



An Analysis of Psychological Aspect of The Main Character in *Cruella* Movie

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Abstract

This research deals with the psychological aspects of human motivation found in Cruella movie by Craig Gillespie. This research aims to analyze behaviour and identify the psychological aspects of the main character in *Cruella* Movie. The data was taken from the *Cruella* movie which are from scenes and dialogues that containing the Psychological Aspects of Human Motivation. The data were analyzed using the theory proposed by Benhardt (1953) to identify the Psychological Aspects of Human Motivation. In this study, the data were collected using the observation method. The data were observed using note-taking techniques to identify and analyze the data. Data were analyzed using qualitative methods and presented descriptively. The results of this study obtained 24 data relating to the Psychological Aspects of Human Motivation experienced by the main character.

Keywords: Psychological Aspect of Human Motivation, Cruella movie.

Abstrak

Penelitian ini membahas mengenai aspek psikologis motivasi manusia yang ditemukan pada Film Cruella. Penelitian ini bertujuan untuk menganalisis perilaku dan mengidentifikasi aspek psikologis tokoh utama dalam Film Cruella. Data diambil merupakan adegan dan dialog dari Film Cruella yang mengandung Aspek Psikologis Motivasi Manusia. Data tersebut dianalisis menggunakan teori yang dikemukakan oleh Benhardt (1953) untuk mengidentifikasi Aspek Psikologis Motivasi Manusia. Dalam penelitian ini, data dikumpulkan dengan menggunakan metode observasi. Data diamati dengan teknik mencatat untuk mengidentifikasi dan menganalisis data yang ada. Data dianalisis menggunakan metode kualitatif dan disajikan secara deskriptif. Hasil penelitian ini diperoleh 24 data yang berkaitan dengan Aspek Psikologis Motivasi Manusia yang dialami oleh tokoh utama.

Kata kunci: Aspek Psikologis Motivasi Manusia, Film Cruella.

INTRODUCTION

Movie is part of a literary work in the form of audio-visual to convey a story. Movie is almost the same as novels and short stories which both convey a story. However, movie has a different way to deliver a story, which is by audio-visual or moving images. Besides being a media to entertain, it also contains the intent and message of the writer to the audience. Movie have intrinsic elements like other literary works. One element that is very important and must exist in a story is the character.

According to Abram (1981:20) in Nurgiyantoro (1995) character is the person that shown in a narrative work or drama, which will be deciphered by the reader or audience that has tendencies a moral quality and certain that expressed in speech and action. The character in the movie plays an important role which the character is an intermediary to convey the message content in a movie. Each character in the movie has a different soul and personality as well as the psychological state of the movie character.

Psychological Aspects are closely related to the personality and behavior experienced by characters in a movie or in everyday life. Psychological phenomena are closely related to some one's character and also their behavior, Psychology is very influential in the formation of a person's personality and also affect the actions and motives of a person. In social life, all human actions are based on the motive in their self, for example crime, goodness, success, all of these things are influenced by the motives in human self to satisfy their needs. This study really needs to reach more deeply to find out how Psychological Aspects can affect the formation of someone's character in real life. According to Benhardt (1953), All behavior or actions taken by humans have a reason known as human motivation. Benhardt also stated, there are five theories of motivation for someone to do something, including: (1) Aspects of Organic Needs or Appetite, (2) Aspects of Want, (3) Emotions as Motives, (4) Feelings and Attitudes as Motives, (5) The Social Motives.

Many studies have been conducted in the same field, which is on the Psychological Aspects of film characters. One of the previous studies that will be presented to enhance this research. This previous research was written by Mahardika (2015) entitled "*Psychological Analysis of Main and Secondary Characters in Movie The Hangover*". This study talks about the analysis of the main character and secondary character in *The Hangover* movie which is concerned with Psychological Analysis. The writer raises the issue of Psychological Aspects in the character of the movie by using the theory from Benhardt and the psychological conflicts experienced by the characters using Literature theory written by Kenney W.P. The results of the study show that both of the main character and secondary character enclose all of Psychological Aspects including; the Aspect of Appetite, Aspect of Want, Aspect of Emotion, Aspect of Feelings and Attitude, and the Aspect of Social Motives. The conflicts that occur in the movie and are faced by the characters are Man versus Man, Man versus Society and Man versus Self.

