

CHAPTER I

INTRODUCTION

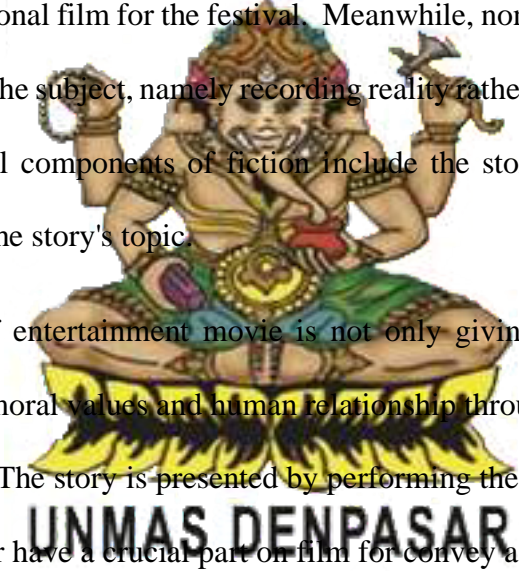
1.1. Background of the Study.

Literature is an intellectual work expressed in written words, or symbol serving as factors or elements in the work. Those elements of the work takes important role and determine its quality. Many literary works present pictures and life itself as social reality, when one's life is included in a relation to other life. A literary work, such as a movie, creates a type of entertainment that brings enjoyment to everyone who reads or watches it, and it is seen as intriguing since it covers many aspects of life that are quite common in our everyday lives.

A movie is made by either employing a camera to capture images from the outside world or an animation technique to create original images. A message can now be effectively distributed to the general population through movies. Any message that you like to express might be included in the message. It will be in entertainment, information, or education. The effectiveness of the movie in conveying, the message is due to its audio-visual nature, displaying clearly images and sounds. With these characteristics, films can tell us a short and clear story in a limited time. As a form of mass communication, movies combine a number of different technologies, including photography and sound recording, visual and theatrical arts, literature, architecture, and

music. There are several methods used when making a movie. Although it still primarily aims to draw the audience's attention to the difficulties or issues it contains.

Basically, movie can be grouped into two types of division. Fiction films and non-fiction films. Fiction films are films produced based on stories created by story writers. It is played by actors and actresses. Commercial needs become a gold field for the genre of this movie, although it does not rule out the possibility to give a certain message like a fictional film for the festival. Meanwhile, non-fiction movie are movies based on reality as the subject, namely recording reality rather than fiction about reality. A few fundamental components of fiction include the storyline, the characters, the environment, and the story's topic.



As a type of entertainment movie is not only giving us enjoyment, but also teaching us about moral values and human relationship through the story or characters served in the film. The story is presented by performing the character in in the movie. Therefore character have a crucial part on film for convey a message, including moral values and lessons from the movies. Character is one of the most crucial components of the movie, since without characters, there would not be a story.

The definition of characteristics was a human being in works of fiction like novels, plays, and TV shows, video game, especially on the movie. Character is frequently demonstrated through action, which gives the reader hints about the personality of the character. Character is another word for humans. In fiction, there are good guys and bad guys, allies and foes, romantic interests and comic relief. In contrast,

a character in realistic literature is more likely to symbolize a certain social class, race, or ethnicity, or he can be an identifiable psychological type that can be analyzed in terms of a certain complex or syndrome. It might also be a combination of psychological and social traits.

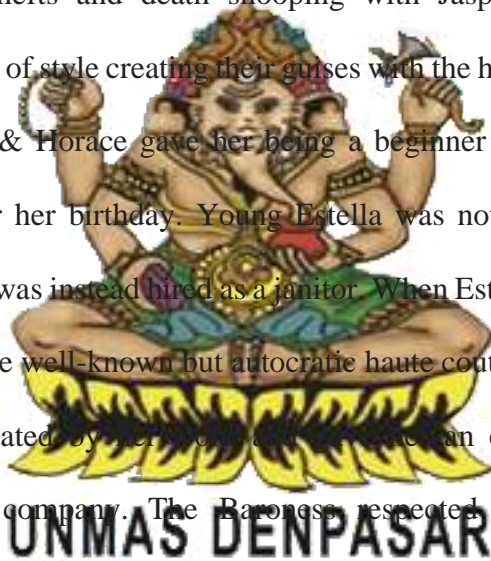
There are different ways to evaluate literature, and one of the themes is character analysis. It focuses on character analysis in movies. Character is one of the most crucial components of a film since without characters, there would not be a story.

