

Baroness von Hellman's Dark Personality in *Cruella* (2021) Movie Script

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Abstract

The movie *Cruella* was released in 2021. This movie tells the story of a beautiful and creative woman named Estella who dreams of becoming a designer. On a circuitous journey, Estella met a famous designer of that time named Baroness von Hellman. They eventually achieved very good cooperation, until it reached a point where they were enemies with each other. The focus of this research is Baroness von Hellman's personality as the antagonist in the movie. Researchers are interested in studying the representation of Baroness von Hellman's dark personality and how this personality can dominate her. This research uses the dark triad personality theory to examine Baroness von Hellman's actions which represent her dark personality. In the dark triad of personality, there are three categories of behavior that reflect a dark personality, namely Machiavellianism, narcissism, and psychopathy. The research method used is descriptive qualitative with data sourced from the movie *Cruella*. The results of this research are that Baroness von Hellman's dark triad personality type which has the strongest influence is narcissism. This personality encourages acts of Machiavellianism and psychopathy to fulfill his obsessions. Meanwhile, the factors that cause a dark personality to be more dominant include physical, intelligence, family social strata, and environment.

Keywords: Machiavellianism, narcissism, psychopathy, personality development

INTRODUCTION

Everyone has a personality with various inherent characteristics. However, personality cannot be used as a benchmark in judging a person's characteristics. Personality is the same as other people's views of the impression attached to someone (Fatwikiningsih, 2020). Every personality cannot be equalized despite growing and developing in the same environment because of individualistic differentiation factors. They are psychological, physical, and thought patterns. Personality continues to develop along with a person's growth. Life experience brings modifications or changes in one's personality.

The personality that each person has affects attitude. Attitude refers to a person's desire or expression that describes a feeling of acceptance or rejection (Dahniar, 2019). Although facing the same problem, there are different expressions in responding to the problem. The response is influenced by the culture and environment that affect the thinking. Choosing to act politely or rudely in expressing thoughts can affect self-branding. That is why attitude can describe a person's personality based on daily behavior.

Personality can be categorized as good or bad based on its tendencies. If the personality is more dominant towards the dark side such as rudeness, selfishness and harm to others, it can be categorized into a bad personality. The dark side is considered bad in society. A dark

personality or dark triad is an evil personality associated with ideology or behavior that does not conform to norms, society, and ethics. People with this personality are ambitious to gain leadership, power, and career success (Lyons, 2019). Because for them, it is absolute freedom so they can manage it according to their own wishes. The dark triad can be described as antagonists with high interpersonal manipulation skills and callous. In the movie, the dark triad is depicted as the antagonist character, Lady Tremaine in *Cinderella*. She is described as a cruel character and often tortures Cinderella. The antagonist characters are usually represented as people who have cruel, evil, and brutal personalities. They are typically easy to commit criminal acts that can harm themselves. Actions that are often committed can be in the form of murder, violence, and torture.

Regarding the dark triad problems, this research is conducted. It is identifying the attitude of the antagonist character that reflects dark personalities by using the dark triad approach by Delroy L. Paulhus and Kevin M. Williams (Paulhus & Williams, 2002). The object of research observed is the actions of characters that reflect the dark triad. This research is conducted by observing actions, behaviors, and attitudes taken in dealing with a problem as well as decisions that shape human personality. A person's actions certainly create a behavior that will be evaluated with an attitude based on the norms that apply in the social environment.

This phenomenon is also found in Baroness von Hellman, the antagonist character of the *Cruella* (2021) movie directed by Craig Gillespie. In the movie, many scenes represent the personality of the dark triad in implicit or explicit scenes. Implicit scenes in this study refer to scenes that represent the dark triad directly such as murder tragedy. Meanwhile, explicit scenes refer to scenes that require additional information such as the meaning of hand movements and facial expressions. The movie talks about Estella von Hellman's life story known by the stage name Cruella De Vil from childhood to becoming a famous designer. However, the object of this study is the antagonist named Baroness von Hellman. She is portrayed as a great woman with a dark side that many people do not realize. Baroness von Hellman's dark side can be represented in the dark triad personality theory. This theory discusses the three aspects that underlie the dark personality. The researcher is interested in conducting this research since it provides new insights to readers about the dark triad personality.

THEORETICAL FRAMEWORK

The theory used in this study is to use the theory of dark triad personality by Paulhus and Williams.

