

**AN ANALYSIS OF THE JEKYLL AND HYDE SYNDROME ON THE
PROMINENT FIGURE OF *CRUELLA* (2021)**

(Psychological Approach)

A THESIS

Submitted in Partial Fulfillment of the Requirements for the Degree of

Sarjana Humaniora



Written by:

Bagas Candra Mukti

SRN. 196111073

**ENGLISH LETTERS STUDY PROGRAM
FACULTY OF CULTURES AND LANGUAGES
UIN RADEN MAS SAID SURAKARTA**

2023

ADVISOR SHEET

Subjects : Thesis of Bagas Candra Mukti

SRN : 196111073

To:
The Dean of
Faculty of Cultures and Languages
UIN Raden Mas Said Surakarta
in Surakarta

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After reading thoroughly and giving necessary advices, herewith, as the advisor, I state that the thesis of

Name : Bagas Candra Mukti

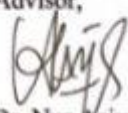
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has already fulfilled the requirements to be presented before the Board of Examiners (*munaqasyah*) to attain the degree of *Sarjana Humaniora* in English Letters.




Thank you for the attention.

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Sukoharjo, March 31th, 2023
Advisor,

Dr. Nur Asiyah, M.A.
NIP.198104262011012004

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This is to certify that the *Sarjana* thesis entitled *An Analysis Of The Jekyll And Hyde Syndrome On The Prominent Figure Of Cruella (2021)* by Bagas Candra Mukti has been approved by the Board of Thesis Examiners as the requirement for the degree of *Sarjana Humaniora* in English Letters.

	Name	Signature
Chairman/1st Examiner:	Yustin Sartika, M.A. NIP.198510242019032009	
Secretary/2nd Examiner:	Dr. Nur Asiyah, M.A. NIP.198104262011012004	
Main Examiner :	Hidayatul Nurjanah, M.A. NIP.198509282019032012	

Surakarta, April 6th, 2023



DEDICATION

This thesis is dedicated to:

1. My self
2. My beloved grandparents
3. My beloved family
4. My beloved mother
5. My friends
6. English letters department
7. My almamater

MOTTO

“Do what you love and love what you do”

“You can get what you want as long as you are trying and have life principles as
your foundation and personal branding”

“Limitations only on your mind”

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Name: Bagas Candra Mukti

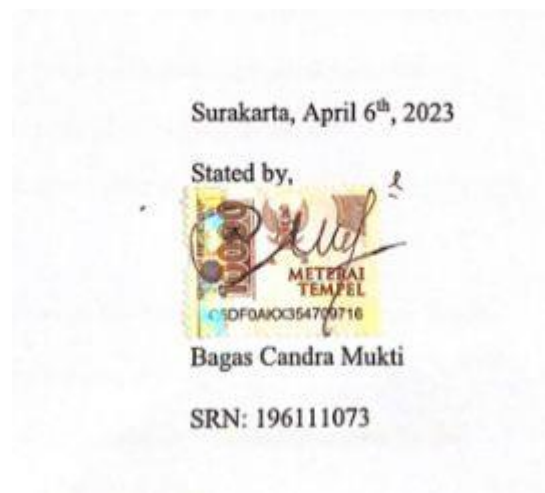
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Study Program: English Letters

Faculty: Faculty of Cultures and Languages

I hereby sincerely state that the thesis entitled *An Analysis Of The Jekyll And Hyde Syndrome On The Prominent Figure Of Cruella (2021)* is my own original work. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due references are made.

If later proven that my thesis has discrepancies, I am willing to take the academic sanctions in the form of repealing my thesis and academic degree.



ACKNOWLEDGEMENT

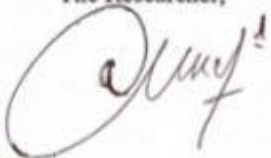
Alhamdulillahirobbil'alamin, thanks to Allah SWT, the almighty god, for all his blessings and grace so that researcher can complete the thesis as one of the requirements to attain the degree of sarjana humaniora in English Letters. The researcher has completed this thesis entitled an analysis of the Jekyll and Hyde syndrome on the prominent figure of Cruella (2021). This thesis that the researcher has done will not be completed without support and assistance in the form of advice, criticism and input from various parties. Researchers would like to express their deepest gratitude to:

1. Prof. Dr. H. Mudhofir, S.Ag., M.Pd., as the Rector of UIN Raden Mas Said Surakarta.
2. Prof. Dr. Toto Suharto, S.Ag., M.Ag., as the Dean of Cultures and Language Faculty.
3. Dr. Nur Asiyah, S.S., M.A., as the Head of Literature Department and as the researcher's advisor and examiner for her guidances, advices, corrections, patiences, motivations for the researcher.
4. Dr. M. Zainal Muttaqien, S.S., M.Hum., as the Coordinator of English Letters Study Program.
5. Hidayatul Nurjanah, M.A. as the researcher's main examiner for her correction and advices for the researcher.
6. Yustin Sartika, M.A. as the researcher's second examiner for her correction and advices for the researcher.
7. Muhammad Rizal, M.A., as the validator of this research.

8. The researcher's grandparents who have given advice, encouragement, and prayers.
9. The researcher's parents especially his beloved mother.
10. The researcher's family.
11. The researcher's bias Christoper Bang, Jung Jaehyun, and Lee Soodam who always comforts in sad and troubled situations.
12. The researcher's favorite k-pop group Straykids, Secret Number, NCT, WEi, and ITZY who always comforts in sad and troubled situations.
13. Fantastic Four Group.
14. The researcher's best friend Samara, Erlin, Neni, Hafidz, and Khadija who always beside him in every situation and condition.
15. Mainstream Sastra Group.

Surakarta, March 31st, 2023

The Researcher,



Bagas Candra Mukti

SRN: 196111073

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ABSTRACT

Bagas Candra Mukti. 2023. *An Analysis Of The Jekyll And Hyde Syndrome On The Prominent Figure Of Cruella* (2021). Thesis. English Letters Department. Faculty Of Cultures And Languages.

Advisor: Dr. Nur Asiyah, M.A.

Keywords: *Cruella* (2021), Estella, Multiple Personality, The Jekyll And Hyde Syndrome.

Multiple personality is a condition where a person has two or more sides of personality that exist within him. The sides of personality that exist in a person usually have their own characteristics in appearance and behaviour. There are many types of multiple personalities, one of which is The Jekyll And Hyde Syndrome. The objectives of this research are to explain the types and the causes of The Jekyll And Hyde Syndrome on the prominent figure of *Cruella* (2021) namely Estella. In this research, the researcher used five previous studies. The gap between the previous studies and this research are this research aims to analyse seven types and four causes of The Jekyll And Hyde Syndrome experienced by the character Estella in the movie *Cruella* (2021). This research also used a psychological approach as an additional analysis of the researcher.

In this study, the researcher used a theoretical book by Beverly Engel (2007) to help the researcher answer and analyse one type of multiple personality, namely the Jekyll and Hyde syndrome. She states that there are seven types (the abusive, the unpredictable, the classic, the addict, the imposter, the all bad/good person, and changes dramatically) and four causes (internal conflict, childhood abuse, post-traumatic stress disorder, and personality disorder) of The Jekyll And Hyde Syndrome.

This research is a qualitative research using Creswell's method. The data in this research taken from the movie *Cruella* (2021). The data in this research are scenes, dialogues, and utterances. The instrument of this research is the researcher as the key instrument. The techniques for collecting the data are capturing each scene and quoting dialogues and utterances related to the types and causes of The Jekyll And Hyde Syndrome experienced by the character Estella. Then, for the data analysis technique conduct to Spradley (1979), there are domain, taxonomy, componential, and cultural theme analysis.

In this research, the researcher has found 60 data of The Jekyll And Hyde Syndrome types and causes. The classic and personality disorder are the dominant data finding because Estella with her multiple personality side Cruella can behave differently depending on who she is and where she is. Often, she also has a public persona while behaving very differently around her family and friends including using different names. Estella also very good and reliable imposters. Not only that, Estella with her personality disorder also often create other personalities and even entire identities to escape a counter.

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LIST OF ABBREVIATIONS

JHS : The Jekyll And Hyde Syndrome

MPD : Multiple Personality Disorder

TAB : The Abusive

TU : The Unpredictable

TC : The Classic

TAD : The Addict

TI : The Imposter

TABG : The All Bad/Good Person

CD : Changes Dramatically

IC : Internal Conflict

CA : Childhood Abuse

PTSD : Post-Traumatic Stress Disorder

PD : Personality Disorder

CHAPTER I

INTRODUCTION

A. Background of the Study

Literary work is a product that can be enjoyed by many people. There are lots of literary products for example, poetry, novel, song, game, movies, and many more. A movie is a product of literary work produced by a director to be shown to many audiences. There are lots of genres in movies such as horror, comedy, romance, etc. When watching a movie, usually the audience can relish the storyline of the movie, the characters in the movie, the cinematography, and more. According to Rabiger (1998), Film is a dynamic experience in which cause and effect are inferred by the spectator, even as the events appear to happen. As an audience of literary work in the form of a movie, the audience can also conclude a cause and effect that has happened to a certain character in the movie. In addition to enjoying the storyline and characters in the movie, the audience can also get information and a positive lesson from the movie.

According to the explanation above, the researcher used a movie as the object for this research study. The researcher chose to use the Disney movie, with the title *Cruella* (2021), by Craig Gillespie. In the movie, the researcher is interested in analysing one of the characters in the movie, namely Estella. Estella's character has a different behaviour because she experiences multiple personalities in her life. In her daily life, she continues to experience and perform multiple personalities, both when with family, friends, and other people. When she is with her family she will show her personality as an Estella but when she is out with other people she will

show Cruella's personality. Both sides of the personality have their characteristics, Estella with a personality side that tends to be naive, intelligent, an excellent liar, and creative. In contrast to Cruella's personality, which is cruel, abusive, and vandal.

Based on the researcher's hypothesis, Estella adheres to a multiple personality (MPD) called "Jekyll and Hyde syndrome" (JHS). This syndrome is closely related to Estella's personality in carrying out all her behaviour and activities. According to Engel (2007), there are seven classifications of the types of the Jekyll and Hyde syndrome in this research and there are four causes of the Jekyll and Hyde syndrome. All types and causes of the Jekyll and Hyde syndrome are experienced in Estella's character.

According to Ramana (2021), multiple personality disorder is a mental disorder characterized by the maintenance of at least two distinct and relatively enduring personality states. A person with MPD often changes their entire identity and side of their personality in daily activities. They are able to consciously create separate identities depending on the situation and conditions that are happening around them. Usually people with MPD act and look much different when they are not with their family. Each side of the personality has different traits, characters, and characteristics. MPD has many negative effects on the way a person with MPD acts and thinks. Often, people with MPD when switching to the other side of their personality act very rude and even very good at manipulating people around them.

The duality of JHS is the most obvious example of duality in Stevenson's *Strange Case of Dr. Jekyll and Mr. Hyde*. The duality of JHS is very complex and

imagining as well. Throughout the novel, the two characters appear to be two separate individuals. This occurs especially because they are so different (McDonald, 2008). She also revealed that Dr. Jekyll and Mr. Hyde are very different individuals. Jekyll is handsome and "good" in the eyes of society whereas Hyde is ugly and "evil" when viewed through society's glasses. Because Jekyll and Hyde are embodied in the same individual the researcher realizes that they are both handsome and ugly, or, more importantly, both good and evil. The duality of good and evil in the *Strange Case of Dr. Jekyll and Mr. Hyde* implicated the historical reader as well as implicates the modern-day reader because we see that an individual, even ourselves, can be both good and evil.

Engel (2007) stated in her book that someone with the Jekyll and Hyde syndrome seems at times to be two different people. Many people with this syndrome experience radical mood swings, often for no apparent reason. They can seem happy or normal one minute and the next become deeply depressed, angry, critical, or afraid. Often, this involves suddenly getting angry with those who are closest to them. They may fly into a rage and accuse their partners or children of doing something to hurt them when the other people are innocent. Or they may suddenly become critical, finding fault with their loved ones, their co-workers, or anyone who is nearby. She also revealed that sometimes a Jekyll and Hyde's duality shows up in the fact that the person acts radically differently depending on whom he or she is around or often on whether he or she is in a public place or someplace private. Many of them show one face to their friends and the public while showing another to their partners or families. While many JHS tend to be abusive when they

switch over to another personality, others act out dark urges that are completely uncharacteristic of them.

According to the explanation above, the researcher analysing Estella's character by collecting data in the form of screenshot evidence of the part scene related to JHS. From the data obtained, classification and analysis will be carried out according to the type and the causes of JHS. This research uses the book *The Jekyll and Hyde Syndrome* by Beverly Engel as a theory that the researcher used to analyse the data that has been collected. This research used a psychological approach because the analysis focuses on the phenomenon of personality behaviour both consciously and unconsciously that occurs in the character Estella. There are several types of JHS in which when someone changes personality, they will tend to commit violent acts both consciously and unconsciously. Psychological theory is a discussion that describes the phenomenon of human behaviour. According to Rennison (2001, p. 30), Freud had made a systematic study of the idea and certainly no one before Freud had dared to suggest that mental processes were, very largely, unconscious and that the conscious, rational mind was only the tip of an iceberg, a small island of self-awareness in the great ocean of the unconscious. The unconscious was the result of repression and what was repressed were all those thoughts, desires, and feelings that the conscious self-found is unacceptable.

Sigmund Freud was one of the great psychological leaders and theorists in history. His theories involved many things including psychoanalysis, dreams, emotions, and personality. According to Walinga (2014), Sigmund Freud divided human consciousness into three levels of awareness: the *conscious*, *preconscious*, and *unconscious*. The conscious mind is "aware" of all the thoughts, feelings, and

sensations that we are aware of at this particular moment representing the conscious level. The preconscious mind "partially aware" holds thoughts and memories not in one's current awareness but can easily be retrieved (childhood memories, phone numbers, etc). unconscious mind "unaware" a region of the mind that includes unacceptable thoughts, wishes, feelings, and memories. Not aware of these thoughts, wishes, etc. They exert great influence over our conscious thought and behaviour.

There are some previous studies on this, such as Romzan Dwi Cahya, Prayudias Margawati (2019) in their journal entitled Dualism In *The Strange Case of Dr. Jekyll and Mr. Hyde* By Robert Stevenson: A Demolition of Alter focuses on the main character has two personalities. He can be Dr. Jekyll who is smart and kind or he can be Mr. Hyde who is cruel. This multiple personality disorder has bad impacts on the character. The second is Fiona Asmara (2019) in her thesis entitled An Analysis of Multiple Personality Disorder of Characterization in *Split* Movie. This focuses on analysing the psychological conflicts and types of personalities of the main character in *Split* movie. The findings of this study were two types of personality conflict found in the movie. The third is Rr. Stephanie Warsita Permatasari (2019) in her thesis entitled Mr. Hyde As Dr. Jekyll's Mechanism In Robert Stevenson's *The Strange Case Of Dr. Jekyll and Mr. Hyde*. This focuses on analysing the defense mechanism which occurs in the character Dr. Jekyll in the novel *The Strange Case of Dr. Jekyll and Mr. Hyde* by Robert Stevenson. The findings of this study were there are three types of defense mechanisms that Jekyll uses: Denial, Rationalization, and Dissociation.

