



**THE ANALYSIS OF HOW LABELING ENCOURAGES
CRUELLA'S DEVIANT BEHAVIOR AS REFLECTED IN
CRUELLA (2021)**

A THESIS

**In Partial Fulfillment of the Requirements
for S-1 Degree Majoring American Studies in the English
Department, Faculty of Humanities Diponegoro University**

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SEMARANG**

2023

PRONOUNCEMENT

I honestly state that this thesis is written by myself without taking any work from other researchers in any university, in diploma degree, S-1, S-2, and S-3 degree. I also ascertain that I do not take any material from other works except from the references mentioned.

Semarang, 25 July 2023



Elsa Alvenia

MOTTO AND DEDICATION

If you can dream it, you can do it!

Walt Disney

There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle.

Albert Einstein

Dream as high as the skies! Because if you fall, you are going to fall among the stars.

Ir. Soekarno

*This thesis is dedicated to
my beloved parents, siblings,
and those who I love the most*

APPROVAL

**THE ANALYSIS OF HOW LABELING ENCOURAGES CRUELLA'S
DEVIANT BEHAVIOR AS REFLECTED IN *CRUELLA* (2021)**

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VALIDATION

THE ANALYSIS OF HOW LABELING ENCOURAGES CRUELLA'S DEVIANT BEHAVIOR AS REFLECTED IN *CRUELLA* (2021)

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4. My parents, siblings, and friends are the biggest reasons and motivations for the writer to finish her education.

This thesis will undoubtedly need to be revised because I realize it is far from ideal. As a result, any remark or constructive idea would be greatly appreciated. Finally, I hope that this thesis is useful to those who wish to study more about labeling or any other connected area.

Semarang, 25 July 2023

A handwritten signature in black ink, appearing to read 'Elsa Alvenia', with a stylized, cursive script.

Elsa Alvenia

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ABSTRACT

This thesis discusses *Cruella* (2021), a film by Craig Gillespie which tells the background of Cruella as a Disney villain from the beginning of her birth until she finally decides to become a villain. This film shows many aspects about how the influence of people around and the condition of society shapes Cruella's personality. Therefore, this study aims to describe how labeling can encourage Cruella to commit deviations. To analyze that, I use labeling theory using a psychology of literature approach. The research method that I use is close viewing with *Cruella* (2021) as the material objects. The results show that Cruella's deviant behavior was encouraged by labeling given to her, and most of Cruella's deviations are based on deviant self-concept. Furthermore, in the process of social exclusion stage, Cruella is not really affected because she does not limit herself to pursuing her dreams even though she has received many labels, and at the stage of increased involvement in deviant groups, Cruella is quite affected.

Keywords: labeling, deviant, psychology of literature, self-concept, social exclusion.