

**REVENGE IN DISNEY'S *CRUELLA* MOVIE (2021) DIRECTED BY  
CRAIG GILLESPIE: A FEMINIST APPROACH**



**Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor Degree  
in Department of English Education Faculty of Teacher Training and Education**

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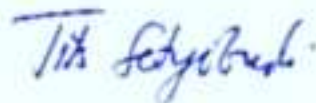
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I testify that in this publication article there is no plagiarism of previous literary works which been raised to obtain bachelor degree of certain university, nor there are opinions or masterpieces which have been written or published by others, except those in which the writing is referred to the manuscript and mentioned in literary review and bibliography.

Hence later, if it is proven that there are some untrue statements in this testimony, I will fully be responsible.

Surakarta, 20 September 2022

The Researcher



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# REVENGE IN DISNEY'S *CRUELLA* MOVIE (2021) DIRECTED BY CRAIG GILLESPIE: A FEMINIST APPROACH

## Abstrak

Penelitian ini berfokus pada topik balas dendam yang terjadi di dalam film Disney *Cruella*. Teori yang digunakan untuk penelitian ini adalah pendekatan feminisme dan karakterisasi. Penelitian ini adalah penelitian kualitatif. Peneliti mengumpulkan data dalam penelitian ini dengan cara menonton film, menangkap adegan penting, dan mencatat kata-kata penting di dalam film. Terdapat dua sumber data untuk penelitian ini. Film *Cruella* adalah data primer, sedangkan artikel, buku, buku ilmiah, dan jurnal yang berkaitan dengan topik. Penelitian ini bertujuan untuk mengetahui indikator balas dendam dalam film *Cruella*, menggambarkan balas dendam dalam film *Cruella*, dan alasan spesifik film *Cruella* menyisipkan balas dendam. Hasil penelitian sebagai berikut: (1) indikator balas dendam: (a) ambisi, tidak peka, dan pemberontak; (2) gambaran balas dendam: (a) karakter Cruella de Vil, (b) alur cerita, (c) efek gambar dan suara, (d) diksi; (3) peneliti menuliskan adanya faktor dimunculkan balas dendam di dalam film ini.

**Kata Kunci:** balas dendam, Craig Gillespie, Cruella, feminisme, karakter.

## Abstract

This study focuses on the topic of revenge that occurs in the Disney's *Cruella* movie. The theory used for this research is the feminism approach and characterization. This research is a qualitative research. Researchers collected data in this study by watching movies, capturing important scenes, and noting important words in the film. There are two sources of data for this research. *Cruella* films are primary data, while articles, books, scientific books, and journals are related to the topic. This study aims to determine the indicators of revenge in the *Cruella* film, describe the revenge in the *Cruella* film, and the specific reasons for the *Cruella* film inserting revenge. The results of the study are as follows: (1) indicators of revenge: (a) ambition, insensitivity, and rebelliousness; (2) description of revenge: (a) Cruella de Vil's character, (b) storyline, (c) picture and sound effects, (d) diction; (3) the researcher writes that there is a revenge factor in this film.

**Keywords:** character, Craig Gillespie, Cruella, feminism, revenge

## 1. INTRODUCTION

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.

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 first study is from the journal written by (Fatihah & Mustofa, 2022). Fatihah, N., & Mustofa, A. (2022). Archetypes & Self-Realization in Disney's *Cruella* (2021) Movie: Jungian Psychoanalysis. Tell : Teaching of English Language and Literature Journal, 10(1), 36. The results of the research revealed that the main character's speech and actions reflected Jung's archetypes. According to the discussion, Estella's mental growth is obtained from three aspects: her persona, shadow, and self-realization. Self-realization is attained through breaking free from the constraints of the persona, recognizing and accepting the shadow, and balancing the two sides. Despite being difficult and perhaps dangerous, those are critical stages on the way to mental and psychic development.