The fourth is Lara Hadžiselimović (2021) in her thesis entitled Exploring The Meaning Of Duality In R. L. Stevenson's *Strange Case of Dr. Jekyll And Mr. Hyde*. This focuses on the notion of duality in the novel strange case of Dr. Jekyll and Mr. Hyde by Robert L Stevenson in terms of the duality theme of the self while taking into consideration the duality of the Victorian society, the concept of the unitary self and gender identity. The last is Puspita Ayu Lestari (2021) in her thesis entitled Multiple Personality Disorder in Shyamalan's *Glass: A Psychoanalytic Perspective*. This focuses on the analysis of multiple personality disorders in the main character of Glass movie, Kevin. The findings of this research are the indicators of Kevin's multiple personality disorder adjusted based on the main character's dialogue or monologue, attitude, appearances and thoughts, and also interaction with other characters.

Based on those explanations, the researcher analysis the multiple personalities experienced by Estella's character in her life. This study focuses on Jekyll and Hyde syndrome types and their causes who suffered from Estella. The researcher also hopes that this research can affect the reader's knowledge and insight about JHS such as the example of one type JHS of the classic. People with this type can create a separate personality and identity such as using a different name with a different fashion style. People with this type can also act differently depending on who they are. Below, an example of the classic is attached that the researcher presents to the reader:



Figure 1.1. 1 *Scenes of Cruella took over Estella's personality*

The picture above shows how Cruella took over Estella's personality and started changing her appearance. The personality and identity side of Cruella in the picture above shows the difference in the way she wears a uniform with a different style from the students around her, different when she is with her stepmother she will wear a neat uniform according to the rules in her school.

B. Limitation of the Study

The researcher limits the research on JHS which includes the types and causes of JHS experienced by Estella. This restriction was done to determine the explanation and discussion in the writing of this research. The researcher centered the restriction on four categories. For the subject of this study, the researcher focused on the character Estella because she is the only main character who experiences multiple personalities in the movie *Cruella*. Then, the researcher also used the movie *Cruella* as an object in this study because this movie is one of the Disney movies that represents the topic of multiple personality which is very related to JHS. In this study, the researcher used the book *The Jekyll and Hyde Syndrome* (2007) by Beverly Engel as a theory that the researcher used in this study. In the book there is an explanation of the theory that can help the researcher to answer and

solve the problems raised by the researcher regarding JHS. Finally, the researcher use psychology as an approach in this study because there is a connection with personality behaviour in the main character related to JHS from the subject that researchers choose, namely Estella.

C. Formulation of the Problem

Based on the limitation above, the researcher formulates the research problem as follows:

1. What are the types of the Jekyll and Hyde syndrome suffered by Estella?
2. What are the causes of the Jekyll and Hyde syndrome suffered by Estella?

D. Objectives of the Study

From the formulation of the problem above, the researcher formulates the objective of the study as follows:

1. To explain the types of the Jekyll and Hyde syndrome suffered by Estella.
2. To explain the causes of the Jekyll and Hyde syndrome suffered by Estella.

E. Benefits of the Study

Hacker (2006) asserted that there are two kinds of significance. First, the theoretical or academic significance which accommodates the knowledge and second, practical significance which deals with the importance of study to worldwide use and further analysis. For writing a study there must be benefits that can be obtained when reading the research. Based on the objective of the study above, the researcher surely has some certain aims to be given academically and theoretically.

1. Theoretical Benefits

The theoretical benefit of this research is to provide explanations and more information about one of the multiple personality syndromes, namely Jekyll and Hyde syndrome suffered by Estella's character and also to broaden the horizons of the researcher to find out more about Jekyll and Hyde syndrome. The researcher also wants to donate a source material for English literature students about Jekyll and Hyde syndrome.

2. Practical benefits

The practical benefit of this research is that it can add insight to readers and know more about multiple personalities called Jekyll and Hyde syndrome. In addition, readers can also find out the various types and causes of Jekyll and Hyde syndrome suffered by the subject Estella's character in this study as well as people in real life. The researcher also hope that readers can also find out or understand further that there are people around readers who fall into the category of Jekyll and Hyde Syndrome.

F. Definition of the Key Terms

1. Jekyll and Hyde syndrome

According to Engel (2007) Someone with the Jekyll and Hyde syndrome seems at to be two different people. Many people with this syndrome experience radical mood swings, often for no apparent reason. Many of them show one face to their friends and the public while showing another to their partners or families.

2. Multiple Personality Disorder

Multiple personality disorder shows a lot of difference comparing to other mental disorders such as the individual having the characters of two or more

identities and also the personality states have completely over-power the person behavior (Ramana,2021).

3. Psychological Approach

The famed psychoanalyst Sigmund Freud believed that behaviour and personality were derived from the constant and unique interaction of conflicting psychological forces that operate at three different levels of awareness: the preconscious, conscious, and unconscious (Cherry, 2020).

CHAPTER II

LITERATURE REVIEW

A. Theoretical Background

1. Psychological Approach

Sigmund Freud was born on the 6th May 1856 in the small country town of Freiberg, then part of the Austro-Hungarian Empire, now the Moravian town of Příbor in the Czech Republic. He is one of the great psychological leaders and theorists in history. His theories involved many things including psychoanalysis, dreams, emotions, and personality. According to Rennison (2001, p. 30) Freud had made a systematic study of the idea and certainly no one before Freud had dared to suggest that mental processes were, very largely, unconscious and that the conscious, rational mind was only the tip of an iceberg, a small island of self-awareness in the great ocean of the unconscious. The unconscious was the result of repression and what were repressed were all those thoughts, desires and feelings which the conscious self-found unacceptable.

Cherry (2020) states that The famed psychoanalyst Sigmund Freud believed that behaviour and personality were derived from the constant and unique interaction of conflicting psychological forces that operate at three different levels of awareness: the preconscious, conscious, and unconscious. He believed that each of these parts of the mind plays an important role in influencing behaviour. Sigmund Freud described three levels of awareness: Conscious, Preconscious, and Unconscious. The conscious level is all the things we are aware of including what we know about ourselves and our surroundings.

The preconscious are things that we can pay conscious attention to if we want to where there are memories stored for easy recall. The unconscious consists of things that are beyond conscious awareness, including memories, thoughts, and urges that we are not aware of. The conscious mind contains all the thoughts, memories, feelings, and desires that we are aware of at any given time. It is the aspect of the mental process that we can think and talk about rationally. It also includes our memories, which are not always part of consciousness but can be easily retrieved and brought into consciousness. The preconscious mind is a repository of feelings, thoughts, impulses, and memories outside of our awareness. The unconscious mind contains unacceptable or unpleasant content, such as feelings of pain, anxiety, or conflict. According to Sigmund Freud, our unconscious thoughts and emotions continue to influence our behaviour, even when we are not aware of the underlying influence.

The unconscious includes repressed feelings, hidden memories, habits, thoughts, desires and reactions. Memories and emotions that are too painful, embarrassing, disturbing, or intrusive to process consciously are stored in a large reservoir that makes up the unconscious mind. This approach helps in understanding personality behaviour, how people act, and how people think and feel.

2. Multiple Personality

Multiple personality disorder (MPD) is a personality disorder that exhibits many differences compared to other mental disorders, such as an individual having sides of characters from two or more identities and also personality conditions that can control the person's behaviour. According to Ramana (2021) Multiple

personality disorder is known as the complex psychological condition that is likely caused by many factors such as stress, trauma and abuse. The multiple personality disorder can sometimes be the factors of stress being faced by the individual during their childhood. He also revealed Around 99 % of an individual has been facing the multiple personality disorder is linked to their personal histories of traumas, recurring, overpowering and also life-threatening disturbance from their childhood. Each side of the character possessed by someone with MPD will show different fashion styles, gestures, and ways of speaking. An individual who experiences behaviour changes can be very frightening because sometimes the person's behaviour can show the characteristics of a violent person. Switching sides of a person with MPD can happen in a matter of seconds to minutes.

Some people with MPD have tendency to be violent towards both themselves and their social environment. For example, people with MPD will engage in activities that they would not normally do such as driving at full speed, stealing money, and committing criminal acts. An individual experiencing MPD will have an experience with their life based on the psychological changes that occur in them such as examples of identity change. A person who experiences MPD is often able to change their identity and side of their personality. Each of these identities and sides of personality have very different character traits and characteristics. Often when someone with MPD changes their identity and side of personality they will act and look very different when they are with their family and around the general public. Usually a person with MPD is able to consciously control the changing activities of their identity and personality.

3. The Jekyll and Hyde Syndrome

Someone with the Jekyll and Hyde syndrome seems at times to be two different people. Many people with this syndrome experience radical mood swings, often for no apparent reason. They can seem happy or normal one minute and the next become deeply depressed, angry, critical, or afraid (Engel, 2007, p.9-10). A person experiencing JHS often involves sudden anger towards their social surroundings such as family and friends. Usually people with JHS syndrome will get angry and accuse the people around them, both family and friends, of doing something that hurts them, even though the people around them are completely innocent. They may also unexpectedly become very critical, finding fault with their loved ones, their coworkers, or anyone who is near them. Some people with JHS in fact lead double lives with traits and behaviors from each side of their personality. Some people with JHS usually deliberately deceive people in their surroundings by behaving very normal in public because they know that their true side of personality would not be acceptable to others.

Sometimes a Jekyll and Hyde's duality shows up in the fact that the person acts radically different depending on whom he or she is around or often on whether he or she is in a public place or someplace private (Engel, 2007, p.11). An individual with JHS often shows one side of their personality and dresses differently to the public such as where they work or in public environments such as in the city, while showing the other side of their personality to their friends and family. Many individuals with JHS tend to be very rude when they switch to the other side of their personality, acting with dark impulses that are completely out of character for them when in public settings.

In the movie *Cruella*, the character Estella experiences a multiple personality called The Jekyll and Hyde Syndrome. This can make Estella have different identities and sides of her personality. There are two sides of personality, Estella and Cruella. When she is in the identity and personality side as an Estella, she tends to be very good at lying to the people around her and is regularly manipulative. In contrast, Cruella's personality tends to be very cruel, cunning, and brutal towards the people around her.

Based on Beverly Engel's book, the researcher used the seven types of JHS and the four causes of a person experiencing JHS as the answer to the problem formulation in this study. The types of JHS used by researchers are as follows: the abusive, the unpredictable, the classic, the addict, the imposter, the all bad/good person, and Changes Dramatically. Then the four causes of a person experiencing JHS are as follows: Internal Conflict, Childhood Abuse, Post-Traumatic Stress Disorder, and Personality Disorder.

a. Seven types of the Jekyll and Hyde Syndrome

1. The Abusive

An individual with this type of JHS can be loving and charming one minute and abusive the next. Most often the abusive behaviour takes the form of criticism, insults, and physical violence. While the behaviour of most types of Jekyll and Hyde can be defined as some form of emotional abuse, abusive Jekyll and Hyde are distinguished by personality changes that tend to manifest in abusive behaviour toward others, usually toward people who are closest to them (Engel, 2007, p.33). Their abusive behaviour and actions are often intentional. The average abusive JHS

has an investment in looking good in public because they can rationalize their behaviour and assuage any feelings of guilt they may have, as well as justify their abusive actions. The abusive JHS can act pleasant and relaxed in public in a deliberate attempt to appease people. The abusive JHS is just repeating the same cycle of abusive behaviour. Another reason why abusive JHS cannot stay in their nice personalities is because when they are nice to the people around them, they think negative things about them and look at them critically and add up the faults and shortcomings of the people around them.

2. The Unpredictable

This type of individual tends to be very sensitive because we never know if something we say or do will upset him or her. The unpredictable JHS can suddenly become quiet, depressed, and sullen. According to Engel (2007, p.38) all Jekyll and Hyde can be unpredictable, but this type of Jekyll and Hyde is highly unpredictable on an hour-by-hour and even moment-to-moment basis. Often an individual with this type of JHS for no apparent reason can become very upset and may start arguing, stop talking, and explode with anger at those around them. The cause of such behaviour is often based on the fact that the individual is triggered by something or someone. Triggered means that something reminds the person of an unpleasant, hurtful, or even abusive event they experienced. An individual with this type may act perfectly normal in most situations, but when reminded of the previous trauma he or she will change radically, often taking on a completely different side of the personality. Often, the individual is not aware of what triggered the behaviour nor is anyone else witnessing the metamorphosis.

3. The Classic

An individual with this type has one side of their personality type around their family and a completely different side when away from them. This person has two distinct personalities and may have gone so far as to create two separate lives (Engel, 2007, p.41). Some people with this type of JHS have created separate identities including using different names. This type includes super nice people who have denied their darker urges and impulses to the point that they explode unexpectedly. Similar to the classic story of *The Strange Case of Dr. Jekyll and Mr. Hyde*, where an honorable man hides the same dark side of his personality, this person creates a completely different personality to show their darker urges while maintaining them. Like the abusive JHS, the classic JHS can be different depending on who they are. Often, they have a public persona while behaving very differently around their family.

4. The Addict

Just like the story of Dr. Jekyll whose transformation happened after he took the elixir he created in the lab, this type of radical change happens when the person is under the influence of alcohol, drugs, gambling, and so on. Addicted Jekyll and Hyde change radically whenever they drink alcohol, take drugs, or engage in other addictive behaviour, such as compulsive gambling (Engel, 2007, p.43). The addict JHS changes radically whenever an individual drinks alcohol, uses drugs, and other addictive behaviour. Often the individual has little to no memory of how they treated others while under the influence of alcohol and drugs. Most people will change after they have had one or two alcoholic drinks. This is because alcohol

relaxes us and lowers our inhibitions. For certain people alcohol acts like a truth serum which causes them to share their feelings or information.

5. The Imposter

An individual with this type of JHS deliberately fools the people around them into thinking that they are something they are not. They regularly lie, manipulate and fool others. Unlike the other JHS types, the imposter actually aims to fool the people around them. He or she may have found that their true self is unacceptable to others so he or she creates an alternative persona to gain more acceptance and support from others around them. According to Engel (2007, p.47) imposters may have discovered that their real selves are not acceptable to others or to society, so they create alternative personas to garner more acceptance and support from others. An individual with this type may deliberately take on a charming personality to fool others. He can be charming, persuasive, and manipulative. This type of JHS is often very good at speaking to others and it is no wonder that many others are persuaded by every word spoken.

6. The All Bad/Good Person

People with this type of JHS tend to view people as "all good" or "all bad". When he views someone as "all bad" he cannot see any redeeming qualities in the person and feels justified in treating him badly. Jekyll and Hyde in this category change dramatically depending on their opinion of you at any given time (Engel, 2007, p.49). If we or others make a mistake around them or say something that upsets them, they may put us or others on "all bad" and treat us or others very badly.

