

CHAPTER I

INTRODUCTION

A. Background of the Study

Times are progressing and developing, so are people's point of views on gender equality or feminism. Feminism is an interesting topic to discuss. Feminism is an equality between men and women in all fields including law. The struggle of women to get the same rights as men in various fields has not been completed. The goals they aspire to are still far from being achieved but it is not only women who actually act in the name of feminism, men should have the same awareness that patriarchy is seem the source of the problem. The patriarchal system which is opposed by feminists, still stands tall on earth. The feminist movements are usually divided about three waves. It begins in 19th and 20th centuries focused on political equality. Next, happened in 1960s and 1970s, promoted law and career equality and the last, happened in recent periods, promoted social equality. Handayani, C., & Novianto, A. *Kuasa Wanita Jawa* said that men are more skilled, well oriented, tough, energetic, competitive and no doubt than women. This situation is wrong to women, as well as illustrates the existence of gender perception in what went before. Gender perception happened from time to time until they realized unfairness. This inspires the development of a idea termed feminism. The feminist movement is concerned with the nature of women in particular and in general with the emancipation of women. Women's movement in order to achieve equal rights with men in various parts, they are political, social, economic and cultural. In time, women have the same opportunity to do things as men do in economic, social and political systems, feminism needs the maximum assimilation of women in public, demands same rights, same work, same wage, same status, and same treatment in life, community and not public relations. Rosenstand, N. *The Moral of The Story: An Introduction to Ethics* says, women and men must have same chances, that women must be put up with men against centred on their sex, and that women and men must have the same wage for the same job, he is likely to say yes and so the most men. Feminists or those who care about feminism actively struggle through various fields, one of which is film. Film is a mass communication media that is currently often used to describe people's social life. The depiction of social life is the existence of "reality". The stories contained in a film also have moral messages and values, both implied and expressed. Values and moral messages in a film can affect the audience: cognitive (increased knowledge), affective (emotions and attitudes), or conative (behavior and intentions).

Along with the passage of feminism throughout the world, women are increasingly daring to take various kinds of actions, including revenge. Revenge is an act against another person out of hurt or envy. Revenge or retaliation can be interpreted by doing dangerous actions against a person or group in response to a suffering caused, whether real or only based on personal perception. The author conducts research on revenge because the film that will be discussed contains a motivation for revenge but reflects on feminism.

Cruella is an American crime-thriller comedy film directed by Craig Gillespie. The script was written by Dana Fox and Tony McNamara, while the feature was written by Aline Brosh McKenna, Kelly Marcel and Steve Zissis based on Dodie Smith's book *The Hundred and One Dalmatians* and Bill Peet's 1961 in a movie *One Hundred and One Dalmatians*. The main character of *Cruella*'s film is Emma Stone as Cruella de Vil.

The authors are Dorothy Gladys Smith and Bill Peet. Dorothy Gladys Smith commonly known as Dodie Smith was an English children's and playwright born in 1896. She is best known for writing *The Hundred and One Dalmatians* and *I Capture the Castle*, both of which were adapted into hit films. Smith initially had no intention of becoming a writer. He initially liked acting but, he once said, "It's just that I'm not very good." Bill Peet not only completed the story boards but he also wrote the scenario and created the players. The writer of *101 Dalmatians*, Dodie Smith, admired him on his management and conception he has better quality for a tale. Lastly, Bill Peet's name and signature is animated. A rare and spectacular honor. He got a second credit for character design. Bill Peet also completed of the script and character design for *The Sword and the Stone*, and was the one author who working on *Jungle Book*, when he retreated.

The background of the film set in London in the 1970s. This film tells the story of an orphaned girl named Estella who has half black and half white hair, so she is very unique. Estella's hair is a symbol that she has two personalities, intelligent and rebellion. Estella has a talent for designing clothes since childhood and she has a dream to become a fashion designer. However, Estella's dream must be given up because of a heartbreaking incident and in the end she becomes an orphan and meets two boys named Horace and Jasper who work as thieves.

Estella, Horace, and Jasper lived together until they grew up. Until one day, there was an opportunity where Estella was able to realize her dream. She works for Mrs. Baroness's fashion company, The Baroness. Estella had the Baroness's acknowledgment of her talent.

Working at The Baroness was the beginning of all the secrets and questions that Estella had wanted to know for a long time. A red pendant that changed Estella. Since then,

Estella's heart is full of revenge until the figure of Estella has disappeared and turned into Cruella de Vil. A woman who wants revenge with her intelligence.

The film received positive responses from the audience. Even though this film is 2 hours and 14 minutes long, with that length of film, the audience says they are not bored. They think that every second and every scene in the film is very important. The plot in this film can be said to be slow but very clear because everything is explained completely from the beginning of the film. This film has passed the censorship from LSF category 17+. Children are prohibited from watching this film because there are many scenes of violence, crime, and alcohol consumption. The storyline which is actually dark and the comedy in this film is also not suitable for children.

The audience was very impressed with the cinematography, editing, and visual effects in this film. The interesting cinematography makes the audience get carried away. Editing in this film is also very detailed, especially when changing shots and angles that are very good so that they are not boring. The visual effects in this film are very neat, but in some scenes there are those who think that the effects are not smooth.

The production design is considered very perfect in this film. A lot of people argue that this film spends a huge money because it is so perfect and detailed. Sound and effects are very appropriate, according to the events that are being displayed. The main thing in the film *Cruella* is the costume, make up, and hairstyle. These three things combined very well together, the clothes are very extraordinary and really stand out to look at. The audience think that, “the fashion that can also be a magic.”

The researcher chose Cruella. Cruella shows the side where a woman is able to reach her dreams and ambitions. She wants in her own way even though many doubt her skills. She continues to struggle and she is confident that her uniqueness will one day be the reason she is successful. Cruella is also a proof that women must get their rights. Cruella's revenge is the beginning of her courageous and success. The main character in this film deserves to be a feminist figure.

To conclude, the researcher wants to analyze the revenge of the main female character in this film by using Feminist Theory entitled: **“Revenge in Disney's *Cruella* Movie (2021) Directed by Craig Gillespie: A Feminist Approach”** as the title of the paper.

B. Problem Statement

Based on the previous topic, this topic focuses on the feminist approach on Cruella de Vil as the main character of the movie *Cruella* (2021) by Craig Gillespie. Several problem statements can be formulated as follows:

1. What are the indicators of revenge in *Cruella* movie (2021)?
2. How revenge is depicted in *Cruella* movie (2021)?
3. Why does the film director of *Cruella* movie (2021) choose to address a revenge?

C. Objective of the Study

The aims of the research are as follows:

1. To identify the indicators of revenge in *Cruella* (2021).
2. To describe a revenge in *Cruella* movie (2021).
3. To reveal the reason why revenge specifically addressed in *Cruella* movie (2021).

D. Significances of the Study

1. Theoretical Significances

The study contributes to the body of knowledge, especially literary study on a feminist approach.

2. Practical Study

The study enriches the present writer's understanding of a feminist approach.