

SELF-ACTUALIZATION OF THE MAIN CHARACTER IN DISNEY'S *CRUELLA* MOVIE

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Abstract : The aim of this study is to reveal how the main character Estella can show her self-actualization in Disney's Cruella movie. This study uses a qualitative research method. This study also uses a psychological approach and uses Abraham Maslow's Hierarchy of Needs theory which is useful to explain and support this research on self-actualization that is fulfilled by the main character in the Disney's Cruella movie. The results of this study indicate that Estella as the main character is able to fulfill all her needs from physiological needs, security needs, belongingness and love needs also her esteem needs to fulfill her self-actualization as seen from the characteristics of a self-actualizing person. It can be concluded from the results of this research that Estella or Cruella has achieved self-actualization in the Disney's Cruella movie.

Keywords : *Self-Actualization, Hierarchy of Needs, Abraham Maslow, Psychological, Cruella, Movie, Disney*

Abstrak : Tujuan dari penelitian ini adalah untuk mengungkapkan bagaimana karakter utama Estella dapat menunjukkan aktualisasi dirinya dalam film Cruella Disney. Penelitian ini menggunakan metode penelitian kualitatif. Penelitian ini juga menggunakan pendekatan psikologis dan menggunakan teori Hirarki Kebutuhan Abraham Maslow yang berguna untuk menjelaskan dan mendukung penelitian tentang aktualisasi diri yang dipenuhi oleh karakter utama dalam film Cruella Disney. Hasil penelitian ini menunjukkan bahwa Estella sebagai tokoh utama mampu memenuhi semua kebutuhannya mulai dari kebutuhan fisiologis, kebutuhan keamanan, kepemilikan dan kebutuhan cinta juga kebutuhan harga dirinya untuk memenuhi aktualisasi dirinya yang terlihat dari karakteristik orang yang mengaktualisasikan diri. Dapat disimpulkan dari hasil penelitian ini bahwa Estella atau Cruella telah mencapai aktualisasi diri dalam film Cruella Disney.

Kata Kunci : *Aktualisasi Diri, Hierarki Kebutuhan, Abraham Maslow, Psikologis, Cruella, Film, Disney*

INTRODUCTION

Literature is a human expression in the form of written or oral works based on thoughts, opinions, experiences, to feelings in imaginative forms, reflections of reality or original data wrapped in aesthetic packaging through language media. Many others have also described literature as Wuntu said (2015) "*Literary work which has affective nature is significant power to touch the deepest sense that can be produce perfect consciousness as it successfully carries its mission as a form generator of human consciousness.*" Also Rorintulus (2018) says that literature is a reflection of human life and also that literature describes certain phenomena found in social life. So, it can be concluded that literature is closely related to the life forms of living things.

In a form of life, every human being certainly has a purpose in life. The tendency to actualize is the tendency of every living being to move towards perfection or fulfillment of its potential (Feist, Jess Feist, 2005). Each individual has the creative power to solve the problem. This tendency is the only motivation that humans have. The need to satisfy hunger, express deeply felt emotions, and accept one's self.

Self-actualization is the process of becoming oneself and developing unique psychological traits and potentials or self-actualization is a step towards the best version of oneself. According to Maslow, self-actualization is the full use and utilization of talents and potentials possessed by humans to fulfill these needs. The actualization process is the development or discovery of identity and developing a potential possessed by humans (Maslow, 1987). So that people who have achieved self-actualization look more

confident in themselves because they have reached the peak of need.

According to Maslow, the negative aspects contained in humans will not prevent him from becoming a successful human being because in every human being there are also various positive aspects that support his development. Various positive aspects of human behavior such as happiness, peace of mind, well-being, and joy have been ignored by scientists, as have positive traits such as kindness, benevolence and friendship (Maslow in Goble, 1970). Optimism in looking at humans does not mean seeing humans only from the positive side of themselves, but seeing humans as a whole personality, where all sides in themselves play a role in the formation of their personality.

The achievement of self-actualization can be found in the character Estella in the film Cruella (2021). In a work that has a story and in it must display different characters and personalities and it is this personality that can distinguish the characters in the film (Hohary, Maru, and Lolowang, 2021). The main character Estella in the Cruella film shows that she has developed herself through her actions or her character in this film. This film tells the story of the journey of Estella, who in her life experienced so many difficulties within her that she found the reality of what had been going on in her life and found her true self or achieved self-actualization. Based on an interesting storyline, researchers are also interested in describing the development of Estella in achieving her self-actualization based on her journey and actions in this film. Therefore, this study aims to analyze Estella's development and her statement that she has achieved self-actualization based on her journey in this film.

REVIEW OF LITERATURE

Movie

Film is theoretically the most powerful visual aid. It combines images with motion, color, and sound. Films have been used to entertain, those who produce them aim to teach emphasizing the entertainment aspect and blunting the impact of teaching (Lado, 1964). However, films also have educational value. Film can be a learning media because it can stimulate students' feelings, thoughts, skills and attention so that it can encourage the learning process in students (Rorimpandey, 2019).

Based on Barsam and Monahan, film is a story, captured in a set of celluloid strips/film, which is displayed on a screen at a certain speed to give the impression of moving (Barsam and Monahan, 2010). Film also provides an experience that is more than just reading because it contains various visual-audio elements (Liando, Sahetapy, and Maru, 2018). It can be said that the film is a literary work in the form of moving visuals and can be enjoyed and understood through watching it

Film must have an intrinsic element in it to express the idea of the filmmaker. There are several intrinsic elements in a film such as theme, plot, character and characterization, setting, point of view and moral values (Woods, 2008).

