



The Analysis of Psychological Aspect of Main Character in Cruella Movie

Natalia Angelina Amnesi^{1*}, I Made Perdana Skolastika²

^{1,2} English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University, Denpasar 80233, Indonesia

Email: natalieamnesi@gmail.com

ARTICLE INFO	ABSTRACT
Received: 25 August 2023	This study discusses the characterization of the main character in Cruella by Craig Gillespie. This study aims to analyze the behaviour of the Cruella movie and identify the main character. The data are taken from the Cruella film from scenes and dialogues containing the Psychological Aspects. The data were analyzed using the theory proposed by Bernhardt (1953) to identify Psychological Aspects of Human Motivation. In this study, data were collected using the observation method. Data were analyzed using qualitative methods and presented descriptively. The results of this study obtained 24 data related to the Psychological Aspects of Human Motivation experienced by the main character. The Aspect of want dominates the main character in the Cruella movie because of the conflicts and incidents experienced by the main character as the emotional side of the main character makes her want everything that can relieve her anger and fulfill her goals. In conclusion, the psychological aspect of human motivation has a significant influence on a person's actions that can affect a person's psychological aspects.
Accepted: 23 Oct 2023	
Published: 04 Dec 2023	
Keywords: Characterization, Cruella Movie, Main Character, Psychological Aspect	
Doi: https://doi.org/10.59011/austronesian.2.3.2023.143-155	

1. Introduction

Literature is a way to learn about other people, and the great advantage of literature is that we can enter people's lives (Sudewa & Gaho, 2024). Human senses and thoughts have a huge effect on building human feelings. According to Wellek & Warren (1977), literature is the process of imagining human feelings and creativity. Literature is a term used to describe written and sometimes spoken material. Derived from the Latin word literature, meaning "writing formed with letters," most commonly refers to works of the creative imagination, including poetry, drama, fiction, nonfiction, instances, journalism,

* Corresponding Author
Email: natalieamnesi@gmail.com
Copyright © 2023 The Author(s)
CC BY-NC-SA 4.0 License

and song. Human life is full of conflicts, and some are complicated. It would be interesting to learn about personality patterns, self-concept, and people's reactions to their problems. Literature has three major generic divisions: poetry, prose, play, drama, and movies. The definition of character is a person being in a narrative such as a novel, play, television series, or video game, especially in a movie. The character often expressed through the action provides clues about the character's personality. Character is also a term for people. In fiction, the heroes, villains, allies, and enemies are love interests and comic reliefs. Meanwhile, in realistic fiction, a character is likely to represent a social class, a race, and a procession, or he may be a recognizable psychological type, analyzable in terms of this or that complex or syndrome. Alternatively, he may be a mixture of social and psychological qualities.

A movie is produced by recording images from the world with a camera or creating images using animation techniques. The movie has become an effective medium for conveying a message to the general public. The message can be anything, according to what you want to convey; it will be entertainment, information, or education. The movie's effectiveness in conveying the message is due to its audio-visual nature, displaying clear images and sounds. With these characteristics, films can tell us a short and clear story in a limited time. The movie as mass communication is a combination of various technologies such as photography and sound recording, art, both fine arts and theatrical arts, literature and architecture, as well as music. Various approaches are taken in the process of making movies. It still has one goal, namely, to get the audience's attention on the issues or problems contained in it.

Basically, movies can be grouped into two types of divisions: fiction films and non-fiction films. *Fiction films* are produced based on stories created by storywriters and played by actors and actresses. Commercial needs become a gold field for the species in this film, although it does not rule out the possibility of giving a certain message like a fictional film for the festival. Meanwhile, non-fiction films are based on reality as the subject, recording reality rather than fiction about reality. Some basic elements of fiction include plot, characters, setting, and story theme. There are many approaches to analyzing literature, and one of the themes is analyzing the characters. It studies how to analyze characters in the movies. Character is one of the important elements in the movie because there will be no movie if there is no character.