The second study is from the journal written by (Purwanti & Suyudi, 2022). Purwanti, A. R., & Suyudi, I. (2022). *CRUELLA MOVIE SCRIPT AND ITS TRANSLATION*. As the result, there are 54 data for structure shift, 3 data for a class shift, 7 data for unit shift and 21 data for the intra-system shift. There are also 2 data which represent untranslated noun phrases. The total data found is 87 data.

The third study is from the journal written by (Wuntu et al., n.d.). Wuntu, C. N., Rorimpandey, R. S., & Manado, U. N. (n.d.). Self-actualization of the main character in disney's *cruella* movie. 1171–1182. The results of this study indicate that Estella as the main character is able to fulfill all her needs from physiological needs, security needs, belongingness and love needs also her esteem needs to fulfill her self-actualization as seen from the

characteristics of a self-actualizing person. It can be concluded from the results of this research that Estella or Cruella has achieved self-actualization in the Disney's Cruella movie.

The fourth study is from the journal written by (Mulya et al., 2022). Cruella de Vil is a 2021 American live-action film directed by Craig Gillespie about the iconic Disney villain played by Emma Stone. Cruella together with her two friends, she survived in the suburbs of London in the 1970s. The two friends were named Horace Badun and Jasper Badun. This study aims to determine the meaning of clothing in the Disney film "Cruella de Vil".

The fifth study is from the journal written by (Fadhilla & Basari, 2022). Translation Techniques of Directive Speech Acts of The Characters Used in The Cruella Movie. *Ellite Journal of Education, Linguistics, Literature and Language Teaching E*, 2(1), 25–38. This research entitles Translation Techniques of Directive Speech Acts of the Characters Used in the Cruella Movie. The researcher found 306 data on directive speech acts of the characters. The result of this research is that eight types of directive speech acts are found in the movie's utterance: question, command, opinion, request, offer, suggestion, invitation, and warning.

The sixth study is from the journal written by (Awori et al., 2018). Awori, S., Anumo, F., Cordova Montes, D., & Hughes, L. A Feminist Approach to the Binding Instrument on Transnational Corporations and other Business Enterprises. In *Business and Human Rights Journal* (Vol. 3, Issue 2, pp. 285–290). Cambridge University Press. This article illustrated how women are extremely compressed through the bad results of occupational things. The key concepts of companies, gender, unfairness, treaty, and women. This study uses a feminist approach as its theory. To conclude, by making obvious references to women's human rights and distinguishing the gender-specific dangers in commerce activities, the official settlement can proactively address the horribly unequal control relations that illuminate the setting of business related human rights manhandle.

The seventh study is from (Lindsey, 2015) Post-Ferguson: A "herstorical" Approach to black violability. *Feminist Studies*, 41(1), 232–238. To conclude, this study finally encourage originality and reality, also combined and revealed experiences. Similar to previous times of anti-black state and state sanctioned violence, all black souls are possible victims. All victims and those who concerned with black lives must strongly fight the terror that constantly follows them.

The eighth study is from (Kagan et al., 2020) Kagan, D., Chesney, T., & Fire, M. Using data science to understand the film industry's gender gap. *Palgrave Communications*, 6(1). This study discuss about gender gap in the film industry. It proves that by using data science we can understand gender gap in the film industry. To conclude, research shows that the

majority of male still win the best actor than female. However, gender equality and feminism in the film industry continues to grow, point to by the importance of female actors in films and being the main actors.

The ninth study is from (Ursita, 2019). Analysis of Gender Equality and Feminism of Main Character In Colette Movie. *Journal of Research on Applied Linguistics Language and Language Teaching*, 2(2), 149–154. To conclude, this study shows (1) the existence of actions from gender equality such as expressing opinions, struggling, and rebelling. (2) there is a feminism movement shown by the main character and other actors in the film who support her to get equality. (3) this film provides a moral value to the audience about gender equality and feminism so that it can be applied in real life.

