

CHAPTER I INTRODUCTION

A. Background Of The Study

Every human being has goals and ambitions. Humans need the help of other people to achieve a goal because humans are social beings. Occasionally, some jobs need help and require other people to face problems together, even though some of them can. Sometimes, the presence of other humans can also influence a person's personality and ambition to act. Social psychology explains how a person's thoughts, feelings, and behavior are influenced by the imaged, actual, and implied of other human being (Susan, 2018: 3).

Personality is how a person expresses themselves, including attitudes, opinions, moods, thinking, behavior, and feelings, when interacting with other people. It includes behavioral characteristics, both inherent and acquired, that distinguish one person from another and it can be observed in people's relations to the environment and to the social group (Encyclopedia Britannica). Characters are an intrinsic element, and they become part of the course of a story. Moreover, each character certainly has a personality that differentiates one from another and makes the story more interesting, just like people in the real world.

Cruella was directed by Craig Gillespie, he is an Australian-American director. He was born in Sydney, New South Wales, Australia on September 1, 1967. Gillespie is a film, commercial, and television director. Gillespie has made seven films, and his best-known directing films are *Lars and the Real Girl* (2007), *Fright Night* (2011), *I, Tonya* (2017), and *Cruella* (2021). He began his career as a director when he signed a contract with Coppos Films and worked as a commercial director. Gillespie's debut film as a film director was "*Mr. Woodcock*" (2007), but he left the project after a negative test screening and many re-shot and re-written scenes. Then, he was replaced by David Dobkin. (Internet Movie Database)

For his next film, Gillespie was announced as the director to rework the remake of *"Fright Night"* (2010), with the main actors being Colin Farrell, Toni Collette, and Anton Yelchin. Tom Holland previously directed this 1985 American supernatural horror film in his directorial debut. This film tells the story of a teenager named Charly Brewster and a vampire neighbor named Jerry Dandrige. The next movie, *"I, Tonya"* (2017), saw Gillespie work on a documentary about the career and life of Tonya Harding, an American figure skater. This film stars Margot Robbie, Allison Janney, and Sebastian Stan. Gillespie was allowed to direct Disney's live-action spin-off film *"Cruella"* (2021) from *One Hundred and One Dalmatians*, replacing Alexander. She is a creative and talented woman who wants to achieve her dream of becoming a famous fashion designer, but a series of events makes her reveal her evil side and become cruel and vengeful. (Wikipedia)

Walt Disney Pictures released this film on May 18, 2021, in Los Angeles, United States. The duration of the film is 134 minutes. This film was released theatrically by Walt Disney Motion Pictures and was available on the Disney+ premium application on May 28, 2021. This film was released digitally by Walt Disney Studios Home Entertainment on June 25, 2021, and Blu-ray, Ultra HD Blu-ray, and DVD on September 21, 2021. At the United States and Canada box office, the film's five-week gross was \$86.1 million, its gross from other territories was \$147.4 million, and the worldwide box office total was \$233.5 million. (Wikipedia)

Cruella was nominated for 43 Academy Awards and won 27 among them. The category that has won the most is Best Costume Design (Jenny Beavan) from the Academy Awards, BAFTA Awards, Critics Choice Awards, CDG Awards, Las Vegas Film Critics Society Awards, SDFCS Awards, SLFCA Awards, OFTA Film Award, INOC Awards, Gold Derby Awards, LEJA Award, HCA Award, DFC Award, NDFS Award, CIC Award. The second category that received many wins was Film Music (Nicholas Britell), which was obtained from the BMI Film & TV Awards,

World Soundtrack Awards, and IFMCA Awards. Hollywood Makeup Artist and Hair Stylist Guild Awards for the category Best Period and Character Makeup-Feature-Length Motion Picture, People's Choice Awards for the category The Drama Movie of 2021. NFCA Award and LEJA Award for the category Best Hair and Makeup. BFDG Award for Best Production Design category. HFCS Award for Best Makeup category. HCA Award for Best Supporting Actress category. MMI Award for category Best Score for a Comedy Film. (Internet Movie Database)

Several critical responses have been given to this film. Based on reviews from the Rotten Tomatoes site, which accounted for 75% of the 414 reviews from top critics, the film *Cruella* received quite a positive response. In contrast to Rotten Tomatoes, the San Francisco Chronicle reviewer Mick LaSalle criticized the film *Cruella* as prioritizing style over substance. He called the film's writing "careless," although Mick praised Thompson's performance, soundtrack, and costume design. Anthony Oliver Scott from the New York Times said that this film is easy to watch but tends to be difficult to care about. He also noted that the purpose of the film is to remind people of old movies and watch them again. Even though the film *Cruella* has yet to be universally acclaimed, this film got a rating of 7.4% on IMDb.

