REVENGE AND ITS IMPACT TO PERSONALITY IN GILLES PIE’S CRUELLA (2021): A PSYCHOLOGICAL PERSPECTIVE

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Abstract: The aim of this research is to analyze the psychological state of revenge against the main character Estella (Cruella) in the film Cruella. This research uses qualitative methods to analyze several resolved events. This research uses a qualitative descriptive analysis method. The data source for this research is the film Cruella by Craig Gillespie. The research results show that there are 4 indicators of Cruella's revenge, namely feeling lost, character transformation, creating competition, and manipulation of the situation. There are 4 factors that show revenge in the film Cruella, namely characteristics, setting, plot, and style. The film uses a dynamic combination of sound and visual effects to create a visually stunning and immersive cinematic experience that transports audiences into the colorful and bold world of his iconic roles.

Keywords: Cruella; psychological; revenge; character transformation; personality

According to Merriam-Webster dictionary, revenge is defined to avenge (oneself or another) usually by retaliating in kind or degree. According to (Gert, 2020) Revenge is a possible response to a crime or a way to control a criminal and make him suffer. Many of our oldest and most captivating stories Homer's Iliad, Beowulf, Shakespeare's Hamlet, the Sanskrit epic Mahabharata are built on revenge. According to (Boon & Yoshimura, 2020) asserts that avengers tend to cease their acts of revenge when witnessing the suffering of their targets, demonstrating the complexity of this perception that can be influenced by various factors such as personality and social norms.

Multiple personality disorder is characterized by the presence of two or more different identities or personality states that repeatedly take control of an individual's behavior, may be unable to remember important personal information, and is usually too broad to be understood (Ekholm & Rasmussen, 1973). Multiple personality disorder is distinguished by the presence of at least two separate personality states, known as alters, which can operate in varying ways concerning personality, emotions, and physiological processes (Hase et al., 2023). People who have multiple personality show two or more personality in different situations. Each personalities have a different identity. These differences include mindset, way of speaking, age, gender, etc. Multiple personality disorder can occur because of the influence of the surrounding environment or because the person has been hurt so they cannot control themselves.

This Disney film produced by Craig Gillespie, starring Emma Stone, tells the story of a woman who has extraordinary talent in the world of fashion. In this film, there is the complexity of childhood trauma which results in personal revenge through the character Estella (Cruella) which is depicted through the story of Estella's dark past experiences as a
child. Estella was born with a different appearance from children in general, she was born with a unique physical condition where her hair color was partly black and white. The traumatic experience that Estella experienced as a child forced her to live a hard life on the streets without any relatives, which forced her to steal valuables and money to survive.

Most linguistic research focuses on the features and functions of language in the film Cruella. (Putri Artelu et al., 2023) study analyzes five forms of deixis in the movie "Cruella" using a descriptive method, identifying person, place, time, discourse, and social deixis as key elements. (Nabila & Budiarta, 2022) article identifies and analyzes denotive speech acts in "Cruella" using John R. Searle's and Janet Holmes’ theories, revealing 60 directive speech acts—mainly requests, commands, and questions—and finding that instructions are the most common function. (Rizki et al., 2023) study analyzes the influence of societal views on women in the film "Cruella" using Lakoff's theory, finding that among 102 linguistic characteristics, reinforcers are the most common (30.3%), while very polite language and strong avoidance/abuse are the least common (0.98% each), with no instances of proper color terminology or precise grammar. (Sujatna et al., 2022) the study, based on the analysis of Cruella's dialogue in the self-titled film by Dodie Smith and directed by Craig Gillespie, examines the directive speech acts performed by the main character and their influence on personality development, aiming to identify these acts and determine factors affecting character growth; employing qualitative descriptive analysis, the study categorizes data using models [1] and [2], revealing a prevalence of 'asking' category (24.7%) and the significance of individual and environmental factors, suggesting that directive speech acts play a role in shaping character traits and warrant further investigation focusing on categories and syntactical patterns for stronger justification.