Estella Cruella is a creative child with a talent for fashion and a nefarious streak. Estella's mother, Catherine, decides to pull her from school to keep her record clean and move to London. On the way there, she stops at an upper-class party to ask for financial assistance. Despite being told to stay in the car, Estella sneaks into the party and unintentionally attracts the attention of the host's three ferocious Dalmatians. They chase her outside and push Catherine off a cliffside balcony to her death. Orphaned and blaming herself for Catherine's death, Estella runs away to London and befriends street urchins Jasper and Horace. Jasper decides to take her in as a "distraction," but Estella ultimately bonds with them. Ten years later, Estella practices thievery and does gifts with Jasper and Horace, honing her fashion skills by designing their disguises alongside their dogs,

Buddy and Wink. Jasper and Horace get her an entry-level job at the Liberty department store for her birthday. However, Estella is made a janitor and denied the chance to use her talents. When Estella drunkenly redecorates a window display, the Baroness von Hellman, a renowned but authoritarian haute couture designer, is impressed with Estella's work and offers her a coveted job at the Baroness's fashion house. Estella eagerly accepts and gains the Baroness's confidence.

This research is intended to discuss the character because the character is much more complex, variable, and ambiguous (see Can, 2016; Gilman et al., 2017; Moghaddam, 2004; Sarah & Asnani, 2021; Scheel et al., 2021). Everyone can repeat what a person has done in the story, but considerable skill may be needed to describe what a person is. The principal characters of the fiction can arise from a number of events and how these characters react to the event at hand. This research will analyze the character of the movie "Cruella" directed by Craig Gillespie. The movie "Cruella" tells the story of an aspiring fashion designer who explores the path that will lead her to become a notorious up-and-coming fashion designer known as Cruella de Vil. Although proud that her designs are displayed, she eventually notices her boss wearing a necklace that once belonged to Catherine. When the Baroness claims that an employee had previously stolen it, Estella asks Jasper and Horace to help her retrieve the necklace during the Baroness's upcoming Black and White Ball. To conceal her identity at the Ball, Estella creates an alter-ego named "Cruella." Based on the explanation above, it is interesting to examine how Cruella is in that film and her character. Cruella had a few positive and many negative characteristics before he became a notorious designer.

2. Literature Review

The following research are relevant research that support this current research. First, literature is a social institution used as its medium of language and social creation. Traditional literary devices such as symbolism and meter are social in nature (Wellek & Warren, 1977). Second, literature mirrors what we have seen in life, what we have thought and felt, and contains moral teaching or messages that the writer wants to convey (Kenny, 1966). The result of this thesis is that Will Traynor and Louisa Clark are the main characters that support the author's idea and have much more portrayal than the other characters in the story. The similarity between this research is the aim of finding out the characterization of the main character.

Second, Parandhika (2020) examines the main character in the boss baby movie Viewed From Big Five Personality Traits. In this research, fictional characters can be conveniently classified as major and minor, as well as statistics and dynamics (Diyanni, 2002). A major character is important in figuring out the center of the story's action or theme. Usually, a character's status as major or minor is clear. On occasion, however, not one but two characters may dominate a story, their relationship being what matters most. Perrine and Arp (1988) stated that the central character in the conflict, whether a sympathetic or an unsympathetic person, is referred to as the protagonist. Pickering and Hoeper (1962) said that they embody several qualities and traits and are complex

multidimensional characters of considerable intellectual and emotional depth who can grow and change.

The last, research conducted by Truman et al. (2017) who investigate the character needs in life of pi movie using Maslow's theory. The theory used in that research is Maslow's theory (1943). This theory is about the hierarchy of needs, which regulates human needs in a hierarchical or tiered form. According to Hjelle and Ziegler (1976), when people feel satisfied with their current needs, they rise and must be fulfilled. Human needs are a driver or motivator, creating a hierarchy or rank level (Maslow, 1943). That research explains the hierarchy of needs, characters, and characterization found in the movies and uses movie dialogue and narration to help do that research. This research and that journal have similarities in analyzing characteristics. However, this research is limited to the big five personalities, and the journal is limited to analyzing the needs manifested by the main character in Life of Pi movie and the main character's desire to fulfill his needs in Life of Pi movie.

