

Moral Values Found in *Cruella* Movie

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Abstract.

The purpose of this research is to ascertain the film's moral values. The authors employed a qualitative descriptive analysis method in this analysis, which entails gathering data and examining an object before describing it. This study examined the moral ideals portrayed in the Cruella de Vil film. This research gathered data from the script and documentation. The researcher is the primary instrument for this investigation. For the purposes of conducting the research, the researcher served as the analyzer. The researcher gathered data by analyzing the script film. The researcher analyzed the data in this study using the descriptive approach. Because the primary objective was to ascertain the moral principles contained in Cruella Movie's script. As a result, it may be stated that Cruella contains two distinct classifications. To begin, the moral qualities of being there have been peace and capability, self-confidence and potential, bravery for the sake of bravery, and kindness, and last, honesty. Second, the moral principles of giving have been justice and mercy, love and affection, kindness and friendliness, and the latter is particularly appreciated. The most prevalent moral qualities in the Cruella film are love and affection.

Keywords: *Cruella*, moral values, movie

Introduction.

Cruella is an older film that has a stylish raincoat. Cruella's real name is Estella; she was abandoned by her parents due to her unusual appearance and her birth mother's avarice. Cruella is clever and brilliant, but evil, much like Megamind in Stephen King's teen novel *Carrie*.

The Cruella film contains some moral values. Estella has exhibited a variety of characteristics since she was born on the planet. Cruella believes she is truly unique. She strives to elevate her unique features in order to achieve stardom. Then, when Estella returns home alone, she meets two new pals named Jasper and Horace. They were raised on the streets. They are friends. Estella is assisted in locating the way by Jasper and Horace. Together with Horace and Jasper, Estella's good and terrible qualities are shown. Oftentimes, our closest family members are our friends. They take on the role of our spirit, guiding us through the difficulties. They are mutually supportive. One may argue that friends are the family we select.

The lesson learned from Cruella is that the more times we fall, the more times we rise. Cruella tells us to always fight our battles, even when they are difficult. We must never surrender. We have a lofty goal to accomplish. From those events, we might deduce Cruella's moral obligation to discover her own path in life.

Today, many of the elements that contributed to the collapse of Indonesia's national potential remain. Among these is a dwindling regard for the educational, moral, and cultural values of each individual. The significance of a great nation's character in enhancing the nation's success and progress is critical. Moral crisis as a result of inadequate values teaching in the broadest sense (at home, at school, and outside the home).

Because film may be utilized as a vehicle of communication, it can be used in the teaching and learning process. A film will always have an engaging storyline and words that convey an important message to the viewer. Additionally, film screenplays employ literary language rather than everyday language in order to create distinctive and deserving works.

The researcher will conduct this investigation using the Cruella film as the data source. This research, which makes use of the Cruella film, can be used as a tool for teaching and learning activities. Cruella provides several lessons that students can learn about literature through the medium of film. In the application of imaginative writing, literary works such as fiction writing, creative poetry, prose fiction, and theater are utilized to define a written work. 199) (Abrams & Galt, 2012).

Through literary, the reader can interact with the author's story or with the viewer of a literary work in order to determine what message the author wishes to convey to the reader. Through their story, the author shares their feelings, thoughts, ideas, or arguments concerning moral ideals.

Each literary work or work of fiction must transmit a moral message to the reader. Moral values can be used to define what is right and wrong in an individual's behavior and can be applied in the community context in everyday life. According to Purcel (1986:6), morality (moral) can be defined in terms of social behavior. More precisely, morality is defined as desirable, valuable, or good social behavior, or as the values underlying desirable social behavior. Stephen David Ross has said unequivocally that morality is inextricably linked to the social environment: Morality undoubtedly incorporates social relationships, the obligations that persons have to others, and the advantages that individuals gain from others.

This is a general requirement of logic that everyone must accept regardless of their position on any particular issue. It was how the society received the attitude and habit by the society. We concluded that morality is the attitude people doing in a community

Moral value is a person's belief in the good and bad of something, because moral values can provide a good example in every human action. In everyday life, moral values can be used as experiences or lessons to become better. As for literary works, moral values are messages conveyed by the author to his readers through literature, one of which is a film.