The results of this study state that each character is set by various aspects of human motivation, such as Aspect of want, Aspect of Emotion, Aspect of Feeling and Attitudes and Aspect of Social Motives. All the aspects that define these three are the unique characters and roles they play in the film. Emotional Aspect as Motive proves to be the dominant psychological aspect in this film. In this study, conflicts were also found in three characters of the movie, which are, first, Man versus Society which happened with the character and the city of Las Vegas itself. Conflict Man versus Man is a conflict with the most dominant and found occurrence throughout the film and experienced by all three characters to shape their personality.

METHOD

The data analyzed by using qualitative method and present descriptively. Each data is presented and analyzed based on the theoretical basis for the psychological aspect adopted from Benhardt's (1953) theory. There were four steps to collect the data such as downloading the movie and also the movie script, watching the movie and note taking the data by pausing the movie in every scene that related to the psychological aspect of human motivation.

In this study, the data were taken from the *Cruella* film. The new film *The Cruella* released on 28 May 2021 which is a fictional London themed film in the 1970s. *Cruella* who is the main character in this story is someone who has a complicated life and complex personality formation makes this film very suitable for this research. The story of *Cruella* is a genre crime action thriller film directed by Craig Glliespie and produced by Walt Disney Pictures.

RESULTS AND DISCUSSION

This study used the movie by Craig Glliespie entitled *Cruella* as a data source, there are five types of Psychological Aspects of Human Motivation by Benhardt (1853). There are five aspects found in *Cruella* Movie which are described in the table below:

Table 1. The Types of Psychological Aspect of Human Motivation that Found in *Cruella* Movie

NO	Types of Psychological Aspect of Human Motivation	Occurrence	Percentage (%)
1.	Organic Needs or Appetites	1	4.1%
2.	Aspect of Want	8	33.3%
3.	Emotion as Motive	7	29.1%
4.	Feeling and Attitudes as Motive	5	20.8%
5.	Social Motive	3	12.5%
Total		24	99.8%

Based on the data table, the number of psychological aspects of human motivation found in the data source is 24 data. 1 (4.1%) data that leads to aspects of Organic Needs or Appetites. 8 (33.3%) data included in the Aspect of Want category. 7 (29.1%) which refers to the aspect of Emotion as Motive. 5 (20.8%) data which refers to the Feeling and Attitude as Motive aspect and 3 (12.5%) data refers to the Social Motive aspect. Based on the amount of data above, the data with the highest frequency is Aspect of Want. The Aspect of Want dominates the main character in the *Cruella*

movie because the conflicts and incidents experienced by the main character also the emotional side of the main character make her want everything that can relieve her anger and fulfil what her goals is.

Type of Psychological Aspect of Human Motivation

According to (Wellek, 1949), literary psychology is a psychological study of writers, as type and as individual, or the study of the types and psychological laws contained in a literary work and the effects of literature on its readers. Psychological science has a broad scope regarding the Psychological Aspects of an individual in doing something or producing something. Bernhardt, (1953:49) states that the problem in motivation covers twofold: to outline the kinds of influences that direct activity and to determine which of these influences is active in a situation. He concluded with the division of motivation into five elements such as Aspects of Organic Needs or Appetite, Aspects of Want, Emotions as Motives, Feelings and Attitudes as Motives, The Social Motives which have an important role in human action.

1. The Organic Needs or Appetites

Organic needs or desires are basic human needs that help them to survive and also feel satisfaction by fulfilling these needs. Humans need air to breathe, food to eat, fluids to drink, rest from activities, sleep, a changing environment, elimination of waste products and sexual expression. These are all basic needs that demand periodic or continuous satisfaction. These are all experienced by all living things including Cruella who is an ordinary girl who needs all these basic things.

Data:



(Figure 1. Estella breaks for lunch in an alley)

Based on the picture above, Cruella goes to a small alley for lunch. Cruella has lunch with an apple while drawing a design. Eating is one of the basic human needs. Hunger is a natural instinct and exists in every human being. Humans will eat if they feel hungry and all these actions are to fulfil their desires and satisfy them continuously.