Meanwhile, several types of studies focused on the psychology of the characters in the film Cruella. The article by (Fatihah & Mustofa, 2022) analyzes the Disney film "Cruella" to explore how Estella's personality reflects Jung's archetype theory, concluding that her mental growth involves the interplay of Persona, Shadow, and Self-Realization, and achieving self-actualization by overcoming the persona's limitations, acknowledging the shadow, and integrating both aspects. The article by (Aryanti et al., 2022) examines the psychological aspects of human motivation in Craig Gillespie's "Cruella" using Benhardt's (1953) theory and qualitative analysis, revealing 24 instances of such motivations experienced by the main character. (Mukti, 2023) thesis explores the types and causes of Jekyll and Hyde syndrome in Estella from "Cruella" (2021) using a psychological approach and Creswell's qualitative method, revealing 60 insights into her personality disorder, which manifests in different behaviors and identities depending on her context.

Furthermore, (Wismahardiani & Widiyanto, 2022) study, using a qualitative descriptive method, identifies peace, competence, courage, kindness, honesty, justice, mercy, love, and compassion as key moral values in the movie "Cruella," with love and compassion being the most prominent. (Zarawaki et al., 2022) article analyzes the character development and conflicts of the main character in "Cruella" using Petrie & Boggs' theory, finding that internal and external conflicts drive Cruella's character growth throughout the story. (Risma et al., 2022) article uses a qualitative descriptive approach to analyze Cruella's characterization in the 2021 film, finding her to be a good, brave, talented, and vengeful individual, with internal conflicts over her mother's death and external conflicts with the Baroness and her friends, and highlighting her admirable qualities of being a good daughter and friend.

There are quite a lot of previous studies from the Department of English Education which also analyzed the film Cruella, but the exact topic regarding the analysis of the characteristics of the main character's revenge and in the film script Cruella using a psychological perspective has not yet been found. Therefore, this research is important to study. This research focuses on the psychological state of revenge against the main character. Psychological research plays an important role in understanding literary works.
This is because psychological research has the following advantages: It is important for psychology to study aspects of characterization in more depth, and this approach can provide input for researchers regarding characterization problems that are being developed. This research tried to answer about 1) What are the indicators of revenge reflected in Cruella Movie? 2) How is revenge depicted in Cruella movie? And 3) Why is revenge addressed in Cruella movie?

**METHOD**

A literature study with the use of qualitative research method. Jonathan (2012) said that scholarly considers are an exertion to look at how we examined and translate scholarly works additionally how these scholarly works connected with perusers and their social environment. According to (Hakiki & Sundayana, 2022) Subjective investigate is inquire about that employments a naturalistic approach to look for and discover an understanding of wonders past what is experienced by the investigate subject.

The primary data source is from “Cruella” movie (2021) directed by Craig Gillespie. The secondary data source is from previous study such as articles, journals, research papers, and other documents related to the study. This research uses document analysis with qualitative research methods. The researcher took the data from the dialogue and screen captures, so the movie is the type of object of this study. To get the information that is needed, the researcher watched the movie over and over again, understood the storyline well, observed every scene by scene and found out the message in this movie that related to the relevant topic, and found other information on this internet.

**RESULT**

This section contained an analysis of the indicators of revenge in Cruella movie, how revenge depicted in the Cruella movie, and the reason why the director address revenge in Cruella movie.

**Indicators of Revenge**

**Feeling Lost**

Cruella has a necklace given to her by her mother. But the necklace fell while running away. Several years later, Cruella saw the necklace being worn by the Baroness, which meant it was the Baroness who killed her mother and Cruella felt she had to get it back by stealing it. Indicators of feelings of loss can be found at minutes 0.42.57-0.43.21 when Estella wants to steal the necklace worn by the Baroness. The explanation is as follows:

**Data 1.**

Estella : He called my mom a thief.
Jasper : What? Your mom? Does he know your mom?
Estella : Yes, it turns out that the party we went to was his. Mom has been working for him.
I dropped my necklace when I ran away. He must have found it. It's mine. I'll get it back.
Jasper : Get it back?
Estella : Stealing it.