The tenth study is from (Jackson, 2018). Young feminists, feminism and digital media. *Feminism and Psychology*, 28(1), 32–49. This study discuss how the researcher illuminate young feminists in feminism research because they are invisibles in this era with the key concepts of young feminists, feminism, girls, feminist digital media, and social media. A qualitative project with teenage feminism to explore how girls use and produce digital feminist media, what it means for them to do so and how their online practice connects with their offline feminism. Using a feminist post-structuralist approach as its method, this study shows that there is a real connection between the practice of girls in the digital (safe) and feminism practiced in history and other geographic locations. The most important things and perhaps clearly, digital media is a tool for connecting women with feminism and with other feminists in local and global contexts.

The eleventh study is from (Seethaler, 2018). Emancipating the Passive Muse: A Call for a Feminist Approach to Writing Biographies on Historical Women. *Journal of Feminist Scholarship*, 15. As a result, this article argues that biographers who perpetuate gender stereotypes are missing an important opportunity during her life because right now, writing in the United States is to educate readers about the social, cultural, and political contributions of women around the world. In proposing that feminist biographical information is more accurate, complete, and makes social and cultural interventions possible, the authors discuss how texts demonstrate women's abilities and successes. Thus, it contradicts the historical interpretation of patriarchy.

The twelfth study is from (Fogiel-Bijaoui, 2016). The Cosmopolitan Future: A Feminist Approach. *Laws*, 5(3), 34. This study analyzes the cosmopolitanization of feminism or it is commonly referred as the step "other to other" recognition of women, through their evolution



of political rights—the right to vote and be elected—on a global level. To conclude, this research shows the connection of a between feminism and cosmopolitan in the future.

The thirteenth study is from (Shokooh Valle, 2021). Turning fear into pleasure: feminist resistance against online violence in the Global South. *Feminist Media Studies*, 21(4), 621–638. This article discuss what institutions that stand in the midst of many cases of violence through technology. This article argues that the feminist strategy of multiplying online violence in the Global South embodies decolonial thinking by reclaiming and promoting the rights of marginalized communities to express sexual pleasure online. As a result, this article shows how feminist activists are reimagining a truly emancipatory technological future.

The fourteenth study is from (Swirsky & Angelone, 2016). Equality, empowerment, and choice: what does feminism mean to contemporary women? *Journal of Gender Studies*, 25(4), 445–460. This article discuss to fill a gap uses a qualitative methodology to know the reason why woman nowadays choose to be a contemporary woman and a feminist. The key concepts are feminism, gender roles, and self-identity. To conclude, the data show that the public desires are for equality, empowerment, and freedom to make choices and play a role in decision-making processes. Furthermore, reveal to feminism, both through education and personal role models, has also led to their self-identification. The implications of these findings, as well as suggestions for the continuation of the feminist movement are discussed in this article.

The fifteenth study is from (Libriani et al., 1998). *A Genetic Structuralist Approach*. This study examined the world view of freedom of thought of the major and minor characters in Saman novel by involving genetic structuralist approach. This research was descriptive qualitative research. Based on the genetic structuralist approach, there was a close relationship between the novel and the realities of Indonesian life. The novel was as an object in which the author presented her world view.

The sixteenth study is from (Setyabudi, n.d.) *The Role Of Family In John Steinbeck's The Grapes Of Wrath*. This is an analysis of John Steinbeck's novel *The Grapes of Wrath* conducted using structuralism approach. The result shows that the meaning of family in *The Grapes of Wrath* has two supporting dimensions. First, a family is nuclear family consisting of a father, mother and children. They live as a household and in one house. Sometimes, they consider extended family particularly grandfather, grandmother, uncles, and others. Second, a family is a group of people with same backgrounds and problems. In *The Grapes of Wrath*, the meaning of family dramatically is gained from their family bond and togetherness at Route 66.

Based on the previous research above, there were several similarities and differences between those article with the researcher's study. The studies above used the theory of feminist criticism to analyze the characters in the movie, as well as the research topic in analyzing main of the female characters in *Cruella* movie. The previous studies had also explained how feminism was depicted in *Cruella* movie. However, previous studies did not focus on why *Cruella* movie, directors chose to discuss feminism and what were the characteristics of a feminist approach in *Cruella* movie. Meanwhile, researchers focused their studies on explaining why the directors of *Cruella* movie chooses to discuss feminism and what were the characteristics of a feminist approach in *Cruella* movie.