This study aimed to discuss about the main character, because character is significantly nuanced, complex, and varied. Everyone can recount what a character did in the story, but describing who or what they may require tremendous ability. The main character of the story may develop as a result of a variety of circumstances and the way the characters respond to the current situation. The character analysis of the Craig Gillespie-directed film "Cruella" will also be included in this study. A gifted fashion designer examines her path to becoming Cruella de Vil, a famed up-and-coming fashion designer, in the movie "Cruella."

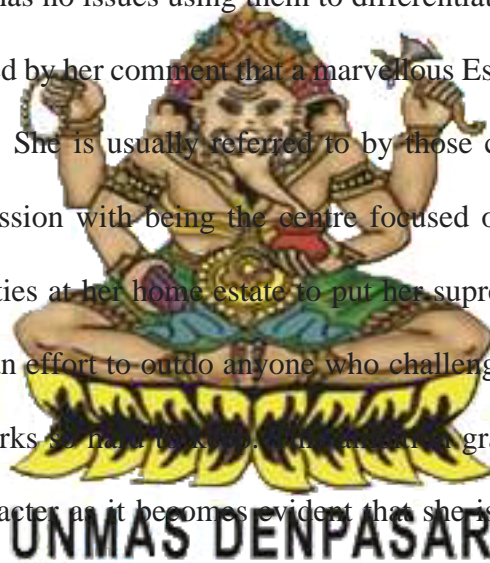


This study focused on two main characters, namely Estella Cruella and Baroness are the important things of characters on this research. The first main character in this movie is Estella Cruella. Estella Cruella is a fashion designer with her black and white hair so she always get ostracized from her friends. And her mother Catherine, made the decision to get her kicked out of school so that she could keep a perfect record and moving into London. She was en route, Estella stopped by a wealthy party to ask for

donations. Estella unintentionally attracted three of the host's guests' focus nasty Dalmatians by entering the party even though she was advised to stay in the car. After chasing Catherine outside, they forced her off a balcony overlooking a cliff, where she died. Estella blamed herself for Catherine's passing and fled to London, where she befriended with Jasper and Horace, two slum youths. Jasper chooses to follow her to serve as a "diversion," but Estella ends up getting along well and them. After ten years, Estella conducted thefts and death snooping with Jasper and Horace. She was developing her sense of style creating their guises with the help of their canines, Buddy and Wink. Horace & Horace gave her being a beginner position in which Liberty department store for her birthday. Young Estella was not given the opportunity to exploit her gifts and was instead hired as a janitor. When Estella drunkenly redecorated a window display, the well-known but autocratic haute couture designer Baroness von Hellman was captivated by her work and gave her an exclusive job offer at the Baroness's fashion company. The Baroness respected Estella for her gracious acceptance. Her employer had to wear an ornament formerly owned by Catherine, but she eventually caught him wearing it despite being happy that everyone could see her handiwork. Estella stated that an employee had previously taken the necklace and asked Jasper and Horace for help in getting it back from the Baroness during the impending Black and White Ball. For the purpose of concealing her true identity from everyone at the Ball, Estella invented the persona of "Cruella."



The second character in this movie is Baroness. The Baroness has a talent for fashion and is a terrific businesswoman and dramatic, carrying herself with a confidence that commands the respect of everyone she meets. However, her brilliance is accompanied by a deep sense of selfishness, self-indulgence, and a demeaning attitude toward anyone she perceives as inferior to her, viewing them as little more than obstacles in her path to success. She is unable to acknowledge others' contributions to fashion designs but has no issues using them to differentiate herself from her rivals in the field, as evidenced by her comment that a marvellous Estella created some amazing designs on her own. She is usually referred to by those close to her as a narcissist because of her obsession with being the centre focused on. She preferred throwing lavish galas and parties at her home estate to put her supremacy on full display. She consciously makes an effort to outdo anyone who challenges her for that attention or the celebrity she works so hard to gain. As the movie gradually shows more of the Baroness's true character as it becomes evident that she is a sociopath who will use violent means, such as murder, to deal with people in addition to being selfish or a criminal. She even went so far as to refuse to keep and even butcher her only daughter out of fear that she would lose favour and have her share of the Baron's fortune, demonstrating that she is completely incapable of loving anyone.



Based from explanation above, makes it fascinating to know about Estella Cruella and Baroness, her character in that movie. Estella Cruella had both positive and negative characteristic before she became a notorious designer. While Baroness had a

negative characteristic with her wearing a variety of different high fashion suits and dresses over the course of the movie. Therefore this study utilized the movie to be analysed. It is also interesting to see how the main character described in the movie. Therefore, this study utilized this film to be analyzed.

