

CHAPTER V

CONCLUSION

This research discusses women's leadership within feminism in a movie entitled Cruella. Women's leadership is explored using the Critical Discourse Analysis (CDA) approach by Fairclough (2013). Through this CDA framework, the Cruella movie is analyzed through character dialogue, the production process, and the relationship between all of that and the condition of society. Cruella presents a concept that highlights the strength and assertiveness of women in leadership positions.

The figure of the leader in this movie, which shows the element of women's leadership, is found in two characters, namely Cruella and Baroness. Both characters have leadership traits, but their approaches to environmental conditions and their subordinates are completely different. Cruella tends to have the nature of a nurturing leader, while Baroness shows the nature of an authoritarian leader. Through these two characters, the actions of women who oppose social norms at that time are shown. They show the figure of a woman who can rule and exceed social expectations at that time. Moreover, it can be concluded that this movie shows a tough challenge aimed at the patriarchal system of society.

Through textual analysis, it can be found that leadership traits are exposed in the character's dialogue and choice of diction. The types of sentences, like declaration, interrogative, imperative, and exclamative, also show how more specifically the character's speech can be seen as women leadership elements. The

use of pronouns and possessive pronouns shows high self-assertiveness in both characters. This shows that as leaders they tend to be assertive with their words. Likewise, the use of modality also emphasizes the actions and goals of the characters.

Then, in the discursive analysis, it is shown how the production process such as character positioning, costume selection, and also the colors embedded in the movie supports the process of making production texts and forming character traits. These things show that behind the layer there are actions that are deliberately carried out to strengthen the leadership traits of the characters Cruella and Baroness.

Finally, in the sociocultural practices section, it is connected that the discourse contained in the movie is influenced by social phenomena. In "*Cruella*", the social phenomena raised refer to feminism, especially in the second wave which focuses on women's problems in the world of work. The two characters analyzed in this study show how social conditions at that time shaped the character of a female leader as shown through the choice of words and also their actions.

This research provides insight into the representation of female leaders in movies although it has limits. Future researchers can take something from this research to develop research topics on feminism especially those discussing women's leadership. These concepts will certainly evolve and show how social conditions change. Further research can analyze how different people from various backgrounds are represented through the media and literature through a discourse approach. Furthermore, future research can examine how the developing society

plays an important role in influencing media discourse and literature related to women's rights and leadership.

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