Dark triad personality is a term used to define three dark side triads of personality that have a bad influence on society, namely Machiavellianism, narcissism, and psychopathy (Pechorro et al., 2019, p. 273). This personality not only affects a person's mentality, but also has an impact on the surrounding environment. This personality is the opposite of the big five personality or known as the good side in one's personality (Spain et al., 2014), so this theory has an attachment to each other in describing the light and dark sides of human personality.

This theory discusses personality types that highlight the dark side that can affect mental health. Paulhus and Williams think that the dark triad is an intermediate between normal personality and clinical pathology. The dark triad has three characteristics with distinctive differences, but has an overlapping work system in one individual. This personality is not a mental disorder so it does not require a psychologist's diagnosis.

Dark Triad Personality was developed by Paulhus and Williams. One of the factors behind the emergence of this personality is Jung's theory which states that if everyone has a shadow that is not realized or even hidden from oneself and others. There are several components that make up the dark triad but have an unbalanced way of working and only one

of them is dominant, these components are Machiavellianism, narcissism, and psychopathy (Saputri & Wirama, 2015, p. 73).

Machiavellianism

Based on Merriam Webster, Machiavellianism has the meaning of an immoral view and will do various ways even though it is unethical in achieving a desire. Machiavellians have personalities who are less sympathetic to social life, they tend to be cold, egotistical, cheat, lie, and don't care about other people even though the person has a great influence on their lives. They have high ambitions in fulfilling their dreams, manipulative even for dirty goals. Machiavellianism can also be interpreted as a person with a personality who is less concerned and ignores conventional moral values and has low commitment to their ideology (Glenn & Sellbom, 2015, p. 360).

Machiavellian usually have excessive ambition and priority on worldly pleasures such as business, money, position, sex, and have low interest in carrying out social relationships in their lives. In choosing their work, they are more oriented to things that are able to enrich themselves and are less interested in social activities, especially those that are voluntary (Jones & Figueredo, 2013, p. 521). Christie in Soraya (Soraya, 2016, p. 9) categorizes Machiavellianism with three characteristics, including:

a. Interpersonal Tactics

People with Machiavellian personality have good manipulative abilities, by utilizing their creativity they can cheat with quite a variety of tricks in using other people to realize their desires. However, their existence is acceptable and has quite a lot of relationships, because in addition to having the ability to manipulate other people, they also have pretty good self-control.

b. Disregard for Conventional Morality

Machiavellian chooses not to comply with the ethics and norms that apply in their environment. They assume that violating morals will not make themselves lose and vice versa, they will feel disadvantaged when complying with norms, because norms limit actions in achieving desires.

c. Cynical View of Human Nature

The owner of this personality has the belief that everyone's life is invested only for personal gain. In their view, what is the point of giving benefits to other people if basically people live is a competition to fulfill personal interests. This is what underlies the sense of ambition and high competition for Machiavellianism to continue to pursue personal pleasures.

What distinguishes it from other aspects is that Machiavellianism tends to be more careful in acting, is good at reading situations, and is not reactive to physical threats (Williams et al., 2010, p. 294). They have good emotional management, even though they are under pressure from people who sit far more than them and take advantage of their ingenuity to not get directly involved with conflicts or challenges that exist.

Narcissism

Narcissism is a personality type that is selfish, always wants to be the center of attention, thirsts for praise, is unable to appreciate the world's perspective from the perspective of others and feels the most powerful. The term narcissistic is a representation of one of the

Greek mythological figures named Narcissus who has the nature of admiring himself when he sees his reflection in the water. There are two types of narcissistic personality, namely grandiose narcissism with characteristics of being arrogant, overly confident, selfish, exhibitionist, and often doing public imagery. While the second is vulnerable narcissism which is characterized by hypersensitive nature, great shame, and likes to create hostility. People with low self-confidence will make them deny their mistakes and be sensitive at the same time.

Psychopathy

People with psychopathic personalities have excessive emotions and like to cause tension. They have no regrets even though the actions taken could harm many people. In addition, they also ignore social norms. People with psychopathic personalities are not easy to be detected because they can control themselves well and they are not always synonymous with violence. The psychopathy personality is divided into two types. Primary psychopath is person that associated with selfishness, insensitivity, but they are able to hide their emotions well. The second is secondary psychopaths is person that unable to control their emotions, easily anxious, rash, and impulsive. Secondary psychopaths also do not hesitate to hurt themselves and others.

METHODOLOGY

In this study, the method used is a qualitative method. The approach taken is oriented towards natural phenomena or symptoms in human personality. The object studied in this study is the personality of Baroness von Hellman, the main character villain in the *Cruella* (2021) movie. The researcher only needs to observe the object's personality to be examined. According to Bogdan and Taylor, qualitative research is a method that uses descriptive ways to explain. The data produced is in the form of written words that explain in detail the research results (Abdussamad, 2021, p. 30). The results of this approach refer to aspects that concern actual human life, including factors that affect human movement itself, which is used as the object of study. The movement of human nature is used as the object of study.