A movie is a form of speculative thought that aims to make visible the underlying that can be seen on the screen. The ultimate objective of movie theory is to construct models of movies' non-observable underlying structures to explain the nature of movie (Buchland, 2009:6). There are many movies such as drama, action, horror, animation, documentary, comedian, romantic, and science fiction. Most of the film is adapted from a real story globally, and the other is adapted from books or novels. The movie will give us a message such as morals, motivation, belief, science, etc. There some kinds of theme that has conducted on the movie. There are a lot of topic and genre like movie about life, animation, animal, friendship, etc. There will be a different message each of movie. This message has been studied in various research as in Marlina & Kustantinah's work "A Study on Moral Values Represented in Shawshank Redemption Movie" which discussed the values of *honestly, hard work, unconditional love and kindness, compassion, and co-operation in*

Redemption Movie. Through that kind of movie, the watcher can see the different values that shown on the movies. On explanation above, the writer interested to conducting a research entitled “Moral Values Found on the *Cruella Movie*”. *Cruella* hits a lot of familiar beats you might see in heavy dramas of this nature, though it avoids the sappy pitfalls of the done to death (sorry) terminally ill teen romances. The movie has a moral value that can be a motivation and moral learning process in behavior.

Literature Review

Moral Values

Both educational and moral values are centered on values; we can learn about moral values at school. because school is the appropriate environment for the development of moral ideals and good practices. To begin, friends and teachers have a significant impact on the development of values in children and adolescents in their own families, the media, and peer organizations, as well as in society. Second, schools reproduce and reflect community ideals because human beings may appreciate education and utilize it to shape their own future growth patterns (Halstead & Taylor, 1996:2).

A moral theory is essentially a collection of fundamental beliefs held by a society. Each individual must adhere to their own set of moral principles, however when discussing the same subject, there are certain points in common (Barrow, 2007:8). Additionally, (Rachels, 2003:1) states that moral philosophy is an endeavor to develop a systematic knowledge of morality and what it needs of us in real life.

According to (Barrow, 2007:7), if I'm not inaccurate, there are several false assumptions about morality; I'll discuss a couple of them in further detail later (of which are related to one or more of the basic problems mentioned):

1. A particular system of ethics can be characterized by elucidating morality. Certain prohibition orders, such as not permitted to steal, not allowed to pay taxes, mandates to honor promises, and commandments to love others, might be read as a notion of decency.
2. Only through evaluating one's deeds or behavior can one determine one's moral character.
3. The belief that a good moral is one that God, the Great Chief, or Nature permits.
4. If a religious belief is not rooted in morality, it cannot be utilized as a basis for moral judgment.
5. The conviction that everything you believe or believe is good is good. Furthermore, there is no such thing as objective moral truth.
6. The belief that morality can be defined in terms of what is lawful, socially acceptable, or prudent.
7. It is a moral theory if it contains explicit directions for action.

Moral values can convey signals through counsel given by player characters who demonstrate both good and poor behavior. In human existence, the good and poor qualities of an individual can be viewed through a personal lens that is constantly evolving for the better. According to Linda and Eyre (1993), moral values were classified into two categories.

a. The Value of Being

The value of being is the intrinsic value of the human being. It is about their character and their behavior toward others. There are several different types of being values:

- 1) Honesty is a state of mind in which one acts in accordance with the facts and does not conceal anything.
Linda and Eyre (1993) defined someone who possesses inner strength, self-confidence, and trustworthiness as having the same value as honesty.
- 2) Courage is the capacity to make sound judgments and to confront an issue responsibly. According to Linda Eyre (1993), bravery occurs when an individual attempts something tough without following the herd or influencing others.
- 3) Peace is the capacity for quietly and patiently confronting a challenge. Linda and Eyre (1993) describe calm as the capacity to attempt self-control in order to avoid argument, and peace as the capacity to be quiet and tranquil.
- 4) Self-confidence and potential are both beliefs that might convince you of your abilities and qualities. Linda and Eyre (1993) assert that self-confidence is an individual, aware, and unique trait. Confidence will give us an advantage over our activities.
- 5) Self-control and moderation Discipline is the capacity to manage and balance the tasks at hand. This is an illustration of self-discipline in general, as well as physical, mental, and financial self-discipline (Linda and Eyre, 1993). And moderation is someone who prioritizes the creation and maintenance of anything in life.
- 6) Loyalty and continence. Loyalty is a quality exhibited by someone who demonstrates a loyal attitude and unwavering support. Chastity is the practice of abstaining from sexual interactions and safeguarding oneself against sexual relations prior to the occurrence of a formal marriage that may violate the law. (2013) (Halwani).

b. Value of Giving

The value of giving is the value given by someone which includes something invisible but valuable.. There are several types of value giving, there are:

- 1) Loyalty and dependability. Loyalty is someone who does something sincerely without complaining or wanting something in return. (Linda and Eyre 1993) Dependability is the attitude or behavior of a person who is consistent or always dependent on family, neighbours, organizations, institutions and companies.
- 2) Respect is a polite attitude to pay attention to the beliefs of others in something that has the ability, quality and achievement. Linda and Eyre (1993) state that in everyday life there are several types of respect that are applied, for example: respect for family, for neighbors, for property, for someone who is older than us, for the environment, for nature, for the religious rights of others. others, respect oneself and avoid interfering with oneself.
- 3) Love and affection. Love is when someone feels a deep feeling and has a meaning that is difficult to explain in words, it is expressed in the form of attention and action. Linda and Eyre (1993) state that love is expressing feelings and desires for someone. Affection is an instinct or feeling of affection for something.
- 4) Selflessness and sensitivity. Selflessness is a sacrifice or wisdom one makes for others and is more concerned with others than oneself. (Linda and Eyre, 1993) a person's sense of sensitivity or sensitivity can be seen from a person's empathy for something that is happening because of a sense of brotherhood or tolerance for others.

- 5) Kindness and hospitality. Kindness is a sense of concern for something that can affect well-being in everyday life (Salzberg, 2011). Kindness is something that can determine good behavior. (Linda and Eyre, 1993). Hospitality is an attitude that refers to something and an attitude that prefers to understand rather than face it, for example: giving a smile and greeting.
- 6) Justice and mercy. According to Linda and Eyre (1993), Justice is a human attitude that is always obedient to fairness, law, play, and work. Mercy is a human attitude that provides help or assistance to others because of a sense of compassion or concern for others.

Movie

The film has existed since 1895, and there has been no editing since that year. When the film was initially created, it lasted less than 60 seconds before expanding to 14 minutes. Historically, films were made relatively simply with a series of single shots; all scenes were captured with tableau; the camera did not move and was kept well away from the action; the film was then cut into numerous shots (Dancyger, 2007:3).

Cruella movie

Cruella is a film about a woman named Eatella Miller who is extremely intelligent and determined to become a fashion designer. She is today famous as Cruella de Vil, a fashion designer. The Hundred and One Dalmatians is a 2021 American criminal comedy film based on Dodie Smith's 1956 novel. Cruella is filmed in London. Brosh McKenna, Kelly Marchel, and Steve Zissz direct the film. Emma Stone, Emma Thompson, Joel Fry, Paul Walter Hauser, Emily Beecham, Kirby Howel Baptiste, and Mark Strong all-star in this picture.

Method

The writer employs a qualitative descriptive analysis method in this analysis. A qualitative descriptive analysis method is one that is used to collect data, study an object, and then describe it. Qualitative descriptive research presents data in the form of words rather than numbers. This study is limited to assessing the moral principles contained in the Cruella Movie script as it is now available on the internet. The researcher then interprets the data's results.

