Character Development of Estella/Cruella in Cruella (2021) Movie

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Abstract. This research focuses on the process of identifying the main character's character development starting by unraveling (1) the characterizations of the main character; (2) the conflicts experienced by the main character; and (3) the character development of the main character. The researchers use the theory of Petrie & Boggs to define character, conflict, and character development. Qualitative descriptive methods and analysis content are used to analyze deep problems to find the answers. The result showed that the conflicts happened to the main character are coming from internal conflicts between Cruella and herself and external conflicts between Cruella and Catherine, Baroness, and the society. Also, the development of Cruella's character is triggered by conflict. It is shown by the character's development which is constantly growing when entering the new act/story.

Keywords: *character developments, characterization, conflict, movie*

http://jos.unsoed.ac.id/index.php/jes

INTRODUCTION

Nowadays, literary works are growing so fast and are presented in various forms; one of which is the movie. The wider community is increasingly consuming movies, and their development is overgrowing. Movies often contain many messages that are conveyed symbolically. These messages are usually conveyed through the creation of characters in movies. Characters in movies are often the main highlight of the story in a movie. The conflict in the story usually supports the growth and development of this character. The spectators seem to reconsider the presence of characters and categorize good characters and bad characters or heroes and villains. Sometimes the spectators feel worried about the changes of a good character into a bad one. In fact, in movies or stories, this development of

characters becomes something natural because character development triggers the development of the story itself. Each character in the story certainly has reasons why it turns into a bad character or vice versa. Therefore, character, characterization, and character development in the movie are the main points for a developing storyline. The presence of characterization and character development is also triggered by conflict because characterization and character development are impossible if there are no problems or conflicts that attack the character.

Conflict is an inevitable interaction in every human's life. The presence of conflict is often seen as something terrible and unpleasant. On the other hand, the presence of conflict can be a trigger in human development. This phenomenon also happens in literary works, especially in movies. Conflict usually appears in movies; it usually becomes a significant factor because the conflict in a movie is a component that enlivens the movie and leaves remarks in the story. Conflict may evoke the spectator's emotions such as sad or happy emotions, or everything in between. One of the essential points in conflict is obstacles or hurdles, which are usually experienced by a character in a movie.

Stories that are presented in literary works usually develop with conflict. In the end, the relationship between these different figures then causes problems and conflicts. Meredith & Fitzgerald explain that conflict also usually occurs against a character in the story who experiences an event, and if he can choose, maybe the character will not choose to experience the event (in Nurgiyantoro, 1995). Conflict is the primary source of a story, both in writing and on stage in layers, and it often creates tension for the audience (Petrie & Boggs, 2012). Conflict, in general, has an influence on the development of a character's characterization and subsequently can also affect changes in a characterization's development.

One of the movies that focuses on character development affected by conflicts is Cruella (2021). The conflict started when Estella ended up working as a fashion designer with the Baroness. After working with the Baroness for a long time, Estella learned a secret that it was the Baroness who killed her mother by dropping her into the abyss. Since then, there has been a development in the character of Estella's character. She, who has initially been kind and calm, turned arrogant, rude, and evil. She also changed her name to Cruella, and she had a desire for revenge against the Baroness.

The character of Cruella attracted much attention to be the object of research by revealing the character development represented by the main character, Estella. In the Cruella movie, each character development is portrayed to be caused by the earlier conflict. Moreover, character development has led to new conflicts. Thus, in this movie, the story's development progresses nicely, for conflict and its character are constantly enhanced, evolving, and changing. The reason for choosing Cruella's movie is because the character development in the movie is very striking and becomes the main point in this movie, but there are several causes for the change in the main character's characterizations that are not clearly explained. In addition, the characterizations and conflicts in this movie are interrelated and bound. The characterizations cause conflicts, but the conflicts also cause characterization development. Hence, the story's development in Cruella's movie is indeed focused on changing characterizations, conflicts, and character developments.

In this regard, the researchers try to analyze the narrative aspects associated with the characterizations of the characters in Cruella's movie, which are Estella's or Cruella's character development. The researchers found development in Estella's character, and Estella's conflict with other characters influenced it. Apart from conflicts between characters, there are other conflicts such as conflicts between Cruella and the environment, or even with herself. Thus, these conflicts contributed significantly to the development of Estella's character, which turned her into Cruella.

Characters in literary works, especially movies, are characters or figures that take part in the plot of a movie. Movies, especially fiction movies, will always need characters because creating these characters is a means to convey the thoughts of the writer or the moviemaker. According to Chatman, characters play roles in books or performances (Chatman, 1978). The context that is played is the idea or thought of the writer or moviemaker. Thus, this proves that character creation is important because it can convey the author's message, mandate, intent, and purpose to be accepted and understood by the audience. Thus, what is enhanced by the phrase of Abrams and the character, are those in a narrative element and usually have the moral qualities that result from the actions or speech of the character; it is often the aspect that readers interpret to get a particular value (Abrams, M, 1999). That statement proves that the character was created to act out (act or speech) according to what the author wants. Then, the value of the character is based on the readership or acceptance of the reader.

