

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Vogue Magazine announced that London Fashion Week Fall 2023 is officially dedicated to the purveyor of punk great, Vivienne Westwood. Not only Vogue, other media such as The New York Times also gave a positive response to this activity, and various designers also wore punk fashion as a form of respect. Vivienne, known as the Queen of Punk Clothing, first created punk clothing in the 1970s at a small boutique called Let it Rock, located in London.

In the 1970s punk culture also developed rapidly and was often seen as a rebellion. This is because punk has an eccentric style that is different from the general society and often gives harsh criticism of social problems accompanied using harsh words. Also, punks adopted a wide range of topics that were well accepted by the public. Punks discussed issues such as gender discrimination, corporate power, and corruption (Perry Grossman, 1996: 19–40). The 1970s itself is indicated as a turning point in European history as the idea of redesigning ways of life was to be the dominant theme of the 1970s (Philippe Chassaing, 2011: 8–26).

The connection between punk and anarchism became increasingly blurred as the movement grew. The Vancouver anti-Canada Day punk event has become one of the catalysts for the blurring of these lines. Anarchists try to keep punk from

expressing their ideology. Although most people are aware of these distinctions, in the end punk is often associated with anarchism which results in the emergence of negative labeling of the punk community (Eryk Martin, 2015: 9–41).

Issues related to labeling, rebellion, and the development of punk fashion are reflected in *Cruella* (2021) which is an American crime comedy film directed by Craig Gillespie. This movie is about a young girl named Estella who is labeled as having two personalities as Estella (her real name) when she behaves well, and called Cruella who is cruel when she does not behave according to society's norms. The setting of the film takes place in London 1970 when the punk rock revolution developed, so Cruella's uniqueness tends to be judged as a form of rebellion by those around her. The screenplays start with the birth of a baby, which is Estella (Cruella's real name), who was born with half black and half white hair so she was considered weird from birth by the society. This movie is basically very interesting because it discusses the background of the Disney villain character and seems to show the audience about the other side of Cruella by delving into Cruella's life since her babyhood.

According to Becker (1966:1), every social group makes rules and attempts to enforce them at times and under certain conditions. Social rules define situations and the types of behavior that are appropriate for them, designating some actions as "*right*" and others as "*wrong*." When a rule is enforced, the person accused of breaking it may be viewed as a special type of person, one who cannot be trusted to

follow the group's agreed-upon rules, he is considered an outsider. Furthermore, a person's uniqueness cannot always be positively assessed by society, and some people frequently exclude people who have significant differences from society in general.

Based on *Labeling Theory of Deviance in Sociology: Definitions & Examples* (2023) conducted by Nickerson, he stated that there are two classifications of labeling and labeling can encourage deviant behavior in three ways such as a deviant self-concept, a process of social exclusion, and increased involvement in deviant groups. Through Nickerson's research, this study will examine the classification of labeling that Cruella got and how labeling encourages Cruella's deviant behavior as reflected in *Cruella* based on the stages conducted by Nickerson.

The importance of this research is to improve the reader's understanding of labeling theory. This research will also help to understand and refine the analysis of labeling classification and how labeling can encourage deviant behavior in the film. In addition, the study of labeling on behavior is intended to raise awareness of the impact of labeling in society.

## **1.2. Research Problems**

1.2.1. How are the intrinsic elements of *Cruella* (2021) depicted?

1.2.2. What is the classification of labeling experienced by Cruella as reflected in *Cruella* (2021)?

1.2.3. How does labeling encourage Cruella's deviant behavior as reflected in *Cruella* (2021)?

### **1.3. Objectives of the Study**

1.3.1. To elaborate the intrinsic elements of *Cruella* (2021).

1.3.2. To elaborate the classification of labeling experienced by Cruella as reflected in *Cruella* (2021).

1.3.3. To explain how labeling encourages Cruella's deviant behavior as reflected in *Cruella* (2021).

### **1.4. Previous Studies**

As a movie that aired in 2021, there is no research that used *Cruella* (2021) as a material object. However, there is one study that discusses Cruella's character, which is *Representation of Camp in Disney's 101 Dalmatians and The Little Mermaid* (2009) by Jenna Lynette. This research analyzes the characters of Cruella and Ursula as representations of camp and the importance of them being defined in such terms. *101 Dalmatians* and *The Little Mermaid* imply that those who do not fit gender roles are outsiders, somehow monstrous and villainous, and will be defeated.

In addition, there are also studies that discuss Disney's villains and studies that discuss Disney's impact on society. There is *Learning to Live as a Disney Villain* (2016) by Jessica L. Kirker, which assumes the portrayal of characters in Disney

films can influence a person's assessment of his identity. Older women are backgrounded as loving (preferably deceased) mothers in Disney films (Haas, 1995) or, if powerful and independent, vilified as evil femme fatales or ugly hags (Wohlwend, 2009, p. 59).

Furthermore, there is *The Disadvantage of a Good Reputation: Disney as a Target for Social Problems Claims* (2009) by Joel Best and Kathleen S. Lowney. This research examines another way good reputations can be used to construct social problems. It argues that a good reputation can also make an organization or institution generally vulnerable to becoming the target of social problem claims.