**Character Transformation**

Revenge often leads to significant character transformations. The pursuit of revenge can drive characters to extremes, blurring the lines between hero and villain. In “Cruella”, the researcher might see how the desire for revenge influences Cruella de Vil’s character arc.

![Figure 1. Estella as Herself](image)

Estella with a good personality, is more gentle and obedient with the Baroness. Estella covers her real hair by using a brown hair wig, soft make up, and wearing glasses.
Estella when she became Cruella changed her personality as well as her appearance.

Figure 2. Estella as Cruella

Cruella has a rough, arrogant personality and has a strong ambition to avenge the Baroness. Cruella's appearance is bolder with her original black and white hair, thick makeup with red lipstick.

Creating Competition

Cruella creates competition by wanting to create her own brand to compete with the Baroness. Cruella took a creative approach and looked for ways to attract attention and gain support from the community. Cruella also asked for help from her old elementary school friend, Anita, who worked as a journalist covering fashion style. Cruella asks Anita to start a rumor about Cruella. That way, Cruella will become increasingly known to the public and will create her own brand to compete with the Baroness. The indicator of creating competition is seen at minutes 1.00.43 – 1.01.13 when Cruella invites cooperation with Anita.

Data 2.

Cruella : You go to parties taking portraits and posting gossip. That's your job?
Anita : It's not as fun as it sounds.
Cruella : It's not fun. I think it's useful. I want to have my own brand. Why don't we team up and make some fun, this decrepit newspaper, do you want to talk more about that witch?
Anita : Smiled which meant that she agreed with Cruella's invitation.

The phrase 'I'd like to have my own brand' indicates that Cruella wants to create a dress design to rival that of the Baroness. Therefore, Cruella asked Anita, who works as a fashion journalist, for help. So that Anita always posts rumors about Cruella so that Cruella becomes the subject of public discussion.

Cruella also utilizes the local community by involving a local designer named Artie who is seen in the minute 1.03.06 – 1.03.30.

Data 3.

Estella : Walks into Artie's shop looking like Cruella,
Cruella : I'm just getting started. And I need your help. I want to create art, Artie. And I want to create trouble. Want to join?
Artie : I like trouble.

The dialog above indicates that they have agreed to work together to create a fashion brand to rival the Baroness' fashion brand.

Manipulation of The Situation

Cruella's manipulation of the situation is reflected in her decision to steal the necklace worn by the Baroness. The necklace was a gift from her mother that she lost during a party. The indicator of situation manipulation is seen at minute 0.43.30 when Cruella and her two friends strategize a party ruckus to trick The Baroness and her security team.

Figure 3. The Board That Contains The Strategy To Make Noise During The Event
Depiction of Revenge in Cruella Movie

Character

The depiction of Cruella's revenge in the film "Cruella" (2021) follows the journey of the main character, Estella, who later becomes Cruella De Vil. At first, Estella was a cheerful child and talented in the world of fashion, but her life changed drastically after the tragedy that caused her mother's death. Estella grows into a figure filled with the desire for revenge against the individual responsible for her mother's death.

Estella's revenge is shown through her transformation into the increasingly dark and manipulative figure of Cruella. She uses her creativity in fashion to take over the fashion world in London, especially by competing with another antagonist, namely The Baroness, a fashion designer who turns out to be involved in tragic events in Estella's past.

Figure 4. Cruella

The Baroness is a very successful and powerful fashion designer in London. She has a strong reputation and is very influential in the fashion industry. Despite having a glamorous and graceful image on the surface, the Baroness actually has a cruel and manipulative side, which is displayed in the way she treats those around her, especially towards her employees and competitors.

When the Baroness confronts Cruella's vengeful attitude, she displays a cold and brave attitude. He does not hesitate to use the power and resources he has to protect his position and destroy anyone he considers a threat, including Cruella.

The Baroness meets Cruella's vindictive attitude with disdain at first, regarding her as little more than an insignificant competitor. However, as the story progresses, he realizes that Cruella is a serious threat to his reputation and position in the fashion industry.