Characters in literature and fiction are not consistent with what audiences or readers expect. However, it turned out that this problem in literary works was not a matter of concern. It is mentioned by Edward Jones that characters are persons of fiction who can contribute to the story in various ways (Jones, 1968). Thus, it can be said that characters can enter and move the plots in different ways so that no one is entirely right or completely wrong. Characters are in areas that are 'gray.' Character in fiction or literary works is always sought to achieve the best moral value to provide instruction to audiences or their readers. That makes character creation different, for each character would have it is own unique and do something that they feel is right (or the author think is correct). Pritchard also said that character is a character who makes a habit (Wulandari, 2015). That aspect can also be referred to as the characterization of the characters in the story.

In addition to the characters, there are also characterizations. Characterizations are often created from the thoughts or images of authors and following authors' wishes. As Bernando in Syailana says, characterizations are produced by the authors' words or thoughts, which are then directly interpreted by audiences or readers (Syailana, 2021). Characterization is a character's description of actions, behavior, and ways of thinking. In addition, characterizations also contain the characteristics, habits, emotions, desires, and instincts of a character (Chatman, 1978). The characterization of a character in a movie is always able to influence the audience. If the characterization is made negative, there is a possibility that we hate the character and vice versa. However, this is the purpose of creating characterization so that the character is credible, and the audience is not entirely neutral on the overall character (Petrie & Boggs, 2012).

The characterization may also be a paint pattern that can be seen from several aspects of psychic, sociology, and physical (Nurholis, 2016). The physical aspect of the movie is what the audience can see clearly without any deep analysis. Physical aspects, for example, the author would describe his character by his appearance, age, face, skin color, etc. In the psychic aspect, authors would portray their characters utilizing things that relate to feelings and thoughts. It is this aspect that the audience or the reader can often analyze deeply in order to know how to care for a character. Lastly is the sociological aspect; this aspect directly relates to the reflection on the world of reality.

The researchers analyzed characterization using Petrie & Boggs's theory in The Art of Watching Film. Petrie & Boggs divided several ways in analyzing characterization or understanding of story characters (2012), namely characterization through appearance, dialogue, external action, internal action, reactions of other characters, contrast: dramatic foils, and the choice of name.

Conflict is usually presented in the story as a 'seasoning' so that the story does not feel boring and the struggle of the characters to achieve their goals is even more pronounced. Petrie & Boggs (2012) explained that conflict is significant to character development, and conflict often develops the characters involved. The researchers will analyze first what kind of conflict appears in this movie. To determine the kind and types of conflict, the researchers use Petrie & Boggs's theory which divides conflict into two types: internal and external. Conflict also has several types, namely conflicts between a man fighting with another man, a man fighting with society, a man fighting with nature, and a man fighting himself (known as inner or internal conflict) (Kenney, 1966). Therefore, conflicts occur not only because of clashes or problems between characters but they can also be caused by the environment or even themselves.

The conflict theory of Petrie & Boggs and Kenney is also used to analyze how Cruella or Estella develops her traits and personality in her character because of the conflicts she faces, both internal conflicts or external conflicts, and what conflicts that lead to the development of this character. Petrie & Boggs's theory is also used to know what kind of character Cruella or Estella is. Petrie & Boggs (2012) describe several variations of characters found in the movie, namely stock and stereotypes characters, static and dynamic (developing) characters, and flat and round characters. According to Petrie & Boggs, developing character or character development is caused by specific events in the plot, either internal or external, and they cause essential changes in personality, attitude, or outlook on life as a result of the action of the story (Petrie & Boggs, 2012). According to Keller, character development in a story tends not to be fast, easy, and calm (Miranti & Nurul, 2014). The statement is undoubted because the character is the most visible aspect in a movie, especially the main or protagonist character. Thus, character development seems impossible if unseen or invisible to the audience. The development that characters experience is essential and permanent, not just a strange attitude change that will change again tomorrow. The characters will never be the same person when the action of the film begins.

RESEARCH METHOD

This research is a qualitative descriptive study to describe, explore, and explain social phenomena or realities (Leavy, 2014; Creswell, J, 2013). Qualitative phenomenological research is related to variety and quality (Mishra & Shashi, 2017). Mishra & Alok adds that this qualitative research is descriptive, and the analysis is in-depth without any numerical data, more naturalistic or anthropological.

In addition, the researchers used the content analysis method to interpret meaning (Schreier, 2012) and to examine human life and behavior indirectly through communication analysis, such as books, texts, advertisements, movies, and all types of communication that can be analyzed (Fraenkel, J & Wallen, N, 2007). Thus, this method can be called a data analysis and interpretation method. The researchers chose this method because it was suitable for this study (analyzing the effect of conflict on character development).

The lead character in the movie experiences significant character development and becomes the highlight when people watch this movie. In acquiring and describing the character development process in this movie, several steps are required. First, a detailed analysis of the major characters in the movie, i.e., characters highly affecting the lead character's character development. Subsequently, the analysis was continued by analyzing various conflicts in the lead character. These conflicts are vital in character development since characters' lives often cause the development of characters. Therefore, these developments are usually meant for self-defense in a conflict-rich environment. After acquiring the primary characterization and conflict in this movie, the character development process completed the analysis by identifying the character development that occurs in this movie, then relating it to the conflict that causes the character development.

RESULT AND DISCUSSION

This article discovered how characterization, conflict, and character development occur or appear in the main character.