1.2. Problems of the Study.

Based on the background explained above, there are two problems of this study can be described as follows:

1. What are the similarities and the differences of characterization of the two main characters in the “*Cruella*” 2021 movie?
2. How are the two main characters described in the “*Cruella*” 2021 movie?



1.3. Objective of the Study.

Based on the problems explained above, this study has two objectives. Those can described, as follows;

1. To identify the similarities and the differences of characterization of the two main characters in “*Cruella*” 2021 movie.
2. To analyse the two main characters described in “*Cruella*” 2021 movie.

1.4. Limitation of the Study.

Based on problems above, this research will focus to identifying and analyzing the comparison of characterization of the two main character in “*Cruella*” 2021 film,

namely Estella Cruella and Baroness as the main character in this movie. This study analyzed characters based on theory from Kenney (1966) and Wellek and Warren (1956).

1.5. Significance of the Study.

“*Cruella*” 2021 movie can be separated into two categories of significance: theoretical significance and practical significance.

1.5.1. Theoretical Significance.

Results of this research are anticipated such as advance literary studies in the area of character analysis and characterization in order to better comprehend movies, particularly in terms of character.

1.5.2. Practical Significance.

The student who is interested can use this study as a resource to take similar study in their future project related to character and characterization in literary works, especially for the students at Faculty of Foreign Language, Universitas Mahasarakswati Denpasar.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

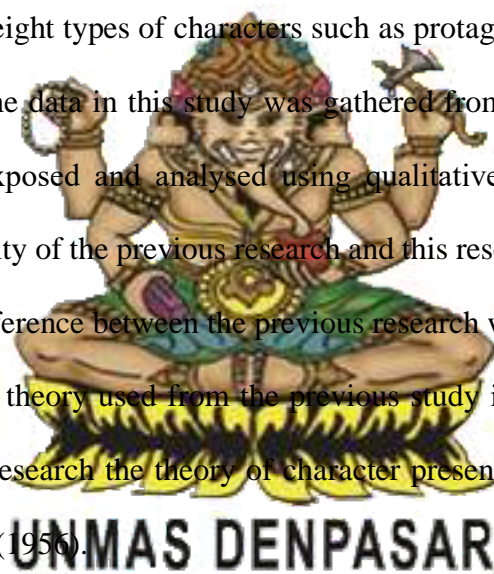
Several literary work reviews, concepts, and hypotheses are presented in this chapter. This chapter also consists of a description of the topic. Both concepts & theories are used to give clear definition of the terms in this study. This chapter also covers the reviews from two undergraduate thesis and three articles as reference to be further discussed. The theoretical framework consists of some theories used for analysing the problems of this research.

2.1. Review of Related Literature.

First is taken from the thesis, entitled *"The Analysis of Main Character's Characterization in Safe Haven Movie by Lasse Hallstrom"* written by Ni Nyoman Melsiana Handayani (2020). Her study focused on the characterization of Safe Haven Movie's main character by Lasse Hallstrom. Finding the data about three main characters named Erin, Alex, and Kevin character. The data in this study was gathered from the film Safe Haven. The study's data were exposed and analysed by using qualitative and descriptive methods. The difference between the previous studies with this study is related to the theory. Theory used from the previous research is about objective theory and the theories used in this research are the theory of character

presented by Kenney (1966) and Wellek and Warren (1956). The similarity of the previous research and this study is using the movie as the data source.

The second review related to this research is taken from the thesis, entitled *“Analysis of Main Characters in Boss Baby Movie viewed from Five Personality Traits”* written by Gede Adhy Sukma Parandhika (2020). His study focused on the characterization of Baby Boss Movie viewed from Five Personalities. Finding the data is about four out of eight types of characters such as protagonist, major, dynamic, and round characters. The data in this study was gathered from the film Baby Boss. The study’s data was exposed and analysed using qualitative research and descriptive method. The similarity of the previous research and this research is using movie as the data source. The difference between the previous research with this research is related into the theory. The theory used from the previous study is objective theory and the theory used in this research the theory of character presented by Kenney (1966) and Wellek and Warren (1956).



The third is an article entitled *“Feminism Portrayed in The Main Character of Movie Maleficent 2 Mistress of Evil”* written by Dewi, Jendra, and Sulatra (2022) . The aim of this study are, identify the kinds of the first is to examine feminism through the main character, and the second is to consider the main characters' struggle for justice. The theory was based on Rose Marrie (1998), descriptive study and textual analysis for this research. The study's data was examined through qualitative analysis. The difference between the previous research and this research is the previous research

focused on analysis of the main character's feminism, but this research focused more on about analysis of the main character's characterization.