In facing Cruella's revenge, the Baroness shows her firmness and intelligence in planning strategies to face the challenges she faces. He does not hesitate to use all means, both direct and indirect, to suppress and destroy Cruella.

Figure 5. Baroness

The Baroness' bodyguard is named John. John is a bodyguard who is loyal and devoted to Baroness von Hellman. Although John is initially a loyal bodyguard to the Baroness, his relationship with Cruella changes as the story progresses.

In the middle of the story, John begins to feel sympathy for Cruella because John actually knows the secret story about Cruella's real family and then he chooses to join Cruella to fight the Baroness. With his skillful abilities as a bodyguard, John helps Cruella in several critical situations, providing support and assistance in planning strategies to challenge the Baroness.

Figure 6. John
Setting
As revenge unfolds in “Cruella,” the setting and atmosphere reflect the intense tension between the main characters. Most of the revenge scenes take place in the glamorous and competitive fashion world of 1970s London. Some of the settings in the revenge scene include:

In her efforts to get rid of the Baroness, Cruella frequently appears at important fashion events and lavish parties in London. Here, the atmosphere is full of intrigue and competition, with Cruella using her cunning to make strategic moves in her plan for revenge. Cruella always attends fashion events held by the Baroness. His uninvited arrival annoyed the Baroness. Cruella comes in unique ways, such as riding a motorbike, a garbage truck, then riding in a car with the Baroness in it. This clearly diverted the attention of the visitors attending to Cruella, which hurt Baroness self-esteem.

Figures 7. Cruella Makes A Scene At The Baroness' Party

The fight between Cruella and the Baroness often takes place backstage at fashion shows. Here, the tension reaches its peak as the two try to outdo each other with their creativity and ingenuity in the competitive world of fashion. Here the Baroness already suspects that Estella is Cruella. The Baroness asked her guards to lock Estella up as soon as she arrived. The clothes to be displayed are stored in a safe, but the safe is difficult to open. Until finally, when the safe opened, lots of butterflies came out and it turned out that the clothes stored in the safe were all destroyed. The butterflies flew out so that the visitors were scared too. Then the visitors ran out of the house and it turned out that in the yard of the house there was a luxurious stage. The visitors ran to the stage and it turned out that that was where Cruella appeared in her amazing style.

Figures 8. The Clothes That Will Be Demonstrated Are Damaged

Plot (Revenge)
Estella experiences a tragedy that changes her life when her mother is killed in an accident that occurs at the home of Baroness von Hellman, a famous fashion designer. Initially, Estella was told by her mother to stay in the car, but because Estella was curious, she finally quietly entered the house and made a scene so that she was chased by 3 dalmatian dogs. When Estella was chased by the dog, she fell and caused the dog to attack her mother and fall into a ravine. Since that incident, Estella has felt guilty about her mother’s death. Estella runs away from the house and meets her new friends named Jasper and Horace. The three of them lived together until adulthood.

Figures 9. Estella Chased By Three Dalmatians

Estella grows up and starts working for the Baroness as an assistant. Initially, Estella
really liked the Baroness, even making the Baroness her idol. However, when she started working with her, Estella realized that the Baroness was an arbitrary and cruel person, especially towards people who worked with her and people who appeared more attractive than her. The Baroness can even kick women who disturb her from their parties, such as older women, women in gold dresses, sad women, women with poodles, and eccentric women. As time goes by, Estella learns the truth of her past that the Baroness killed her mother. This made Estella want revenge for killing her mother.

Figures 10. Estella Becomes The Baroness’s Assistant

With the help of Jasper and Horace, Estella transforms into Cruella. They organize a series of actions against the Baroness, including ruining fashion events and creating disturbing dresses. Estella has a different personality from Cruella. Estella is kind-hearted and passionate. Whereas Cruella is rude, arrogant, and has a strong ambition to rival the Baroness.

Figures 12. Cruella

Begins with Cruella gradually uncovering the truth about her mother’s death and becoming vengeful towards the Baroness. Cruella’s revenge is carried out by competing with the fashion designs used by the Baroness in her party and causing a riot at the party, making the Baroness very upset. The scene where Cruella first creates chaos at the Baroness’ party to get revenge is at 52.45 minutes.

