

ABSTRACT

MARLENE, JOSEPHINA PRISKA. (2025). **Five Faces of Oppression as Seen in Baroness in Gillespie's *Cruella* (2021)**. Yogyakarta: Department of English Letters, Faculty of Letters, Universitas Sanata Dharma.

This study explores the character of the Baroness Von Hellman in the film *Cruella* (2021) directed by Craig Gillespie. The researcher chose this topic to examine how the Baroness' characteristics lead to interpersonal and social conflict, and how these elements reflect acts of oppression, as seen through Iris Marion Young's Five Faces of Oppression.

This study has three objectives. The first is to identify the characteristics of the Baroness as reflected through her behavior, dialogue, and cinematic elements. The second is to analyze the conflicts she creates with other characters and society. Finally, the study aims to examine how her characteristics and conflicts represent the five forms of oppression proposed by Iris Marion Young.

This study uses a sociological approach with qualitative methods and a library research method. The data used in this study consist of the primary source, the film *Cruella* (2021), and the secondary sources such as journal articles, books, and other academic references related to characterization, conflict theory, mise-en-scène, cinematography, sound, and Iris Marion Young's theory of oppression.

Throughout the film, the Baroness is portrayed as a ruthless, haughty, manipulative, and narcissistic character. These characteristics often cause conflicts with other characters, including Estella, Cruella, Catherine, her employees, and the general public. The Baroness's characteristics and the conflicts she causes reflect various forms of oppression, such as exploitation, marginalization, violence, powerlessness, and cultural imperialism, as explained in Iris Marion Young. The forms of oppression carried out by the Baroness include exploitation of her employees, who are forced to work in inhumane conditions without empathy; violence in the form of verbal and non-verbal abuse toward other characters; powerlessness experienced by her subordinates due to their lack of voice or power in the workplace. She also marginalizes individuals from lower social classes, including her employees. Additionally, Baroness' actions demonstrate cultural imperialism through her dominance in the fashion industry, suppressing the expression of other boutiques that differ aesthetically and in values.

This study contributes both theoretically and practically by demonstrating how a sociological approach can reveal various meanings in the portrayal of characters and power dynamics in films. Practically, this analysis shows that films can reflect social reality and power, thereby helping readers understand issues of oppression. This emphasizes that literary studies play a role in understanding social dynamics while also serving as a means to build social awareness and convey criticism. Through this analysis, the study reveals how the characteristics and conflicts caused by Baroness reflect the Five Faces of Oppression within the film's narrative.

Key Words: *Baroness, Five Faces of Oppression, Sociological Film Analysis*

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Penelitian ini mengeksplorasi karakter Baroness Von Hellman dalam film Cruella (2021) yang disutradarai oleh Craig Gillespie. Peneliti memilih topik ini untuk menganalisis bagaimana karakteristik Baroness menyebabkan konflik interpersonal dan sosial, serta bagaimana unsur-unsur tersebut mencerminkan tindakan penindasan, sebagaimana dijelaskan dalam *Five Faces of Oppression* karya Iris Marion Young.

Studi ini memiliki tiga tujuan. Pertama, mengidentifikasi karakteristik Baroness yang tercermin melalui perilakunya, dialog, dan elemen sinematik. Kedua, menganalisis konflik yang diciptakannya dengan karakter lain dan masyarakat. Terakhir, studi ini bertujuan untuk mengeksplorasi bagaimana karakteristik dan konfliknya mewakili lima bentuk penindasan yang diusulkan oleh Iris Marion Young.

Penelitian ini menggunakan pendekatan sosiologis dengan metode kualitatif dan metode penelitian perpustakaan. Data yang digunakan dalam penelitian ini terdiri dari sumber primer, yaitu film Cruella (2021), dan sumber sekunder seperti artikel jurnal, buku, dan referensi akademik lainnya yang berkaitan dengan karakterisasi, teori konflik, mise-en-scène, sinematografi, suara, dan teori penindasan Iris Marion Young.

Selama film, Baroness digambarkan sebagai karakter yang kejam, sombong, manipulatif, dan narsistik. Karakteristiknya ini sering menimbulkan konflik dengan karakter lain, termasuk Estella, Cruella, Catherine, para pekerjanya, serta Masyarakat umum. Karakteristik Baroness serta konflik yang ditimbulkan olehnya mencerminkan berbagai bentuk penindasan, seperti eksploitasi, marginalisasi, kekerasan, ketidakberdayaan, dan imperialisme budaya, sebagaimana dijelaskan dalam teori *Five Faces of Oppression* oleh Iris Marion Young. Bentuk penindasan yang dilakukan Baroness mencakup eksploitasi terhadap para karyawannya yang dipaksa bekerja secara tidak manusiawi dan tanpa empati; violence berupa kekerasan verbal dan non-verbal terhadap karakter lain; powerlessness yang dialami para bawahannya karena tidak memiliki suara atau kuasa dalam tempat kerja. Ia juga melakukan marginalisasi terhadap individu-individu dari kelas sosial bawah, termasuk para karyawannya. Selain itu, Tindakan Baroness menunjukkan bentuk imperialism budaya melalui dominasinya di industry mode, yang menekan ekspresi butik butik lain yang berbeda secara estetika dan nilai.

Studi ini berkontribusi secara teoritis maupun praktis dengan menunjukkan bagaimana pendekatan sosiologis dapat mengungkap beragam makna dalam penggambaran karakter dan dinamika kekuasaan dalam film. Secara praktis, analisis ini menunjukkan bahwa film dapat merefleksikan realita sosial dan kekuasaan, sehingga dapat membantu pembaca memahami isu penindasan. Hal ini menegaskan bahwa kajian sastra berperan dalam memahami dinamika sosial sekaligus menjadi sarana untuk membangun kesadaran sosial dan menyampaikan kritik. Melalui analisis ini, penelitian mengungkap bagaimana karakteristik dan konflik yang ditimbulkan oleh Baroness mencerminkan *Five Faces of Oppression* dalam alur cerita film.

Kata Kunci: Baroness, Five Faces of Oppression, Sociological Film Analysis