3. Method

This research used descriptive qualitative. This data was analyzed using qualitative methods and presented descriptively. Each data is presented and analyzed based on the theoretical basis for the psychological aspect adopted. There were four steps to collect the data: downloading the movie and the movie script, watching the movie, and note-taking data by pausing the movie in every scene related to the Psychological aspect of human motivation (Bernhardt, 1953). In this study, the data was taken from the Cruella film. The new film The Cruella, released on 28 May 2021, is a fictional London-themed film in the 1970s. Cruella, the main character in this story, has a complicated life and complex personality formation, making this film very suitable for this research. The Story of Cruella is a genre crime, action, and thriller directed by Craig Gillespie.

4. Results and Discussion

4.1 Types of Psychological Aspect of Human Motivation that Found in Cruella Movie

This research used the movie by Craig Gillespie entitled Cruella as the data source; there are five Psychological aspects of Human motivation. There are different psychological aspects of human motivation. Bernhardt (1953) states that the problem in motivation covers outlining the kinds of influences that direct activity and determining which of these influences is active in a situation and concludes with the division of motivation into five elements such as Aspects of Organic Needs or Appetite, Aspects of Want, Emotions as Motives, Feelings, and Attitudes as Motives, and Social Motives which have an important role.

1. The organic needs or appetites

Organic needs or desires are basic human needs that help them survive and feel satisfied by fulfilling these needs. Humans need air to breathe, food to eat, fluids to drink, rest from activities, sleep, a changing environment, elimination of waste products, and

sexual expression. These are all basic needs that demand periodic or continuous satisfaction. These are all experienced by all living things, including Cruella, an ordinary girl who needs all these basic things.

Data 1



Figure 1. Estella breaks for lunch in an alley

Fig. 1 above shows Cruella going to a small alley for lunch. Cruella has lunch with an apple while drawing a design. Eating is one of the basic human needs. Hunger is an instinct and exists in every human being. Humans will eat if they feel hungry; all these actions are to fulfil their desires and satisfy them continuously. It refers to the Aspect of Organic Needs where Cruella has instincts, or her subconscious has processed that eating is a need that is unconsciously carried out to fulfil and satisfy her needs, and this is one of the psychological aspects where the subconscious controls our thoughts and produces an action.

2. Aspect of want

Want is a fundamental aspect for all humans; every human has a different universal desire. The aspect of want is a pattern that constantly changes according to the experience and development of humans, whether from a human's childhood to adulthood. In the movie Cruella, there are several aspects of Want experienced by Cruella from childhood to adulthood, and the desires in her life constantly change over time.

Data 2



Figure 2. Cruella want to take all The Baroness has

Fig. 2 shows that Cruella has known the truth behind her mother's death. After going through an inner conflict within herself, Cruella wants to avenge her mother's death by seizing everything The Baroness has: her business, status, and confidence. All that Cruella wanted to take were the things that the Baroness loved the most; it was not worth what Cruella felt when she lost her mother, the only family she had. It shows the Psychological Aspect experienced by Cruella, which is included in the category Aspect of Want, in which she desires to take everything that the Baroness owns due to her grudge against the Baroness because she killed her mother.

Data 3



Figure 3. Cruella attends funeral for Estella

In this scene, Fig. 3, it is seen that Cruella decides to kill her identity as Estella. Her greatest want or desire was to avenge the Baroness for everything she had experienced. She had to devise a devious plan to deceive The Baroness because they had the same genius and cunning. Cruella decides to use Estella as bait; however, the Baroness admits her actions and manipulates the situation to make it appear as if the Baroness killed Estella by pushing her into the same cliff as when the Baroness killed Cruella's mother, and it

works. This is included in the Aspect of Want because her great desire for revenge made her decide to kill her identity as Estella and choose to live with Cruella's identity for a happy ending for her.