The fourth is an article written by Habriani, Putri, and Winarta (2022) entitled *"Stella Grant and Will Newman's Character Development throughout A Movie Entitled Five Feet Apart"*. This study analysed how the major figures in the film Five Feet Apart changed as the plot developed. Theory presented by Kenney (1966) used in this research. Identifying developmen of main character through acts and dialogues is the objective of this research. The qualitative method was used as the methodology. About the difference between previous research with this research is the previous research focused on developmen of the main character as the story progresses, while this research is more focus on how the main character described in the movie through the characterization. The similarities between previous studies with this study are using the theory proposed by Kenney (1966), and qualitative method.

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The fifth is an article written by Dewi, Suwasini, and Jayantini (2021) entitled *"The Characterization of Amanda Collier in Nicholas Sparks' The Best of Me (2011)"*. The objective of this research is to describe the characterization of the main character's named Amanda Collier in the novel entitled The Best of Me (2011) by Nicholas Sparks. The qualitative analysis of Miles, Huberman, and Saldaña was applied in this study. The previous study used novel entitled The Best of Me by Nicholas Sparks, while the data source of this study differs from the previous one. This study will use the movie

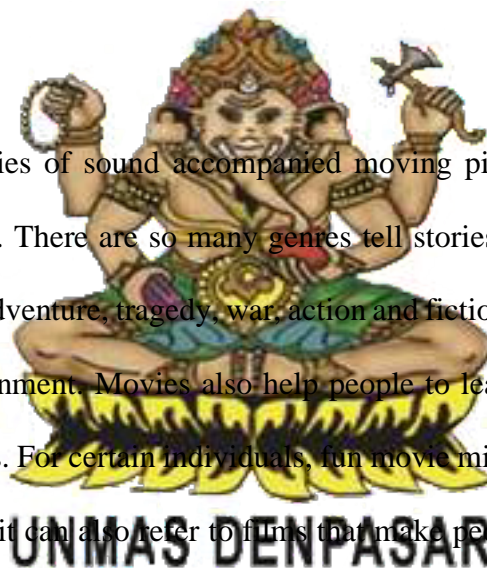
entitled Cruella movie by Craig Gillespie. The similarity between the previous studies with this study is the aim to describe the characterization of the main character.

2.2. Concept.

There are four concepts used in this study; they are concept of movie, concept of characterization, concepts of characters, and concepts of “*Cruella 2021*” movie, which are described as follow:

2.2.1. Movie.

Movie are series of sound accompanied moving pictures that tell a story are displayed in cinema. There are so many genres tell stories of movie, such as horror, romance, comedy, adventure, tragedy, war, action and fiction. People watch the movies as a type of entertainment. Movies also help people to learn about the meaning that implied in the stories. For certain individuals, fun movie might refer to films that make people laugh, while it can also refer to films that make people cry or feel worried for others.



2.2.2. Characterization.

Characterization is the process of presenting or describing a character in a movie. Characterization is the art of bringing to life for the audience the people of one's imagination. Baldick (2001:37) said that characterization refers to how a person is portrayed in dramatic and literary works. This may involve using a direct dramatic

technique, such as attributing attributes in description or commentary, or it may involve asking readers to infer qualities from people, speech, action, or outward manifestations.

2.2.3. Characters.

Character is a creature, a person, being, animal, or thing in the narrative. Character is most important components not just in movies but also in novels and short stories. Robert (1995:20) said characters are people who appear in theater or narrative works and who are perceived by the reader or audience as possessing moral and dispositional qualities that are shown in their words. There are many types of characters in a story, each with its own development and function.

2.2.4. Movie *Cruella* 2021.

Movie *Cruella* 2021 is American crime comedy movie. This film was directed by Craig Gillespie. This crime comedy movie with duration 2 hours and 14 minutes told the story of Estella Cruella played by Emma Stone as a young woman with a talent for fashion designer. She immediately be friend two thieves named Jasper played by Joel Fry and Horace played by Paul Walter who like her penchant for mischief. Together, they made a living off the streets of London.

