



Jurnal Review Pendidikan dan Pengajaran
<http://journal.universitaspahlawan.ac.id/index.php/jrpp>
 Volume 7 Nomor 4, 2024
 P-2655-710X e-ISSN 2655-6022

Submitted : 29/08/2024
 Reviewed : 10/09/2024
 Accepted : 13/09/2024
 Published : 17/09/2024

Trinovayanti Tafonao¹
 Fauzi Syamsuar²
 Sri Marleni³

THE STORY OF A WOMAN CARED FOR BY HER MOTHER'S SERVANT IN FILM CRUELLA 2021

Abstrak

Pada film "Cruella" yang dirilis pada tahun 2021, cerita ini berlatar belakang di London pada tahun 1970-an film ini adalah prequel dari film animasi Disney "101 Dalmatis". film ini mengisahkan latar belakang karakter Cruella de Vil, yang diperankan oleh Emma Stone. Dalam film ini kita akan melihat perjalanan Estella, seorang gadis muda yang ambisius dan berbakat dalam desain fashion, yang akhirnya berubah menjadi Cruella de Vil. Film ini bertujuan untuk memberikan informasi yang menarik bagi pembaca, agar lebih bisa memahami isi cerita seorang anak perempuan yang dirawat oleh pelayan ibu kandungnya sampai bertumbuh besar sehingga menjadi seorang anak perempuan yang jenius dan berbakat. Film ini juga bertujuan untuk mengungkapkan motivasi dan konflik internal Cruella serta bagaimana diamengembangkan gaya dan persona ikoniknya. Sebagai prequel, film ini memberikan penjelasan kedalaman baru pada karakter Cruella dan akan menyoroti pertemuannya dengan tokoh-tokoh lain serta proses perubahan karakter yang membawanya menjadi lebih kompleks, multifaset, dan menjadi antagonis terkenal dari cerita "101 Dalmatis". Cerita ini menggambarkan asal-usul karakter Cruella de Vil, yang dikenal sebagai penjahat utama dalam cerita tersebut. Dalam film ini, Cruella, yang sebenarnya bernama Estella, adalah seorang fashionista muda yang terobsesi dengan mode. Dian berjuang untuk menemukan tempatnya didunia fashion London pada tahun 1970-an dan mengalami transformasi menjadi Cruella de Vil. Pada pembahasan ini akan ada hasil yang akan menunjukkan karakter anti-heroine yang kompleks, yang mendalam dalam hubungan emosional yang rumit dalam pencarian identitas dirinya yang sebenarnya, dan pada film ini juga akan memberi makna bagaimana perjuangan seorang anak perempuan yang hidup sebagai anak yatim piatu.

Kata Kunci: Ambisi, Identitas, Mode, Pemberontakan, Balas Dendam

Abstract

In the film "Cruella" which was released in 2021, the story is set in London in the 1970s. This film is a prequel to the Disney animated film "101 Dalmatians". This film tells the background of the character Cruella de Vil, played by Emma Stone. In this film we will see the journey of Estella, a young girl who is ambitious and talented in fashion design, who eventually turns into Cruella de Vil. This film aims to provide interesting information for readers, so that they can better understand the content of the story of a girl who was cared for by her biological mother's servant until she grew up and became a genius and talented girl. The film also aims to reveal Cruella's motivations and internal conflicts as well as how she developed her iconic style and persona. As a prequel, this film provides a new depth explanation of Cruella's character and will highlight her meetings with other characters as well as the process of character change that led her to become more complex, multifaceted, and become the famous antagonist of the story "101 Dalmatians". This story depicts the origins of the character Cruella de Vil, known as the main villain of the story. In this film, Cruella, whose real name is Estella, is a young fashionista who is obsessed with fashion. Dian struggles to find her place in the London fashion world in the 1970s and undergoes a transformation into Cruella de Vil. In this discussion there will be results that will show the complex character of the anti-heroine, who is deep in complicated emotional

^{1,2,3}Program Studi Sastra Inggris, Fakultas Pariwisata dan Budaya, Universitas Pertiwi,
 email: 200350039@pertiwi.ac.id, fauzi.syamsuar@pertiwi.ac.id, sri.marleni@pertiwi.ac.id

relationships in the search for her true identity, and this film will also give meaning to the struggle of a girl who lives as an orphan.