3. Emotion as motive

Emotion is one of the expressive acts of humans. Emotion is one of the motives of human action. However, emotional experience is also capable of directing activity. For example, when someone is in fear, someone will do many things that are not usually done (Bernhardt, 1953, p. 50). Parents will use fear to direct their children's behaviour. All forms of emotion can produce different behaviours and activities; if someone is angry, the activity can be insulted, attacked, hit, and so on. Other than the intense emotions of fear and anger, the milder forms are sentiments and moods that dictate the course of action to be followed by the individual (Bernhardt, 1953, pp. 52-53). Humans often cannot think whether the action is correct because emotions are the basis for their actions.

Data 4



Figure 4. Estella revealed her emotions to the Baroness

Fig. 4 above shows Cruella dealing with the Baroness. Cruella revealed the whole truth about herself. She felt resentful and resentful of having to ruin her party, but the facts she knew hurt her more. He would describe the anger, disappointment and sadness that he had been going through that very day when the Baroness killed Cathrine, which is her mother who had raised her all this time. A necklace that reveals the truth of his birth, and the thing that angers her the most is that his biological mother was a psychopath who tried to kill her right after he was born. Then she ended up here. Her ignorance towards the Baroness made her regret what she had done for the Baroness and anger towards her situation, and revenge was the right thing. This scene is one aspect of emotion, and her actions in ruining the Baroness party are based on the emotions she has felt so far. Anger, hatred, sadness and disappointment were the forms of emotion she expressed towards the Baroness.

4. Feelings and attitudes as motives

Every human being has experience of what they have done. Their experience of activities can be pleasant or unpleasant. Human actions also depend on this feeling; when a person feels comfortable and pleasant, she/he will try to approach and do these activities repeatedly. Therefore, when someone feels uncomfortable or unpleasant, then that person will act to withdraw and avoid things that make her/him feel uncomfortable. Thus, each action is evaluated as pleasant and unpleasant and has a tone scale from pleasant to unpleasant. This is one of the essential motives, the ever-present feeling tones of pleasant or unpleasant, always accompanied by reactions to approaches and withdrawals.

Data 5



Figure 5. Estella sneaked into Hellman Hall

Fig. 5 shows that Estella, who was on her way to London with her mother, stopped at a party at Hellman Hall. The party was very luxurious and filled with people wearing luxurious and elegant clothes. Estella, who has always been interested in the fashion world, was very curious about the sights she saw. He sneaked out of the car and into the party even though he had promised his mother to stay quiet in the car and not make a fuss. However, what she saw was something she liked, and she wanted to enter the very fashionable party. It includes the psychological aspect, which is feeling and attitude as motives because the tendencies shown by Estella are pleasant, comfortable, and curious. She loves what she sees in that place and decides to approach the party.

Data 6



Figure 6. Estella is excited to meet the Baroness in person

After wreaking havoc by destroying Liberty's window display, she is hunted by Liberty's guards. Until then, The Baroness had come to Liberty. Estella and Jasper had a chance to escape when The Baroness arrived at the shop, but Estella stayed behind a glass shelf while watching her idol, The Baroness. Baroness was one of the most famous designers in London in that era; she was an icon of the fashion world. Cruella, who loves fashion, really appreciates and admires the Baroness, so she wants to meet and work with the Baroness. This scene (Fig. 6) is included in the category of Feeling and Attitude as Motive because it can be seen from Estella's actions, which are influenced by her feelings. Everything about the Baroness made her forget that she was being chased. She felt interested and pleasant to see The Baroness in front of her, and she wanted to stay there even though she was in danger.

5. Social Motive

Humans are social creatures. Humans cannot be separated from the surrounding social environment. This social existence also affects a person's specific characteristics and attitudes. Either this attitude is innate or more likely to be instilled in a person by habit and social education. There is a self-assertion tendency in which a person strives to excel and succeed and win over others. There is also a tendency present in human beings to submit, give in, and subordinate themselves to their writer ties. This is called self-submission/self-negation (Bernhardt, 1953).