The Characterizations of the Main Character

In this Cruella movie, there are several characters, from the main character to additional or peripheral characters. However, there are only a few essential characters in the story. Hence, in this article, the characterization to be discussed characterization in major characters because these characters play a significant role in the lead character's conflicts and development, i.e., Cruella or Estella. As what Nurgiyantoro mentions (1995), major characters are often seen in story scenes. Hence, their roles are crucial in the storyline development.

Estella's character has a characterization that can be very different from Cruella's. Even though they are in the same character and body, there are some very different characterizations. Estella's character is indeed described as much gentler than Cruella. In contrast to Cruella, the researchers found that Estella had a gentle demeanour, even giving the impression of being a crybaby. That is in stark contrast to Cruella's rude and cruel attitude.
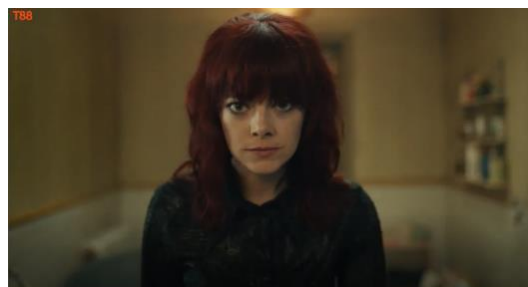
Cruella (2021), timestamp: 00.11.36

CRUELLA   : *I was an orphan.*
JASPER   : *You don't got that many options. Just us.*
ESTELLA   : *He was right. I was a fugitive.*
             (ESTELLA SOBBING)
             Is she crying again?

In the datum above, the first scene depicted Estella losing her mother; she was only crying. In the second scene, it depicted the moment Jasper offered Estella to steal with Jasper and Horace because Estella had no other choice; then Estella returned to tears. In those two scenes, it can be said that Estella has a distinct character. She always wept when she remembered her mother because she was a tender heart. She could not do much more than cry.

Cruella (2021), timestamp: 01.00.23

The next character is Cruella. Cruella's hair is black and white. In addition, the dress is fashionable, and the makeup she used was quite flashy and thick with the red lipstick she wore. The color of Cruella's hair is the hair that has been around since birth, so it can be said that the appearance of Cruella's character has been around since she was a child. These show that Cruella's figure does have a 'strong' character, which is also marked by the way she looks and dresses.
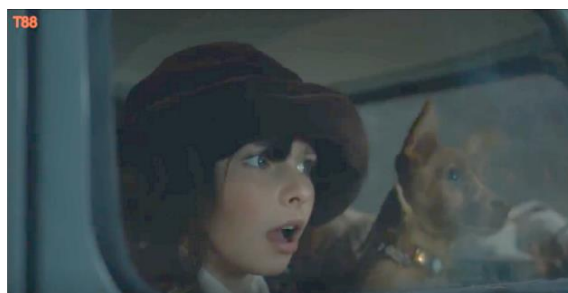

Cruella (2021), timestamp: 00.10.30

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Unlike Cruella, Estella's appearance seems more serene and innocent. The color of her hair was different from Cruella's. Estella turned her hair red; she ensured that her hair would not become too conspicuous. Estella's dresses, looks, and makes up do not exactly stand out. She looks so calm and relaxed. The researchers conclude that Estella's character was more of a quiet characterization, while Cruella is a strong one.

Apart from appearances, the data above can be visually visible on Cruella's and Estella's faces. They both had very different facial expressions. Just as her appearance suggests, Cruella seems to have more of an arrogant, powerful, and braver facial expression. On the other hand, Estella had a quieter, plainer expression or facial expression and was not too happy to rebel. Thus, Estella and Cruella's characters could also be seen visually through their appearance and expression. The character with black and white hair constitutes Cruella, while the red one is Estella. Then, her facial expression will be different; Estella will seem more relaxed, whereas Cruella will appear more arrogant. Apart from their appearance, the characters of Cruella and Estella also have different attitudes that can be seen from their internal attitudes.

In addition to differences, Estella and Cruella also have many similarities in their characterization. Because, after all, Estella and Cruella are the same people, in general, they have a lot of the same personalities and characterization. Below is a characterization equation for the characters of Estella and Cruella. The characterization identification will also be analyzed using the characterization through the external action method.

The character Cruella and Estella described has a considerable curiosity about many things. She was always curious about something she had just met. Sometimes her curiosity can lead to a problem, but she seems unable to hide any curiosity. Here is an example from the scene:

Cruella (2021), timestamp: 00.06.46

Cruella (2021), timestamp: 00.06.53

> *CRUELLA: I did try to lay low.*
> *(GASPS)*
> <u>*Is that fur and chiffon? In the one gown?*</u>
> *(ESTELLA OUT FROM THE CAR)*

In the scene, it shows Cruella was at a party with her mother. Then she was ordered to stand still in the car and not try to get out. She consented to her mother's command until finally she was lured out to see a woman wearing fur and chiffon on her dress; this made Cruella with an appearance of awe, so she was curious to know more about the dress's shape. That thing finally caused Cruella to get out of the car and follow the woman. In the datum above, the researchers can say that one of Cruella's characterizations having a reasonably high curiosity. She even sacrificed a promise or commitment to her mother to remain in the car to satisfy her curiosity.

