

**A CRITICAL DISCOURSE ANALYSIS OF
WOMEN LEADERSHIP WITHIN FEMINISM
IN THE “*CRUELLA*” MOVIE**



A Thesis Presented to the English Language Program (Madiun Campus),
Faculty of Communication Science,
Widya Mandala Surabaya Catholic University
As a Partial Fulfilment of the Requirements for the Sarjana Degree
in English Language

BY:

AGATA CINTYA NIRMALA

NIM: 1433021001

**ENGLISH LANGUAGE PROGRAM (MADIUN CAMPUS)
FACULTY OF COMMUNICATION SCIENCE
WIDYA MANDALA SURABAYA CATHOLIC UNIVERSITY**

2025

**A CRITICAL DISCOURSE ANALYSIS OF
WOMEN LEADERSHIP WITHIN FEMINISM
IN THE “*CRUELLA*” MOVIE**



A Thesis Presented to the English Language Program (Madiun Campus),
Faculty of Communication Science,
Widya Mandala Surabaya Catholic University
As a Partial Fulfilment of the Requirements for the Sarjana Degree
in English Language

BY:

AGATA CINTYA NIRMALA

NIM: 1433021001

**ENGLISH LANGUAGE PROGRAM (MADIUN CAMPUS)
FACULTY OF COMMUNICATION SCIENCE
WIDYA MANDALA SURABAYA CATHOLIC UNIVERSITY**

2025

**STATEMENT OF ORIGINALITY AND APPROVAL OF PUBLICATION
OF SCIENTIFIC MANUSCRIPT**

For the sake of scientific development, as a student of Widya Mandala Surabaya Catholic University, Madiun Campus:

I, the undersigned below:

Name : Agata Cintya Nirmala

Student Number : 1433021001

Thesis Title : A Critical Discourse Analysis of Women Leadership within
Feminism in the "*Cruella*" Movie

Declare that this thesis is my ORIGINAL work of my own. If it is proven under convincing plagiarism, I am willing to accept any consequences given by the Faculty of Communication Science, Widya Mandala Surabaya Catholic University.

I also agree that this manuscript published/displayed on the internet or other media (digital library of Widya Mandala Surabaya Catholic University) for the academic purpose restricted in accordance with Copyright Law.

Hereby, this statement of originality and approval of scientific manuscript is made truthfully.

Madiun, January 14th 2025

The writer,



(Agata Cintya Nirmala)

APPROVAL SHEET I

This thesis has been defended before the Board of Thesis Examiners of the Faculty of Communication Sciences, Widya Mandala Surabaya Catholic University and is accepted as a partial fulfillment of the requirements for the Sarjana Degree in English Language.

Acknowledged by,

Dean of Faculty of Communication Science,



Brigitta Revia Sandy Fista, S.I.Kom, M.Med.Kom.

NIDN. 07015108903

The Board of Thesis Examiners :

1. Chairperson : Dr. Yuli Widiani, M.Hum.

NIDN. 0717077102

2. Secretary : Christina Maya Iriana Sari, S.S., M.Hum.

NIDN. 0717068503

3. Member : Arielia Yustisiana S.S., M.Hum.

NIDN. 0701097701

APPROVAL SHEET II

THESIS

A CRITICAL DISCOURSE ANALYSIS OF WOMEN LEADERSHIP


BASED ON FEMINISM IN THE “CRUELLA” MOVIE

By

Agata Cintya Nirmala

NIM: 1433021001

This thesis has been approved to be examined before the Board of Thesis
Examiners.

Thesis Supervisor : Christina Maya Iriana Sari, S.S., M.Hum. ()

Madiun, January 14th 2025

DEDICATION

This thesis is dedicated especially to:

- My parents,
- My beloved younger siblings,
- My very best friends,
- My dear lecturers,
- My college friends,
- My alma mater.

MOTTO

Live your life to the fullest. Never regret anything
because everything that happened is really meant to be.
Keep your steps up, because you deserve all the
happiness at the end of the day.

ACKNOWLEDGEMENT

I would like to thank everyone who has supported me so that I can complete this thesis entitled A Critical Discourse Analysis of Women Leadership within Feminism in the “*Cruella*” Movie on time. Without their support, I am nothing.

First of all, to my supervisor on this thesis, Christina Maya Iriana Sari, S.S., M.Hum. thank you for your time, knowledge, and guidance while working on this thesis. Thanks to her, I can understand more deeply about CDA and feminism. Then, not to forget the other English Language Program lecturers, Priska Meilasari, S.S., M.Hum., Arielia Yustiana S.S., M.Hum., Dr. Yuli Widiana, M.Hum., Dr. Dwi Aji Prajoko, M.Hum., Fransiska Dian Juanita, S.S., M.Pd. who wholeheartedly share their wisdom so that I can develop into a student with an awesome character, as well as the student staff Mrs. Rina Feriana who always supports me with much-needed information.

To my parents and also my younger siblings, Sesilia, Beni, and Anindita, thank you for the never-ending support. Especially to my younger siblings who make me a good example so that I continue to try to improve myself.

Then, I would like to express my greatest gratitude for the presence of my best friends, Clariza, Winda, Dinda, Yunika, and Chiel who have always been there when I needed mental support. Additionally, I feel thankful for my classmates, Azaz, Hizkia, and Jessica who helped enliven my journey in college. Finally, I would like to appreciate the “*Cruella*” movie creator, cast, and crew involved in creating a work that presents social issues and inspires me to write this thesis.