Keywords: Ambition, Identity, Fashion, Rebellion, Revenge

INTRODUCTION

Film is a work of art in the form of moving images and sound or by creating these images through animation or digital techniques. Films can also take the form of genres and formats, including fiction, documentary, animation and experimental, and are usually used for entertainment, education or conveying a particular message. Film is one of the most popular forms of media for telling stories and conveying information to audiences. According to Effendi (1986: 239), film is defined as a cultural product and a means of artistic expression. Effendi (2000: 207) states that film techniques, both equipment and settings, have succeeded in displaying images that are closer to reality. Film as mass communication is a combination of various technologies such as photography and sound recording, fine arts and theater arts, literature and architecture and music. According to Indiarjo (2017), films are the result of technological production with audio-visual power which can convey information, public opinion and values in society so that they become an attraction in themselves (p.7).

In a film, we will definitely find different characters in a story or narrative that are played in a film story, for example Characters. The definition of a character in a film is an individual or entity that appears in a story and has a certain role and function in the story line. These characters can be humans, animals, fantasy creatures, or even objects imbued with human characteristics. According to (Nurgiyantoro, 2018 p. 249), a character is an actor in a story whose purpose is to be the carrier and transmitter of a message, message, moral or whatever he wants to convey to the audience. As discussed in the film "CRUELLA", this film is a prequel to the iconic Disney story, "101 Dalmatians", which was released in 2021 which focuses on the origins of Cruella de Vil, the famous antagonist who is obsessed with Dalmatian skin. In Dini Putri Widayati's journal on p.2, this film is set in the city of London between the late 1960s and early 1970s in the midst of the punk cultural revolution. This film tells the story of the creation of a legendary villain who was a cruel designer (Noviana & Saifudin, 2020). The story begins with Estella, a young girl with extraordinary design talent, who dreams of becoming a famous designer in the London fashion world. Raised by her mother and living in a very tough environment, Estella met Jasper and Horace, two young criminals who became her best friends. Dramatic events force Estella to change her identity to Cruella, an enigmatic and dark figure, with extraordinary design talent and a drive to express herself through provocative fashion, Cruella attracts the attention of Baroness von Hellman, a London fashion queen who treats Estella cruelly . Their meeting sparks a heated rivalry as Cruella devises tricks and schemes to uncover the dark secrets surrounding the Baroness' past, which turns out to be closely connected to Estella herself. This story explores the psychological background of Cruella's character, showing how her childhood trauma shaped her transformation from the naïve Estella to the enterprising and ambitious Cruella. The film combines striking visual elements and an extravagant design style, creating an emotive and complex narrative about the power of creativity and obsession.

In this film (2017) Aini, N revealed that the film "Cruella" is an interesting reinterpretation of the character Cruella deVil, which focuses on the background and motivation of the main character. This film also tells the story of the birth of a child who was born so unique, he had hair that was black on one side and white on the other side, and his personality also had two names and had different characters in each name he used, these names were "Estella and Cruella de Vil". In these two names, Estella is the name of the main character in the 2021 film "Cruella". This character is known as the real name of the character Cruella de Vil before she adopted the better known name. In these two names the child plays a different character. If she uses the name Estella then she will play a good, friendly, polite and talented character, but if she uses the name Cruella De Vil, then the child plays a bad character, could become a rebellious and can even be a murderer but he is still talented and a genius too. He used this name interchangeably after he started to grow from adolescence to adulthood. In the real world, we would also be surprised and shocked if a child was born but his birth made things very different from other babies. In the film "CRUELLA" which was released in 2021, the story

of the life of a girl who was born but was not wanted by her biological mother named "Baroness von Hellman" (a very famous fashion person), Baroness von Helman ordered her servant named "Jhon" , to kill the baby, but his servant named Jhon did not have the heart to do this, when the servant left with the baby, John met "Catherine" who worked at the same place, John who took the baby handed the baby over to Catherine because John was sure that Catherine could take care of the baby because Catherine was a good woman. In the story of the film "Cruella" it explains the reason why the Baroness threw away her servant John and even ordered her servant to kill her baby at birth because the Baroness saw her child as a threat to her career and position. The Baroness is ambitious and ruthless, and she believes that her child's presence could disrupt her plans to control the fashion world. Throwing away the baby is a way to get rid of this potential threat and ensure its dominance is maintained.