Cruella (2021), timestamp: 01.14.38

> *(ALL EXCLAIM)*
> *CRUELLA: Do you have a light?*
> *(MATCH STRIKES)*
> *(ALL GASP)*
> *(CRUELLA TRANSFORMS HER DRESS)*
> *(ROCK MUSIC PLAYING)*

The scene shows when Cruella visits Baroness's party to steal Baroness's necklace. Cruella is trying to create a diversion. Cruella wore a white robe, and then she burned it; she took a transformation from a white robe to a red dress, not forgetting the collection of Cruella's typical black and white hair. The implication is that Cruella is not exactly an amateur in fashion design. She could easily have developed the concept of amazing transformation, even winning the attention of the entire party. Surely, it is not easy to do a fashion transformation as Cruella does. These two prove that Cruella does have talent since she was able to create an unexpected and surprising transformation.

> *CRUELLA: Ah, excuse me, sir. I had a thought about the front window… CRUELLA'S BOSS: I gave you your job description.*

> *Don't go outside the boundaries of your engagement. Please.*
> CRUELLA: (INHALES SHARPLY)
> (Cruella (2021), timestamp: 00.21.53)

Although already working at a boutique, it turned out that Cruella was only placed as the cleaning service whose job was to clean the entire room in the boutique. As shown in the datum above, Cruella has persuaded her boss to take advantage of Cruella's suggestion to repair a clothing design on display in front of the boutique. However, her boss would not approve this because Cruella had her cleaning service to do. The researchers categorize this trait as ambitious and optimistic, as Cruella did not simply let up when placed as a cleaning service. She still seems to be trying to convince her boss to take the slightest look at Cruella's work as a fashion designer.

The character Cruella and Estella is described as having a considerable curiosity about many things. She was always curious about something she had just met. Sometimes her curiosity can lead to a problem, but she seems unable to hide any curiosity. For example, in the following scene:

> *CRUELLA: I did try to lay low.*
> *(GASPS)*
> *Is that fur and chiffon? In the one gown?*
> *(ESTELLA OUT FROM THE CAR)*

In the scene, it shows when Cruella as being at a party with her mother. Then she was ordered to stand still in the car and not try to get out. She consented to her mother's command until finally she was lured out to see a woman wearing fur and chiffon on her dress; thus filled Cruella with an appearance of awe, so she was curious and curious to know more about the dress's shape. That thing finally caused Cruella to get out of the car and follow the woman. In the datum above, it can be said that one of Cruella's characterizations is having a reasonably high curiosity. She even sacrificed a promise or commitment to her mother to remain in the car to satisfy her curiosity.

Cruella and Estella have a talent for fashion design. Her talent may have seemed naturally born, because in some cases, Cruella did not have to put out a big effort to create an awesome, irresistible fashion design. Her aptitude for this fashion design made Cruella have a rather high taste in clothing and seeing a dress design. Furthermore, Cruella appears to be quite fashionable and is always wearing clothes or fashion captivating.

Cruella (2021), timestamp: 00.24.30

CRUELLA   : *I feel sad that you think that looks good.*
BOUTIQUE'S STAFF   : *What?*
CRUELLA   : *(LOUDLY) I feel sad you think that looks good.*

The datum above shows the scene as Cruella looks at the design of the dress displayed in the boutique display case where she works. Then, Cruella stated that the dress did not look good. For common people, it may be that the design will look great and that there is nothing to fix. However, in this condition, Cruella does have a knack for fashion design, which leads to Cruella understanding many things relating to fashion design, so Cruella has a unique taste in looking, judging, and designing clothing design. The dress design that Cruella saw on the datum above does not look good. Thus, it can be said that Cruella has quite an appetite for judging a clothing design.

Cruella and Estella had smart thoughts. This smart characterization grows in the two personalities, both Cruella and Estella. This characterization can be seen from the various actions performed by Cruella. In some scenes, brilliant characterization is also shown with reactions from other characters who acknowledge the intelligence of Cruella and Estella.

Cruella (2021), timestamp: 00.43.42

ESTELLA : *We need to know their security setup.*
                Power nap, nine minutes.
ESTELLA : *Where the cameras are.*
                Where the guards are posted.
                And what the schedules are.
                We need to know every detail and every blind spot.

The datum above shows when Estella plans to retrieve Baroness's necklace. Estella's actions and dialogue show that plans are in full detail. Estella had even devised a strategy that would be used to steal Baroness's necklace. The above the datum describes Estella as intelligent, for everything she does must be carefully planned. In datum above, Estella sets up her strategy well on a chalkboard. To make sure nothing was left out.

Cruella (2021), timestamp: 00.59.00

CRUELLA	: Morning, boys.
JASPER & HORACE	: Morning.
CRUELLA	: So, let's begin.
JASPER	: (CHUCKLING) *You're not gonna kill her*, are ya? CRUELLA*: It's not part of the current plan, but we might need to be adaptable.*

The scene where Cruella will begin to plot a plan and strategy to exact her revenge on the Baroness and retrieve the necklace that dalmatians have eaten or her dogs. In the scene, it appears that Cruella said that she may have killed Baroness, even though that was not in the plan. The thing Cruella is saying can be argued as cruel behavior. "*What can be worse than a plan to kill someone*?" Though, it can be seen that her friends were a little surprised to suggest that Cruella would do the vile thing. Instead, Cruella responded with great ease. Also, in the visual scene, Cruella dropped Horace's cereal so rudely and cruelly that Horace's cereals and the bowl fell on the floor. Thus, the acts and scenes may indicate that Cruella did have a ruthless side.