In qualitative research, primary data and secondary data are required. Primary data refers to the subject that will be used as research, and it can be in the form of speech or action. Then secondary data is supporting data in research (Siyoto & Sodik, 2015). The primary data used comes from the *Cruella* (2021) Movie. The data are in the form of quotations of utterances that represent dark personalities. Secondary data needed to support this research are articles, theses, and books. In collecting data, researchers need to understand the movie completely to understand the problems in the movie. Then taking notes to simplify researchers in collecting data. The analysis techniques in this research include data identification, data grouping, and drawing analysis.

FINDINGS AND DISCUSSION

In the *Cruella* (2021) movie, the name of Estella's biological mother is not explained in detail. Only her title of nobility is mentioned. Her name is Baroness von Hellman. She gets this title after marrying Baron von Hellman, an English nobleman at the time. The Baroness married him because she was obsessed with having her husband's wealth and social status. Through this marriage, they are blessed with a daughter named Estella von Hellman also known as Cruella De Vil.

Dark Triad Personality

The dark triad personality is a theory that examines the dark side of human personality. This dark personality theory consists of Machiavellianism, narcissism, and psychopathy. Dark Triad Personality was developed by Paulhus and Williams (2002). The three aspects are interrelated and have an equal position.

a. Machiavellianism

Machiavellianism represents people with high ambitions in achieving a dream, but how they use it makes them part of the dark triad personality. They do not hesitate to go to any lengths to fulfill their ambitions despite clashing with the morals and freedoms of others. Christie and Geis in Lyons (2019) categorize Machiavellianism with two characteristics. They are interpersonally manipulative tactics and cynical view of human nature. The utterances represent Baroness von Hellman's interpersonally manipulative tactics.

Baroness : Police Commissioner Weston! A woman
She was threatening me, demanding money. I...

(Gillespie, 2021, 00:09:42-00:09:47)

In this scene, there is a tragedy of the murder committed by Baroness von Hellman against Catherine. Catherine is the ex-maid of Baroness von Hellman. The researcher concludes that this action is a reflection of the interpersonally manipulative tactics type. Because Baroness von Hellman manipulates the chronology of Catherine's murder as if it is not her who committed the murder. Baroness von Hellman says that this is a robbery attempt by Catherine. This is reinforced by her words "She was threatening me, demanding money. I...". people who turn to her after the tragedy believe Baroness von Hellman's words because she is the only key witness to the tragedy. Therefore, she is not considered to have been directly physically involved in the tragedy. This further shows that there is no evidence of murder against her.

Baroness : You can't care about anyone else. **Everyone is an obstacle.** You care what an obstacle wants or feel. You're dead.

(Gillespie, 2021, 01:16:01,726-01:16:05,104)

The researcher categorizes the actions above as part of Machiavellianism through the data above. From the utterance, the Baroness says "Everyone else is an obstacle" This is further reinforced by her position as Estella's boss. The obstacle referred to in this scene is the various forms of criticism or advice from others. Baroness von Hellman hires people only to exploit their favorable potential to support the greatness of her name. That's why Baroness von Hellman recruits geniuses to work under her to reduce competition. Baroness von Hellman creates her world by making a name for herself. Therefore, she wants to be known as a fashion

legend. Based on the background, this scene can be categorized as a cynical view of human nature as she holds enough power to employ many people for her benefit.

b. Narcissism

Narcissism is an excessive self-love that tends to have a great desire to be the center of attention as the main characteristic of this personality. People with narcissism are overconfident and lack sympathy for others. There are grandiose narcissism and vulnerable narcissism as two types of this personality. Grandiose narcissism is characterized by arrogance and a sense of importance that one should be the center of attention.

Baroness : Shall I read to you from Tattletale? Baroness designs stunned with her reinvention of the A-line with a bias cut and higher line that reshape the silhouette in such an audacious at first sight. **She really is a genius.**

I'll read that bit again, shall I?

"She really is a genius"

(Gillespie, 2021, 00:32:27,739- 00:32:51,304)

The utterance above illustrates Baroness von Hellman's attitude of excessive confidence and arrogance. This scene is categorized as grandiose narcissism because through the newspaper from Tattletale, she receives great appreciation for her performance in a show. She confidently reads the news headline in front of her employees about her victory. She keeps emphasizing the phrase "She really is a genius" about herself. She wants to show everyone around her that she is the most perfect. They all need to know that no one is missing out on this news. Baroness von Hellman is a typical person who does not want to be defeated in terms of existence. She is prone to distractions that can hinder her existence.

