

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Feminism is an issue that is still being discussed today. Feminism is a social movement that fights for gender equality which is how gender is not classified so that it can be equal in terms of economics, politics, studies, etc. Moreover, it is an ideology that prioritizes equality for women and men, apart from that it is also opposed to patriarchy and sexism (Bala, 2019). This ideology is channeled in various ways. Usually, it creates a campaign, or if it is in government, a law will be proposed that protects women's rights, or through something as simple as a movie.

Movies are works that are one of the media that can raise social awareness to the public. Therefore, it usually inserts social awareness into the setting of the story, character background, or the narration of each character. In the case of feminism in the movie, the awareness that wants to be highlighted is how to maintain women's efforts and sacrifices for equality in the modern era of society (Deng et al., 2022). Feminism analyzes movies through feminist lenses, like interpreting the context of the movie in various ways with feminist attributes. Feminism covers many things and fields, such as women's rights in society, politics, as well as work, and household. In the work field often discussed about women's rights and how women lead. This is further explained through the definition of women's leadership.

Women's leadership is the role that women have in terms of leadership. This is usually found in an organizational structure, either in a company or elsewhere. It

involves how women handle democratic leadership, the position of each subordinate, finding differences, and appreciating other people's abilities or weaknesses (Faizah et al., 2020). The involvement of those women's actions can be shown in the movie through a character's habits in their words or actions. It can also be found in a character's background story. These women leadership characteristics are analyzed through a discourse approach.

Discourse is a form of communication used by humans. It shows how humans relate to society. This can also be found in various kinds of human communications, like the speech of a famous figure, advertisements, books, or movies. How humans exchange information, understand each other, and build relationships can be studied using discourse. Therefore, if discourse is analyzed, it helps other fields of knowledge, such as science, language, or art by building new insights or ideas or broadening the view of the world.

Discourse, like other parts of linguistics, can be studied and analyzed. Discourse analysis is one of the language studies that focuses on how language functions in various human interactions (Schäffner, 2019). This study analyzes a discourse based on the context and what role humans play in the social structure. It aims to understand the social structure or prevailing norms in the discourse. Therefore, there are various kinds of discourse approaches, like metaphor analysis, narrative discourse analysis, conversation analysis, and critical discourse analysis. They have different ways and goals of how to analyze a discourse.

In general, it has been explained that discourse analysis is how to analyze a discourse so that the context, relations between people, and social structure that

exist in the discourse are understood. Likewise, critical discourse analysis (CDA), also analyzes social relations between humans in a discourse, but in a more specific way. It highlights how language relates to social conditions, power, culture, or ideology in a more complex way (Zuo, 2019). Furthermore, it discusses the conditions by presenting criticism, looking at challenges in society, or highlighting social phenomena that are still unequal (Han, 2020). There are many social issues such as unequal social status, stereotypes of certain genders, and the struggle for gender equality through the feminist movement.

“*Cruella*” shows a social phenomenon towards opposition to the patriarchal system. This movie set in the 70s takes the concept of feminism in the second wave. This addresses issues such as gender discrimination and women's struggles to gain their rights, especially in the work field. Thus, “*Cruella*” has broader discourses covering fashion, business, and the personal identity of a female leader. By raising this theme, this movie is not merely just for entertainment, but the women's rights presented can represent social justice and feminist interests in the media to raise awareness and inspire changes in social dynamics towards women.

There have been studies on both CDA and feminism in the movie. One of the research discusses the women stereotype challenge and liberal feminism (Indriani & Wenerda, 2024). This study describes how a female character challenges stereotypes of the time and how this character depicts liberal feminism. Moreover, there is research that has discussed features of feminism with critical discourse analysis (Baig et al., 2021). It talks about the gender roles in society concerning men and women using the CDA approach. This study discusses not only

the femininity in the characteristics of women but also the masculinity in men shown in children's movie characters. This affects how children view the characteristics of femininity and masculinity. Then, there is research that talks about social stereotypes and discrimination (Nurwahyuni & Samelia, 2021). This study produces an analysis of how a character experiences discrimination due to stereotypes that exist in society at that time. Those studies have used the CDA approach yet, they did not discuss women leadership in feminism.

The difference between this research and previous research is that previous research has not discussed CDA and feminism simultaneously. Therefore, no feminism approach was discussed, especially in the woman leadership feature using CDA. Therefore, both CDA and women leadership within feminism perspective are the goals of this research. Furthermore, this research intends to broaden research insights regarding the CDA approach to the concept of feminism through the "*Cruella*" movie, especially in women leadership.

1.2 Statement of the Problem

1. What textual practices are related to the description of women leadership found in the "*Cruella*" movie?
2. What are the discursive practices related to the description of women leadership found in the "*Cruella*" movie?
3. What are the sociocultural practices related to the description of women leadership found in the "*Cruella*" movie?

1.3 Objectives of the Study

1. To describe the textual practices related to the description of women leadership found in the "*Cruella*" movie.
2. To define the discursive practices related to the description of women leadership found in the "*Cruella*" movie.
3. To identify the sociocultural practices related to the description of women leadership found in "*Cruella*" movie.

1.4 Scope of the Problem

Discourse analysis is a study approach that is related to the relationship between language and the possible context or background contained in a discourse. There are many discourse approaches, and one of them is Critical Discourse Analysis (CDA) which is the focus of this research. CDA explains the relationship between language and its context and background more specifically.

The CDA used in this research is closer to explaining the context and background, which mainly focuses on feminism. Moreover, in this research, CDA is connected to feminism which is more focused on one of its features namely women's leadership.

1.5 Significance of the Study

1.5.1 Theoretical Significance

Critical Discourse Analysis study about discourse in social circumstances. CDA examines how discourse relates to various existing social conditions.

Therefore, this research aims to develop a broader view of CDA research related to social issues, especially feminism. CDA, which in this research focuses on the theme of feminism, analyzes feminism discourse through literary works. Thus, another aim of this research is to increase scientific insight related to CDA research in literary works.

Furthermore, by addressing gaps in previous research, this exploration further processes how CDA is combined with tools, such as feminism, more specifically related to women's leadership presented through a movie. This research offers a fresh perspective on the intricate interplay between language and society. Ultimately, this serves to enrich our understanding of how discourse shapes and reflects social realities.

1.5.2 Practical Significance

One benefit of Critical Discourse Analysis (CDA) research is to examine social issues. In this research, the social issue raised is feminism, especially about women's leadership. Therefore, this research aims to facilitate the researchers who want to examine this topic. This research also helps them to explore how women's roles function in social structures.

For feminist researchers, this research can be used as an insight into the application of feminism features such as women's roles, behavior, or impacts in society in linguistics research. This can help expand the view of how the scheme of women in the social sense. Moreover, it can help overcome the problems of feminism that exist from the new insight that is gained from this research.