The Conflicts of the Main Character

The *Cruella* movie has a complex storyline with conflicts presented in this movie. One conflict usually leads to other conflicts. In this movie, there is a primary conflict. In this movie, there is also a major conflict. As Petrie & Boggs mentions in a movie, a primary conflict usually develops the storyline (2012). Indeed, this primary conflict ends up causing other conflicts to emerge. Besides, conflicts are the main cause of a movie's character development. The character in a conflict will strive to survive, and therefore, it brings up or creates other characterization as a defense against the conflict.

Thus, the discussion includes these two types of conflict. Because internal and external conflict cannot be denied as the principal cause of the development of a movie character, the researchers will analyze and describe first the internal conflict in the movie between Cruella and Estella or herself. Even in a few scenes, it can see Cruella or Estella wrestling with herself. After that, the researchers would analyze an external conflict, namely the relationship or conflict between Cruella or Estella with other characters. The characters who have conflicts with Cruella or Estella in this movie are Catherine, which often limits Cruella from doing something and turns it into a burden to Cruella. Then, the conflict between Cruella and Baroness is the main conflict in the movie. The last is the conflict between Cruella, Jasper, and Horace, Cruella's closest friend. Besides other characters, the external conflict in the movie occurred when Cruella had problems with her surroundings. Because Cruella's environment is not taking her well enough, these conflicts are a key trigger in the development of the character of Cruella or Estella.

1. Internal Conflict

In this movie, internal conflicts often occur because Estella or Cruella put too much pressure on herself over something she did not want very much. This internal conflict sometimes happens because Estella tries to hide Cruella's character inside her. As explained in the discussion of the character, Cruella and Estella are the same people, but their attitude is vastly different and very opposite. Sometimes, Cruella's character is very dominant, but it is hidden by Estella because she does not want to disappoint her perfectly good mother.

> CATHERINE   : *Good. Now say goodbye to her.*
> CRUELLA   : *Goodbye, Cruella.*
> CATHERINE   : *And wear the hat.*
> CRUELLA   : *I don't need the hat.*
> CATHERINE   : *Well, be polite. And good.*
>   *And friendly.*

(Cruella (2021), timestamp: 00.01.44)

From the beginning, it appears that Cruella is the dominant one, but Estella has always tried to hide her attitude because her mother ordered that. Even so, Cruella has always tried to obey her mother's every command. Although sometimes, it makes her uncomfortable because of having to remove Cruella's overall character. She should be just what her mother had asked her to be courteous, kind, and close to everyone. An attitude is one within Estella, not Cruella. Thus, the datum above suggests that the conflict within Cruella rotates on the issue of Cruella's and Estella's infinitely different characterization, and Cruella has to remove one of these, namely Cruella's characterization.

2. External Conflict

In this study, the researchers will analyze the external conflict between the main character (Cruella or Estella) and other characters. Some characters appear to have conflicts with Cruella, namely Catherine, Baroness, Jasper, and Horace. Every conflict between Cruella and the other character impacted the development characterization of Cruella. So, these conflicts need to be described, especially the major conflicts.

Petrie & Boggs (2012) add that this external conflict is not merely between only character and human beings because it turns out that it can also be brought about by something other than humans, such as nature, society, social systems, and so forth. Thus, this analysis describes some of the conflicts between Cruella and her surroundings. Since it can be said that Cruella's society favored Cruella's presence less, that is causing some of the conflicts that Cruella felt. Therefore, first, this discussion views the conflict between Cruella and the other characters; it is then continued with Cruella's conflict with her society.

Like a mother and a child, Cruella and Catherine (her mother) frequently experienced some conflict and opposition. Some of the conflicts between Cruella and her mother affected Cruella's internal conflict. As illustrated in her characterizations analysis, Cruella's mother has gentle characterization and always defends her child. Thus, Cruella also feels that she must always obey her mother's words. Sometimes it feels difficult until it finally causes an inner conflict within Cruella.

> CATHERINE : Uh, Estella.
> CRUELLA : Serious voice.
> CATHERINE : Stay in the car. I won't be long.
> (Cruella (2021), timestamp: 00.06.15)

Cruella (2021), timestamp: 00.09.21

Cruella (2021), timestamp: 00.09.23

Catherine asked Cruella to stay in the car. However, it was not done by Cruella. The image in the data above shows that Cruella finally got out of the car, and Cruella accidentally ruined the party. Then, Cruella saw Catherine talking to a woman, then soon the Dalmatians came and pushed Catherine to the Cliff.

In that incident, it could be seen that there was a conflict between Cruella and Catherine because Cruella is not obeying Catherine's orders to stay in the car. In the end, Cruella instead witnessed her mother being pushed by the Dalmatians who were about to attack her, and this leads to Cruella assuming that her mother's death was actually due to her because Cruella should not get out of the car, so that does not happen. In the end, all she can do is regret it.