## **2. METHOD**

The suitable research method for this research is a qualitative research method. Qualitative research is a type of research method which findings are not obtained through statistical procedures or other forms of calculation but tend towards trying to understand, interpret, and describe the meaning of an interaction of human behavior in certain situations according to the researcher's view.

## **3. RESULT AND DISCUSSION**

This chapter discusses research finding and discussion in the study a feminist approach in *Cruella* movie. The first part discusses the indicators of revenge in *Cruella*, the second part describes revenge in *Cruella* movie, the third part discusses the reason why revenge specifically was addressed in *Cruella* movie.

### **3.1 Results**

#### **3.1.1 The Indicators of Revenge in *Cruella* Movie.**

Everyone has experienced heartache. Some can forgive even though they don't completely forget, some can lead to anger, hatred, and finally a sense of revenge arises. Revenge is a condition or desire to avenge the treatment of others who make us disappointed or hurt. Like *Cruella*, she wants the person to accept the consequences or feel the same way she did but it's a shame if she let it drag on, she can become a person who has a vengeful nature and has a bad impact on the quality of life.

This study uses a feminist approach that focuses on the main character of this film, *Cruella de Vil*. *Cruella de Vil* is an independent woman who dominates the movement. Based on the underlying theory and the story, the researcher found several indicators of revenge contained in the movie as follows:

a. Ambitious

Cruella ended up with a high curiosity so that she grew into a woman who wants all her goals to be achieved by various things. Estella and Cruella are certainly different because Estella's ambition is in a positive direction while Cruella's ambition is in a cruel and evil direction because of her very high ambition for revenge. The following is evidence of Cruella de Vil's ambitious:



Picture 1. Cruella de Vil's ambitious

*Cruella* : “Darling, if I’m going to need to repeat myself a lot, this isn’t going to work out.”

*Jasper* : “Why you still talking like that? Grift’s is over.”

Jasper felt that Cruella had gone beyond his limits but he still carried out Cruella's orders. Even Horace also felt about Cruella's change in attitude that became rude to them, for example while eating breakfast. Horace's food was just dropped by her.

b. Insensitive

Cruella de Vil only wanted a victory until she forgot his surroundings including her friends who was already feeling uncomfortable and wanted to immediately stop Cruella's actions which could be considered endless if the Baroness had not admitted her mistakes and apologized to her.

The following are pictures and conversations that show Cruella's lack of sensitivity:



Picture 2. Cruella's lack of sensitivity

*Horace* : *"They gotta know we broke in, Cruella said."*

*Jasper* : *"Yeah, she did, didn't she?"*

*Jasper* : *"Yeah, I'm getting a little tired of Cruella."*

Jasper and Horace were still ordered by Cruella to help with other actions until at some point, Jasper told Horace that he was tired of Cruella.

Jasper felt that they need to talk about how he felt to Cruella so on one occasion he tried to talk to Cruella and said that he missed Estella (the good side of her). Jasper also said that helping Estella was more easy than helping Cruella and it was like a nightmare. Cruella was always dismissive while Estella was always listening, the two things were clearly very different. The following are photos and conversations that support as evidence:



Picture 3. Cruella was always dismissive

*Cruella*: *"What?"*

*Jasper*: *"I miss Estella."*



Picture 4. Jasper and Horace were talking

*Jasper* : *"You know, we've all had bad things happen to us. me, him, you. But we've always been there for each other."*

*Cruella* : *"That's all I'm asking. Is it so hard to back me up?"*

*Jasper* : *"No, not Estella, that's easy, but to help Cruella it's a nightmare."*

*Horace* : *"and there's that understatement thing you do."*

Cruella didn't care what Jasper and Horace were talking about because she felt that being Cruella made all her problems go away faster than being Estella who could only be obedient and unable to do anything great.