In the story of the film "CRUELLA", it is described as a very terrible story because at the end of the story there is competition and revenge that is planned after Estella knows the true story. Estella in the film "Cruella" experiences a life journey full of challenges and changes. Initially, she was a young girl with great fashion talent but was forced to live as a petty thief on the streets of London with her friends Jasper and Horace. A big change occurred when Estella met Baroness von Hellman, a famous fashion designer who became her inspiration and mentor.

During her life in London, Estella transforms into the ambitious and brave Cruella. She struggles to find her identity in the competitive world of fantasy while facing intrigue and rivalry with the Baroness. The conflict between them gradually escalates, forcing Estella to face the truth about her past and true origins. Overall, Estella's life journey in London in this film highlights strong themes of struggle, awakening and searching for self-identity, with the iconic backdrop of London becoming an integral part of the story.

METHOD

In this research, researchers used research with a content analysis approach. Qualitative research methods are used because this research aims to make it easier to understand the theme "The story of a girl who is cared for by her biological mother's servant until she grows up and becomes a genius and brave child in the film Cruella". The data source used in this research is from the film "CRUELLA" itself, researchers will analyze this film with in-depth identification of scenes, dialogue, characters and messages related to the concept, being a good rebel and ambitious with the aim of finding out identity which are actually. This data source was used to gain an in-depth understanding of how the themes, being rebellious and ambitious in a good way, should be presented in the film and its impact on the audience. Data collection The method used in this research is observation and film analysis techniques. This technique is used to observe and record scenes, dialogue and actions that occur in films. The data analysis used by researchers in conducting this research is by analyzing narratives and identifying themes related to how to be rebellious and ambitious with the aim of good and the aim of knowing one's true identity. then the collected data will be analyzed using qualitative analysis with the aim of identifying narrative patterns and messages that contain the film "Cruella". By using this method, it is hoped that this research can provide a deep insight into the film Cruella, which depicts how to be a good rebel and ambitious. This research method also allows researchers to comprehensively analyze elements related to the research topic, so as to provide broader and deeper insight into this film.

FINDING AND DISCUSSION

After the researcher completes the analysis. Researchers found evidence regarding the characterization in the film "Cruella" which in the film has the meaning of being a rebel but with good intentions, being ambitious and even being an avenger with good intentions in order to change the world's perspective on us, which the world has always judged as bad. In this film scene, there are things that we need to exemplify, namely thinking geniusly and living must be talented and must be talented.

In this article, research needs to find out the reasons for the appearance of Cruella in London and the reasons for the fashion competition between the Baroness and Cruella. After the researchers had analyzed all the contents of this film, the researchers adopted several theories, namely, first, the theory of visual and aesthetic aspects, this theory of visual and aesthetic

aspects, which means that many researchers praised this film for its striking costume design and elegant visual aesthetics. They consider that this film succeeded in capturing the feel and style of 1970s London very well. Second, researchers also took character development theory, this character development is a response to the development of Cruella's character which also varies. Some critics appreciated the depth of Cruella's character and her complicated backstory, while others felt that the film perhaps provided too much justification for her antagonist's behavior. Third, research also raises theories about themes and motivations, these themes and motivations, researchers often note how this film explores themes such as identity, rebellion, and revenge. There is discussion about how the film changes the classic perspective on Cruella de Vil, adding new dimensions to her character. Furthermore, the fourth research also takes theories related to social criticism, which means that social criticism is that critics highlight how this film touches on social issues, such as class inequality and the struggle of individuals against oppressive systems. Overall, Cruella is considered a fresh and exciting interpretation of the classic Disney character, with a focus on aesthetic aspects and in-depth character development.