Data 7



Figure 7. Cruella competed and messed up all the events held by the Baroness

In this scene (Fig. 7), Cruella does not want to lose to The Baroness. She had ruined a series of events organized by The Baroness to seize public opinion on her, not the Baroness. This scene shows a sequence of events where Cruella shows a rivalry with the Baroness. She creates all fashion innovations and displays them in every event created by the Baroness. This is included in the Self-Assertion, in which Cruella tends to want to be superior to The Baroness; therefore, Cruella held a rock concert with a fashion show to compete with the fashion charity event conducted by The Baroness; this shows the Self-Assertion factor where Cruella does not want to lose and always wants to be superior to the Baroness who is her enemy.

Data 8



Figure 8. Jasper asks Cruella to be part of his gang

Fig. 8 shows that Cruella followed Jasper and Horrace from the police chase. They arrived at an empty building, which was their headquarters. Jasper and Horrace are a group of petty thieves whose orphans survive by stealing; hearing the story of Cruella, whom his mother left behind, they decided to invite Cruella to join their gang. Cruella does not want to join their gang, becomes a thief, and forgets her mother's wish that she

be a good child. However, the circumstances and the surrounding environment force her to join the gang, considering that Cruella is an orphan at this time and has no place to live or food for her to survive. It is the factor that drives her to join the gang. This situation is one of the Psychological Aspects which is included in the Social Motive category, especially focused on Self-Submission; this is due to the circumstances and environment around Cruella, which forces her to submit and surrender to her situation, even though Cruella does not want to be a thief or even come with Jasper and Horace's gang, he was forced to join because he was an orphan, had no place to live and also food to survive so that forced him to join the gang and steal.

Table 1. The types of psychological aspect of human motivation that found in Cruella movie

No	Type of psychological aspect of human motivation	Occurrence	Percentage (%)
1.	Organic needs or appetites	1	4.1%
2.	Aspect of Want	8	33.3%
3.	Emotion as Motive	7	29.1%
4.	Feeling and Attitudes as Motive	5	20.8%
5.	Social Motive	3	12.5%
Total		24	99.8%

Table 1 show the number of psychological aspects of human motivation found in the data source is 24 data. 1 (4.1%) data that leads to aspects of Organic Needs or Appetites. 8 (33.3%) data included in the Aspect of Want category. 7 (29.1%), which refers to the aspect of Emotion as Motive. 5 (20.8%) data, which refers to the Feeling and Attitude as the Motive aspect; and 3 (12.5%) data refers to the Social Motive aspect. Based on the amount of data above, the data with the highest frequency is Aspect of Want. The Aspect of Want dominates the main character in the Cruella movie because of the conflicts and incidents experienced by the main character, as well as the emotional side of the main character.

5. Conclusion

In conclusion, the psychological aspect of human motivation has a significant influence on a person's actions that can affect a person's psychological aspects (see Ahmadi et al., 2017; Ahmadi, 2020; Aras, 2015; Cahyani, 2021; Can, 2016; Nevid, 2009). Cruella, or Estella, is the main character in the movie Cruella; the main character goes through several conflicts that indirectly affect psychological emotions; however, it affects the resulting action. According to Bernhardt (1953), every human action has a reason; it is called human motivation, which is divided into five aspects including a) Organic Needs or Appetites, b) Aspect of Want, c) Emotion as Motive, d) Feeling and Attitudes as Motive and e) Social Motives. Twenty-four data refer to these five aspects. 1 (0.04%) data representing Organic Needs or Appetites. 8 (0.33%) data referring to Aspect of Want. 7 (0.29%) data showing Emotion as a Motive. 5 (0.20%) data utilizing Feeling and Attitudes as Motive. 3 (0.12%) data referring to Social Motive. The Aspect

of want dominates the main character in the Cruella movie because of the conflicts and incidents experienced by the main character as the emotional side of the main character makes her want everything that can relieve her anger and fulfill her goals.

Conflict of interest

The author(s) declare(s) that there is no conflict of interest.