7. Changes Dramatically

According to Engel (2007, p.50) If you do as these Jekyll and Hyde wish, they can be considerate and appreciative. An individual with this type of JHS can be thoughtful and fun as long as things go his way as long as he is in control. But if we don't do what he wants and challenge him in any way, we will see a completely different person. He will become defensive, insulting, and cruel. If we do what he wants then he can be caring and appreciative. But on the other hand if we don't do what they ask and we boldly challenge and question them, they will show a completely different personality. Often this type of JHS is just a controlling person who insists that everything goes their way.

b. The Causes of the Jekyll And Hyde Syndrome

People with JHS are often very conflicted human beings. The conflict is related to the parents' process of raising the person in a very religious way or even controlling them with punishment because of the person's very bad behaviour. JHS tends to develop a dark side or a big shadow that holds back all their repressed emotions and desires. This dark side can literally take over a person, causing the person to create a separate entity that is free to carry out his or her hidden desires. According to Engel (2007, p.53) Overall, however, and notwithstanding other biological or psychological problems that may cause or mimic this syndrome, the Jekyll and Hyde syndrome is essentially caused by an internal conflict. In many cases, people with JHS have sudden "attacks" that cause them to temporarily change their personality. Those who have been emotionally, physically or sexually abused in childhood often experience radical mood swings caused by someone or

something triggering memories of the abuse. These sudden attacks can also be caused by alcohol or drugs, or they can be the result of emotional disorders, such as borderline personality disorder or narcissistic personality disorder. People who have borderline personality disorder tend to be intense, unpredictable and sometimes unstable. Narcissistic individuals often experience radical changes in their personality whenever anyone doubts, challenges or confronts them. Below is an explanation of the four causes of The Jekyll and Hyde syndrome:

1. Internal Conflict

Another conflict experienced by many people with JHS centers on the concepts of "good" and "bad" (Engel, 2007, p.58). People with JHS syndrome tend to be preoccupied with good and bad, and they tend to see everything in terms of good or bad, a person is good or bad, an activity is good or bad. They also tend to see everything in terms of black or white, all or nothing. Some people with JHS are very moral, with strong opinions about what is right or wrong. They may be very rule-abiding, insisting that rules must be followed to the letter, or they may be very focused on the concept of "sin". Another internal conflict common to many people is the problem with our self-concept. Our self-concept is our subjective perception of who we are and what we are like. Self-concepts are learned from our interactions with others. Finally, we reach the most significant internal conflict of all: the conflict between our ego and Shadow. In a broad sense, JHS syndrome is caused by a person trying to deny their dark side or Shadow. As mentioned earlier, our Shadow is an aspect of ourselves that we have suppressed or denied because we believe that it is unacceptable to those around us. In order for us to adapt and be part of society, each of us must create an ego.

The development of the ego depends on our ability to suppress what is wrong or bad in us, while we identify ourselves with what is considered good by our parents, siblings, caregivers, and other important sources of love and support. The shadow, or dark side, is a natural outcome of the ego formation process. Due to the always one-sided nature of ego development, the neglected, rejected, and unacceptable qualities in a person accumulate in the subconscious psyche and take form as the lower personality, the personal Shadow.

2. Childhood Abuse

Childhood abuse or neglect is also a common experience among JHS. According to Engel (2007, p.65) The experience of childhood abuse, neglect, or both helps to create the Jekyll and Hyde syndrome in several ways. Those who were abused or neglected actually make up the majority of JHS as this category includes all those with post-traumatic stress disorder, those with personality disorders, and those whose mood swings cause them to be abusive to others. There are also other reasons why people who have been abused or neglected experience JHS. Those who are traumatized are often triggered when something in their current environment reminds them of something from their past. This explains why some people suddenly become depressed and withdrawn or suddenly lose control for no apparent reason. It can also explain why some people become violent towards themselves.

3. Post-Traumatic Stress Disorder

People suffering from PTSD often relive their experiences through nightmares and flashbacks, have difficulty sleeping, and feel detached and alienated. These symptoms can be severe enough and last long enough to interfere with the sufferer's

daily life. Many people with PTSD turn to alcohol or drugs in an attempt to escape their symptoms (Engel, 2007, p.39). PTSD is complicated by the fact that it often occurs with related disorders such as depression, substance abuse, and memory and cognition problems. The disorder is further associated with impaired ability to function in social and family life, which includes inability to work, marital and divorce problems, family disputes, and parenting difficulties.

4. Personality Disorder

A personality disorder is an exaggerated version of a personality trait. To be classified as a personality disorder, the person's behaviour must be so pervasive that it causes distress, both to the individual with the disorder and to those who interact with them. Personality disorders differ from mental illnesses in that they cannot be treated simply by using drugs to address brain chemical imbalances. Unfortunately, the behaviours and traits that define personality disorders are embedded in a person's personality. Some of these behaviours have been learned at a very young age as protection against hurt feelings (known as defense mechanisms). The three personality disorders most commonly associated with someone who appears to have multiple personalities are borderline personality disorder, narcissistic personality disorder and antisocial personality disorder (people with borderline personality disorder are also referred to as sociopaths).

a. Borderline Personality Disorder

An individual with BPD is often diagnosed as antisocial due to aggressive and violent behaviour and therefore tends to enter the justice system rather than the mental health system. Those with BPD are often deeply conflicted. Many of them are always fighting inside their heads about their feelings for someone. One day

they may love you and think that you are the greatest thing that ever happened to them, and the next day they may hate you and want you out of their lives. The main reason for this vacillation is that people with this disorder have a fear of abandonment and a fear of being swallowed up. When the fear of abandonment is triggered, these people can become critical and angry, finding fault in everything you do. While depression and suicidal feelings are common, they are not always present. Common to most people with BPD are volatility, impulsivity, self-destructiveness, and fear of abandonment.

b. Narcissistic Personality Disorder

Narcissism has not received as much attention as other psychological disorders, yet it is often the cause of abusive behaviour and JHS behaviour as well as the core problem of many people suffering from addiction. In fact, it has been called the most hidden disorder of our time. Most people think that narcissistic individuals are those who have very high self-esteem and think too highly of themselves. Narcissistic people seem to be the ones who have all the talent, wealth, beauty, health, and power, and think they know what they want and how to get it. Narcissistic individuals are actually more-needy than most people. Admitting that they are needy or recognizing that a person or relationship is important to them will make them confront feelings of deprivation. This, in turn, will create an unbearable emptiness, jealousy, and anger within them. To prevent this from happening, narcissists must find ways to fulfil their needs without acknowledging their needs or the person who fulfils their needs.

c. Antisocial Personality Disorder

Someone with antisocial personality disorder, commonly referred to as a "sociopath", has a very different psychological makeup than most people. The concept of right or wrong is unknown to sociopaths. Neither is the concept of being responsible for their actions. A sociopath has no conscience. It is not that sociopaths fail to understand the difference between good and bad, right and wrong, but the difference does not limit their behaviour. Sociopaths are also good con artists and often create other personalities or identities to escape their vices, romantic indiscretions, or illegal activities. Because sociopaths are often seen as two different people, they can easily be mistaken for someone with JHS.

B. *Cruella* (2021)

Cruella is a comedy movie that can be considered quite criminal and vandalism. This movie is an adaptation of the movie "The Hundred and One Dalmatians" directed by Craig Gillespie. The script was written by Dana Fox and Tony McNamara, while the story was written by Aline Brosh McKenna, Kelly Marcel and Steve Zissis based on the book *The Hundred and One Dalmatians*. The movie stars Emma Stone, Emma Thompson, Paul Walter Hauser, Joel Fry, Emily Beecham, Kirby Howell-Baptiste, and Mark Strong. The movie is set in 1970s London in the midst of the punk rock revolution, there is a young con artist named Estella, a smart and creative girl determined to achieve success through her fashion designs. She befriends a pair of young thieves who admire her penchant for making trouble, and together they build a life of their own on the streets of London. One day, Estella's talent catches the eye of Baroness von Hellman, an elegant and classy fashion legend. However, their meeting sets off a series of events and surprises that will see

Estella embrace her wicked side and become the ruthless, fashionable and vengeful Cruella.

The movie *Cruella* is one of the works under Disney. As many people know about Disney, the movies are about romance, happy endings, cartoons, and princesses. However, this is different from this Cruella movie which is more inclined towards crime and vandalism. Of course, this is very interesting because Disney dares to release a movie that is completely different from the way people perceive the films under Disney. In addition, usually Disney movies can always be enjoyed by the public, especially children aged 7-12 years. Unlike this movie, the target consumers tend to be teenagers to adults (17+) because in this movie there are several scenes that are not suitable for consumption by children.

C. Previous Studies

To support this research to get the best results, there are some previous studies related to this research, such as: Asmara (2019). An Analysis Of Multiple Personality Disorder Of Characterization In *Split* Movie. Fiona emphasized that the purpose of her research was to find out the conflicts with and types of each personality possessed by the main characters in the *Split* movie, to find out the types of conflicts used by the main characters in the film Error and the purpose of this study is to describe the types of conflicts and describe their causes. The findings of the study were two types of personality conflicts found in the movie. They are external conflict and internal conflict with the number of occurrences, namely external conflict is 0 because there is no external conflict in this film, internal conflict which is divided into 3 parts, namely Trauma is 3, Anxiety is 5, Depression is 3. And the types of personality found in the main character of the *Split* movie are

humans with extroverted types totaling 4, humans with introverted types which are divided into 4 parts, namely thinking is 3, feeling is 3, feeling is 3, and intuition is 3. In this thesis, Fiona focuses on analysing some of the personality disorders of the main characters in the *Split* movie. As he researcher, Fiona took a psychological focus on the topic of Multiple Personality Disorder. It has been portrayed in many movies over the decades.

The second is Dwi Romzan, Margawati. (2019). Dualism in The Strange Case of Dr. Jekyll and Mr. Hyde by Robert Stevenson: A Demolition of Alter. Cahya and prayudias emphasize that the main character in The Strange Case of Dr. Jekyll and Mr. Hyde is one person, Henry Jekyll, who has two personalities. He can be the intelligent and kind Dr. Jekyll or the cruel Mr. Hyde. This multiple personality disorder has a devastating impact on his character. His idea of the dual nature of human beings was not supported by his colleagues, and they even denied it. This made his relationship with his fellow scientist poor. His multiple personality disorder also led to his mental illness as he was willing to commit physical violence like that of Mr. Hyde in order to maintain his reputation as Dr. Hyde. In the end, his multiple personality disorder led to his death.

As stated in the novel, he committed suicide to eliminate Mr. Hyde. These impacts confirm that multiple personality disorder leads to a psychologically and physically messy life. Dwi romzan and Margawati also concluded in their article that things got worse when Dr. Jekyll started to lose control over Mr. Hyde, so he tried to make more formulas that turned him back into Dr. Jekyll again. When Mr. Hyde took over and got stronger, he decided to lock himself up in the laboratory. Eventually, Dr. Jekyll realizes that he will turn into Mr. Hyde permanently so he decides to kill

himself before Mr. Hyde controls him forever. His multiple personality disorder also caused him to have a psychiatric disorder as he was willing to commit physical violence. In addition, his multiple personality disorder also led him to death. As stated in the novel, he commits suicide to eliminate Mr. Hyde. These effects confirm that multiple personality disorder leads to a psychologically and physically messy life.

The third is Warsita Permatasari (2019) in her thesis entitled *Mr. Hyde As Dr. Jekyll's Mechanism In Robert Stevenson's The Strange Case Of Dr. Jekyll and Mr. Hyde*. Warsita permatasari emphasized that the purpose of her research was to analyze the defense mechanism that occurs in the character of Dr. Jekyll in a novel *The Strange Case of Dr. Jekyll and Mr. Hyde*. In the novel, the main character is obsessed with separating the good and bad sides of human nature. In her research, Warsita Permatasari used a psychoanalytic approach to answer the three questions that had been formulated. In this thesis, there are three main objectives in her research. The first objective is to describe the characteristics of the main character, Dr. Jekyll. The second objective is to identify the characteristics of Mr. Hyde as the other side of Dr. Jekyll's personality. The third objective is to analyze how and what type of defense mechanisms occur in Dr. Jekyll's case.

Based on these three main objectives, Warsita Permatasari applied the literature research method. First, she focused on using *The Strange Case of Dr. Jekyll and Mr. Hyde* as the object of her research. Then, She only focused on the three main questions of the problem formulation and used psychoanalytic theory as a guide. Finally, the researcher uses several theories to further analyze the problem formulation. In this study, Warsita Permatasari used the theory of character and

characterization, multiple personality disorder, id, ego, and super ego, and finally the theory that discusses defense mechanisms. Based on the analysis done by warsita permatasari, she concludes that Dr. Jekyll is a perfectionist, handsome, and wealthy middle-aged man who is respected by everyone in the neighborhood. Dr. Jekyll is a hypocrite because he wants to be seen as a perfect man in the eyes of society. Meanwhile, Mr. Hyde is someone who is very disliked by the people around him. He has very ugly physical features. He has a short body and an untidy appearance. He is also very evil and cruel. She also added that there are three types of defense mechanisms that Dr. Jekyll uses. The first is denial which he uses to reject societal values that make him uncomfortable. Then, rationalization which is an excuse to make her mistakes acceptable. Lastly, dissociation which uses another character (Mr. Hyde) to help him overcome problems that he cannot face.

The fourth is Hadžiselimović (2021) in her thesis entitled Exploring The Meaning Of Duality In R. L. Stevenson's *Strange Case Of Dr. Jekyll And Mr. Hyde*. Lara emphasizes that in her thesis will provide an analysis of the different meanings and interpretations of duality in the novel *Strange Case of Dr. Jekyll and Mr. Hyde* (1886) by Robert Louis Stevenson. In her thesis, Hadžiselimović focuses on the idea of duality and how it is portrayed in the novel itself, looking at its place in the wider Victorian social context. The concept of social class has always been an important aspect of British society, especially in the 19th century, where it affected several aspects of a person's life. These influences range from the way people dress, carry themselves, communicate, the opinions and beliefs they hold, where and with whom they associate, and so on. She also emphasized that her thesis will discuss the idea of duality in Robert L. Stevenson's *Strange Case of Dr. Jekyll and Mr.*

Hyde in terms of the theme of self-duality, taking into consideration the duality of Victorian society, the concept of unity of self and gender identity. This duality of Victorian society will be analysed with reference to the standards of the time which were not only hypocritical and allowed men to lead double lives but also seemed to promote such a lifestyle.