Finding and Discussion

Research Findings

The purpose of this research is to find out the moral values uses on the script of *Cruella* movie. The researcher conducts this research by analyzing the script on *Cruella* Movie. The findings of this research explain in detail below:

1. The Moral Values found in *Cruella* movie

To collect the data regarding the moral values use in the script *Cruella* movie, the researcher analyzes the script by watching the movie. The result of the finding reveal the exact data on what moral values used on this movie. According to the finding here in the table 4.1 the use of the moral values on the movie.

On this finding divide into two part. Part one deal with the finding moral values of being on the *Cruella* movie. And then, part two deal with the finding of values of giving on the *Cruella* movie.

Table 4.1. The finding moral values of being on *Cruella* movie

| No | Phrase | Classification | Reason for classification |
|-----|--|-------------------------|---|
| 1. | And I will keep my mouth shut, and I will never come back here. | Courage | Because it shows braveness |
| 2. | (SIGHS) I couldn't agree more. Look around, Cinderella. | Courage | Because ut shows braveness to say no |
| 3. | he's a good lawyer. | Honestly | The word shows honest |
| 4. | I think that's good. | Honestly | The word shows honest |
| 5. | Call me crazy, call me insane | Selfconfident potential | and The word of call her crazy and insane shows Cruella confident |
| 6. | No evil thing will | Courage | It shows the breaveness to say no |
| 7. | That you're so extraordinary. Of course, you're mine | Selfconfident potential | and It is confident to say extraordinary |
| 8. | I hate to ruin your party, but I've come to evict you | Honestly | She honests to say she hates to come |
| 9. | But people do need a villain to believe in, so I'm happy to fit the bill | Honestly | It shows the happiness of believing |
| 10. | There's no easy way to say this. | Coourage | Braveness to say no |

| | | | |
|-----|---|----------|--------------------------------|
| 11. | Because I dragged you out of the smoke and flames before they consumed you. | Honestly | Showing honest with the reason |
| 12. | It's a stunning, ludicrously expensive gown. | Honestly | Showing honest of praising |
| 13. | But Cruella has no shame. | Courage | It is braveness to say no |
| 14. | Honestly? | Honestly | Int shows the honest |

Here are the finding of moral values of giving on the *Cruella* movie. The table shows the result of the data.

Table 4.2. The finding moral values of giving on *Cruella* movie

| No | Phrase | Classification | Reason for classification |
|----|--|-------------------------|--|
| 1. | They're lucky to have you. | Love and affection | It shows an praising love |
| 2. | Well, be polite. And good. And friendly. | Kindness and friendness | It shows kindness with saying polite and frindely |
| 3. | Exactly. Love you. Love you more | Love and affection | It shows an praising love |
| 4. | And Wink was just plain friendly | Kindness and friendness | It shows kindness and frindness with saying frindely |
| 5. | I got to do what I love, and we were | Love and affection | It shows an praising love |

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|-----------|---|-------------------------|--|
| | reaping the rewards. | | |
| 6. | I love Liberty! | Love and affection | It shows an praising love |
| 7. | You and I are going to be very good friends, Artie | Kindness and friendness | |
| 8. | Maybe she just really loved her kid | Love and affection | It shows an praising love |
| 9. | Maybe she only had one person to take care of and she failed dismally. | Kindness and friendness | It shows kindness by saying careness |
| 10 | How can you not love this face? | Love and affection | It shows an praising love |
| 11 | You look amazing | Respect | It respects because it shows to amze someone |
| 12 | I do love trouble. | Love and affection | It shows an praising love |
| 13 | I was going to take the things she loved most... her business, her status | Love and affection | It shows an praising love |
| 14 | And I call that a happy ending | Love and affection | It showed loving by happines |
| 15 | Lovely. | Love and affection | It showing word lovely |
| 16 | I love it. | Love and affection | Saying the word love |
| 17 | It's one of the things I love about you | Love and affection | It shows the love word |

| | | | |
|-----------|--|-------------------------|--|
| 18 | I like him. | Love and affection | It is showing affection by like him |
| 19 | Oh, well, I do love spots. | Love and affection | It shows the word loving something |
| 20 | I really, I tried because I loved you. | Love and affection | It shows the loving someone |
| 21 | Much to avenge, revenge and destroy. | Justice and mercy | It shows the revenge it means it for justice |
| 22 | Love me into shape, I suppose, was the plan. | Love and affection | It shwos the loving |
| 23 | I'd love them to know that you went out in a blaze of glory. | Love and affection | It is showing the word love |
| 24 | Oh, how lovely of her to thank us for our work. | Love and affection | It shows loving |
| 25 | You care what an obstacle wants or feels, you're dead | Kindness and friendness | It shows kindness by saying careness |