This refers to Aspect of Organic Needs where Cruella has natural instincts or her subconscious has processed that eating is a need that is unconsciously carried

out to fulfil and satisfy her needs and this is one of the psychological aspects where the subconscious controls our thoughts and produces an action.

2. Aspects of Want

Want is a fundamental aspect for all human beings, every human being has a different universal desire. The aspect of want is actually a pattern that always changes according to the experience and development of humans whether it's from human's childhood, adult until old. In the movie *Cruella* there are several Aspects of Want that experienced by Cruella from she was a child to adult, the desires in her life always change over time.

Data:



(Figure 2. Cruella want to take all The Baroness has)

In this scene, it shows that Cruella has known the truth behind her mother's death. After going through an inner conflict within herself, Cruella wants to avenge her mother's death by seizing everything that The Baroness has, her business, status as well as her confidence. All that Cruella wanted to take were the things that the Baroness loved the most, it was not worth than what Cruella felt where she lost her mother who was the only family she had.

This shows the Psychological Aspect experienced by Cruella which is included in the category Aspect of Want which she has a desire to take everything that is owned by the Baroness due to her grudge against the Baroness because she killed her mother.

Data:



(Figure 3. Cruella attends funeral for Estella)

In this scene it is seen that Cruella decides to kill her own identity as Estella. Her greatest want or desire was to avenge the Baroness for everything she had experienced. She had to come up with a devious plan to deceive The Baroness because they had the same genius and cunning. Cruella decides to use Estella as bait however, the Baroness admits her actions and manipulates the situation to make it appear as if the Baroness killed Estella by pushing her into the same cliff when Baroness killed Cruella's mother and it works. This is included in the Aspect of Want because her great desire for revenge made her decide to kill her identity as Estella and choose to live with Cruella's identity for a happy ending for her.

3. Emotion as Motive

Emotion is one of the expressive acts of humans. Emotion is one of the motives of human action, however, emotional experience is also capable of directing activity. For example, (Benhardt, 1953:50) when someone is under fear, someone will do many things that are not usually done. Parents will use fear to direct their children's behavior. All forms of emotion can produce different behaviors and activity, if someone is angry the activity can be in the form of insults, attacks, hitting and so on. Other than the intense emotions of fear and anger, the milder forms are sentiments and moods that dictate the course of action to be followed by the individual (Bernhardt, 1953:52-53). Humans often can't think whether the action is right or not because emotions are the basis for the actions they take.

Data:

The picture bellow shows the scene, Cruella is dealing with the Baroness. Cruella revealed the whole truth about herself. She felt resentful and resentful of having to ruin her party but the facts she knew hurt her more. The anger, disappointment and sadness that he had been going through he would describe that very day. How the Baroness killed Cathrine which is her mother who had raised her all this time. A necklace that reveals the truth of his birth and the thing that angers her the most is that his biological mother was a psychopath who tried to kill her right after he was born. Then she ended up here, her ignorance towards the Baroness made her regret what she had done for Baroness and anger towards the situation she was in and revenge was the right thing. This scene is one Aspect of Emotion and her actions in ruining the Baroness' party are based on the emotions she has felt so far. Anger, hatred, sadness and disappointment were the forms of emotion she expressed towards the Baroness.



(Figure 4. Estella revealed her emotions to the Baroness)

Feelings and Attitudes as Motives

Every human being has experience of what they have done. Their experience of activities can be pleasant or unpleasant. Human actions are also dependent on this feeling, when a person feels comfortable and pleasant, she/he will tend to try to approach and do these activities repeatedly. Therefore, when someone feels uncomfortable or unpleasant, then that person will act to withdraw and avoid from things that make she/he feel uncomfortable. Thus, each of these actions is evaluated as pleasant and unpleasant and there is a scale of tone from very pleasant to very unpleasant. This is one of the important motives, the ever-present feeling tones of pleasant or unpleasant, always accompanied by reactions to approaches and withdrawals.

Data:



(Figure 5. Estella sneaked into Hellman Hall)

In this scene, it shows that Estella who was on her way to London with her mother stopped at a party at Hellman Hall, the party was very luxurious and filled with people with luxurious and elegant clothes. Estella, who has always been interested in the fashion world, was very curious about the sights she saw. He sneaked out of the car and sneaked into the party even though he had promised his mother to stay quiet in the car and not make a fuss but what she saw was something she liked and she wanted to enter the very fashionable party. This includes the

Psychological Aspect which is Feeling and Attitude as Motive because the tendencies showed by Estella are pleasant, comfortable, curious, love of what she saw in that place and decide to approach the party.