Figures 13. Cruella argues With The Baroness

Through her ingenuity and talent, Cruella finally manages to outshine the Baroness and take over the London fashion world. She finds her identity as a bold and revolutionary fashion icon. The scene of Cruella changing the name of the gate from “Hellman Mansion” to “Hell Mansion” which signifies the revolution is found at minute 2.02.52.
Cruella directed by Craig Gillespie, features a dynamic and visually captivating style that blends the aesthetics of the 1970s punk rock era with the glamor of high fashion. The movie uses a variety of sound and visual effects to enhance the storytelling and immerse the audience in the world of the main character, Cruella de Vil.

Music: The soundtrack of the movie is an important element in setting the mood and atmosphere. It includes a mix of classic rock songs from the 1960s and 1970s, as well as original score compositions by Nicholas Britell. These songs often reflect the rebellious and anarchic spirit of the main character, Cruella.

Sound effects: Various sound effects are used to enhance action sequences, such as car chases and confrontations, adding intensity and excitement to the scenes. In addition, sound design is used to accentuate Cruella's creativity and resourcefulness as she explores the world of fashion and design.

Costume design: The costumes in “Cruella” are a visual spectacle in themselves, reflecting the personality of the characters and the 1970s setting of the movie. Cruella's extravagant and avant-garde outfits, in particular, show her eccentricity and flair for dramatic fashion.

Visual effects: CGI and other visual effects techniques are used to enhance certain scenes, such as Cruella's elaborate fashion show or moments of spectacle and wonder. These effects add to the fantastical elements of the movie and help bring the larger-than-life characters and scenarios to life.

Reason for Addressing Revenge
Craig Gillespie’s choice to investigate topics of revenge in "Cruella" likely stems from the character's famous backstory as portrayed in past adjustments, especially Disney's animated classic "101 Dalmatians" and its live-action adjustments.

By focusing on revenge as a central theme in "Cruella," Gillespie had the opportunity to delve deeper into Cruella's motivations and psychology, offering audiences a more nuanced understanding of her character. Rather than portraying her as a one-dimensional villain, the film explores the circumstances and experiences that shape Cruella's transformation into the iconic antagonist audiences are familiar with.

The director wants to convey to the audience that perhaps revenge is necessary but it is not done illegally. Revenge is sometimes necessary as long as it does not violate the law.

DISCUSSION
Based on the research results that have been stated, it can be seen that the revenge indicators contained in the Cruella movie by Craig Gillespie. The research findings show that the indicators of revenge consist of 3 conversations and 3 images found. In data 1 there is a conversation between Cruella and Jasper that discusses the loss of Cruella's necklace which was apparently used by the Baroness and Cruella felt she had to reclaim it by stealing it. Cruella feeling this loss can be an indicator of revenge.

In data 2 there is a conversation between Anita and Cruella who invites Anita to cooperate. Similarly, in data 3, there is a conversation between Artie and Cruella who invite cooperation to avenge Cruella. This can be an indicator of revenge because by working together, Cruella becomes more confident to bring down the Baroness.