### c. Rebellious

Cruella since childhood has had a rebellious character. She doesn't like being bullied, so if someone bothers her, she will fight until that person loses. Cruella doesn't like bullies so she always fights with bullies at school, she doesn't obey the rules given by her teacher, and she doesn't even wear a uniform that conforms to the rules. The following pictures and dialogues are some evidences of Cruella's rebellious character:



Picture 5. Cruella's rebellious character

*Cruella* : “‘Ignore them’? Didn’t I just say, ‘Hear me roar’?”

*Students* : “Fight! Fight! Fight!”

The picture above shows Cruella fighting with one of the boys at her school. It happened because Cruella was mocked like a skunk then shot a paper right in the face. The fight of course made Cruella have to meet the principal for fighting.



Picture 6. Cruella was mocked like a skunk

The picture above explains that the points in the book are the number of how many Cruella has do rebel actions during school and it wasn't for a long time but in a short time. The points are getting more and more because Cruella continues to carry out violent acts of rebellion.



Picture 7. Cruella continues to carry out violent acts

*Headmaster: well, I think it's clear what happens now.*

*Estella, you're expelled....*

*Mother of Estella : I'm withdrawing her from your school.*

*Headmaster: I'm expelling her.*

From the picture above, it can be seen that Cruella continued to rebel until she was finally expelled from school even though when the principal said this, Cruella's mother said to pull her child out of the school.

Cruella was born with a very ambitious personality. She always wants what she wants to achieve so she doesn't give up easily. Cruella fulfills all of Estella's hopes but Cruella is more cruel because her heart contains a grudge while Estella is an ambitious girl who is unable to realize her dreams even though she has worked hard.

### 3.1.2 The Description of Revenge in *Cruella*

Cruella de Vil is the main character in the film. She showed various kinds of revenge actions for her mother's death, not only once but many times she tried to carry out the revenge and succeeded. The followings are evidence of the existence of revenge shown in the film through Cruella de Vil's character, plot, sound and picture effects, and diction:

#### a. The Characteristics of Cruella de Vil

Cruella is an antagonist in this film, even though she is actually a good person when she is Estella. Cruella and Estella also have something in common but their goals are different. There are characters from Cruella who support the occurrence of revenge acts as shown in the film. Cruella has many characteristics they are rude, evil, greedy, selfish attitude, and in the film it is also shown that there are unstable emotions in Cruella so that it tends to be a short tempered because she gets angry easily if what she wants is not done immediately. Cruella was also very reckless but she still managed to continue her revenge. In addition, he also looks down on other people greatly. Cruella also shows a lack of sympathy due to a deep grudge.

Cruella is extremely intelligent, the culmination of all her characteristics coming together and manifesting when she returns to fight the Baroness after she is reported to have burned to death at her gathering place with Jasper and Horace. Cruella had known everything, including the fact that the Baroness was her own birth mother.



Picture 8. Cruella's return movement during the Baroness' big event

*Jasper* : “so, what’s the plan?”

*Cruella* : “The Baroness’ charity gala is this weekend. We’re going to need the home addresses and measurements of all the guests.”

*Jasper* : “Easy.”

The conversation above was Cruella's return movement during the Baroness' big event. Cruella plans to make a surprise there so that the Baroness is surprised and realizes that Cruella hasn't died from being burned. Cruella together with Jasper and Horace plan to make all guests invited to the Baroness event wear clothes like Cruella, from the hair to the dress that will be used and indirectly the Baroness event becomes an event to commemorate Cruella's death.

#### b. Plot

The storyline unfolds by revealing one by one the secrets of the bond of destiny between the Baroness who justifies any means to reach the peak of his career and Estella who finally brings back the figure of Cruella who is rebellious and determined to snatch the fame and career of the Baroness, as well as ordain her own name as a future designer.

When your head only contains the word revenge, you will usually use any means to take revenge on those who have hurt you. Even if you have to use a sneaky and dirty way, you will be happy to do it. You do that knowingly because all you want is revenge. The main characteristic of revenge is that it has bad ways of making the other person feel how we feel.