Data:



(Figure 5. Estella is excited to meet the Baroness in person)

After wreaking havoc by destroying Liberty's window display, she is hunted by Liberty's guards until then The Baroness was come to Liberty. Estella and Jasper had a chance to escape when The Baroness arrived at the shop, but Estella chose to stay there hiding behind a glass shelf while watching her idol The Baroness. Baroness was the one of the most famous designers in London in that era, she was an icon of the fashion world. Cruella, who is a person who loves fashion, really appreciates and admires Baroness, that's why she wants to meet and work with Baroness.

This scene is included in category of Feeling and Attitude as Motive because it can be seen from Estella's actions which are influenced by her feelings. Everything about the Baroness made her forget that she was being chased. She felt interested and pleasant to see The Baroness in front of her that she wanted to stay there even though she was in danger.

4. Social Motive

Humans are social creatures. Humans can't be separated from the surrounding social environment. This social existence also affects certain characteristics attitudes in a person. Either this attitude is innate or it is more likely to be instilled in a person by habit and social education. There is a self-assertion tendency in which a person strives to excel and succeed and win over others. There is also tendency present in human being to submit, to give in, and subordinates themselves to their writer ties. This is called self-submission/self-negation (Bernhardt, 1953:54).

Data:



(Figure 6. Cruella competed and messed up all the events held by the Baroness)

In this scene, Cruella does not want to lose to The Baroness. She had ruined a series of events that had been organized by The Baroness in order to seize public opinion on her and not on the Baroness. This scene shows a sequence of events where Cruella shows a rivalry with the Baroness. She creates all fashion innovations and displays them in every event created by the Baroness. This is included in the Self-Assertion which Cruella has a tendency to want to be superior to The Baroness therefore Cruella held a rock concert with a fashion show to compete with the fashion charity event conducted by The Baroness, this shows the Self-Assertion factor where Cruella does not want to lose and always wants to be superior to the Baroness who is her enemy.

Data:



(Figure 7. Jasper asks Cruella to be part of his gang)

In this scene shows that Cruella followed Jasper and Horrace from the police chase. They arrived at an empty building which was their headquarters. Jasper and Horrace are a group of petty thieves whose orphans and survive by stealing, hearing the story of Cruella who was left behind by his mother, they decided to invite Cruella to join their gang. Cruella actually doesn't want to join their gang and becomes a thief and forgets her mother's wish that she be a good child but the

circumstances and the surrounding environment forced her to join the gang considering that Cruella is an orphan at this time and has no place to live or food for her to survive. This is a factor that drives her to join the gang. This situation is one of the Psychological Aspects which is included in the Social Motive category, especially focused on Self-Submission, this is due to the circumstances and environment around Cruella which forces her to submit and surrender to her situation, even though Cruella doesn't want to be a thief or even come with Jasper and Horace's gang, he was forced to join because he was an orphan, had no place to live and also food to survive so that forced him to join the gang and steal.

CONCLUSION

Based on the discussion in the previous chapter, it can be concluded that the psychological aspect of human motivation has a major influence on the actions taken by a person that can affect the psychological aspects of a person. Cruella or Estella is a main character in the movie *Cruella*, the main character goes through several conflicts which indirectly affect psychological emotions however it affects the resulting action. According to Benhardt (1953) every human action has a reason, it is called Human Motivation which is divided into five aspects including; a) Organic Needs or Appetites, b) Aspect of Want, c) Emotion as Motive, d) Feeling and Attitudes as Motive and e) Social Motives. There are 24 data referring to these five aspects. 1 (0.04%) data representing Organic Needs or Appetites. 8 (0.33%) data referring to Aspect of Want. 7 (0.29%) data showing Emotion as Motive. 5 (0.20%) data utilizing Feeling and Attitudes as Motive. 3 (0.12%) data referring to Social Motive. The Aspect of Want dominates the main character in the *Cruella* movie because the conflicts and incidents experienced by the main character also the emotional side of the main character make her want everything that can relieve her anger and fulfil what her goals is.

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