Baroness : Here's... to me.

Guests : To the Baroness!

(Gillespie, 2021, 00:49:18,999- 00:49:24,630)

The utterance shows us that Baroness von Hellman invites others to drink with her. After that, she will start the drinking banquet by saying "Here's... to me" in every glass she raises to open the event. From the scene, the researcher concluded that Baroness von Hellman does this because she feels the most important and deserves to be honored. She gets annoyed if others are superior to her. Baroness von Hellman always wants to be the priority in any activity. On the other hand, she can also be categorized as selfish because she cannot appreciate the existence of others. Baroness von Hellman always feels that she is the most excellent and unrivaled person.

Baroness : Get her!

(Gillespie, 2021, 01:56:03,125-01:56:04,167)

The utterance is the scene where Cruella shows herself at a party for the first time. This is a nightmare for Baroness von Hellman because no one can replace her position and even rival her openly. Baroness von Hellman is extremely upset by this incident and asks John to secure Cruella to deal with her. Their conversation is quite long until Baroness von Hellman intends to remove Cruella from the evening's party as all attention is on Cruella. However, the evening's party falls apart and ends very badly. Of course, this does not escape Cruella's plan to bring down the Baroness. From this scene, the researcher concludes that Baroness von Hellman feels disturbed by Cruella's arrival at her party. At that time, Cruella comes in a flashy dress so that the guests turn their admiration to Cruella. Baroness von Hellman gets very angry, she considers this as a considerable threat to her. This is also confirmed by the scene below.

c. Psychopathy

A psychopath is a personality type that is highly emotional and can trigger tension. They also have no remorse for what they are doing, even though it may threaten the existence of others. The first personality type is primary psychopathy, characterized by the ability to hide emotions well. It usually looks like a charismatic and intelligent person.

In the movie, it is shown that Baroness von Hellman already knows Cruella's true identity. She comes to Cruella's residence to discover that Cruella or Estella is the same person with two different identities. Estella, who's become Baroness von Hellman's confidante, is the biggest enemy who's dimmed her career so far. Baroness von Hellman who feels rivalled by Cruella's existence, decides to burn Cruella alive in her house. She ties Cruella's body to a chair so she cannot escape the flames. From the scene, the researcher concludes that the actions taken by Baroness von Hellman are a form of primary psychopath because she has a strong desire to kill Cruella by burning her alive. Because Cruella's appearance in society can reduce Baroness von Hellman's popularity, she needs to get rid of Cruella. In addition, Baroness von Hellman also thinks of ways to keep herself out of the incident. Thus, there is not a single piece of evidence that leads to her from the fire incident at Cruella's house.

The second type is secondary psychopaths, characterized by their intrusive nature and lack of emotional control. They do not hesitate to hurt others or themselves.

Baroness : That's marvellous. Oh, I could do that all day!

(Gillespie, 2021, 01:48:56,115-01:49:02,204)

The scene deals with Baroness von Hellman's tendency to torture others. It can be seen from the image above that she is experimenting with the performance of the stun gun that she plans to use to capture Cruella at the banquet that will be held at that time. A stun gun is a tool for self-protection from criminals. Baroness von Hellman feels very excited about this tool. She says it's so much fun that she can't stop using it. The scene above shows that Baroness von Hellman tends to hurt others around her, especially the servants who work for her. In addition, she also feels happy if other people feel pain because of her. Although this violates the humanitarian code of ethics for Baroness von Hellman, it is normal. The servants are paid to give their lives to Baroness von Hellman so she takes authority over these people.

Baroness Von Hellman Personality Development

According to Jung, the factors that influence personality development are genetical factors and environmental factors (Jung, 1960). Therefore, the researcher uses those factors to categorize the influences forming Baroness von Hellman's personality.

a. Genetical Factors

Genetical factors that influence personality include mindset, self-ability, perception, and other aspects that come from within a person. Genetical factors are basic abilities derived from the grace of the creator.

Estella : No, it's **the most fashionable department store** in the city.