Estella wouldn't be Cruella if there weren't bad people in her life. The beginning of the revenge occurred because the Baroness mocked Estella's mother. In addition, the Baroness turns out to have Estella's necklace which she lost when she was little and right where Estella lost the necklace, her mother died from falling off a cliff. Estella then began to feel that there was an injustice here so she started planning something bad, she is trying to take back her necklace with help of her friends, Jasper and Horace.



Picture 9. They immediately put together their plan

*Estella* : *"I dropped the necklace as I was running away. She must've found it. It's mine. So, I'm taking it back."*

*Jasper* : *"Taking it, as in..."*

*Estella* : *"Stealing it."*



Picture 10. They find out when is the safest time

They immediately put together their plan from the start. They find out when is the safest time to be able to steal the necklace also find out in detail where the CCTV cameras are installed until the day they plan to take place at the Baroness party. Estella even asked for help from one of her designer friends and an old friend who is now working in the field of journalism.



Picture 11. Estella turned into Cruella

The day. Estella turned into Cruella. Her plan to retrieve the necklace the Baroness was wearing continued. Cruella had to sneak into the party because she wasn't a guest. Cruella was finally spoken to by the Baroness because the Baroness didn't feel like inviting him and Cruella had to be arrested for sneaking, at that time Jasper came as a servant and brought food which contained a live mouse. Of course the atmosphere became chaotic and at that very moment, Cruella managed to steal the Baroness' necklace and gave it to her dog. However, his dog was chased by the Baroness's Dalmatian and ended up being swallowed by one of his dogs, so Jasper and Horace had to steal the three Dalmatians belonging to the Baroness while at the salon to retrieve the necklace.





Picture 12. the stolen collar was accidentally swallowed

*Cruella* : *"If you heard "no", it is. Now, the necklace.*

*One of the dalmatians ate it. Not sure which one, so you'll need to kidnap all of them."*

*Jasper* : *"All right, sorry. Slow down. What?*

*What are we..."*

*Cruella* : *"Darling, if I'm going to need to*

*repeat myself a lot, this isn't going to*

*work out."*

The dialogue above is proof that the stolen collar was accidentally swallowed by one of the Baroness' Dalmatian dogs, so they kidnapped the dog to retrieve the necklace.



Picture 13. evidence of when Jasper and Horace

*Jasper* : *"All right, let's have a bit of*

*professionalism, please, Horace. We got a*

*job to do, all right."*

*Horace* : *"Wink is very likeable dog. I'm not sure this*

*plan will work."*

*Jasper* : *"It'll work."*

The pictures and dialogue above are evidence of when Jasper and Horace kidnapped the Baroness dog who was in the salon. They used Wink, Horace's dog, to lure the Baroness dogs into their car.

### c. Sound and Pictures Effects

Sound effects and pictures in Cruella's film are very supportive, especially when the revenge scene is done. From beginning to end, the contrast of the light in this film is not too bright and not too dark but gives a side or image that tends to be dim. This may be able to support the feeling of curiosity towards the film Cruella. In addition, the sound effects in this film are also very good, especially during the revenge action when Cruella came uninvited at the Baroness show, so the combination of picture and sound is very supportive and able to give a very good impression.

The following is evidence of the suitability of the pictures when the revenge action is carried out:



Picture 14. Cruella's actions when destroying the Baroness'



Picture 15. Cruella always comes with a very lively surprise

The five pictures above are proof of Cruella's actions when destroying the Baroness' big event. Cruella continues to carry out various acts of revenge by destroying various festival events held by the Baroness. Cruella always comes with a very lively surprise. She always appeared in public in her own design and was so stunning that all eyes were on Cruella not the Baroness.

### d. Diction

Diction is word choice. Word choice is an activity to choose words correctly and according to express intent and purpose to listeners or readers both orally and in writing. Accuracy and appropriateness are very important in order to express the intent and purpose. The function of diction in a film is to help the audience/reader understand what the writer or speaker is saying,

creating more effective and efficient communication activities, conveys ideas or ideas appropriately. Become a symbol of expression that exists in an idea.