a. Rebels based on knowing identity

After I watched the film "Cruella", this film provides a little motivation for the audience that the word rebel is not always said to people who do things without reason. Estella is known as a good child and a talented child, in her background story or deep past, where when she was born by her biological mother named Baroness, but her presence in the world was very unwanted by her own biological mother, even to the point of ordering her servant named John abused his life as a child, but it was only because of the servant's mercy that his life was saved, so he was raised by a servant named Catherine who became his adoptive mother who raised him. In the film "Cruella" it also provides motivation to give appropriate punishment, where when Estella/Cruella was still small and still needed a mother figure in her life, the Baroness, who was famous for being a fashionista in London, abused the life of Estella's adoptive mother, Catherine. The Baroness sadistically summons her dog to attack Catherine, causing her to fall into a ravine. This is how a woman named Estella/Cruella de Vil finds out her true identity, by becoming a rebel and avenging her mother's death.

1. Murder

In the film Cruella (2021), there are two significant murder incidents related to the characters Baroness von Hellman and Cruella de Vil. One of the main events is the death of Cruella's mother, which occurs at the beginning of the story. Cruella's mother, Catherine, is killed in a car accident apparently orchestrated by Baroness von Hellman to eliminate someone who threatens her position and claim to the inheritance. This incident drives Cruella to seek revenge against the Baroness. Marlon's murder. Marlon, the Baroness' husband, was apparently killed by the Baroness herself. This murder is revealed at the end of the film, revealing the Baroness' evil and cruel nature as well as the motivation behind her actions. These two events play an important role in the film's storyline, illustrating Cruella's main conflict and motivations as well as highlighting the Baroness' character as an antagonist. This sadistic murder really made the audience very scared and of course disappointed, because the storyline of the film "CRUELLA" is that a mother named Baroness von Hellman does not want a baby born from her own womb, because she sees that the baby's presence will be a nuisance and become his competition in the modeling world. In this film, when Baroness von Hellman is pregnant with this baby named Estella/Cruella, the Baroness only pretends to be happy in front of her husband when she tells the news about her pregnancy in front of her husband, Marlon. Marlon was very happy to hear the news, hugged his wife and handed over a family inheritance to his wife to hand over to their child when it was born. In the film Cruella, Marlon, Baroness von Hellman's husband, is someone who has an important relationship with the Baroness, but his role in the story of the film "Cruella" is more background than the main character.

2. Competition that ends in revenge

a) Competition:

Estella vs. The Baroness rivalry begins when Estella, who dreams of becoming a fashion designer, joins The Baroness as an assistant. The Baroness, who is very ambitious and cruel, feels threatened by Estella's talent and creativity. This conflict became increasingly heated because The Baroness had a reputation for not hesitating to eliminate her competitors.

b) Truth Revealing:

Identity and Betrayal Estella, who has secretly adopted the Cruella persona, eventually learns that The Baroness is the person responsible for her mother's death. This betrayal deepens Estella's sense of revenge against The Baroness.

c) Revenge:

Planning and Execution Estella, now Cruella, plans revenge in a dramatic and stylish way. She uses her wit and fashion skills to damage The Baroness' reputation and achieve personal victory. In the climax of the story, Cruella reveals the truth about The Baroness and defeats her in stunning and calculating fashion.

This rivalry serves as the central conflict in the film and drives the plot with dramatic effect, combining elements of fashion, ambition, and revenge. In their competition in the modeling world, the Baroness was very angry because a girl named Cruella had rivaled the Baroness in the modeling world, the Baroness did not know that the one named Cruella who was trying to compete with her was actually Estella as her assistant in designing costume modeling. At that time, the Baroness was also very angry because the presence of a woman named Cruella was the center of attention of many people in London and this had an influence on the baroness' world of fashion designers. In this discussion of competition that leads to revenge, it is very important for the audience to take positive things that mean how we deal with problems wisely.