Furthermore, this research will argue that middle-class Victorians, like Jekyll, could not help but separate their public and private selves in order to satisfy their conflicting desires, to be a respectable public person living according to the norms of Victorian society, and to use their private persona to satisfy their deviant desires. In addition, gender identity will be observed through two notions, namely normative and transgressive gender identities associated with different manifestations of British masculinity. Hadžiselimović concludes that the main aim of this thesis is to offer a reading of Robert L. Stevenson's Gothic novel, *Strange Case of Dr Jekyll and Mr Hyde* in the light of theories that analyse the notion of duality, particularly focusing on how the duality of Victorian society is reflected in the characters of Henry Jekyll and his counterpart, Edward Hyde.

In addition, it discusses how and to what extent this duality of society led to duality in other aspects of life, namely, the development of private and public personalities, each of which follows different rules and standards. Moreover, in the characters of Jekyll and Hyde, duality is manifested not only in the double lives they lead, but also in other aspects, namely their conflicting desires and the different manifestations of the masculine gender encompassed in the unity of the self.

The last is Ayu Lestari (2021) in her thesis entitled Multiple Personality Disorder In Shyamalan's *Glass*: A Psychoanalytic Perspective. Ayu Lestari explained that the purpose of her research was to identify multiple personality disorder (MPD) in the main character of M Night Shyamalan's *Glass*. In this study, Ayu Lestari used a psychoanalytic perspective to conduct the analysis. Ayu Lestari emphasized that her research aims to identify what are the indicators of multiple personality disorder depicted in the film glass.

Then, how multiple personality disorder is depicted in the movie *Glass*. Lastly, why M Night Shyamalan specifically discusses multiple personality disorder in the movie glass. In this research, Ayu Lestari used qualitative research methods. This research data consists of two categories, namely primary data and secondary data. Primary data is taken from the movie glass by M Night Shyamalan using scripts and images. While secondary data is obtained through other sources such as literature books, previous research, articles, journals, the internet, and others related to multiple personality disorder. The results of this study are indicators of Kevin's multiple personality disorder that are adjusted based on the main character's dialog or monologue, attitude, appearance and thoughts, as well as interactions with other characters. The depiction of Kevin's multiple personality disorder comes from influencing and affecting the characters, settings, events or plots, and styles associated with Glass.

Shyamalan's reason for tackling Multiple Personality Disorder through Glass is from his research and wanting to create multiple personality characters into his works. From the previous studies that have been mentioned, the researcher can conclude the differences between what has been read and taken from these texts

and this study. First, there are two types of personality conflicts that appear in the movie *Split* which refers to the level of their roles in the movie. Second, the main character in the novel *The Strange Case of Dr. Jekyll and Mr. Hyde* is one person, Henry Jekyll, who has two personalities. He can be the intelligent and kind Dr. Jekyll or the cruel Mr. Hyde.

The gap between previous research and this research is that this research used a movie with the title *Cruella* (2021) as the object and the main character, Estella, as the subject in this research. The purpose of this study is to analyze the seven types and four causes of The Jekyll And Hyde Syndrome experienced by the character Estella in the movie *Cruella* (2021). The seven types are the abusive, the unpredictable, the classic, the addict, the imposter, the all bad/good person, and the dramatical changes. Not only that, there are four causes of the Jekyll and Hyde syndrome including internal conflict, childhood abuse, post-traumatic stress disorder, and personality disorder. This study also used a psychological approach as an addition to the researcher's analysis.

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

To conduct the research, research design is well needed. According to Creswell (2009:3) states that research design refers to some ways to integrate different component of research project in cohesive way to ensure the researcher able to answer any initial questions. This research used qualitative research to help and support the researcher to observe this research. Qualitative research is used to explore and understand about an individual meaning of a social problem. In the process, qualitative research commonly uses languages, photographs or observation. Generally, the purpose of qualitative research is to describe about social activities, beliefs, thought of individual, and personality. This research focus on multiple personality named the Jekyll and Hyde syndrome that embrace by Estella. This approach suits best to the research because qualitative research throws light on everything beyond personality, identity, beliefs and thought. The researcher collected the data that are suitable to the theories, and classify the data.

B. Data and Data Sources

Data is everything including seen or done by the researcher in the time of data collecting activity. Data source is a research in the form of words or acts of observed or interviewed things, pictures and documents (Moleong, 2007). In this study, the researcher used the movie *Cruella* as data sources. All data used in this research are scenes, dialogues, and utterances. In this study, the researcher collected data by watching the movie and looking for dialogues, utterances, and capturing some

scenes that show and relate to the types and causes of JHS. After finding the dialogues, utterances, and capturing the scene, the researcher classifies it whether the data that the researcher has found is included in the data category or not. The data source in this research is a movie with the title *Cruella* (a movie released in 2021), and the data from this research are dialogs and screenshots contained in the movie *Cruella*. Secondary data sources used to support this research are books, journals, articles, and also five previous studies related to this research to complement the content and interpretation of primary data sources. The researcher chose to take the dialog and screenshots in the movie *Cruella* to be the final data.

C. Research Instruments

According to Arikunto (2006) a good instrument must be free from bias, and contains clear directions. Instruments are tools or facilities used by research in collecting data so that their work is easier and the results are better, so they are easy to process. One of the characteristics of qualitative research is that the researcher acts as an instrument as well as a data collector. Therefore, in qualitative research, the presence of the researcher is an obligation, because the researcher must be in direct contact with the object to be studied in the research. In conducting this research, the researcher has several instruments to facilitate the research process regarding multiple personalities in the movie *Cruella*. Research instruments are tools used to collect, measure, analyse the data related to the subject, it can be a test, survey, scale, questionnaire, observation, document analysis, or even a checklist. It is used to achieve the goals that have been set in carrying out the research study.

The instruments used to facilitate and support the researcher are pens, laptops, the internet, and books. These tools have their respective uses. Here, the researcher

need to find data sources to be able to classify data based on selected theories. After the data source is found, the researcher starts to know the characteristics of the theories mentioned to explore their correlation with the data source, then the researcher must sort them into divided types. After all the data classification is wrapped up, the researcher makes conclusions and research results.

D. Data Collection Techniques

Divided the steps of data collection in qualitative research into three stages, such as: a. Setting boundaries for study, b. To collect information from observations, interviews, documents, and document materials, and c. Recording information for the protocol establishment (Creswell, 1994, p.98). Furthermore, the researcher took several steps to collect data. This data collection technique method is very important because it can make it easier for the researcher to find or collect data in the movie *Cruella*. The following are some of the steps that researchers took to collect the data: First, the researcher are looking for a movie where the main character in the movie has multiple personalities. The researcher found the movie *Cruella* which the researcher used as the object that the researcher chose to study in this research.

The Researcher also found previous studies that discuss multiple personalities that have helped the researcher to understand more about multiple personalities. Second, the researcher looked for theories related to the multiple personalities experienced by the main character in the movie *Cruella*. The researcher found a theory book from Beverly Engel entitled "The Jekyll and Hyde syndrome". The researcher used this book as a theoretical basis to analysis the multiple personalities experienced by the main character in the movie *Cruella*. Third, the researcher wrote and understood more about the types and causes of JHS. After that, the researcher

directly searched for data in the form of dialog and screenshots of several scenes that showed the type of JHS multiple personality in the movie *Cruella*. Fourth, the researchers made a table to place all the data that researchers had obtained in the movie *Cruella*. By making this table, it can help the researcher in analysing the data that has been obtained. Then the data will be numbered and decoded as follows:

Collect Data

Subject: Cruella

Source of Data: Cruella Movie

RQs: What are the types of the Jekyll and Hyde syndrome suffered by Estella?

7 Types of The Jekyll and Hyde Syndrome:

- The Abusive (TAB)
- The Unpredictable (TU)
- The Classic (TC)
- The Addict (TAD)
- The Imposter (TI)
- The All Bad/Good Person (TABG)
- Changes Dramatically (CD)

RQs: What are the causes of the Jekyll and Hyde syndrome suffered by Estella?

The causes of Jekyll and Hyde Syndrome:

- Internal Conflict (IC)
- Childhood Abuse (CA)
- Post-Traumatic Stress Disorder (PTSD)
- Personality Disorder (PD)

E. Data Analysis Techniques

After all the data is collected, the researcher then analysing the data based on the theoretical basis that the researcher used, the researcher used the theory of The

Jekyll and Hyde Syndrome by Beverly Engel. Data analysis starts from the formulation and description of the problem. To present data that is easier to understand, the researcher used Spradley's statement regarding techniques in analysing the data. He divided it into four types, such as:

1. Domain

Domain is a technique where the researchers can categorize and distinguish whether the data that researchers have obtained is included in the data and non-data. The domain analysis technique focuses on something that is comprehensive and general, so the researcher needs a deepening to find what is sought according to the field discussed and analysed. This analysis is very broad and needs to be narrowed down into the research domain to get in depth conclusions.

2. Taxonomy

Basically, taxonomy analysis can be said to be an analysis of all the data collected based on a predetermined domain. The results can be made in the form of table, box diagrams, line diagrams, and nodes. All data is classified based on the problem statement, here the researcher uses a theoretical basis to analyse the data, namely the theory of The Jekyll and Hyde syndrome by Beverly Engel. Bellow the example of taxonomy table:

Table 3. 1Taxonomy Table

Data Coding Table			
No.	Code	Actions	Scene and Dialogue

3. Componential

Component analysis includes the whole process of finding contrasting dimensions, putting this information into a chart called a paradigm chart and then verifying the accuracy of the analysis through further data collection. As a researcher, I had to create a table to visualize the data that I had obtained. Below is an example of a componential table:

Figure 3.5. 1 Componential Table

Componential Table																															
Subject	T A B				T U			T C				T A D				T I			T A B G				C D								
	I C	C A	P T S D	P D	I C	C A	P T S D	P D	I C	C A	P T S D	P D	I C	C A	P T S D	P D	I C	C A	P T S D	P D	I C	C A	P T S D	P D							
Cruella																															

4. Cultural Theme

Cultural themes focus on classifications that will lean towards certain aspects. This analysis also tries to find relationships within the domains that have been found. The researcher packages the findings, theories, and previous studies. In this study, researchers have found two data domains, namely Lives double Life and Two Faces which researchers found from the results of data analysis using the Spradley method.

F. Data validation Techniques

According to Angen (2000, p.387) states that in interpretive research, validation is “an assessment of the trustworthiness or goodness of the research”. Data

trustworthiness and validation are requirements to ensure that the data that has been obtained in research is relevant and in accordance with the subject and object of research. Here the researcher needs a validator or expert who will validate the researcher's data. In this research, the researchers asked Mr. Muhammad Rizal, M.A. to validate all the data that researchers had found. Validation in qualitative research is an attempt to assess how accurate various findings are. Usually when qualitative researchers look for or find evidence to document codes or themes in various data sources, they have actually done what is called triangulating information and providing validity to the findings of qualitative research. In triangulation, the author used various sources, methods, researchers, and theories to provide corroborating evidence.

CHAPTER IV

FINDINGS AND DISCUSSIONS

A. FINDINGS

This chapter is divided into two parts namely research findings and discussion. The researcher interprets the results of the findings of the researcher's analysis of the types and causes of The Jekyll And Hyde Syndrome experienced by the main character, Estella in the movie *Cruella*. The researcher used the theory of The Jekyll And Hyde Syndrome by Beverly Engel to analyse the data that the researcher has found. This research used a psychological approach by analysing the three levels of awareness (Conscious, Preconscious, and Unconscious) theory by Sigmund Freud. The data of this research is taken from captured pictures from scenes and the transcribed dialogues from scripts, acts, and utterances in the movie *Cruella*.

1. Findings for The Types of The Jekyll And Hyde Syndrome

The researcher identified and categorized the types of The Jekyll And Hyde Syndrome into seven types of categories, namely: the abusive, the unpredictable, the classic, the addict, the imposter, the all bad/good person, and changes dramatically. The researcher has also counted all the data one by one, which the researcher categorized according to the seven types of JHS. In calculating all the data that the researcher has calculated, there are different frequencies of the amount of data from each type of JHS. Below is a table that explains the findings of the types of The Jekyll And Hyde Syndrome in the movie *Cruella*. The researcher reached the following conclusions:

Table 4. 1Types of The Jekyll and Hyde Syndrome

Types of The Jekyll And Hyde Syndrome	Total
The Abusive	11
The Unpredictable	8
The Classic	23
The Addict	2
The Imposter	11
The All Bad/Good Person	2
Changes Dramaticaly	3
Total	60

a. The Abusive

According to Engel (2007, p.33) While the behaviour of most types of Jekyll and Hyde can be defined as some form of emotional abuse, abusive Jekyll and Hyde are distinguished by personality changes that tend to manifest in abusive behaviour toward others, usually toward people who are closest to them. In this movie, several data have been found regarding the types of the abusive suffered by Cruella's character.

The abusive behaviour and actions carried out by Cruella are not only in the form of physical violence, it can be in the form of criticism, insults, and ridicule thrown at the people around her. Abusive behaviour and actions taken by Cruella are often intentional. The average Cruella with her

abusiveness has an investment to look good in public because she can rationalize her abusive behaviour and actions.

Data number 07/TAB/PD/Cruella/00:02:25



Figure 4.1. 1 *Scenes of Cruella fight with her friend in the schoolyard.*

Based on the data above, the researcher identified the type of the abusive shown in the actions taken by Cruella against one of her male friends that took place in the schoolyard. In this case Cruella became emotional and angry because of the rude actions committed by her friend to Cruella, which made Cruella reply to the act by fighting in the school yard. The shouts of "fight, fight, fight" made by Cruella's friends also made her very excited to beat up her friend, it can be seen how violent Cruella's expression and fists in the scene above. Most often the abusive behaviour takes the form of criticism, insults, and physical violence. In Sigmund Freud's psychological the acts Cruella fighting with her friend in the schoolyard is categorized as conscious mind. Cruella consciously feels a very high emotion because of her friend's bullying towards her, which makes Cruella want to take revenge

directly by fighting with her friend in the schoolyard. The conscious mind contains all the thoughts, memories, feelings, and desires that we are aware of at any given time. It is the aspect of the mental process that we can think and talk about rationally.

Data number 01/CD/IC/Estella/00:01:08



Figure 4.1. 2 *Estella says the neat stitching of clothes is ugly.*

Estella : Look !

Estella's stepmother : Well, that's not the pattern, you have to follow the pattern. There's a way of doing things.

Estella : That's ugly !

Estella's stepmother : That's cruel !