One of the signs of a vengeful person is that it is difficult to feel calm before the other person knows what the pain is like. You will always think about the suffering you are experiencing and want to make other people feel it. Feelings of restlessness and annoyance will usually make you have a big grudge against other people.

Cruella still wanted to take revenge until the Baroness lost. In the next action, Cruella, who at that time was still working for the Baroness as Estella, had created a fashion design that was so stunning that a Baroness who was reluctant to praise other people's work was able to praise it. However, the Baroness did not want to acknowledge the work as Estella's work, instead, the Baroness acknowledged that the work was hers. This infuriated Estella and until when they were talking to buy a drink, the Baroness tells hurtful words to Estella and didn't say thank you for her work.

Cruella felt very uneasy because of the Baroness's treatment. Cruella is getting more and more vengeful, she tries to take back the work she made and exchange it with an insect so that on the day of the Baroness fashion show, the insect eggs turn into butterflies and create chaos again. The pictures and dialogue here are the proof:



Picture 16. Baroness says that Cruella is indeed very helpful

*Baroness : "Here's to me. Who the hell else would I drink to?"*

*Estella : "To me? For creating your signature piece."*

*Baroness : "You're helpful to me, is all. As soon as you're not, you're dust"*

The meaning of the picture above is that the Baroness says that Cruella is indeed very helpful but if one day she is useless, she is just a trash.

### 3.1.3 Reason of Addressing Revenge in *Cruella* Movie

Craig Gillespie shares his thoughts on revenge discourse. It's related to his personal experience and also he wants to tell the audience how women's potential is and how women can develop

their minds. The delivery of Cruella's revenge meant that not all revenge or bad acts were carried out just like that but also had their own reasons.

The director of the film *Cruella* wants to show the power of revenge that is carried out criminally but creatively through the role of Cruella de Vil in the 2021 film *Cruella*. Revenge is not always in a negative or romantic way. There are many factors that support the existence of this revenge movement, such as ambition, lack of sensitivity, and also rebels.

Cruella de Vil has had a rebellious disposition due to her high curiosity towards the outside world. She even has a talent for designing clothes and has been interested in unique things since childhood. Cruella grows up to become Estella. Estella is the good side of Cruella who is very ambitious to pursue her dream of becoming a designer but no one appreciates her work until she finally meets Baroness. Baroness was a leading designer at the time and Baroness loved Estella's work so much that she was hired to work with Baroness. However, Cruella is very diligent and shows more and more works that are very interesting for the Baroness until finally everything changes when Estella finds out that the Baroness has mocked her mother and has her mother's necklace.

The feelings of revenge will not arise if there is no hurt inflicted by others, neither does Cruella. In this film, Cruella is very grudge against the Baroness because the Baroness does not want to admit her mistakes and acts as if she is the victim even though the Baroness is the main culprit. There probably wouldn't be any grudges if the Baroness didn't act like that because Cruella herself actually had a very good personality like any other girl.

The revenge that occurs is between the child and the mother. Cruella and Baroness. Baroness has a very arrogant attitude and loves herself very much (narcissistic) while Cruella is very ambitious, rebellious, and insensitive to her surroundings. The both of them took relentless acts of revenge until finally the Baroness was the one who lost this battle of revenge.

### **3.2 Discussion**

Researcher have found several important points that can be discussed in this section. The 2021 film *Cruella*, directed by Craig Gillespie is researched by the author with a focus on revenge with a feminist approach. Researchers have managed to find values from the indicators of revenge in *Cruella*, revenge is depicted in *Cruella* movie, discussed the reason why revenge specifically addressed in *Cruella* movie.