b. Ambitious and reckless in taking big risks

In the film "CRUELLA", it tells the story of the character Cruella de Vil, who is described as an ambitious figure, clearly seen in her efforts to dominate the world of fashion with a unique and bold style. She not only wants to become a successful designer, but is also determined to beat her competitors and make a big statement in the fashion industry. His ambition drives him to take big risks and face various obstacles. In taking this big risk, for example, he dared to take a risky step by designing a very innovative and provocative fashion collection, even though he knew that it could threaten his career and cause conflict with his competitors. His ambition drives him to extreme measures, such as stealing ideas from competitors and using unconventional means to achieve his goals. With bold and calculated strategy, Cruella sets out to prove that she is an inescapable force in the world of fashion, despite the huge consequences she must face. Continuously, Cruella continues to try to compete with the Baroness, in her own way, Cruella will plan to take away the things the Baroness loves, the business, status and self-confidence of a Baroness.

Picture 1



In this picture and in this story (40:33), Cruella begins to find out her identity through the necklace worn by Baroness von Hellman. Cruella looks at the necklace very sharply, because it is a necklace left by her mother. Estella was very sure that the necklace belonged to her mother, so Estella spoke to the Barones

Estella : your necklace
 Baroness : oh, a family heirloom, very funny story, my employee stole it
 Estella : No, he didn't steal. (Estella answered quickly)
 Baroness : Hah??
 Estella : Ooh, sorry... The tone is very problematic, I mean (answered Estella in an evasive way as if she didn't know about the kalun).

Estella : No, he didn't steal, did he work for you? (Estella asks again)
Baroness: Once, many years ago, he stole this, was stupid enough to return it, then he fell off a cliff and died (Baroness explains the incident as she goes)
Estella : That's a terrible story
Baroness : yes, it was at my winter party...., and his death cast a shadow over the event
(Baroness continues to explain while sitting)
Estella continued to question and wanted to know who the woman was, but the Baroness closed the story, because she rested for 9 minutes to recover her strength.

Picture 2



In this picture (49:38), Estella uses the name Cruella, she comes to the party held by the Baroness.

Cruella : "Do you have a lighter?" Cruella asked a guest next to her. The guest also gave him his lighter Cruella shows off and burns her white dress, turning it into a luxurious red dress. At that time the people at the party were very shocked, because Cruella deliberately dropped a glass, so that the event held by the Baroness would be ruined, Cruella did this rebellion to reclaim her mother's necklace.

Baroness : Arrest him (Baroness orders her servant)
Then the servant walked towards Cruella, and took Cruella's hand as she brought her in front of the Baroness. The Baroness spoke to Cruella and asked what Cruella's name was and asked Cruella's hair, because according to the Baroness Cruella's face looked familiar. Cruella also answered that her name was "Cruella", and she explained that her hair was very striking at the black party.

Picture 3



In this picture (1:22:38), Cruella competes by making a very good and attractive costume model, she makes it very well, but in the beads of the dress she has sewn a butterfly, on the costume This would be a big disaster for the Baroness, where the Baroness was holding a presentation of her new costume model which had just been made by Estella, and at the opening of the event they opened and showed the dress and they were immediately attacked by so many butterflies. That time Cruella's plan succeeded in destroying and humiliating the Baroness.

Baroness : That little one...(while looking at the design made by Estella, with a sharp and angry gaze).

The crowd of guests who witnessed the Baroness' new model design ran out because there were so many butterflies coming from inside the costume building.

Picture 4



In the picture above, (1:11:43), is a picture of Cruella as a model. Here, Cruella has succeeded in stealing the attention of people in London. At that time he deliberately came to thwart the Baroness who was showing her modeling photos to everyone in London. Cruella managed to steal the attention of everyone in London, and that really made the Baroness very angry.

