jasper: "Yeah, me too." Duration 01:41:21-01:41:37 (Fox & Mcnamara, n.d.)

From the data above we can conclude that Jasper and Horace are tired of being treated like dogs by Cruella. They were very tired and hated seeing Cruella's treatment getting worse day by day and losing her Estella side. So, when Jasper and Horace were freed by Cruella from the prison they were ungrateful and instead were not happy to see Cruella.

### ***Cruella's good characterizations that can we emulate described in "Cruella" movie***

1. Based on what the character says
  - a. A good daughter

The researcher has found some Cruella's characterization, and one of them is a good daughter. As Estella, she is a girl who has a kind heart and obeys her mother's words because she loves her mother very much.

Mom: "Remember, you belong here as much as anyone. They're lucky to have you."

Cruella: "Agreed."

Mom: "Hey. What do you say to Cruella when she tries to get the better of you?"

Cruella: "Thank you for coming, but you may go now."

Mom: "Good. Now say goodbye to her."

Cruella: "Goodbye, Cruella." Duration 00:01:32-00:01:44 (Fox & Mcnamara, n.d.)

The conversation above happens when Cruella going to school on her first day with her mother. Her mother is worried about her because her bad personality as Cruella. So as not to cause a ruckus and trouble at school, her mother tells her to say goodbye to Cruella and she did it.

Obedying parents' words for their own good is a good thing to do. By being obedient to our parents we can know that we are good people. Far from what Cruella says in the quote above, it can be seen that Cruella is a good daughter. The quotation above is not the only evidence that Cruella is a good daughter, researchers found other quotation that show Cruella is a good daughter and loves her mother. It can be seen below:

Cruella: "I'll be less trouble from now on, Mum. I promise." Duration 00:04:55-00:05:00 (Fox & Mcnamara, n.d.)

The quotation above occurs when Cruella is on a trip with her mother to the Baroness' fashion show. They are having trouble, after Cruella is expelled from her school she and her mother intends to move to a big city. During the trip, Cruella promises to do less of the trouble so as not to trouble her mother anymore. She made the promise not because her mother asked her to, but the initiative from her sincere heart, so that it showed she is a good daughter.

b. A good friend

The researcher has found that one of Cruella's characterization is a good friend based on what the character says. To know how Cruella being a good friend, it can be seen below:

Cruella: " Thanks, guys. Thanks, Judy." Duration 00:19:03-00:19:05

The quotation above occurs when Cruella's birthday, her friends gave a surprise and gave her a cake so she thanks for that. Saying thank you when your friend gives you something is a good act and a form of respect for fellow friends. So Cruella can be categorized as a good friend.

c. Brave

The researcher has found that Cruella's characterization is brave based on what the character says. Being brave is one of good characterization. To know how is Cruella being grudge, it can be seen below:

Cruella : "Estella would die like her mother did. But not quite. A well-cut skirt is a lifesaver, girls. Remember that. She'd go to prison for throwing someone off a cliff." Duration 02:01:31-02:01:56 (Fox & Mcnamara, n.d.)

The quotation above happens when Cruella had managed to get her revenge. She was very brave to do her action, was pushed off a cliff by her own birth mother but managed to survive because of her well thought out plan and managed to get the Baroness into prison.

2. Based on what the character does

a. Talented

The researcher has found that Cruella's characterization is talented based on what the character does. Talented is one of good characterization. To know how is Cruella being talented, it can be seen below:

Cruella: "Sir, I just wanted to say, I really am a dab hand with a needle if Alterations could use anything." Duration 00:22:47-00:22:51

The quotation above happens when Cruella was working at Liberty, a famous fashion department store in London, but she works as a cleaning service. She worked every day and convinced her boss that she wanted to work in sewing because she was an expert in that field. Even though she was ignored many times, she always reassured her boss.

b. A good friend

The researcher has found that one of Cruella's characterization is a good friend based on what the character does. Being good friend is mutual respect for fellow friends, say thank you when you receive something good, and say sorry when you make a mistake to your friend. To know how Cruella being a good friend, it can be seen below:

Cruella: "I'm sorry. You're my family. You're all I have." Duration 01:42:47-01:42:57 (Fox & Mcnamara, n.d.)

The quotation above occurs when Cruella realizes that she has no respect for her friend, such as enslaving her friends lately to help her get her revenge. She lost her good side as Estella who always stood up for her friend. Therefore, she apologized to her friends and asked for help to stop the Baroness' crimes.

3. Based on what other character think/says

a. Talented

The researcher has found that Cruella's characterization is talented based on what the other character say. Talented is one of good characterization. To know how is Cruella being talented, it can be seen below:

Jasper : "No, there is... All right, I'll tell you what, the angle is that Estella is way too talented to be doing gifts with the likes of me and you." Duration 00:19:53-00:19:56 (Fox & Mcnamara, n.d.)

The quotation above occurs when Cruella's birthday, her friends gave a surprise that is a card for working at Liberty London, a place that Cruella dreams for work there. Jasper said that Cruella is too talented so that is the reason he gave it. The quotation above is not the only evidence that Cruella is talented, researchers found other quotation that show Cruella is talented. It can be seen below:

Baroness: "That girl put together a better window display than I've seen here for 10 years." Duration 00:30:04-00:30:07 (Fox & Mcnamara, n.d.)

The quotation above occurs when Cruella in her work place, she was drunk from drinking alcohol obtained from her boss's room. In an unconscious situation, she made an extraordinary window display. She makes mannequin dresses better than ever. When the Baroness came, she was greatly amazed and praised her. And the researchers found other quotation that show Cruella is talented. It can be seen below:

Baroness: "Honestly? I'm conflicted. She is good. Bold and brilliant. Duration 01:16:57-01:17:03 (Fox & Mcnamara, n.d.)

The quotation above happens when Cruella as Estella went to drink with Baroness, Baroness told that honestly hates Cruella but she admits that Cruella is indeed talented.

## CLOSING

After analyzing the Cruella's characterization as a main character in "Cruella" film directed by Craig Gillespie, the researcher takes the conclusion. The conclusion is according to the formulation, Cruella's characterization based on what the characters say, Cruella's characterization is good daughter, good friend, a little psycho, a trouble maker, grudge and brave. Based on what the characters does: grumpy, break promise, talented, a trouble maker, grudge and a good friend. Based on what the other think/ say: talented, rude and evil. According to the second finding about conflict, the researcher takes the conclusion that the Cruella's conflict such as: internal conflicts that occur in the heart of the soul of the character. So the conflict is conflict experienced by humans with itself, Cruella blamed herself for her mother's death so she was very sad, Cruella is furious knowing the real killer of her mother's death and that's what makes her want to take her revenge. External conflict occurs when a character struggles with other character or his outside forces, the conflict of Cruella with Baroness, the conflict Cruella with her friends, Jasper and Horace. According to the third finding, the researcher takes the conclusion that the Cruella's good characterization that can we emulate is a good daughter, a good friend, brave and talented.

The researcher has given suggestions to readers or further researchers who want to analyze the "Cruella" movie. For further literary researchers who want to analyze the characterizations in the film "Cruella", you can analyze other characters, for example, the analysis of the characterization of Baroness in the "Cruella" movie directed by Craig Gillespie, or you can also analyze Cruella's struggle to live after the death of her mother in the "Cruella" movie directed by Craig Gillespie.

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