For picture 1 and picture 2 is a form of change in the appearance of Estella (picture 1) to Cruella (picture 2). This shows a character transformation that can be an indicator of revenge. Figure 3 shows a board filled with strategies to devise a plan to sneak into the Baroness' event. This shows that Cruella strategizes the manipulation of the situation which can be an indicator of revenge.
The depiction of revenge can be seen through character, setting, plot and style. Through the characters, namely Cruella, the Baroness and the Baroness's bodyguard named John. They are the perpetrators, victims, and also supporters of the perpetrators of revenge. If through the setting, the setting of revenge in the movie Cruella occurs in 1920 in London and occurs during fashion events or parties and backstage fashion shows held by the Baroness. Some depictions of revenge through the plot of the story in Cruella are early tragedy, meeting the Baroness, transforming into Cruella, the battle between Cruella and Baroness, and the last is revolution in fashion. The explanation is that Estella's life changes when her mother's death, caused by a tragic accident involving a Dalmatian dog at Baroness von Hellman's house, prompts her to run away and grow up with new friends Jasper and Horace. Estella who initially idolizes the Baroness while working as her assistant, but soon discovers her cruelty and arbitrary behavior, eventually learns that the Baroness killed her mother, which triggers Estella's desire for revenge. With the help of Jasper and Horace, Estella transforms into the bold and vengeful Cruella, orchestrating disruptive actions against the Baroness, although Estella's kind-hearted nature contrasts sharply with Cruella's rudeness, arrogance, and ruthless ambition. Cruella uncovers the truth about her mother's death and seeks revenge on the Baroness by outshining her at fashion events and causing chaos at her parties, ultimately using her talent and ingenuity to take over the London fashion world and establish herself as a bold, revolutionary icon. Cruella's filmic depiction of revenge features a dynamic and visually captivating style that combines 1970s punk rock aesthetics with high fashion glamour, utilizing a wide array of sound and visual effects to immerse the audience in the world of Cruella de Vil. The film's sound design, including a soundtrack of classic rock songs and original music by Nicholas Britell, captures Cruella's rebellious spirit, while the costume designs and CGI-enhanced scenes, like her elaborate fashion shows, reflect her era's eccentricity and bring her character to life.

The results of this study are in line with research (Andhrea, 2022) which discusses the indicators and portrayal of revenge in the movie Cruella. The difference between the findings and the theory is the existence of indicators that support revenge in the movie Cruella. The indicators of revenge mentioned in the theory are ambitious, insensitive, and rebellious, while the findings are feeling lost, character transformation, creating competition, and manipulation of the situation. The depiction of revenge in theory (Andhrea, 2022) has a difference with the findings. In theory, the depiction of revenge is in the form of characteristics, plot, diction, sound effects and pictures while in the findings through character, setting, plot, and style. This difference can be used as a complement to the previous theory.

The last is that Craig Gillespie's reason for exploring the theme of revenge in “Cruella” most likely stems from the character's background in Disney's “101 Dalmatians” and its adaptation. By focusing on revenge, Gillespie delves into Cruella's motivations and psychology, presenting her as a complex character shaped by her experiences, and suggesting that while revenge may be justified, it remains within the confines of the law.

CONCLUSION

Three conclusion can be drawn from the study, based on the results of data analysis in this chapter. First, the researcher shows that there are four indicators that support revenge in the Cruella movie. The indicator of revenge in Cruella movie includes feeling lost, character transformation, creating competition, and manipulation of the situation. Feeling lost is feeling lost is a sign our personal values or goals have changed. By character transformation is meant the emotional change protagonist goes through by the end of the story. Creating competition refers to the deliberate effort to introduce or enhance rivalry between individuals, groups, or entities, often to drive improvement, innovation, or to achieve specific goals. Manipulation of the situation refers to the strategic and often subtle influence or control over circumstances or people to achieve a desired outcome by using underhanded tactics to steer events in their favor.
Second, there are several factors that show revenge is depicted in Cruella. Especially in terms of characteristic, setting, plot, and style. The depictions through the characters are of the perpetrators, supporters and victims of revenge, including Cruella, Baroness, and John. The depiction through the setting is divided into two, namely fashion events and parties, backstage fashion shows in the 1970s which took place in London. The depiction through the plot start from the early tragedy, meeting the baroness, transformation into Cruella, the battle between Cruella and the Baroness, and the last is the revolution in fashion. The depiction through the style is uses a dynamic combination of sound and visual effects to create a visually stunning and immersive cinematic experience that transports viewers to the colorful and bold world of her iconic role.

Third, the reason revenge is discussed in the film Cruella (2020) is to show that revenge does not always have to involve doing something illegal as depicted in Cruella. This representation aims to inspire viewers to pursue their own dreams with honesty, courage and determination.

Based on the experience in this study, there are several limitations that need to be considered by future researchers. These include imperfect secondary data that may not fully match the needs of the specific analysis.

REFERENCES