Picture 5



In this scene (1:32:11), Cruella meets Jhon, a servant of the Baroness when her baby was born, Jhon has found the family heirloom necklace and handed it over to Cruella, Jhon explains the whole truth that Baroness von Hellman is Estella/Cruella's biological mother, Cruella already knows who her real biological mother is, but doesn't believe it and doesn't accept that the Baroness is her biological mother, because the Baroness is a cruel person and planned the murder, but Jhon still convinces Cruella that the Baroness is her biological mother. Jhon explained that there was a kind old man named Baron, the baroness's husband. When the Baroness found out that she was pregnant, the Baroness was not happy, but her husband, Baron, a very kind old man, was very happy, because he saw that his wife was pregnant with his child, so he surprised her by giving the Baroness a family heirloom at that time. The Baroness accepts the necklace, but she has other plans for you. When John was explaining, Cruella interrupted John's conversation not to continue the explanation, but John still said to Cruella that she was the Baroness' biological daughter, and the Baroness was her real biological mother, John continued to explain that at the time of the birth, the Baroness told me to to kill you because the Baroness had seen that your presence would be something that would make her rival in the modeling world, but at that time I didn't have the heart to do that and finally I handed you over to Catherine because I was sure she could take care of you, because Catherine is a very good woman.

CONCLUSION

From the entire explanation of the story of a girl who was cared for by her biological mother's servant until she grew up and became a genius and brave child in the film "CRUELLA 2021". This story tells of an orphan who has a talent for fashion design, has a unique hair color that is parted black and white, a child who is an iconic villain, with a background full of intrigue, competition and crime, while underlining the themes of identity, ambition, and a

desire for revenge. This film Cruella tells the origins of the character Cruella de Vil, depicting the journey of Estella Miller. From this conclusion, it will be easier for the audience or readers to emulate the good things in this film, where Estella's life journey since she was born, her life story has not been very profitable for her apart from her own struggles since birth. He gave himself luck through the gifts and talents that were within him, because he did not really feel the love of his biological parents. The biological mother who gave birth to him was so cruel that she even wanted to kill her own child. How devastated Estella was when she found out about the deep wounds of her past. She was cared for by a woman named Catherine, her adoptive mother. At that time, Estella still really needed a mother figure who could love and direct her, but something was preventing her from getting that love from her parents. Her adoptive mother was threatened with being killed, but it turned out that the person who killed the adoptive mother was Cruella/Estella's own biological mother, by summoning her dog to attack Catherine and push her off a very deep cliff. Estella's life is quite sad, she lives alone without parents. This film also teaches that life must be done justice, fighting ego and whatever crime it is, it must be given appropriate punishment.

REFERENCE

- Aini, N. (2017). *The Real Monster in Mary Shelley's Novel Frankenstein*. State Islamic University Sunan Ampel Surabaya.
- Effendi (1986 ; 239), Indiarjo (2017, p.7), (Nurgiyantoro, 2018 h.249)
- Giere, R., & Barton, M. (2003). *Distributed Cognition: Where the Cognitive and the Social Merge*. *Social Studies of Science*, 301-310.
- Irawan, R. E. (2014). *Representation of Women in the Film Industry*. Binus.ac.id, 1-8.
- Jannidis, F. (2013). *The Living Handbook of Narratology : Character*. Hamburg: Hamburg University Press.
- Kitamura, T., & T., N. (2014). *Suicidal ideation among Japanese undergraduate students: Relationships with borderline personality traits, depressive mood, and childhood abuse experiences*. *American Journal of Psychology and Behavioral Sciences*, 7-13.
- Larkin, H., Vincent, F. J., & Robert, A. F. (2014). *Social Work and Adverse Childhood Experiences Research: Implications for Practice and Health Policy*. New York, USA: Centers for Disease Control and Prevention.
- Malfroid, K. (2014). *Thesis: Gender, Class, and Ethnicity in the Disney Princess Series*. Germany: Universitiet Gent.
- Sabarua, O. J., & Imelia, M. (2020). *Family Communication in Shaping Children's Character*. *International Journal of Elementary Education*, 83.
- Schuchter, V. (2020). *Of Grim Witches and Showy Lady-Devils: Wealthy Women in Literature and Film*. *digijournals.uni.lodz*, 56-58.
- Widiani, L. S. (2018). *Application of Film Media as a Learning Resource to Improve Students' Information Processing Ability in History Learning*. *ejournal.upi.edu*, 126.