> CRUELLA: *So this is a confusing day. My nemesis is my real*
> *mother and she killed my other mother. I guess*
> *you were always scared, weren't you, that I'd be a*
> *psycho like my real mum?*
> *Hmm?*
> *That explains all the "tone it down, try and fit in" stuff.*
> *Love me into shape, I suppose, was the plan. And I tried.*
> *I really, I tried because I loved you.*
> *But the thing is... I'm... not sweet Estella, try as I might.*
> *I never was.*
> (Cruella (2021), timestamp: 01.35.06)

From the beginning, it turns out that what Cruella wants was often, in fact, contrary to what her mother had intended and hoped for Cruella. Of course, her mother always expected the best and led Cruella in a better direction. However, it turned out that this tormented Cruella heavily since it could be said that Cruella was forced to do just that. As Cruella told datum six above, indeed, her mother had not wanted her to be arrogant, rude, and cruel in the first place. Cruella tries to become Estella; it is all because of compulsion since Cruella loves her mother.

The datum above appears to have been a considerable conflict between Cruella and Catherine. However, Cruella never expressed any discomfort to her mother. Cruella always tried to be Estella to her mother. This big conflict causes Cruella to frequently experience internal conflict with Estella or herself. The conflict above becomes a fairly big conflict in this movie because the conflict is

only revealed at the end when Cruella has gone through many other conflicts. Thus, it can be argued that it was, deep in Cruella's heart, that Cruella was experiencing conflict with her mother.

The next conflict is between Cruella and Baroness. The most responsible character for Cruella's character development is Baroness. Thus, it can be said that the conflict between Cruella and Baroness was the main conflict in this movie. As Petrie & Boggs points out, there is one major conflict from the various conflicts that took place in movies. This major conflict can give significant developments to everything in the movie, beginning with its character, plot, and so forth. Thus, the conflict between Cruella and Baroness is one of the principal foundations of Cruella's character development.

The conflict between Cruella and Baroness is depicted gradually in this movie. The more advanced the movie's plot, the conflict between Baroness and Cruella gets bigger until the main conflict. In the opening scene, Cruella was one of the fans of Baroness, who was the most popular fashion designer. However, as the plot continues, more and more is revealed through the conflict, so there is a fairly rapid development of the plot in the movie.

Cruella (2021), timestamp: 00.40.37

CRUELLA   : *Your necklace.*
                 Oh.
BARONESS : *Family heirloom. Funny story, actually. An*
                 employee once stole it.
BARONESS : *"She stole this, was stupid enough to come back*
                 and then she fell off a cliff and died."
CRUELLA   : *"How terrible."*
BARONESS : *"Yes, actually. It was during my winter ball and her*
                 death really overshadowed the whole thing."

The internal conflict between Cruella and Baroness started when Baroness wore a necklace that was familiar to Cruella. As it turns out, the necklace is the one Catherine was given to Cruella. Of course, this caused turmoil within Cruella. Because all of a sudden, the necklace was on Baroness. At that time, Cruella was a fashion designer at Baroness's boutique. The whole thing did not seem to make sense because, at the time, Cruella felt that Baroness was not part of her family; so, it was strange that the necklace was on Baroness.

This conflict also became quite serious because Baroness said a woman had stolen the necklace. The woman in question was Catherine or Cruella's mother, who passed away long ago. Besides, it certainly was not a good thing when Baroness said that Catherine was a thieving and foolish woman because it was in front of Cruella, who was Catherine's daughter.

> CRUELLA : *She called my mum a thief.*
>   *Said she failed as a mother.*
> JASPER   : *What? Your mum? She knew your actual mum?*
> CRUELLA : *Yeah, it turns out that was her party we were*
>   *at. Mum worked for her once. I dropped the*
>   *necklace as I was running away. She must've*
>   *found it. It's mine. So I'm taking it back."*

(Cruella (2021), timestamp: 00.42.47)

Consequently, Baroness's words returned to create turmoil and opposition inside Cruella. The reason is that Cruella loves Catherine, who is her mother. Thus, Cruella would certainly be annoyed if someone mentioned that her mother was a thief. Furthermore, the only thing that Cruella knew at the time was that the necklace belonged to her mother. Thus, a conflict arose between Baroness and Cruella in this incident. This conflict then provoked other conflicts. In the end, there is a conflict within Cruella, namely Cruella believes that her necklace was found and taken by Baroness, so Cruella must take back the necklace.

Cruella (2021), timestamp: 00.55.50

Cruella (2021), timestamp: 00.55.57 (flashback)

In the scene depicted in the datum above, it was explained that at the time of the Baroness's party, there began to be chaos; so she blew her whistle, and her dogs began to arrive. Cruella witnessed it all; she recalled an incident from the past. The scenes then flashback as Baroness blew her whistle to call her dogs and drop Catherine from the abyss. At that point, Cruella realized that her mother had fallen not into a ravine by accident because Baroness had murdered her mother.

This scene is surely a crucial conflict. After these years, Cruella found out that Baroness murdered her mother. As a child, this conflict must be very painful. Because it turns out that all this time Catherine's fall into the cliff was not an accident, but it was the intention of the Baroness. This conflict got even worse because Cruella had a grudge against Baroness before, namely because Baroness called Catherine a thief. Baroness was Catherine's killer causing more turmoil within Cruella.