Moreover, there are studies that discuss labeling. First, *The Reappropriation of Stigmatizing Labels: The Reciprocal Relationship Between Power and Self-Labeling* (2013) by Adam D. Galinsky, Cynthia S. Wang, Jennifer A. Whitson, Eric M. Anicich, Kurt Hugenberg and Galen V. Bodenhausen. This study looked at the effects of such self-labeling on both the self and the observers. After self-labeling, labelers felt more powerful, and observers perceived them and their group as more powerful. Finally, after self-labeling, these labels were rated less negatively, and this stigma reduction was mediated by perceived power.

Second, *Stigma of a Label: Educational Expectations for High School Students Labeled with Learning Disabilities* (2013) by Dara Shifrer states that the effect of being labeled with learning disabilities on adolescents' educational expectations is partially mechanized by lower expectations from parents and teachers.

According to labeling theory predictions, parents are more likely to perceive disabilities in adolescents and have lower educational expectations for them than for similarly achieving and behaving adolescents who are not labeled. This study uses data from the Education Longitudinal Survey of 2002 on approximately 1,740 adolescents and their schools to examine how stigma influences teachers' and parents' educational expectations for labeled students, as well as labeled adolescents' expectations for themselves.

This study differs from others because it focuses on how labeling encourages Cruella's deviant behavior as reflected in *Cruella* (2021). Aside from that, this study also attempts to investigate the other side of the Disney villain which is Cruella. Therefore, this study will bring novelty regarding how labeling encourages Cruella's deviant behavior as reflected in *Cruella* (2021).

### **1.5. Scope of the Study**

This study will focus on discussing narrative elements based on Richard Barsam's theory such as characters, setting, and conflict. Other than that, this study also discusses a plot which is divided into five stages based on Gustav Freytag theory (Freytag, 1968:36). Furthermore, this study also examines the extrinsic aspects, which are the classification of labeling, and how labeling encourages Cruella's deviant behavior based on Nickerson's research (2023). The main focus of the character to be analyzed in this thesis is Cruella, however discussions regarding

Baroness and Catherine will also be carried out to provide a clearer view regarding the theme being discussed.

## **1.6. Research Methods**

### **1.6.1. Method of Data Collection**

In this thesis, I employ library research to compile the subjects in this film, as well as observational research to investigate how labeling encourages Cruella's deviant behavior as reflected in *Cruella*. According to Mary W. George (2008:3), library research involves identifying and locating sources that provide information or personal/expert opinion on a research question; a necessary component of every other research method at some point, while observational research takes place either in a laboratory or in the field by capturing an exact record of some behavior. Moreover, I use a close viewing method to discover the scenes within the movie which reflect the issues that are discussed in *Cruella*.

I use two types of data when reviewing the film, which are the primary and secondary data based on Hamed Tharedoost (2022: 12). The primary analyzing consists of quotations from the scene's dialog and images taken from *Cruella*. In addition, secondary data is taken from related articles and books. I use the study of Nickerson (2023) regarding Labeling and Deviant Behavior supported by Becker's theory about labeling in his book *Outsiders-Defining Deviance*, Charles H. Cooley's theory about looking-glass-self in his book *Looking-glass self. The production of*

*reality: Essays and readings on social interaction*, and other researchers such as Carter and Fuller (2016), Matsueda (1992), Bernburg (2009), Link (1982), Goffman (1963), Sampson and Laub (1997), Bernburg, Khron and Rivera (2006), and Sutherland and Cressey (1992) who did the research related to the topic discussed. I applied the close reading method's by reading the movie script of *Cruella*. Based on Fisher and Frey (2014: 35) close reading is an instructional exercise that makes multifaceted text attainable using repetitive reading, cognitive scaffolding, and discussion.

### **1.6.2. Method of Approach**

In analyzing this thesis, I use the psychology of literature as an approach. It will be focused on explaining how labeling is represented in the movie. The psychology of literature approach helps me to analyze the correlation between the issue inside the movie, such as labeling with the influence of society and how people act, think, and feel as a function of social behaviors that is recognized by the presence of other human beings or relate to one another in social context. As we might see, Cruella experienced a change in character, in connection with how Cruella acts, thinks, and feels because of society that has a huge impact on her.

Literature and psychology are two fields of study that investigate the human psyche. Human behavior and its reasons are studied in psychology, whereas fiction reflects human behavior. These two disciplines that research human conduct are interconnected and mutually helpful. A literary work is the fundamental building



block of the relationship between literature and psychology. Literary works investigate human beings and describe their inner world in all of its facets. The reason for this is because a literary work is also a result of a specific psychological condition. In terms of skillfully presenting characters, expressing their moods, and drawing the reader into the psychological dimension of human existence, a literary work benefits from psychology. Psychology and literary studies intersect in their emphasis on phantasies, emotions, and the human soul. Thus, there is a two-way link between literature and psychology based on mutual interaction, in the form of evaluating a literary work using psychological resources and gaining psychological truths from a literary work (Yimer, 2019).

## **1.7. Writing Organization**

### CHAPTER I: INTRODUCTION

In chapter I, I introduce the background of the study, scope of the study, aims of the study, methods of the study and organization of the study.

### CHAPTER II: THEORY AND METHOD

In chapter II, I describe the theoretical framework and the research methods. The theoretical framework explains the theory used in analyzing research problems, and the research method section explains the research approach, methods and steps for data collection, also methods and steps for data analysis.

### CHAPTER III: RESULT AND DISCUSSION

In chapter III, I logically and coherently explain the research findings based on data analysis and the theory employed. This section also answers the research problems that have been posed.

#### CHAPTER IV: CONCLUSION

In chapter IV, I describe the conclusions, which are critical generalizations based on the analysis of the research data.