In this scene, Estella's stepmother showed her how to cut and stitch clothes neatly and correctly. What her stepmother did made Estella feel upset and angry. An individual with the abusive type can be loving and charming one minute and abusive the next. Most often the abusive behaviour takes the form of criticism, insults, and physical violence (Engel, 2007). Estella felt upset by her stepmother's words about the shape

of the stitching pattern of the clothes so she deliberately said that the neat and correct stitching of her mother's clothes was ugly. Estella's words made her stepmother shocked and reprimanded Estella because what she said was cruel. In Sigmund Freud's psychological all thoughts, feelings and sensations that we are aware of at this moment represent the conscious level. Estella's words to her stepmother are categorized as conscious thoughts. Estella felt upset because of what her mother said about the correct way to sew clothes. This makes Estella think that what her stepmother said was a ugly thing.

b. The Unpredictable

According to Engel (2007, p.38) all Jekyll and Hyde can be unpredictable, but this type of Jekyll and Hyde is highly unpredictable on an hour by hour and even moment to moment basis. Often an individual with this type of JHS for no apparent reason can become very upset and may start arguing, stop talking, and explode with anger at those around them. Cruella with this type is very sensitive, others never know if something they say or do will upset her. She suddenly becomes quiet, depressed, sullen, and full of anger. Usually for no apparent reason, someone with this type becomes so upset and angry that they argue with the people around them. Not only that, they can also suddenly stop talking to people around them and even explode with their own anger. The cause of such behaviour is often based on the fact that the individual is triggered by something or someone. When reminded of a trauma or their past, this type of person will change radically.



Figure 4.1. 3 *Scenes of Estella has a plan to steal a necklace.*

Estella : Then, all we need to do is disable the security system, bypass the cameras, open the safe, steal the necklace during the biggest party of the season.

In this scene, Estella devises a diabolical plan to steal back her stepmother's necklace as well as disrupt some of the systems at the Baroness' house. She did the plan not alone but with her two best friends, Jasper and Horace. Estella divided the theft plan according to their respective skills. An individual with this type may act perfectly normal in most situations, but when reminded of an unpleasant and hurtful she will change radically. Estella planned to steal and break into the system at the Baroness' house because she was reminded by the Baroness of a past incident about a necklace she received from her stepmother when she was a child. In Sigmund Freud's psychological Estella's way of planning the theft and breaking into the Baroness's home system is categorized as conscious mind. Estella felt sadness and anger when she was reminded of the necklace her

stepmother gave her at the Baroness' house. With these feelings of sadness and anger, Estella thought of taking back the necklace by stealing it from the Baroness. The conscious mind contains all the thoughts, memories, feelings, and desires that we are aware of at any given time.

Data number 26/TU/CA/Cruella/00:58:24



Figure 4.1. 4 *Scenes of Cruella wants to take revenge against the Baroness.*

Cruella : They there are five stages of grief. Denial, Anger, Bergaining, Depression, and Acceptance. Well I'd like to add one more, Revenge.

In this scene, Cruella wanted to take revenge against the Baroness for what the Baroness had done to Cruella's stepmother. Cruella's stepmother was killed by the Baroness on a sea cliff through the intermediary of her three pet dogs. Cruella knew this because when Cruella managed to steal her stepmother's necklace from the Baroness through her pet dogs, she saw with her own eyes the Baroness blowing the whistle of her pet dogs. The sound of the whistle reminds Cruella of her childhood that saw her

stepmother killed by the Baroness using her dog on the sea cliff. An individual with the unpredictable type may act perfectly normal in most situations, but when reminded of the previous trauma she will change radically, often taking on a completely different side of the personality. Cruella becomes very angry with the memory of what happened to her stepmother, who was killed by the Baroness through the medium of her dog. This radically changed Cruella who wanted to take revenge on the Baroness for what she had done to her stepmother. In Sigmund Freud's psychological, Cruella's desire to take revenge against the Baroness is categorized as conscious mind.

Cruella feels deep sadness and anger over the incident of her mother being killed by the Baroness when she was a child. This made Cruella think of taking her revenge against the Baroness. The conscious mind contains all the thoughts, memories, feelings, and desires that we are aware of at any given time.

c. The Classic

An individual with this type has one side of their personality type around their family and a completely different side when away from them. This person has two distinct personalities and may have gone so far as to create two separate lives (Engel, 2007, p.41). Some people with this type of JHS have created separate identities including using different names.



Figure 4.1. 5 *Scenes of Cruella takes over Estella's side of the personality at the Baroness event.*

In this scene, Estella has changed her personality and identity to become Cruella. She did this so that she could attend the event at the Baroness' house. The appearance of Cruella's personality side gets a lot of attention from the people around her because Cruella's fashion characteristics and characters tend to be very abstract, charming, and stunning. The purpose of Estella changing her personality side into a Cruella is to not be recognized by the Baroness, which if the Baroness finds out that Cruella is Estella she will be surprised and angry. With Cruella's stunning fashion style, she is able to charm anyone who is around her. This is inseparable from how she introduces herself as a Cruella and speaks and behaves very differently from the Estella side of her personality. In Sigmund Freud's psychological way Estella changing the side of her personality into a Cruella by looking charming and having a different style of speaking and behaving from Estella is categorized as a conscious mind. Estella is able to think and have the

perception that if she changes the side of her personality into Cruella she can be accepted at the Baroness' event.

Data number 27/TC/PD/00:59:00



Figure 4.1. 6 *Scenes of Cruella takes over Estella's side of the personality.*

In this scene, Cruella has taken over Estella's personality and identity. Cruella's personality side tends to be cruel and vandalized in contrast to Estella's personality side. Usually, when she is with Jasper and Horace at home, she always shows the side of her personality as Estella. However, after her failure to steal her stepmother's necklace from the Baroness because one of the Baroness' pet dogs swallowed the necklace, Estella still let Cruella's personality side take over her personality and identity. This certainly makes the people in the house, Jasper and Horace, very surprised by the presence of Cruella's personality side.

In the scene above, it can be seen how Cruella's look and facial expression greeting Jasper and Horace looks very different from Estella who tends to be cheerful. In Sigmund Freud's psychological, with the

encouragement and unconsciousness of Cruella's personality side to keep taking over Estella's personality side and identity even though she is in the house is categorized as the unconscious mind. The unconscious consists of things that are beyond conscious awareness, including memories, thoughts, and urges that we are not aware of.

d. The Addict

Just like the story of Dr. Jekyll whose transformation happened after he took the elixir he created in the lab, this type of radical change happens when the person is under the influence of alcohol, drugs, gambling, and so on. Addicted Jekyll and Hyde change radically whenever they drink alcohol, take drugs, or engage in other addictive behaviours, such as compulsive gambling (Engel, 2007, p.43).

Data number 13/TAD/PTSD/Estella/00:27:37



Figure 4.1. 7 *Scenes of Estella changes the appearance and arrangement of the fashion.*

In this scene, shows the changes that have taken place in the window display where Estella works. These changes could have happened because

of Estella's own actions. At night when she was working, she stole a glass bottle of alcohol and drank it all. As a result of the influence of alcohol, she unknowingly messed up and changed the contents of the window display at her workplace. While under the influence of alcohol, Estella thought that the window display looked very ugly so she unwittingly changed the entire contents of the window display. The changes that Estella made to the window display drew a lot of attention from the people around her. This is because the results of the window display contents look very interesting and cool. In Sigmund Freud's psychological, the way Estella changing the appearance of the contents of the window display is categorized as unconscious. This is because when Estella changed the contents of the window display, she was unconscious because she was under the influence of the alcohol she drank.

e. The Imposter

According to Engel (2007, p.47) imposters may have discovered that their real selves are not acceptable to others or to society, so they create alternative personas to garner more acceptance and support from others. An individual with this type may deliberately take on a charming personality to fool others. She can be charming, persuasive, and manipulative. An individual with this type of JHS deliberately fools the people around them into thinking that they are something they are not. They regularly lie, manipulate and fool others. The imposter actually aims to fool the people around them. He or she may have found that their true self is unacceptable to others, so he or she creates an alternative persona to gain more acceptance

and support from others around them. The imposter actually aims to fool the people around her.

Data number 42/TI/PD/Estella/01:16:49



Figure 4.1. 8 *Scenes of Estella was able to fool the Baroness.*

Baroness : Cruella person, don't you think ?

Estella : Hmm... I guess you must hate her

Baroness : Honestly, I am conflicted. She is good, bold and brilliant. But she has made it me or her, and I choose me.

In this scene, Estella and the Baroness were at the restaurant enjoying lunch together. While eating lunch, the Baroness chats with Estella about Cruella who has been disturbing the Baroness' peace lately. On the Baroness' question about Estella's opinion of the Baroness, Estella replied that the Baroness should hate Cruella. Feeling annoyed with Cruella, the Baroness tells Estella that she prefers her to Cruella even though the Baroness recognizes that Cruella is a good, bold and brilliant individual. This shows that Estella is able to deceive the Baroness by pretending that the Baroness should hate Cruella, even though Cruella is herself. The imposter type is often very good at speaking to others and it is no wonder

that many others are persuaded by every word spoken. Unlike the other JHS types, the imposter actually aims to fool the people around him. In Sigmund Freud's psychological, Estella's way of deceiving the Baroness is categorized as conscious mind. This is because Estella is able to think directly in front of the Baroness to deceive her by pretending that the Baroness should hate Cruella, even though Cruella is herself.

Data number 43/TI/PD/Estella/01:18:27



Figure 4.1. 9 *Scenes of Estella pretended to ask the Baroness what had happened.*

Estela : What's going on ?

Baroness : She tired to break in last night

Estella : Who did ?

Baroness : Cruella. Well, it makes sense. It's a stunning ludicrously expensive gown. Cruella could never afford to make it.

Estella : Hmmmm.....

Baroness : But cruella has no shame. She may steal my creation, I mean that's a very good idea, right ? if you were her.

In this scene, when Estella arrives at work she sees the Baronee's employess flocking around to secure her expensive cave collection. This

made Estella ask the Baroness about what had happened. in fact Estella already knew about what had happened last night at the Baroness's workplace, namely Jasper and Horace managed to break into the room where the Baroness put her expensive collection of echoes. The Baroness tells Estella that Cruella might have stolen her cloak collection. The Baroness also tells Estella that Cruella will never be able to create a collection of dresses as expensive as the Baroness'. Estella doesn't take it any further as she already knows the truth. In Sigmund Freud's psychological Estella's way of deceiving the Baroness is categorized as conscious thought. This is because Estella was able to think directly in front of the Baroness to deceive her by pretending that she did not know what had happened at the Baroness' workplace.

f. The All Bad/Good Person

Jekyll and Hyde in this category change dramatically depending on their opinion of you at any given time (Engel, 2007, p.49). If we or others make a mistake around them or say something that upsets them, they may put us or others on "all bad" and treat us or others very badly.

Data number 55/TABG/PD/Cruella/01:42:44



Figure 4.1. 10 *Scenes of Cruella feels sad and guilty towards Jasper and Horace.*

Cruella : I went a bit mad. I'm sorry, you're my family you're all I have.

In this scene, Cruella had rescued and freed Jasper and Horace from prison. When her friend was confirmed safe from the pursuit of the police, Cruella took her friend to John's (the Baroness' assistant) house. John is a close friend of Cruella's stepmother. Inside John's house Cruella chats with her two friends, Jasper and Horace. In the conversation, Cruella felt sorry for what she had done to her two friends. She also regrets it and apologizes to Jasper and Horace. Cruella realizes that her two friends are good people, therefore she wants them to return to Cruella to become a family again and she will treat Jasper and Horace well.

People with this type of JHS tend to view others as "all good" or "all bad". If the other person does something right around them or says something that makes them feel good, they may consider the other person as "all good" and treat that person very well. In Sigmund Freud's Psychological, the way Cruella feeling upset and apologizing to Jasper and Horace is categorized as Conscious mind. Cruella felt remorse for what she had done to Jasper and Horace that led to their imprisonment. After successfully freeing them both from prison, Cruella realized her mistake and thought of apologizing to Jasper and Horace. Cruella did this because she did not want to lose her two best friends whom she already considered as family.

Data number 59/TABG/IC/Cruella/02:01:54



Figure 4.1. 11 *Scenes of Baroness arrested by police.*

In this scene, Cruella and her friends had planned Cruella's revenge against the Baroness. Cruella was very smart to plan what she would do to the Baroness at the charity gala. Cruella is deliberately able to fool the Baroness by changing the side of her personality into an Estella with an innocent look on her face saying she has forgiven the Baroness for what she has done to Cruella and her stepmother. Right on the seaside cliff, Estella launches her revenge action by fooling the Baroness which makes her push Estella into the sea. The action of pushing Estella on the sea cliff was witnessed by many charity gala guests which made the Baroness very surprised. Estella, who was known to have died as a result of being pushed by the Baroness on the sea cliff, survived with the help of the parachute she brought. Not only that, under the sea there is already Horace who is ready with his rubber boat. When the pushing plan has been carried out, Estella changes the side of her personality and identity as Cruella.

Cruella's personality side looks very satisfied with what she has done to the Baroness, which is to witness the arrest of the Baroness by the police and put her in prison for the murder of Cruella's stepmother. In Sigmund Freud's psychological, the way Estella carried out a plan to put Baroness in a prison categorized as a conscious mind. Initially Estella thought of killing the Baroness, but this did not happen because she still had pity for the Baroness.

g. Changes Dramatically

According to Engel (2007, p.50) If you do as these Jekyll and Hyde wish, they can be considerate and appreciative. An individual with this type of JHS can be thoughtful and fun as long as things go his way as long as he is in control. But if we don't do what he wants and challenge him in any way, we will see a completely different person. He will become defensive, insulting, and cruel. If we do what he wants then he can be caring and appreciative.

Data number 32/CD/IC/Cruella/01:01:33



Figure 4.1. 12 *Scenes of Cruella asks Anita to making news about her.*

In this scene, Cruella visits a place that produces a newspaper that contains the latest news. At this place Cruella intends to meet a school friend when she was a child, Anita. On the occasion of meeting Anita, Cruella had time to chat with Anita to discuss that the old Estella was not the current Estella because Estella had turned into a Cruella. Not only that, on that occasion, Cruella asked Anita for help to make the latest news about Cruella. She wants people in London to know about who Cruella is. Anita agreed and followed Cruella's wishes to make news about Cruella. In Sigmund Freud's psychological, the way Cruella asked Anita to make news about her being categorized as a conscious mind. This is because Cruella said the request directly in front of Anita. Cruella thinks about how to make herself more famous than a Baroness in London. Finally she decided to meet Anita at her workplace and ask her to make news about Cruella.

Data number 35/CD/PD/Cruella/01:03:58



Figure 4.1. 13 *Scenes of Cruella rudely and selfishly orders Horace and Jasper to do what Cruella orders.*

Cruella : Well, you have to walk them, feed them, get that necklace out.

Horace : Yeah, well can't you walk 'em as well ? there's no "I" in team.

Jasper : Hey...! No,no,no. you can't talk to us like that. We're helping you here.

Cruella : So don't

In this scene, Cruella was arriving home with her fashion designer friend Artie. Upon arriving home, Cruella introduces Artie to Jasper and Horace. Not only that, Cruella also rudely and arbitrarily forces Jasper and Horace to take care of the Baroness' pet dog until they can remove Cruella's stepmother's necklace that is in the dog's stomach. What was said by Cruella made Jasper and Horace hurt until they had a dispute because of Cruella's coercion to take care of the dog until she got her stepmother's necklace back. As a result of the conversation dispute, Cruella was very upset without thinking about Jasper and Horace's feelings. in Sigmund Freud's psychological, Cruella asking for help by force against Jasper and Horace is categorized as a conscious mind. This is because Cruella has the perception and thought that Jasper and Horace are able to carry out her coercive orders so that Cruella can be free to do her other activities with Artie.