ABSTRACT

AGATA CINTYA NIRMALA (2025), A CRITICAL DISCOURSE ANALYSIS OF WOMEN LEADERSHIP WITHIN FEMINISM IN THE CRUELLA MOVIE.

Surabaya: English Language Program, Faculty of Communication Science, Widya Mandala Surabaya Catholic University.

The research discusses women's leadership within feminism through the three-dimensional framework of Fairclough's Critical Discourse Analysis (CDA). This study uses a qualitative descriptive research method that analyzes utterances in dialogues or monologues, and movie scenes related to women leadership. From the analysis by using the textual practice, it is concluded that the two characters of female leaders, Cruella and Baroness both have leadership traits that are reflected in their dialogue. The dialogue is categorized into types of sentences, namely descriptive, interrogative, imperative, and exclamative sentences, along with the use of pronouns and modality. The discursive practice influences the production process so it affects the text production and characterization of the characters in their positions as leaders. In addition, sociocultural practice shows how women leadership in the movie is influenced by real social phenomena related to women in the work field at that time and shows how women take masculine behavior to suit the work environment, like confidence, ambition, and competitiveness. Furthermore, by highlighting the assertive leadership traits of these characters, this movie provides a nuance of opposing the patriarchal system, thus showing how women are able to become leaders and succeed in breaking down societal norms.

Keywords: Feminism, women leadership, Critical Discourse Analysis

ABSTRAK

AGATA CINTYA NIRMALA (2025), A CRITICAL DISCOURSE ANALYSIS OF WOMEN LEADERSHIP WITHIN FEMINISM IN THE CRUELLA MOVIE.

Surabaya: Program Studi Bahasa Inggris, Ilmu Komunikasi, Universitas Katolik Widya Mandala Surabaya.

Penelitian ini membahas kepemimpinan perempuan dalam feminisme melalui kerangka tiga dimensi Analisis Wacana Kritis (CDA) Fairclough. Penelitian ini menggunakan metode penelitian deskriptif kualitatif yang menganalisis ujaran dalam dialog atau monolog, dan adegan film yang terkait dengan kepemimpinan perempuan. Dari analisis dengan menggunakan praktik tekstual, disimpulkan bahwa kedua tokoh pemimpin perempuan, Cruella dan Baroness sama-sama memiliki sifat kepemimpinan yang tercermin dalam dialog mereka. Dialog tersebut dikategorikan ke dalam jenis kalimat, yaitu kalimat deskriptif, interogatif, imperatif, dan seruan, beserta penggunaan kata ganti dan modalitas. Praktik diskursif memengaruhi proses produksi sehingga memengaruhi produksi teks dan karakterisasi tokoh dalam posisi mereka sebagai pemimpin. Selain itu, praktik sosial budaya menunjukkan bagaimana kepemimpinan perempuan dalam film dipengaruhi oleh fenomena sosial nyata yang terkait dengan perempuan di dunia kerja saat itu dan menunjukkan bagaimana perempuan mengambil perilaku maskulin agar sesuai dengan lingkungan kerja, seperti percaya diri, ambisi, dan daya saing. Selain itu, dengan menonjolkan sifat-sifat kepemimpinan yang tegas dari para tokohnya, film ini memberikan nuansa perlawanan terhadap sistem patriarki, sehingga menunjukkan bagaimana perempuan mampu menjadi pemimpin dan berhasil mendobrak norma-norma sosial.

Keywords: Feminisme, kepemimpinan perempuan, Critical Discourse Analysis

TABLE OF CONTENT

Content	Pages
TITLE	i
STATEMENT OF ORIGINALITY AND APPROVAL OF PUBLICATION OF SCIENTIFIC MANUSCRIPT	ii
APPROVAL SHEET I.....	iii
APPROVAL SHEET II	iv
DEDICATION	v
MOTTO	vi
ACKNOWLEDGEMENT	vii
ABSTRACT.....	viii
<i>ABSTRAK</i>	ix
TABLE OF CONTENT	x
CHAPTER I	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problem	4
1.3 Objectives of the Study.....	5
1.4 Scope of the Problem.....	5
1.5 Significance of the Study.....	5
1.5.1 Theoretical Significance.....	5
1.5.2 Practical Significance.....	6
CHAPTER II.....	7
UNDERLYING THEORIES	7
2.1 Discourse	7
2.2 Critical Discourse Analysis	8
2.2.1 Textual Practice.....	9
2.2.2 Discursive Practice.....	10
2.2.3 Sociocultural Practice	10
2.3 Feminism	11
2.4 Women Leadership.....	14
CHAPTER III	16

RESEARCH METHOD.....	16
3.1 Research Design	16
3.2 Data and Source of Data	17
3.3 Data Collection Technique	18
3.4 Data Analysis Technique.....	19
CHAPTER IV	21
FINDINGS AND DISCUSSION	21
4.1 The Textual Practices Analysis Related to The Description of Women Leadership	21
4.1.1 Type of Sentences	22
4.1.1.1 Declarative.....	22
4.1.1.2 Interrogative.....	25
4.1.1.3 Imperative	28
4.1.1.4 Exclamative	30
4.1.2 Pronouns.....	31
4.1.3 Modality	36
4.2 The Discursive Practices Related to The Description of Women Leadership	37
4.3 The Sociocultural Practices Related to The Description of Women Leadership	45
4.4 Discussion.....	49
CHAPTER V.....	51
CONCLUSION	51
BIBLIOGRAPHY	54
APPENDIXES	56