> CRUELLA : *The Baroness has a kid?*
> JOHN : *You.*
> CRUELLA : *Stop. You keep saying "you."*
> JOHN : *You are her daughter. I was there when you were born. The Baron was away on business, and she ordered me to do the unthinkable*
> JOHN : *The Baroness said the child had died. The Baron, he, uh, wasted away. The point I'm making is, you are the rightful heir to the Baron's entire fortune. The mansion, the title. Everything.*
> CRUELLA : *That psycho cannot be my mother. No.*
> (Cruella (2021), timestamp: 01.31.39)

The climax conflict between Cruella and the Baroness occurred when Cruella finally found out that the Baroness was her birth mother, so Catherine was her adoptive mother all along. As can be seen in the datum above, John, the Baroness's assistant, revealed the secret to Cruella. Of course, this becomes a conflict and turmoil that climaxes and becomes the climax of all conflicts. The Baroness, who was Cruella's enemy and had killed Catherine, turned out to be her biological mother.

This fact or secret caused a conflict within Cruella. After all, Cruella feels denial to accept that the Baroness is her biological mother. This climactic conflict continued when it turned out the Baroness had indeed intended to kill Cruella as a baby, so the Baroness ordered John to kill Cruella. Of course, this was not done by John, and in the end, John left Cruella to Catherine. Cruella finally found out that she was an unwanted child. On the other hand, Cruella found it difficult to accept that the Baroness was her biological mother because Cruella hates the Baroness.

The external conflict on the above datum became the culminating conflict in this movie. As mentioned earlier, the conflict between Cruella and the Baroness is the principal cause of Cruella's character development. In the chapter, the

conflict between Cruella and the Baroness gradually, and each stage was worsening, leading to the climax conflict. Starting with the conflict when the Baroness wore the necklace that Catherine gave to Cruella, Cruella discovered that the Baroness had killed Catherine until finally, Cruella learned the secret that Baroness is her birth mother. The stages of the conflict between Cruella and the Baroness became the main foundation in the development of Cruella's character.

The last conflict in this movie is the conflict between Cruella and society. It is undeniable that society is often one of the factors in developing a character because society often influences a character. As Lindsay (2015) says, the conflict between characters and society usually occurs when the system of a society is in disrepair, and this usually becomes a conflict with a character. In this case, the character in question is Cruella.

> CRUELLA   : *From the very beginning I've always made a*
>   *statement. Not everyone appreciated that.*
> STRANGER : *That's unfortunate.*
> CRUELLA   : *But I wasn't for everyone.*

From the beginning, the inhospitality of society to Cruella has indeed been featured in this movie. Judging from the above datum, an old woman mentioned 'unfortunate' when seeing Cruella's condition with the two-coloured hair. Of course, the older adult thought that the condition was quite strange. Thus, the old lady looked with disgust and astonishment at the sight of baby Cruella. Cruella said in the initial narration that not everyone could appreciate Cruella's condition at that time.

Cruella (2021), timestamp: 00.02.20

> CRUELLA : *Hi, my name's Estella.*
> BOY 1   : *Look. A skunk's got loose in the building.*
> BOY 2   : *Nice jacket.*

Society's unacceptance of Cruella's condition continued when Cruella began attending elementary school. There were some of Cruella's friends who took a strange look at her condition, and not even a few of her friends were bullying her. Meanwhile, Cruella was already trying to be nice and friendly. Thus, society's unacceptance of Cruella can also be categorized as an external conflict. Because it becomes a contradiction, Cruella tries to be nice to be accepted in society, but some people do not even accept Cruella well. Seen in datum 17 in

the second picture, Cruella was thrown a piece of gum from the mouth of one of her friends. It became a new conflict for Cruella at her school.

> HEADMASTER : *Well, I think it's clear what happens now.*
> *Estella, you are expelled…*
> HEADMASTER : *You're out. (SCOFFING)*
> *(LOUDLY) Out!*
> (Cruella (2021), timestamp: 00.03.17)

Not just between Cruella and her classmates, this external conflict developed between Cruella and the head of the school. From the datum above, it appears that Cruella's criminal record is growing more and more daily. Until Cruella was finally expelled from the school for her trouble and mischief, and this has become a conflict between Cruella and the society. Looking at the datum before, it would appear that this conflict was not merely because of Cruella's dubiousness or mischief; Cruella was merely trying to defend herself because some of her schoolmates were constantly bullying her. However, seen in the datum above, Cruella became the one who seemed to be the most to blame for the misbehavior; whereas there is a reason why Cruella did that. Thus, it could be categorized as an external conflict between Cruella and society. Since Cruella is only defending herself, the head of the school keeps judging it as mischief carried out by Cruella and causing Cruella to be expelled from the school.

The Main Character Developments

Quoting from Kenney (1966), characters in movie must be treated as living things or lifelikeness. Movie characters are reflection of human behaviors in a real life. Hence, whatever a character does, it has to mimic humans in real life. Borrowing a statement from Chatman (1978), fundamentally, fictional characters have no 'life.' However, these characters are filled with characterization or personalities to put life into them. These characterizations are illustrated as similar to human characters in real life. Inevitably, many humans finally change and develop themselves due to a major conflict or event in their life. Likewise, movie characters tend to develop their characterizations and change when encountering conflicts, particularly if the conflict is significant.