Regarding to the finding on the table 4.1 and 4.2 that show the result of moral values of being and moral values of giving. There are some moral values finding according to the *Cruella* movie.

2. The moral values realized on the *Cruella* movie

The realization from the *Cruella* film's characters is that they demonstrate cooperation in their fight for the *Cruella* aim. Estella is aware that she is a unique child born into this world. In the

opening of the film, she stated that she is not only unique, but also has a unique temperament and style of her own. Estella is assisted by her mother in gaining control of her peculiarity. It is to disregard her distinctions.

Discussion

Based on the finding there are some data finding according to the *Cruella* movie. There are some finding according to the data moral values of being our courage and honestly. Then, the moral values giving that find on the movie are love and affection, kindness and friendness, and respect. All the moral values finding can become a lesson on our daily life.

There are 14 finding moral values of being on the *Cruella* movie. There are courage, honestly, self-confident and potential, and honestly. Followed by the finding moral values of giving. There are 25 moral finding that shows on the *Cruealla* movie. There are love and affection, kindness and frindness, and respect.

We can learn a great deal from the findings above, particularly about moral ideals. Many of us did the same thing. For the sake of relating to society, we sometimes conceal our genuine selves. We truly desire adaptation to our environment, and as a result, we transform ourselves into what our society desires. I've spent many years attempting to be another meaning because I want to help people. It can assist others in shining and allow me to embrace myself.

When Estella embraces her unique characteristic, she can shine brightly enough to become a star. Estella meets her best buddy while walking along the road. On the London road, she meets Jesper and Horace. Those two children had grown up on the streets together. They congregate on the street and assist one another in resolving their concerns.

Estella, who is constantly accompanied by Horace and Jesper in all her endeavors. They are constantly on hand to assist Estella, standing at her side. They became Estella's best friends and closest family members. Horace and Jesper are the constant supporters of Estella. They grant Estella spirit under all circumstances.

Estella has encountered difficulties from the start. A youngster that was born into a difficult situation. She makes an attempt to transcend her dreams. She fights for her life in order to pursue her dream despite the challenges she faces with her pals.

As a result, Cruella's adverse prior experiences did not deter her from pursuing her aspirations. She recognized the barriers in her path and chose to struggle until she achieved her objectives. Cruella may not have followed the conventional wisdom, but she forged her own path to achieve the life she desired.

To accomplish the research aims, this debate finds that the *cruella* film falls under two categories, namely: To begin, it has the moral principles of serenity and capability, self-confidence and self-potential, courage and kindness, and lastly, honesty. Second, giving is motivated by moral principles such as justice and mercy, love and compassion, kindness and friendship, and respect.

There are numerous lessons that we might take away from a film. Particularly the moral standards portrayed in the *Cruella de Vil* film. As evidenced by Estella's path. How she combats

her unique characteristic. She is attempting valiantly to resolve her mental state. Estella is working extremely hard to fulfill her dream of becoming a designer.

We can discover how Estella conceals her issues from her story. We can understand how the inner meaning of life is transformed into a new spirit through Estella's moral ideals. The discovered moral principles serve as a lesson for us. We must overcome all difficulties that stand in our way right now.

Conclusion

This previous chapter's discussion should be summarized in order to accomplish the study objectives. In summary, the Cruella film contains two distinct classes. To begin, it has the moral principles of serenity and capability, self-confidence and self-potential, courage and kindness, and lastly, honesty. Justice and mercy are the second moral principles of giving, followed by love and compassion, kindness and friendship, and respect. The film's predominant moral principles are love and compassion.

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