2. Findings for The Causes of The Jekyll And Hyde Syndrome

The researcher identified and categorized the causes of The Jekyll And Hyde Syndrome. In the theory book *The Jekyll And Hyde Syndrome* (2021) by Beverly Engel, there are four categories of causes for someone suffering from JHS, namely: internal conflict, childhood abuse, post-traumatic stress disorder, and personality disorder. Below is a table explaining the findings of the causes of The Jekyll And Hyde Syndrome in the movie *Cruella*. The researcher reached the following conclusions:

Table 4. 2Causes of The Jekyll and Hyde Syndrome

Causes of The Jekyll And Hyde Syndrome	Total
Internal Conflict	9
Childhood Abuse	3
Post-Traumatic Stress Disorder	4
Personality Disorder	44
Total	60

a. Internal Conflict

Another internal conflict common to many people is the problem with our self-concept. Our self-concept is our subjective perception of who we are and what we are like. Self-concepts are learned from our interactions with others. Another conflict experienced by many people with JHS centers on the concepts of "good" and "bad" (Engel, 2007, p.58). People with JHS syndrome tend to be preoccupied with good and bad, and they tend to see everything in terms of good or bad, a person is good or bad, an activity is good or bad. They also tend to see everything in terms of black or white, all or nothing. Some people with JHS are very moral, with strong opinions about what is right or wrong.

Data number 03/TC/IC/Estella/00:01:38



Figure 4.2. 1 *Scenes of Estella's stepmother asked Estella.*

Estella's stepmother : Hey. What do you say to Cruella when she tries to get the better of you ?

Estella : Thank you for coming. But you may go now.

Estella's stepmother : Good. Now say goodbye to her.

In this scene, Estella's stepmother takes Estella to school for the first time. When they arrived at the front yard of the school, Estella's stepmother asked Estella about what if Cruella's personality side took over her best side (Estella). This was due to Estella's stepmother's concern if Cruella's personality side took over Estella's personality and identity. With her stepmother's question, Estella answered what her mother asked by saying goodbye to Cruella's personality side inside her and letting Cruella's personality side go. This is because Estella knows her self-concept of who she is and how she should behave when she is at school. Of course, Estella's personality side is very suitable when applied at school because it tends to behave and behave positively rather than Cruella's personality side which tends to be negative. Internal conflicts are also preoccupied with good and

bad, and they tend to see things in terms of good or bad, a person is good or bad, an activity is good or bad.

b. Childhood abuse

According to Engel (2007, p.65) The experience of childhood abuse, neglect, or both helps to create the Jekyll and Hyde syndrome in several ways. There are also other reasons why people who have been abused or neglected experience JHS. Those who are traumatized are often triggered when something in their current environment reminds them of something from their past. This explains why some people suddenly become depressed and withdrawn or suddenly lose control for no apparent reason. Usually Childhood abuse or neglect is also a common experience among JHS.

Data number 37/TU/CA/Estella/01:05:51



Figure 4.2. 2 *Scenes of Estella wants to take over everything the Baroness owns.*

Estella : I was going to take the things she loved most. Her bussines, her status, and her confidence.

In this scene, Estella is in the Baroness's room to give examples of fashion dress design ideas. While Broness is busy counting her potential collection of clothing designs. In Estella's heart, there was a desire from her personality

that she has an evil plan to take over all that is owned by the Baroness. This happens because there is a trigger, namely Estella's past as a child which is related to the death of her stepmother and her stepmother's necklace which was worn by the Baroness a few days earlier. This explains why some people who experience childhood abuse when reminded of their sad past will suddenly lose control and behave very abusive.

c. Post-Traumatic Stress Disorder

Many people with PTSD turn to alcohol or drugs in an attempt to escape their symptoms (Engel, 2007, p.39). PTSD is complicated by the fact that it often occurs with related disorders such as depression, substance abuse, and memory and cognition problems. The disorder is further associated with impaired ability to function in social and family life, which includes inability to work, marital and divorce problems, family disputes, and parenting difficulties.

Data number 12/TAD/PTSD/Estella/00:26:21



Figure 4.2. 3 *Scenes of Estella steals alcohol and drinks it.*

In this scene, Estella felt very pressured by her job at the Baroness's fashion liberty. Estella's exhaustion was caused by the Baroness' personal assistant at

the fashion liberty. Estella felt ve2ry upset and tired of her dispute with the Broness' personal assistant at the fashion liberty. Because she felt depressed, when the fashion liberty was closed Estella stole the alcoholic drinks belonging to the Baroness' personal assistant. The alcoholic drink was stolen by Estella and she drank it. Estella did this because her mind was depressed and she decided to steal the alcoholic drink and drink it to calm her mind.

d. Personality Disorder

A personality disorder is an exaggerated version of a personality trait. To be classified as a personality disorder, the person's behaviour must be so pervasive that it causes distress, both to the individual with the disorder and to those who interact with them. The three personality disorders most commonly associated with someone who appears to have multiple personalities are borderline personality disorder, narcissistic personality disorder and antisocial personality disorder.

Data number 06/TC/PD/Cruella/00:02:05



Figure 4.2. 4 *Scenes of Estella introduced herself as Cruella.*

In this scene, Estella interacts with her new friends at school. She greets some of the people around her. Not only that, she also dares to deceive her new

friends by introducing herself as Cruella. Estella does this not because she has no conscience to deceive her friend, but the different sides of Estella and Cruella's personalities do not limit her behaviour to interact with the people around her.

B. DISCUSSIONS

Based on the research findings above, there are two things discussed research findings they are the types and the causes of JHS as found in movie *Cruella*. In the movie *Cruella*, the main character named Estella has another multiple personality, namely Cruella. She lives a double life in his daily life, she is able to create dual identities depending on the situation and conditions. Not only that, she is also able to create multiple identities depending on who she is with. When she was with her family, especially her stepmother, she took over the personality of Estella, it was different when she was with her friends or other people she took the side of Cruella's personality. Cruella's personality side can be said to be very cunning, brutal, and cruel. It can be seen from Cruella's attitude and way of treating someone, both to her family and friends or other people. Related to the topic, the topic in this research is about a girl, namely Estella who has a dual personality, she suffered JHS. After all of the findings of this research, the discussions are presented as follows:

First, an analysis of the types of JHS of scenes, dialogues, and utterances by Cruella is based on The Jekyll and Hyde Syndrome theory by Beverly Engel (2007). According Engel's theory there are seven types of JHS they are: the abusive, the unpredictable, the classic, the addict, the imposter, the all bad/good person, and changes dramatically. In this study, the researcher has found all

types of JHS of scenes, dialogues, and utterances by Estella in the movie *Cruella*. The researcher has found 60 data in movie *Cruella*. Based on the researcher analyse, the classic was the dominant types of JHS in movie *Cruella*. The researcher has found 23 scenes, dialogues, and utterances that indicate of the classic type.

Estella with her multiple personality side Cruella can behave differently depending on who she is and where she is. Often, she also has a public persona while behaving very differently around her family and friends. Estella's personality switching cycle is not without reason. She consciously and deliberately often changes sides of her personality and uses a different name as Cruella and Estella when she is in public especially to the Baroness. This is done by Estella because she can control the changes in her personality side and she is also able to think that maybe the personality side of a Cruella is not acceptable to the Baroness. Therefore, when she went to the Baroness' workplace with the appearance of the personality side and the name as an Estella. The personality side of Estella can easily fool those around her by deceiving them. This side of Estella's personality is very good at lying and manipulating. She is regularly good at deceiving those closest to her such as the Baroness. When she is talking to the Baroness she always lies and manipulates her. This is different from Cruella's personality side who is always cruel to the people around her. Not only that, Cruella's personality side can be said to be very brutal in all her daily activities and very vandalized.

Based on the researcher's analysis of the types of JHS data, conscious mind is the most dominant analysis in the types of JHS data. According to Cherry

(2023) the conscious mind contains all of the thoughts, memories, feelings, and wishes of which we are aware at any given moment. It is also categorized as our memories that are not always part of consciousness but can be easily retrieved and brought into consciousness.

All mental activities that are thoughts, perceptions, and feelings are in the conscious mind. The relationship of the conscious mind to Estella's behaviour is that when she changes her personality and identity as Cruella she acts violently towards the people around her, it is done consciously. When she is somewhere with friends or the Baroness and feels anger and discomfort she will think of doing deliberate abusive actions both physically, criticism, insults, and ridicule. In the conscious mind, Estella can also feel and control it. This can happen when the personality side of an Estella is able to change the personality side, identity, and name as a Cruella. Not only that, when Estella's personality side turns into a Cruella she can freely behave and act violently in contrast to Estella's personality side which tends to be excellent liar, manipulating, intelligent, and innocent. Estella's personality switch can be thought and felt at any given time. She can also control when it is time for her to switch to using her personality side as Cruella.

Second, the analysis of the causes of JHS of scenes, dialogues, and utterances by Cruella is based on The Jekyll and Hyde Syndrome theory by Beverly Engel (2007). According Engel's theory there are four causes of JHS they are: internal conflict, childhood abuse, post-traumatic stress disorder, and personality disorder. In this study, the researcher has found all causes of JHS of

scenes, dialogues, and utterances by Estella in the movie *Cruella*. The researcher has found 60 data in movie *Cruella*.

Based on the researcher's analysis, personality disorder was the dominant cause of JHS in the movie *Cruella*. The researcher has found 44 data scenes, dialogues, and utterances that indicate personality disorder cause of JHS. Personality disorder is different from mental illness because it cannot be treated simply through medication management. The behaviours and traits that define personality disorder are embedded in a person's personality. There are three personality disorders that are often associated with someone who has multiple personality facets, namely: borderline personality disorder, narcissistic personality disorder, and antisocial personality disorder. Among these three types, antisocial personality disorder is very dominant with the data that the researcher analysed on the cause of JHS, namely personality disorder.

A person with personality disorder is commonly referred to as a "sociopath". A sociopath also lacks a conscience, not because a sociopath fails to understand the difference between the concepts of good and bad but the difference does not limit their behaviour. Sociopaths are also very good and reliable imposters. Not only that, sociopaths also often create other personalities and even entire identities to escape a counter. Based on the results of the researcher's analysis, the dominant cause of Estella experiencing multiple personalities of JHS is due to personality disorder.

CHAPTER V

CONCLUSIONS, IMPLICATIONS, AND SUGGESTIONS

A. CONCLUSIONS

In this chapter, the researcher wants to conclude the results of the research that the researcher has completed. Based on the title of this research, this thesis examines what are the types and causes of JHS using the theoretical book *The Jekyll and Hyde Syndrome* (2007) by Beverly Engel. This study also uses a psychological approach to help the researcher analysis the data that the researcher has collected and analysis. The researcher has drawn some conclusions as follow:

First, the data of the types of JHS are found in the movie *Cruella* are classified into seven types based on Beverly Engel's theory. They are the abusive, the unpredictable, the classic, the addict, the imposter, the all bad/good person, and changes dramatically. In the movie *Cruella*, the researcher has found 60 data of JHS's types. 11 data are classified as the abusive type, 8 data are classified as the unpredictable type, 23 data are classified as the classic type, 2 data are classified as the addict type, 11 data are classified as the imposter type, 2 data are classified as the all bad/good person, and 3 data are classified as changes dramatically type. This shows that the most dominant data frequency of JHS types in the movie *Cruella* on Estella's character is the classic, while the data types with the lowest frequency are the addict and the all bad/good person. The classic type is the most dominant one expressed by Estella in her life when behaving. It fits Estella perfectly because she is able to create separate sides of personality and identity and can behave differently depending on who she is with. Therefore, Estella suffered the classic type of JHS.

This is inseparable from the psychological approach that researcher used, namely the three levels of mind: Conscious, preconscious, and unconscious mind. Conscious mind is the most dominant in the researcher's analysis of the data from JHS's type. This is because all mental activities or behaviours carried out by Estella are thoughts, perceptions, and feelings. Where she can feel and control it all.

Second, the data of the causes of JHS are found in the movie *Cruella* are classified into four causes based on Beverly Engel's theory. They are internal conflict, childhood abuse, post-traumatic stress disorder, and personality disorder. In the movie *Cruella*, the researcher has found 60 data of JHS's causes. 9 data are classified as internal conflict, 3 data are classified as childhood abuse, 4 data are classified as post-traumatic stress disorder, and 44 data are classified as personality disorder. This shows that the most dominant data frequency of JHS causes in the movie *Cruella* on Estella's character is personality disorder, while the data causes with the lowest frequency is childhood abuse. Personality disorder is the most dominant one expressed by Estella in her life when behaving. Personality disorder is the most dominant disorder experienced by Estella in her life. There are three categories of personality disorder, namely: borderline personality disorder, narcissistic personality disorder, and antisocial personality disorder. Based on the results of the researcher's analysis, Antisocial personality disorder or commonly referred to as a sociopath is the most dominant cause of JHS. This is because a sociopath is a reliable fraudster and is able to create a separate identity to escape their illegal activities.

B. IMPLICATIONS

Based on the presentation of the findings above, the implications related to this study are that in the movie *Cruella*, the types and causes of JHS are interconnected with each other in Estella's character. All types and causes of JHS are present in Cruella's character. In addition, the types and causes of JHS have influenced the pattern of Estella's life, as she expresses it in her behaviour and conversation towards people around her. This research shows the findings of the types and causes of the most dominant JHS, Estella shows the abusive and the classic types were dominant. she shows the abusive type to give a cruel impression to the people around her about her role as a woman with the side of Cruella's personality that is clever, cruel, and full of insults and criticism. Not only that, Estella shows the classic type to give the impression that she is able to change the personality side of an Estella to Cruella. Of course, this is accompanied by the difference in each side of personality in behaviour. Estella is able to adjust her dual personality depending on who she is with. In addition to the two types of dominant JHS, there are also causes of dominant JHS, of course, namely personality disorder. Estella's JHS tends to be caused by a sociopath personality disorder. A sociopath is able to deceive others around him. Not only that, a sociopath is also able to create other personality sides or even entire identities to escape their cons and illegal activities.

C. SUGGESTIONS

Based on the conclusion of this research, the researcher would like to give suggestions as follows:

1. For the next researcher

The researcher hope that this research can be used as a reference source for a research related to multiple personalities, especially the Jekyll and Hyde syndrome. The researcher also hope that the next researcher can analysis in more detail and better than this research then give innovation in the study of literature, especially in psychological regarding multiple personality the Jekyll and Hyde syndrome.

2. For the readers

This research is expected to help readers in understanding more about multiple personality the Jekyll and Hyde syndrome. The researcher also hopes that readers can explore multiple personality, especially the Jekyll and Hyde syndrome on other objects after reading and understanding this research. Thus, readers can increase their knowledge.