This development of character is important in movies due to some event or plot that takes place in a character. Thus, it can be said eventually that the character will never be the same when it enters the movie plot, especially if the movie plot has many conflicts. As seen in the movie, Cruella could be categorized as a developing character since the figure experienced a significant development due to some major conflict.

> ANITA   : *Estella. Ignore them.*
> CRUELLA   : *Just did. But it might not last.*
> (BOYS LAUGHING)
> CRUELLA   : *"Ignore them"?*
> *Didn't I just say, "Hear me roar"?*
> (Cruella (2021), timestamp: 00.02.21)

At that time, Cruella showed a good attitude. She promised her mother that she would be nice and not arrogant. Cruella kindly introduced herself to her friends. However, it can be seen in the datum above when there was a conflict between Cruella and society, namely when her friends bullied Cruella even bullied Cruella quite badly. Thus, Cruella's formerly benevolent and non-arrogant attitude eventually turned into arrogance. This happens because Cruella is trying to defend herself. If Cruella does not do that, then the bullying that happens to Cruella will get worse. So, Cruella turned herself into arrogant and brave, not the innocent and kind Cruella also known as Estella.

If the previous data show the character development from Estella to Cruella, in this datum, the development of the character happened is from Cruella to Estella. This is marked by Cruella's words which say that smart women turn into stupid women who are alone. Besides, Cruella also dyed her black and white hair; Cruella did that, so she became a normal woman like in general. This development or change is not without reason, there has been a conflict between Cruella and her mother, which is when Catherine (Cruella's mother) died.

> CRUELLA   : *But the thing is... I'm... not sweet Estella, try as*
> *might. I never was. I'm Cruella, born brilliant, born*
> *bad and a little bit mad.*
> *(CHUCKLES)*
> *I am not like her.*
> *I'm better.*
> *Anyway, must dash.*
> *Much to avenge, revenge and destroy.*
> *But I do love you.*
> *Always. (CHUCKLES SADLY)*
> (Cruella (2021), timestamp: 01.36.25)

The main conflict and climax in this movie are when Cruella finds out that the Baroness was her birth mother; Catherine turns out to be her adoptive mother. In the datum above, it can be seen when Cruella is coming to the park and has been complaining about what happened all this time. It is known that Cruella's characterization was natural from birth. The development of the character in Estella is Cruella's way of pleasing her mother, as Cruella has let her mother

down a lot; so, as far as possible, she tries to be a good, sweet, and innocent, Estella. However, the various conflicts that occurred, especially with the Baroness, made Cruella's original character return. Surely, Cruella developed this character because Cruella wanted revenge on the Baroness. It cannot be denied that from the beginning, indeed, Cruella never intended to be an Estella; while the conflict with her mother caused Cruella to develop into Estella. Then, she re-developed into Cruella due to the big conflicts in her life.

In the end, Estella developed her character into a brave, genius, arrogant, rude and cruel Cruella. Thus, there is no more Estella. In the movie, Estella is depicted as dead and buried. However, the absence of Cruella remains as Cruella is still alive. Estella's death means that her character will never appear again. Since then, the only thing alive is Cruella; as mentioned in the datum above, Cruella was alive. These are due to various conflicts in Cruella's life, and Cruella developed her character to survive; if she were still Estella, maybe she would never dare to fight the Baroness.

CONCLUSION

In the discussion and results, there are three subdiscussions of the problems: the characterizations, conflicts, and character development associated with the conflict that affected the character. In the first problem, there are seven characterizations found in this research, namely Estela's characterization that soft or mushy and innocent, in contrast, Cruella is an arrogant or strong character. Besides, Cruella and Estella have similar characterization, namely nosy, brave, great taste in fashion, and brilliant.

Then, the second sub-discussion is the internal conflict and external conflict in the movie; the conflict analysis is intended to know which conflict was present in Cruella's life, as this conflict would eventually lead to her character development. In the sub-conflict discussion, there are internal and external conflicts in this movie. The internal conflict between Cruella and herself (or with Estella) and the eternal conflict between Cruella and the other figure, namely between Catherine, Baroness, and the society. The internal conflict between Cruella and herself occurred because Cruella was often carrying on something that was not to her liking, so there was an inner war.

The last sub-discussion is the conclusion of the conflict's impact on character development. There are three data found. It is portrayed that some character developments in Cruella were the background to conflicts in the previous sub-discussions. From the beginning, Cruella's character has been embedded but it eventually developed into Estella because of the conflict between Cruella and Catherine that requires Cruella to become what Catherine wants it to be. Then, Cruella returned to her character and left Estella's character because of some conflict with the baroness and society. The conflict between Cruella and society caused Cruella to develop an attitude of courage versus society, which was carried out as a measure of Cruella's self-preservation.

It can be concluded that in the film, character and conflict are quite crucial aspects because the presence of characters and conflicts can affect character development. Character development is also the main foundation in the development of the story or plot. If there is no character development, the story will tend to be monotonous. The existence of characters and conflicts in the film

influence each other, characters can create conflict; conflicts can arise because of the actions of the characters.

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