Cruella tells about a child's ambition for revenge for the death of her beloved mother. In 1964, Estella was considered different since she was a baby because she had different hair, black and white. Estella grew up as a genius, brave, confident, and creative child. She is interested in the world of fashion. She feels that there is another personality within her who has an evil side called Cruella, which her mother Catherine doesn't like. Estella meets Anita and a dog named Buddy, who becomes her friends. Catherine withdrew Estella from school due to her mischief and decided to make a new start in London. Catherine gives Estella a red necklace. Unfortunately, Estella had to see Catherine die when they attended a party held at Hellman Hall.

When Estella arrived in London alone, she met two thieves, Horace and Jasper, they became friends until they're adults. Estella had a friend who was a boutique keeper named Artie. On the other hand, Estella wants to work as a famous designer. Estella managed to work at Liberty of London as a cleaning service with Jasper's help. However, she had trouble and luckily got a job at the Baroness's place. Because of her potential, Estella became the Baroness' trusted designer until she saw that the Baroness was wearing her mother Catherine's necklace. She plans to take the necklace back with the help of Jasper, Horace, Anita, and Artie but failed. Estella also discovered that the Baroness had killed her mother. Estella decides to take revenge for the death of her mother, Catherine, by disrupting the Baroness' fashion show.

There are three reasons why the writer chose *Cruella* as research. The first reason, there is inspiring story from the figure of Estella. Even though Cruella is a movie with the main role as the antagonist, somebody can learn several positive lessons in life. For example, the intention to change life for the better is shown in the movie when Estella loses her mother, and she is bored of being a thief; she can use her potential correctly. Estella tries hard to pursue her dream of becoming a designer, and when she works with the Baroness, she tries hard to live a better life. It is a lesson not to give up on life. Everyone certainly has their own problems. In the movie, when Estella loses the only family she had, she chooses to continue her journey to London without her mother, Catherine, until she meets friends who become her new family. Moreover, even though the movie Cruella is about revenge, various clothes used in this film can inspire designers to create more unique designs.

The second reason is that the appearance of actress Emma Stone as Estella/Cruella, is considered successful in playing her role. Viewers can enjoy the character of Cruella in the films 101 Dalmatians and 102 Dalmatians with *Cruella* without any significant differences, especially with better cinematics. Emma Stone did a great job portraying the characters

of Cruella and Estella, which made the audience feel various emotions for this film.

The final reason the writer wanted to know the development of Estella's personality, from her determination to pursue her dreams to her taking revenge in this film. The author also wants to know the problems that made the main character, Estella, change her personality to Cruella. The contrasting characters of Estella and Cruella are exciting to learn. This film tells the story that you have to be smarter if you want to beat someone smart.

Based on the background above, the writer proposes to conduct research entitled ***ESTELLA'S PERSONALITY DEVELOPMENT REFLECTED IN THE MOVIE 'CRUELLA' (2021): A PSYCHOANALYTIC PERSPECTIVE.***

B. Limitation Of The Study

In this research, the author focuses on analyzing the development of Estella's personality in the *Cruella* movie based on the Psychoanalytic Approach.

C. Problem Statement

Based on the limitations of this research, problem statement in this research are:

1. What is the personality structure of Cruella reflected in *Cruella* movie directed by Craig Gillespie.
2. How is the personality development of the character Estella reflected in *Cruella*, directed by Gillespie?"

D. Objectives Of The Study

Based on the problem statement above, the objectives of the study are mentioned as follows:

1. To analyze the personality structure of Estella reflected in *Cruella* movie directed by Craig Gillespie.
2. To explain Estella's personality development reflected in *Cruella* movie directed by Craig Gillespie.

E. Benefits Of The Study

There are theoretical and practical benefits as follows:

1. Theoretical benefits

The results of this study are expected to enrich knowledge in literary studies, especially the study of Craig Gillespie's *Cruella* movie using the Psychoanalytic Approach.

2. Practical benefits

To give a better understanding of the Cruella movie and provide additional information about psychoanalytic approaches in literary works for students from the Muhammadiyah University of Surakarta or other universities, as a reference for other researchers who analyze the film Cruella directed by Craig Gillespie.