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APPENDICES

Appendix 1: Validator Sheet

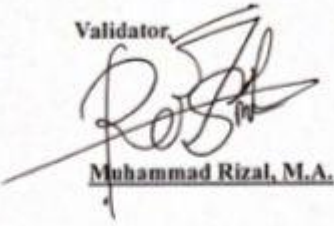
VALIDATION SHEET

The thesis data titled “**AN ANALYSIS OF THE JEKYLL AND HYDE SYNDROME ON PROMINENT FIGURE CRUELLA (2021)**” had been checked and validated by Muhammad Rizal, M.A. in :

Day : Monday

Date : March 13th, 2023


Surakarta, March 13th, 2023








Validator,
Muhammad Rizal, M.A.



Appendix 2: Data Findings



TABLE OF DATA FINDINGS

No.	Code	Data	Explain
1.	01/CD/IC/Estella/00:01:08	 <p>Estella : Look ! Estella's mom : Well, that's not the pattern,you have to follow the pattern. There's a way of doing things. Estella : That's ugly ! Estella's mom : That's cruel !</p>	<p>Types : Changes Dramaticaly. Causes : Internal Conflict.</p> <p>Estella was annoyed with what her stepmother said and she purposely said that what her mother said was ugly. Her stepmother said that what Estella had said was cruel.</p> <p>The reason why Estella says this is because she tends to see things in terms of good or bad and has strong opinions about what is right and wrong.</p>

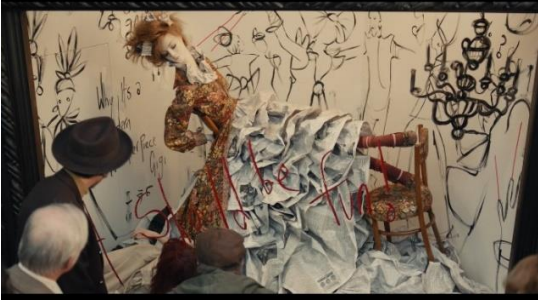

2.	02/TC/PD/Estella/00:01:15		<p>Types : The Classic</p> <p>Causes : Personality Disorder</p> <p>Estella's stepmother told Estella that her name is Estella not Cruella. This is because Cruella's side and her sociopath often seem like two different people.</p>
3.	03/TC/IC/Estella/00:01:38	 <p>Estella's stepmother : Hey. What do you say to Cruella when she tries to get the better of you ?</p> <p>Estella : Thank you for coming. But you may go now.</p> <p>Estella's stepmother : Good. Now say goodbye to her.</p>	<p>Types : The Classic</p> <p>Causes : Internal Conflict</p> <p>Estella's mother asks Estella about what if Cruella tries to take over her personality. In the internal conflict, Estella engages her self-concept with subjective perceptions of who she is and what she is like.</p>



4.	04/TC/IC/Estella/00:01:44	 <p>Goodbye, Cruella.</p>	<p>Types : The Classic Causes : Internal Conflict</p> <p>Estella says good bye to her Cruella personality in front of her stepmother. The statement conveyed by Estella is a subjective perception of who she is and what she is like when she is in the school environment.</p>
5.	05/TC/PD/Estella/00:01:59	 <p>"I am woman. Hear me roar."</p>	<p>Types : The Classic Causes : Personality Disorder</p> <p>Cruella took over Estella's personality and started changing her appearance. This is because a sociopath is able to create another identity.</p>
6.	06/TC/PD/Estella/00:02:05	 <p>Hi, my name's Estella.</p>	<p>Types : The Classic Causes : Personality Disorder</p> <p>Cruella introduces herself to her schoolmates as Estella. In antisocial personality disorder, a sociopath is able to create another personality.</p>



7.	07/TAB/PD/Estella/00:02:25		<p>Types : The Abusive</p> <p>Causes : Personality Disorder</p> <p>Cruella became emotional and angry because of the rude actions committed by her friend to Cruella, which made Cruella reply to the act by fighting in the school yard. Cruella with borderline personality disorder, very conflicted with aggressive and violent behavior.</p>
8.	8/TC/PD/Estella/00:03:04		<p>Types : The Classic</p> <p>Causes : Personality Disorder</p> <p>Cruella takes over the side of Estella's identity and changes her appearance and personality. Cruella with her sociopath was able to create another personality.</p>


9.	9/TAB/PD/Estella/00:12:17		<p>Types : The Abusive</p> <p>Causes : Personality Disorder</p> <p>Estella was violent towards Horace when he was about to approach Estella while she was pretending to be asleep. Estella with borderline personality disorder often behaves aggressively and is violent towards others.</p>
10.	10/TI/PD/Estella/00:06:51		<p>Types : The Imposter</p> <p>Causes : Personality Disorder</p> <p>Estella broke her promise and lied to her stepmother about the promise she made earlier that Estella wouldn't cause trouble. This was done by Estella because she and her sociopath are good con artists.</p>



11.	11/TI/PD/Estella/00:18:04		<p>Types : The Imposter</p> <p>Causes : Personality Disorder</p> <p>Estella goes undercover to trick people in the hotel and commits the act of stealing in a hotel room with her friends. This is because Estella with her sociopath is able to create another identity to escape her illegal activities.</p>
12.	12/TAD/PTSD/Estella/00:26:21		<p>Types : The Addict</p> <p>Causes : Post-Traumatic Stress Disorder</p> <p>Estella stole the alcoholic drink that belonged to the office space and drank the alcohol to lower the barriers. Estella was depressed because of the baroness's assistant, so she drank the alcohol she stole.</p>


13.	13/TAD/PTSD/Estella/00:27:37		<p>Types : The Addict</p> <p>Causes : Post-Traumatic Stress Disorder</p> <p>Estella changes the appearance and arrangement of the fashion windows in her workplace unconsciously, it is triggered by the alcoholic drink that she drinks. This was because cruella, who felt depressed, turned to alcohol abuse, which she stole and drank.</p>
14.	14/TAB/PTSD/Estella/00:29:45		<p>Types : The Abusive</p> <p>Causes : Personality Disorder</p> <p>Estella is arrested by the guards for her rude behavior which is arguably a criticism of the window display that she has changed. This is because Estella with her narcissistic personality disorder is all talent and a sense of knowing what she wants.</p>



15.	15/TU/PD/Estella/00:29:54		<p>Types : The Unpredictable Causes : Personality Disorder</p> <p>What Estella has done to the window display shows that she is unpredictable because she managed to impress the Baroness with the results of her window display which led to her being recruited by the Baroness. This is because Estella with narcissistic personality disorder has the talent and knowledge that she wants.</p>
16.	16/TC/IC/Estella/00:32:26		<p>Types : The Classic Causes : Internal Conflict</p> <p>Estella is well groomed where she works like a designer and shows her personality as a girl named Estella. Estella with her subjective perception of who she is and what she is like as an Estella.</p>

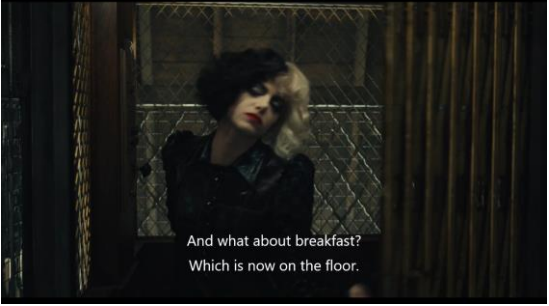

17.	17/TU/PD/Estella/00:37:49	 <p>You could use tulle to puff it out, give it some body.</p> <p>Baroness : It could do with a lining. Estella : you could use tulle to puff it out, give it some body. Baroness : That's what I just said.</p>	Types : The Unpredictable Causes : Personality Disorder Estella denied what the Baroness said. It was due to Estella's narcissistic nature that she had all the talent in dress design and the sense of knowing that she wanted.
18.	18/TI/PD/Estella/00:40:58	 <p>"No. She did not." Did she work for you?</p>	Types : The Imposter Causes : Personality Disorder Estella is lying to the Baroness by pretending not to know about the Baroness' topic of conversation regarding Estella's stepmother. Estella's arguing indicates that she is a very good deceiver in talking to others.
19.	19/TU/PTSD/Estella/00:41:26	Baroness : The story's about how lucky I am, but anyway, she had a kid. Kid's	Types : The Unpredictable Causes : Post-Traumatic Stress Disorder



		<p>snowflake, special blah-blah-blah. It was a basic shakedown situation actually.</p> <p>Estella : Maybe she just really loved her kid.</p> <p>Baroness : Maybe she only had one person to take care of and she failed dismally.</p>	<p>Estella denies and twists the Baroness' statement about estella's stepmother. What the baroness said made Estella relive a flashback of her stepmother.</p>
20.	20/TU/PD/Estella/00:44:54	 <p>Estella : Then, all we need to do is disable the security system, bypass the cameras, open the safe, steal the necklace during the biggest party of the season.</p>	<p>Types : The Unpredictable</p> <p>Causes : Personality Disorder</p> <p>Estella devises a diabolical plan to steal back her stepmother's necklace as well as disrupt some of the systems at the Baroness' house. This is due to the narcissistic nature of Estella's personality, who has all the makings of a criminal and knows how to get what she wants.</p>
21.	21/TC/PD/Estella/00:46:15	<p>Estella : You're right, she will recognize me. So, Estella can't go to the ball, but I know someone who can.</p>	<p>Types : The Classic</p> <p>Causes : Personality Disorder</p>



			Estella had already decided whose personality (Cruella) would appear on the Baroness's event. Estella with her sociopath was able to create another personality as well as her entire identity.
22.	22/TC/PD/Estella/00:50:05		Types : The Classic Causes : Personality Disorder Estella changed her appearance and personality identity to that of Cruella. Estella with her sociopath was able to create another personality as well as her entire identity as Cruella.
23.	23/TI/PD/Estella/00:50:20		Types : The Imposter Causes : Personality Disorder Cruella was intentionally violent to the guards as well as deceiving the guards by convincing the guards that she was injured in order to commit theft. This is because Cruella with her sociopath is a good trickster.
24.	24/TI/PD/Estella/00:52:39	Baroness : your hair, is it real ?	Types : The Imposter



		<p>Cruella : Black and white ball. I like to make an impact.</p> <p>Baroness : Right. What was your name ?</p> <p>Cruella : Cruella.</p> <p>Baroness : Ohhh.</p> <p>Cruella : Mmmm.</p>	<p>Causes : Personality Disorder</p> <p>Cruella lied about the authenticity of her hair color and true identity to Baroness. Cruella with her sociopath is a good imposter.</p>
25.	25/TI/PD/Estella/00:53:46	<p>Baroness : What you want ? I mean, you clearly wanted to get my attention.</p> <p>Cruella : I want to be like you, you are very powerfull woman.</p>	<p>Types : The Imposter</p> <p>Causes : Personality Disorder</p> <p>Cruella distracts by lying and convincing the Baroness that Cruella wants to be like her. Cruella with her sociopath is a good imposter.</p>
26.	26/TU/CA/Estella/00:58:24		<p>Types : The Unpredictable</p> <p>Causes : Chilhood Abuse</p> <p>Estella wants to take revenge against the Baroness for killing her stepmother when Estella was a child.</p>



		<p>Cruella : They there are five stages of grief. Denial, Anger, Bergaining, Depression, and Acceptance. Well I'd like to add one more, Revenge.</p>	
27.	27/TC/PD/Estella/00:59:00		<p>Types : The Classic Causes : Personality Disorder</p> <p>Cruella takes over the side of Estella's identity, both in appearance and personality. This is because a sociopath is able to create a personality and an entire identity.</p>
28.	28/TAB/PD/Estella/00:59:05		<p>Types : The Abusive Causes : Personality Disorder</p> <p>Cruella brutally smashed Horace's breakfast on the dining table. This is due to cruella's aggressive behavior as well as the highly conflicted side of her personality.</p>



29.	29/TAB/PD/Estella/00:59:46		<p>Types : The Abusive</p> <p>Causes : Personality Disorder</p> <p>Cruella deliberately ignored Horace and let Horace's breakfast strewn under the dining table. This is due to cruella's aggressive behavior as well as the highly conflicted side of her personality.</p>
30.	30/TC/PD/Estella/01:00:31	 <p>Anita : That's Estella from school</p> <p>Cruella : It's not Estella. That's the past, I am Cruella.</p>	<p>Types : The Classic</p> <p>Causes : Personality Disorder</p> <p>Anita receives a guest at her workplace, Cruella. In the scene Anita says that the person in front of her is her old school friend Estella. However, this was denied by Cruella, saying that she is now Cruella not Estella. This is because Cruella with her sociopath is able to create her personality and her entire identity.</p>


31.	31/TC/PD/Estella/01:00:31	 <p>Anita Darling, my darling.</p>	<p>Types : The Classic</p> <p>Causes : Personality Disorder</p> <p>Estella came to Anita's workplace with a side of her personality and identity as Cruella. This is because Cruella with her sociopath is able to create her personality and her entire identity.</p>
32.	32/CD/IC/Estella/01:01:33	 <p>Now, I want you to help me tell them who I am.</p>	<p>Types : Changes Dramaticaly</p> <p>Causes : Internal Conflict</p> <p>Cruella asks Anita for help to show people who she is by making news about Cruella. This is caused by Cruella's subjective perception so that people know who Cruella is and what Cruella is like.</p>


33.	33/TC/PD/Estella/01:03:02		<p>Types : The Classic</p> <p>Causes : Personality Disorder</p> <p>Cruella visits her friend Artie's dress shop. With the appearance and identity of Cruella's personality, she tells Artie that the person in her hand is Estella. This is because Cruella with her sociopath is able to create her personality and entire identity.</p>
34.	34/TAB/PD/Estella/01:03:21		<p>Types : The Abusive</p> <p>Causes : Personality Disorder</p> <p>Cruella invites Artie to take part in Cruella's plan to make trouble. This is because narcissistic Cruella has the power and talent to think of ways to get what she wants.</p>


35.	35/CD/PD/Estella/01:03:58	 <p>Cruella : Well, you have to walk them, feed them, get that necklace out.</p> <p>Horace : Yeah, well can't you walk 'em as well ? there's no "I" in team.</p> <p>Jasper : Hey...! No, no, no. you can't talk to us like that. We're helping you here.</p> <p>Cruella : So don't</p>	<p>Types : Changes Dramatically</p> <p>Causes : Personality Disorder</p> <p>Cruella rudely and selfishly orders Horace and Jasper to do what Cruella orders, which is to take care of the damaltians until they get the necklace that Cruella is after. This was caused by cruella's aggressive behavior which violently and forcefully forced her friend to hunt damaltians to get her stepmother's necklace.</p>
36.	36/TC/PD/Estella/01:04:36		<p>Types : The Classic</p> <p>Causes : Personality Disorder</p> <p>Cruella carries Estella's wig, she tells Jasper that it's time for Estella's side of her personality to make a guest</p>