- Firstly, the researcher shows that there are indicators that support revenge in the *Cruella* film. The researcher found that there was a personality trait of Cruella that manifested the existence of revenge. Ambitious, insensitive, and rebellious. Since childhood Cruella has been known to have a unique nature that is ambitious in everything she wants. He also has a very

large curiosity from childhood to adulthood. Ambition if not carried out will also not be realized but Cruella is so eager to realize her ambition that she always shows it and ends up rebelling if something gets in the way or hurts her. Ambition, rebellion, plus a lack of sensitivity (insensitive) to the surroundings, including the feelings of Cruella's own friends. Cruella will not stop until everything is over, this makes her friends, Jasper and Horace, really miss Cruella's good side, Estella. Jasper also said that helping Estella was easy but helping Cruella was like a nightmare, and Cruella also often underestimated the words of those around him. She just felt that her plans and ideas were the most correct and should be implemented immediately.

- Secondly, There are several factors that show revenge is depicted in *Cruella*. Especially in terms of characteristics, plot, diction, sound effects and pictures.

a. Characteristics

Cruella has a character that supports the carrying out of her grudge. He is very cruel because revenge has filled his mind, he is even very intelligent and wants immediately what he feels to be felt by the person who made him suffer, namely, the Baroness. Cruella is also very greedy because she feels unfair that her whole life has been so hard and what she dreams of seems impossible so she becomes greedy after what she wants can come true.

b. Plot

Cruella in the film shows various actions to destroy the reputation of the Baroness and is very fruitful because Cruella wins the competition. Various kinds of actions were taken based on revenge for the Baroness who had killed his adoptive mother and also after knowing the fact that the Baroness was his own biological mother who had the heart to hurt his child. Many scenes are show that Cruella ruined Baroness's various big events by distracting all the invited guests' eyes with the clothes she wore and succeeded, even when she fell for failing to fight the Baroness, Cruella swiftly got up and fought back again because she felt that there was injustice here. She only felt uneasy as long as the Baroness hadn't felt the same way Cruella felt. Cruella also didn't get an apology from the Baroness sincerely, she just got hurtful words so Cruella was getting angry and vengeful.

c. Sound effects and pictures

The Cruella film is very good at combining sound effects and taking pictures, this is because the background of the film is revenge-themed so that the brightness of this film can be said to be dim but not dark and the sound effects in this film, especially when the revenge scene takes place are also very supportive.

#### d. Diction

Researchers found 1 connotative diction or does not contain the true meaning. This is shown when the Baroness says, "As soon as you're not, you're dust". It means "dust" is "garbage or useless". Those words made Cruella even more angry and vengeful towards Baroness. It turns out that Baroness only uses Cruella's intelligence in designing and claims that Cruella's work is Baroness's.

- Thirdly, Craig Gillespie as the director of *Cruella* movie wants to show the courage of a woman in taking revenge in a very unique and even creative way because the revenge is carried out in a competitive manner and not murder. Even the thing that makes this film interesting is that this competition takes place between mother and her child, it can be seen that revenge will not arise if there is no heartache. Revenge will also not appear if there is guilt and apologize to the victim, but in this film, heartache is added to hurt again so that revenge is higher and must be done. Baroness as Cruella's biological mother has a narcissistic personality, she doesn't want to be defeated by anyone including her own child, Cruella. She even seems to have no conscience and really describes the figure of a person who has no feelings except love for himself.

The Director wanted to convey that women also have to always pursue their dreams but that doesn't mean they have to be like Cruella who has a devious way to achieve them. Women are also great if they are able to take advantage of their inner potential, not having revenge but for the benefit of their own future. Women have to be brave like Cruella and have a strong personality or stand up for themselves but also have to be willing to accept positive input from those around them. Sometimes what we think is not necessarily true as what people think.

#### 4. CLOSING

After reviewing the movie *Cruella* (2021). The study has many conclusions. They are, the researcher shows that there are indicators that support revenge in the *Cruella* film, there are several factors that show revenge is depicted in *Cruella*, Craig Gillespie as the director of *Cruella* movie wants to show the courage of a woman in taking revenge in a very unique and even creative way because the revenge is carried out in a competitive manner and not murder.

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