CHAPTER IV

CONCLUSION

Cruella, as the main character of *Cruella* (2021) is a representation of a Disney villain who is known to be very cruel. She was a criminal who was known to heartlessly kill dalmatian dogs to make coats. *Cruella* (2021) tells the background of Cruella's life from childhood to adulthood and how she transformed herself from Estella into Cruella. After doing profound analysis, I conclude that Cruella's deviant behavior was encouraged by labeling given to her. Based on Nickerson's research (2023) about how labeling encourages deviant behavior in three ways such as, a deviant self-concept, a process of social exclusion, and increased involvement of deviant groups, I conduct this study by examining how labeling encourages Cruella to commit deviance through these 3 stages.

The results show that most of Cruella's deviations are based on deviant self-concept. At this stage Cruella is very influenced and often makes decisions based on the labels given to her. In the process of social exclusion stage, Cruella is not 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 affected. Even though she doesn't completely choose to associate with people who commit deviance, Cruella tends to associate with people who accept her, who basically have the same interests as Cruella, both positively and negatively.

To sum up, it can be concluded that labeling is proven to encourage Cruella to commit deviations. Moreover, it is not necessary to go through all the stages to induce Cruella to deviate. This research shows that these two stages can encourage Cruella as a person who got informal labels to commit deviations.