		<p>Cruella : Viola...! Cruella was in a bot along time, now Estella can be the one who makes guest appearances.</p>	<p>appearance. This is because Cruella with her sociopath is able to create her personality and entire identity.</p>
37.	37/TU/CA/Estella/01:05:51	 <p>Cruella : I was going to take the things she loved most. Her bussines, her status, and her confidence.</p>	<p>Types : The Unpredictable Causes : Chilhood Abuse</p> <p>Estella felt very upset about what the Baroness had done to Estella's past, especially to her stepmother. This led Estella to have an evil plan to take away everything the Baroness loved such as her business, status and confidence.</p>
38.	38/TC/PD/Estella/01:07:31		<p>Types : The Classic Causes : Personality Disorder</p> <p>Estella attends fashion events as Cruella's personality and with her brutal style and appearance is able to attract the attention of those around her. This is because Cruella</p>



			with her sociopath is able to create her personality and entire identity.
39.	39/TC/PD/Estella/01:08:45		<p>Types : The Classic</p> <p>Causes : Personality Disorder</p> <p>Estella prevented the Baroness from getting out of the car in a cruel way and her unique fashion style and appearance that seemed new style was able to lure journalists to make news about her Cruella's personality. This is because Cruella with her sociopath is able to create her personality and entire identity.</p>
40.	40/TC/PD/Estella/01:11:46		<p>Types : The Classic</p> <p>Causes : Personality Disorder</p> <p>Estella changes her personality as Cruella and she brutally attends a fashion event attended by the Baroness by using her appearance and fashion style that attracts the attention of news journalists so as to make the Baroness seem annoyed with her. This is because Cruella with her</p>


			sociopath is able to create her personality and entire identity.
41.	41/TU/IC/Estella/01:15:27	<p>Baroness : Here's to me</p> <p>Estella : (laughing)</p> <p>Baroness : who the hell else would I drink to ?</p> <p>Estella : To me ? for creating your signature piece ?</p> <p>Baroness : You're helpful to me, is all. As soon as you're not, you're dust</p> <p>Estella : Inspiring talk, thank you</p>	<p>Types : The Unpredictable</p> <p>Causes : Internal Conflict</p> <p>Estella denied what the Baroness said while toasting. Estella does so because she is very moral, with strong opinions about what is right or wrong.</p>
42.	42/TI/PD/Estella/01:16:49	 <p>Baroness : Cruella person, don't you think ?</p>	<p>Types : The Imposter</p> <p>Causes : Personality Disorder</p> <p>Estella was able to fool the Baroness by pretending that the Baroness should hate Cruella, in fact Cruella was herself. This is of course because Cruella with her sociopath is a good trickster.</p>


		<p>Estella : Hmmm.... I gues you must hate her</p> <p>Baroness : Honestly, I am conflicted. She is good, bold and brilliant. But she has made it me or her, and I choose me.</p>	
43.	43/TI/PD/Estella/01:18:27	 <p>Estela : What's going on ?</p> <p>Baroness : She tired to break in last night</p> <p>Estella : Who did ?</p> <p>Baroness : Cruella. Well, it makes sense. It's a stunning ludicrously expensive gown. Cruella could never afford to make it.</p> <p>Estella : Hmmm.....</p>	<p>Types : The Imposter</p> <p>Causes : Personality Disorder</p> <p>Estella lied to the Baroness by pretending not to know what had actually happened, in fact what had happened to Broness was one of the plans of her Cruella personality. Cruella is a sociopath who is able to deceive well.</p>



		<p>Baroness : But Cruella has no shame. She may steal my creation, I mean that's a very good idea, right ? if you were her</p>	
44.	44/TC/PD/Estella/01:20:18	 <p>Cruella : That's all I am asking. Is it so hard to back me up ?</p> <p>Jasper : No, not Estella that's easy, but to help Cruella it's a nightmare</p> <p>Horace : And there's that understatement thing you do</p> <p>Cruella : Cruella get things done. Estella does not and I have things to do</p>	<p>Types : The Unpredictable</p> <p>Causes : Personality Disorder (bpd)</p> <p>Cruella felt very upset by what Jasper and Horace said. Not only that, the annoyance felt by Cruella was triggered by Cruella's own messy mind. This is because often the sides of Cruella's personality are very conflicted. Her instability is also one of the causes.</p>

45.	45/TC/PD/Estella/01:19:47	 <p>Cruella : what ? Jasper : I miss Estella</p>	<p>Types : The Classic Causes : Personality Disorder</p> <p>Jasper told Cruella that he missed Estella's personality figure. This is because Estella with her sociopath is able to create her personality and her entire identity as a cruella.</p>
46.	46/TI/PD/Estella/01:19:56	<p>Cruella : They really would make fabulous coats Jasper : The dogs ? Cruella : (laughing) I'm joking</p>	<p>Types : The Imposter Causes : Personality Disorder</p> <p>Cruella is able to fool and convince Jasper that the damaltians will be turned into fabulous coats. Cruella with her sociopath is a good trickster, one of them is joking.</p>



47.	47/TAB/PD/Estella/01:23:02		<p>Types : The Abusive</p> <p>Causes : Personality Disorder</p> <p>Cruella purposely changes clothing accessories using golden cocoon caterpillars to manipulate Baroness and with the aim of ruining the atmosphere at the Baroness' fashion show. This is due to Cruella's narcissistic nature where she has an ingenious talent for how she gets what she wants from the Baroness.</p>
48.	48/TI/PD/Estella/01:26:07	 <p>Reporter TV : A fashion riot in Regent's Park broke out today. Cruella, some call her a designer others a vandal.</p> <p>Cruella : Mmm...</p>	<p>Types : The Imposter</p> <p>Causes : Personality Disorder</p> <p>One of the TV reporters broadcast about Cruella who is not only a designer but also a vandal, the reporter also asked if the coat that Cruella was wearing was really damaltian dog skin. With Cruella's narcissistic nature, she manages to get what she wants, which is for people in London to recognize who Cruella is.</p>

		Reporter TV : Questions are being raised over whether her coat was real dalmatian.	
49.	49/TAB/PD/Estella/01:26:33	Cruella : The queen is dead, (evil laughing)...long live the queen.	<p>Types : The Abusive</p> <p>Causes : Personality Disorder</p> <p>Cruella in a cruel voice and laughing said that the queen (Baroness) had died. This is due to Cruella's narcissistic nature where she has managed to get what she wants, which is to make a mess of the Baroness' event and successfully introduce the side of Cruella's personality that is not only a designer but also a vandal to Londoners.</p>
50.	50/TAB/PD/Estella/01:28:27		<p>Types : The Abusive</p> <p>Causes : Personality Disorder</p> <p>Cruella told Baroness that she was going to kill Baroness and the dog. With her narcissistic nature filled with all the talent and power. Cruella wishes to kill the Baroness's dalmatians.</p>

51.	51/TU/CA/Estella/01:33:25		<p>Types : The Unpredictable</p> <p>Causes : Childhood Abuse</p> <p>Cruella became sad and angry upon learning the fact that Baroness was her real mother. She also said that Baroness is a psycho who doesn't deserve to be her mother.</p>
52.	52/TC/IC/Estella/01:36:16	<p>Cruella : But the things I'm not sweet Estella, try as I might. I never was, I am Cruella, born brilliant, born bad, and a little bit mad I'm not like her. I'm better.</p>	<p>Types : The Classic</p> <p>Causes : Internal Conflict</p> <p>Cruella tells her dead stepmother that her current self is not as cute as Estella. She also said that he was born brilliant, bad and a little crazy. she also said that her current personality of Cruella is better than Estella.</p>
53.	53/TAB/PD/Estella/01:37:08	<p>Cruella : Anyway, must dash. Much to avenge, revenge, destroy. But,I do love you always.</p>	<p>Types : The Abusive</p> <p>Causes : Personality Disorder</p> <p>Cruella says that she must run to take revenge and destroy Baroness. She also added that he always loved her stepmother. This is because cruella has the strength and</p>

			talent in planning something that is classified as ingenious to get what she wants against a Baroness, namely revenge.
54.	54/TC/PD/Estella/01:38:52		Types : The Classic Causes : Personality Disorder Estella disguised herself as a garbage collector in order to save her friend who was in prison. This is inseparable from Cruella's sociopath who is able to create another identity to escape her illegal activities.
55.	55/TABG/PD/Estella/01:42:44	 Cruella : I went a bit mad. I'm sorry, you're my family you're all I have.	Types : The All Bad/Good Person Causes : Personality Disorder Cruella feels sad and guilty towards Jasper and Horace. She also apologized to them for the mistakes she had made and asked them to reunite with her again. Cruella felt the fear in her of losing Jasper and Horace whom she had come to think of as family.
56.	56/TAB/IC/Estella/01:46:29	Jasper : I know you're in pain	Types : The Abusive

		<p>Cruella : Mmm...</p> <p>Jasper : And I know that she caused it, but you know killing her is not gonna make that go away</p> <p>Cruella : I won't, I promise</p> <p>Jasper : All right, cool, groomy</p> <p>Cruella : Unless I really, really have to</p>	<p>Causes : Internal Conflict</p> <p>Cruella promised Jasper that she would not kill Baroness, unless it was absolutely necessary she would. Cruella tends to see what she is planning to kill the baroness as good or bad. She feels that the activity is bad so she promises and says not to kill the baroness.</p>
57.	57/TI/PD/Estella/01:58:47	<p>Baroness : Can I hug you</p> <p>Estella : Yes, you're not going to push me off the cliff, are you ?</p> <p>Baroness : You're so funny, dear. I love it</p> <p>Baroness : Idiot (push Estella)</p>	<p>Types : The Imposter</p> <p>Causes : Personality Disorder</p> <p>Estella assumed Cruella's identity and she was intentionally able to manipulate and shift the blame to Baroness. Cruella knew what she wanted, which was to put the Baroness in prison. So she knew how to put her in prison by manipulating her in front of many people. So that they all know who the Baroness really is.</p>
58.	58/TC/PD/Estella/02:00:46	<p>Cruella : A few things before she died, Estella willed her fortune to her dear friend Cruella de Vil</p>	<p>Types : The Classic</p> <p>Causes : Personality Disorder</p>

			<p>Cruella says that Estella's personality has bequeathed her wealth to Cruella's personality. Cruella knew what she wanted from the start so she knew how to get it all on the Estella side of her personality.</p>
59.	59/TABG/IC/Estella/02:01:54		<p>Types : The All Bad/Good Person Causes : Internal Conflict</p> <p>Cruella was able to twist the truth and shift the blame to Baroness for what the Baroness had done to Cruella's stepmother's murder. At first Cruella wanted to kill the Baroness as revenge. However, after looking around, she decides to put the Baroness in prison because killing her would be a bad thing.</p>
60.	60/TC/PD/Estella/02:02:08		<p>Types : The Classic Causes : Personality Disorder</p> <p>Cruella said goodbye to Estella's personality. Cruella had also decided to pick up and carry on that side of her current personality. True to her sociopathic nature,</p>

			cruella is able to decide to create another side of her personality and change all of her identities.
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Appendix 3 : Data Analysis

Componential Table																												
Subject	T A B				T U				T C				T A D				T I				T A B G				C D			
	I C	C A	P T S D	P D	I C	C A	P T S D	P D	I C	C A	P T S D	P D	I C	C A	P T S D	P D	I C	C A	P T S D	P D	I C	C A	P T S D	P D	I C	C A	P T S D	P D
Cruella	1	X	1	9	1	3	1	3	4	X	X	19	X	X	2	X	X	X	X	11	1	X	X	1	2	X	X	1
Cultural Theme	<p>The most dominant data from the componential table are TC (The Classic) & PD (Personality Disorder).</p> <ul style="list-style-type: none"> TC (The Classic) : The Classic Jekyll and Hydes can be different depending on who they are. Often they have a public persona while behaving very differently around their spouse and children. This person may be one type of person around their family and a completely different person when away from them. Some people with this type of Jekyll and Hyde syndrome have created separate identities, including using different names. PD (Personality Disorder) : Personality disorders are exaggerated versions of personality traits. To be classified as a personality disorder, the person's behavior must be so pervasive as to cause distress, both to the individual experiencing the disorder and to those 																											

with whom they interact. The three personality disorders most frequently associated with someone appearing to have multiple personality disorder are borderline personality disorder, narcissistic personality disorder, and antisocial personality disorder (people with multiple personality disorder are also known as sociopaths).

Related to the story, in the movie *Cruella*, a girl named Estella has another multiple personality, namely Cruella. She lives a double life in his daily life, she is able to create dual identities depending on the situation and conditions. Not only that, she is also able to create multiple identities depending on who he is with. When she was with her family, especially her mother, she took over the personality of estella, it was different when she was with her friends she took the side of cruella's personality. Cruella's personality side can be said to be very cunning, brutal, and cruel. It can be seen from cruella's attitude and way of treating someone, both to her family and friends or other people. Estella is able to show one face to her family and friends or to other people, for example in the early to mid scene she shows Esella's face towards her stepmother and her friends, but in the middle to the end scene when Estella meets the baroness. However, their meeting triggers a series of events and surprises that lead Estella to embrace her evil side and become the cruel, fashionable, and vengeful Cruella. She is able to show the face of a cruella towards baronesses, coworkers, and others. When it comes to cruella's personality, she tends to be very rude and cruel to those around her. The attitude and behavior that cruella displays in every scene in the film is very rude and cruel, in contrast to the side of

estella's personality which tends to be innocent. The cruella side of personality acts with a dark impulse that is not at all the usual for the Estella side of personality.

Related to the topic, the topic in this research is about a girl, namely Estella who has a dual personality, she embraces Jekyll and hyde syndrome. The classic and personality disorder that exist in someone who has Jekyll and Hyde syndrome are closely related to the topic of multiple personalities. In this theory, it is explained that someone who embraces Jekyll and hyde syndromewith the classic type is able to create separate identities, including using different names depending on who they belong to. A person with Jekyll and Hyde syndrome can also act completely differently when in private or in public, often when taking over another person's personality the person behaves and acts very rudely and violently caused by personality disorder. It can be concluded that the statement above is related to the topic in this research, namely the topic that discusses multiple personalities.

How Disney present their story in a non-princess narrative : Unlike Disney series or films in general, usually series or films under the auspices of Disney present stories about fairies, princesses, and royal queens. Usually the themes in Disney stories are related to romance, fantasy, and kingdom, but Cruella's film itself is very different from other Disney films. In the movie *Cruella* itself, it tells the story of a girl who has multiple personalities with attitudes and behaviors that tend to be rude and cruel when switching to another personality. Each scene always shows how brutal and rude Estella's attitude and behavior is, unlike other Disney princess films where each scene displays romance

	<p>and harmony in each character. Characters in Disney princess series or films usually have a friendly and cheerful nature, in contrast to Estella who tends to be rude and cruel. Even though the movie <i>Cruella</i> has a rough theme, at the end of the movie there are still life values that can be learned.</p>
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