2.3. Theories.

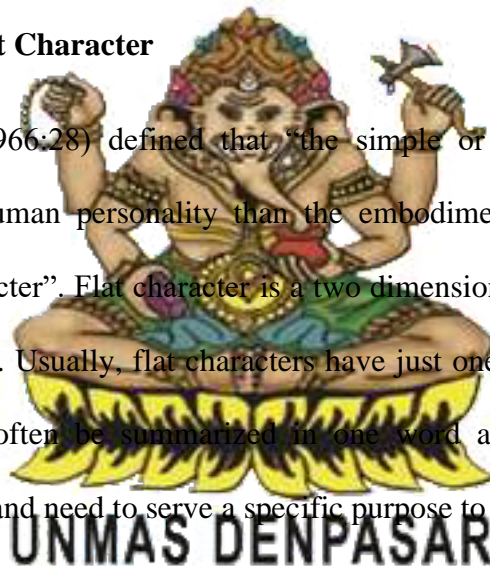
There are two theories used to analyze the characterization of the main character in *Cruella* 2021 movie. The first theory proposed by Kenney (1966) and the second theory proposed by Wellek & Warren (1956).

2.3.1. Characters.

One of the most crucial elements of the story is the characters. Character and characterization are very interesting parts to analyse because they can guide us to develop thought expressed in the work. A character is a person who participates in the actions of a story, and the characterization is the method writer uses to show a character's personality. Character can be divided into the following two categories:

2.3.1.1. Simple Flat Character

Kenney (1966:28) defined that “the simple or flat character is less the representation of human personality than the embodiment of a single attitude or obsession in a character”. Flat character is a two dimensional character lacking depth or a real personality. Usually, flat characters have just one or two perfunctory traits. Flat character can often be summarized in one word and never digress from or transcend their role and need to serve a specific purpose to propel the story forward in some way.



2.3.1.2. Complex Round Character.

Kenney (1966:29) defined that “the complex character is obviously more lifelike than simple, because in life people are not simply embodiments of single attitude”. Round character is deep a layered character in a story. Round character are fully realized characters that come into conflict with each other and other character in believable ways, spurring character development, it may interesting to audience

because they feel like real people and the audience often feel invested in these characters goals, successes, failures, strengths and weakness.

2.3.2. Characterization.

Characterization is a process of developing or presenting character in the story created by writers. Characterization is the way a person acts when facing the problem will often reveal his true nature. Wellek & Warren (1956) said that characterization has three aspect there are, physiological aspect, sociological aspect, psychological aspect.

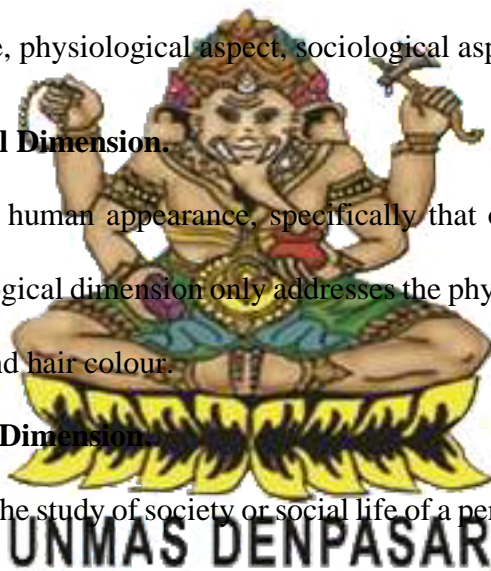
2.3.2.1 Physiological Dimension.

The study of human appearance, specifically that of humans, usually named physiology. Physiological dimension only addresses the physical characteristics of sex, complexion, eyes, and hair colour.

2.3.2.2 Sociological Dimension.

Sociology is the study of society or social life of a person including background, class, employment, setting, education, and religion. The sociological component is based on social factors like nationality, religion, and social involvement. It stands for interacting with others in a social setting. Following are three different types of sociological approaches to literary works:

- a) The sociology of the writer, profession and institution of literature, the social ideology of the status writer.
- b) The sociology of literature, the question of social implications, and the social actions of works of literature themselves.



- c) The sociology of audiences and the issue of literature's actual influence.

Meanwhile, Wellek and Warren (1956), explained about characterization. This can be divided into the following four categories:

- a) Static characterization where that the character remains the same throughout the entirety of the story.
- b) Dynamic characterization where the character changes from the beginning of the story to the end.
- c) Flat characterization indicates that only one aspect of the character's life is described.
- d) Round characterization indicates that the character's entire life is described.

2.3.2.3 Psychological Dimension.

Psychology refers to the type and individual psychological research on writers, the creative process, the type and laws of psychology found in literary works, and lastly the impact of literature on readers. Besides terms of their temperament, attitude, feeling, thought, mindset, dream, and mentality, the characters psychological aspects can be seen.



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