(Gillespie, 2021, 00:19:17,116-00:19:20,453)

First, Baroness von Hellman's creativity and talent were able to raise her name to become a London Fashion Legend at that time. Baroness von Hellman is a genius in fashion, her fashion designs can captivate others who see them. It is because of this ability that the Baroness became a very famous person. This is proven by her success in exploring the world of fashion design by establishing the House of Baroness. With several branches, one of which is Liberty. From the data above, it can be seen that Estella recognizes the greatness of Baroness von Hellman. She says "it's the most fashionable department store". Not only Estella but the whole city recognized her as a fashion design legend until Estella gets great motivation to become a famous fashion designer.

Baroness : There's something about it that irritates me **and I always trust my instincts**.

Estella : I thought maybe if you tighten the silhouette...

(Gillespie, 2021, 00:40:13,830-00:40:16,416)

The second is that Baroness von Hellman's mindset influences her personality and actions. She adopts a realistic and profit-oriented mindset. In addition, Baroness von Hellman is also very reactive to anything that might destabilize her career. She is quite intelligent in devising tactics to deal with a problem. She is also persistent in trying to achieve anything until all failures become successes. Baroness von Hellman is not the type of person who gives up quickly under any circumstances, which is why it can make her famous. It can be seen from the utterances that Baroness von Hellman's principles reflect her current position. In business, no one can be trusted because it can bring her down at any time. Therefore, she can only trust her instincts.

b. Environmental Factor

Environmental factors are influences from outside a person that can shape or change that person's personality. Based on the results of the analysis of Baroness von Hellman's dark triad personality in the *Cruella* (2021) movie, the researcher finds several environmental factors that affect the character's personality in the analysis results.

First, family is a basic influence in personality formation because family is the first step to knowing oneself and how habitual is formed. In the *Cruella* (2021) movie, Baroness von Hellman's family background is not explained in detail, only that when she grew up, she chose to marry Baron von Hellman, a wealthy nobleman. Baroness von Hellman is presented as a middle-aged woman who married Baron von Hellman, an English nobleman at that time. The marriage certainly affects Baroness von Hellman's life now. She is not only a businesswoman

and designer but also an aristocrat. Her lifestyle changes to match her current social strata. Baroness von Hellman now carries privileges that make it easier for her to do things. In addition, it will continue to change according to the conditions and situations she faces.

Cruella : I meant it when I said it.

When a girl like me makes a promise like that, you don't take her to a place like this.

(UPBEAT MUSIC CONTINUES)

(INDISTINCT CHATTER)

What is this place?

(MUSIC CONTINUES PLAYING FAINTLY)

Wear it. It looks good.

Looks better without, I think. Be yours one day.

It's a family heirloom.

(Gillespie, 2021, 00:05:18,945-00:06:05,450)

Secondly, the environment around Baroness von Hellman is certainly filled with ambitious people with wealth, power, and popularity. This can also encourage Baroness von Hellman's personality to act like the people around her. In this situation, the harshness of competition forces everyone to survive at all costs. As Baroness von Hellman often emphasizes in the *Cruella* (2021) movie, you must have a killer soul if you want to continue to be a winner. In this sense, the competition this time goes beyond the boundaries of humanity. A sense of empathy and tolerance towards others only hinders one's achievements because everyone's life is invested in the lives of others if it refers to the norm. Such is the role of the environment in influencing one's personality. The current that flows make a person a winner or a loser. The quotation above proves that the people closest to Baroness von Hellman are nobles and famous businessmen in her city. This can be seen from how they dress and the attributes attached to them as it is known that the inequality in London was very striking at that time.

CONCLUSION

Baroness Von Hellman's dark triad personality type with the strongest influence is narcissism. Her narcissism is more inclined to the type of grandiose narcissism. It can be proven by the analysis results showing that grandiose actions are more dominant. This is evidenced by Baroness von Hellman's obsession with popularity. This personality triggers the representative of Machiavellianism and psychopathy. The Machiavellianism personality of Baroness von Hellman is more likely to be in the form of interpersonally manipulative tactics by manipulating through words to trick the other person into getting out of a problem. In psychopathy, she tends to have primary psychopathy. This tendency is in line with the character of Baroness von Hellman who is intelligent and charismatic. From this analysis, the dark triad personality is dominated by Baroness von Hellman's personality in two ways. There are genetical and environmental factors play a role in forming the character's personality. The genetical factors owned by the character are interrelated to support her ambitions. She is blessed with intelligence and a beautiful face. Besides that, she has an ideal family that can support her career. This is directly proportional to environmental factors that bring character among ambitious people. Besides that, the character is also supported by her life experience of becoming a fashion legend. If the two factors are combined, the researcher concludes that the type of growing media can form a personality close to the dark triad personality because the dark triad personality can help a person to survive and thrive in an environment with competing ambitions.

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