Authors' contribution

Author made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

References

- Ahmadi, A., Ghazali, A. S., Dermawan, T., & -, M. (2017). Film, Literature, and Education: Trace of Ecopsychology Research in Indonesia. *Advances in Language and Literary Studies*, 8(4), 136–140. <https://doi.org/10.7575/aiac.all.s.v.8n.4p.136>
- Ahmadia, A. (2020). Promoting Personality Psychology through Literary Learning: An Appreciative-Reflective Study. *International Journal of Innovation, Creativity and Change*, 12(8), 164–174.
- Aras, G. (2015). Personality and Individual Differences: Literature in Psychology- Psychology in Literature. *Procedia - Social and Behavioral Sciences*, 185, 250–257. <https://doi.org/10.1016/j.sbspro.2015.03.452>
- Bernhardt, K. S. (1953). *Practical Psychology*. McGraw-Hill Book Company.
- Cahyani, A. P. (2021). *The Impact of Traumatic Childhood Experiences toward Inner Conflicts in the Novel "The Silent Patient" By Alex Michaelides*. Universitas Balikpapan.
- Can, B. (2016). Literature and Psychology in the Context of the Interaction of Social Sciences. *Khazar Journal of Humanities and Social Sciences*, 19(4), 49–55.
- Diyanni, R. (2002). *Literature: Reading Fiction, Poetry, and Drama*. McGraw-Hill Book Company.
- Gilman, T. L., Shaheen, R., Nylocks, K. M., Halachoff, D., Chapman, J., Flynn, J. J., Matt, L. M., & Coifman, K. G. (2017). A Film Set for the Elicitation of Emotion in Research: A Comprehensive Catalog Derived from Four Decades of Investigation. *Behavior Research Methods*, 49(6), 2061–2082. <https://doi.org/10.3758/s13428-016-0842-x>
- Hjelle, L. A., & Ziegler, D. J. (1976). *Personality Theories: Basic Assumptions, Research, and Applications*. McGraw-Hill.
- Kenny, W. (1966). *How to analyze Fiction*. Simon and Schuster.
- Maslow, A. H. (1943). A Theory of Human Motivation. *Psychological Review*, 50(4), 370–396. <https://doi.org/10.1037/h0054346>
- Moghaddam, F. M. (2004). From 'Psychology in Literature' to 'Psychology is Literature': An Exploration of Boundaries and Relationships. *Theory & Psychology*, 14(4), 505–525. <https://doi.org/10.1177/0959354304044922>
- Nevid, J. S. (2009). *Psychology: Concepts and Applications*. Houghton Mifflin Company.
- Parandhika, G. A. S. (2020). *Analysis Of Main Characters In The Boss Baby Movie Viewed From Big Five Personality Strait*. Mahasaraswati Denpasar University.
- Perrine, L., & Arp, T. R. (1988). *Literature: Structure, Sound, and Sense*. Thomson Learning.

- Pickering, J. H., & Hoepfer, J. D. (1962). *Concise Companion to Literature*. Prentice Hall Inc.
- Sarah, M., & Asnani, A. (2021). Stress in Alex Michaelidas' Novel the Silent Patient. *Journal of Language*, 3(2), 188–195. <https://doi.org/10.30743/jol.v3i2.4487>
- Scheel, A. M., Schijen, M. R. M. J., & Lakens, D. (2021). An Excess of Positive Results: Comparing the Standard Psychology Literature With Registered Reports. *Advances in Methods and Practices in Psychological Science*, 4(2), 1–12. <https://doi.org/10.1177/25152459211007467>
- Sudewa, I. K., & Gaho, R. (2024). A Bibliometric Analysis of Publication on Novel as Literacy Source. *Journal of Language Teaching and Research*, 15(1), 128–141. <https://doi.org/10.17507/jltr.1501.15>
- Truman AM, Y., Kuncara, S. D., & Setyowati, R. (2017). Analysis of the Main Character Needs in Life of Pi Movie Using Maslow'S Theory. *Jurnal Ilmu Budaya*, 1(1), 43–58.
- Wellek, R., & Warren, A. (1977). *Theory of Literature*. Jonathan Cape.