Hierarchy of Needs

The term self-actualization is coined by Abraham Maslow in the form of a pyramid called the "Hierarchy of Needs". According to Maslow, lower-level needs must be met or at least sufficiently met before higher-level needs are formed into motivating things. In this case, self-actualization occupies the top of the pyramid.

In fulfilling this hierarchy of needs theory, there are several stages, those are:

- a) *Physiological Needs* are basic needs, such as food, water and shelter.
- b) *Safety Needs*, represent security needs.
- c) *Belongingness and Love*, includes belonging and relationships with other individuals.
- d) *Esteem Needs* involves the need to value and respect, both for oneself and for others.
- e) *Self-Actualization*.

The characteristics of self-actualization are obtained from Maslow's research on people who use and fully exploit their talents, capacities and potentials. In addition, all subjects have feelings of security, are loved and be loved, are also able to determine their attitude to life (Maslow, 1987). Based on the results of the research he did, he found that there were similarities in the characteristics of the subjects. When he found that, then Maslow concluded there are characteristics that support the person to self-actualize. These characteristics do not only appear when the individual will begin to struggle to actualize himself, but are already part of his personality. The characteristics are ¹Able to see reality more efficiently. ²Acceptance of oneself and others as they are. ³Spontaneity, simplicity and naturalness. ⁴Focused on the problem, ⁵Requires solitude. ⁶Autonomy, independence towards culture and the environment. ⁷Continuing freshness and appreciation. ⁸Peak experience. ⁹Social awareness. ¹⁰Interpersonal relations. ¹¹Democratic. ¹²Difference between means and purpose, between good and bad. ¹³A meaningful and ethical sense of humor. ¹⁴Creativity. ¹⁵Independence. (Hohar y, Maru, and Lolowang) (Schultz, *Growth*

Psychology: Models of the Healthy Personality)

However, Maslow also explains that no one is perfect and has all of these characteristics. It can be said that people who achieve self-actualization are closer to perfection than others. In fact, according to Maslow also that there are people who have reached self-actualization is having bad habits (Schultz, 1977).

RESEARCH METHODOLOGY

Research Design

The method used in this research is qualitative method. Qualitative research is descriptive data that collects data in the form of words or pictures, not numbers (Bogdan and Biklen, 1992). Researchers will use a qualitative method with a psychological approach and focuses in Humanistic perspective. The research will focus on the main character to reveal his personality and will further use Hierarchy of Needs theory by Abraham Maslow that is depicted in the life of the main character.

Data Collection

The main data are obtained from the film *Cruella*, produced by Walt Disney Pictures in the form of scripts. Secondary data used as a source to support the Hierarchy of Needs Theory derived from books, articles and the internet. There are two steps in collecting data the writer took:

- Movies are watched repeatedly several times in order to be understood and understood visually and dialogue.
- Collecting by taking notes the parts of the data needed for later analysis.

Data Analysis

This research is a psychological analysis. Thus, this study uses a psychological approach. The data source of this research is in the form of a script text from the film *Cruella* which is analyzed using the theory of needs by Abraham Maslow and the data analysis technique is as follows.

1. Preparing the data.
2. Reading and understanding all the data.
3. Coding all the data and qualifying it.
4. Presenting data.
5. Drawing Conclusions.

FINDINGS AND ANALYSIS

In this chapter, it will be discussed about the writers' analysis of self-actualization achieved by the main character Estella. In this study, the writers use a psychological approach to discover self-actualization achievement of the character Estella in the film *Cruella* by Disney. To achieve a form of self-actualization, according to Abraham Maslow it is stated that someone who want to achieve self-actualization must go through fulfillment of several stages of need such as physiological needs, security needs, social needs or belongingness and love needs, also esteem needs before achieving self-actualization. This is based on the findings put forward by Abraham Maslow and the writer applied this theory in the following research.

Self-actualization of estella revealed in *Cruella* movie

Self-actualization is a form of great achievement or the best thing that can be achieved by a person. This can be obtained after going through various stages called the Hierarchy of Needs.

In the story, Estella goes through various obstacles and challenges in life that she must accept. Starting from differences that became a disgrace to her, losing the figure

of a mother and even having to face the harshest reality in her life. Estella lives this life for a reason, she aims to always improve and be better.

In this film, Disney doesn't just want to show how Estella turned into a person named *Cruella* with various dramas that Estella had to go through to become *Cruella*. However, they also want to share the achievements that Estella has made to become a better person.

The following is the result of the writer's analysis of self-actualization and the stages that Estella went through in achieving self-actualization in the Disney film *Cruella*.

Estella's Physiological Needs

Physiological needs are the most basic needs that must be fulfilled by individuals. Estella's physiological needs have been fulfilled since she was a child. Living in a self-sufficient family with only herself and her mother, with all their sufficiency, all of Estella's physiological needs can be fulfilled such as shelter, food, drink and clothes.

Estella lives alone with her mother and with an economic condition that looks middle-low. Even so, Estella and her mother never seemed to have any financial difficulties.

This also continued until Estella had to live independently after her mother died. Estella is also challenged to be able to fulfill her own life as in the following scenes.

*“Estella :
“genius girl turns into stupid girl who
gets her mother killed and ends up
alone. But a new day brings new
opportunities or at least a couple of petty
thieves.””*
(00.11.41, *Cruella*, Fox & McNamara,
2021)(gillespie)

It can be seen in this scene, which depicts a new beginning for the life of an

Estella who has lost all her physiological needs and has to start all over again through the quote *“a new day brings new opportunities”*. Estella is challenged to fulfill her own physiological needs without help from her mother as she is used to. Although, in the end Estella found new friends who could help her fulfill all her needs, namely Jasper and Horace.

“Jesper: I think you should stay here, be a part of our gang.

Horace: (whispers) She should what? what, what, what? this has not been discussed.

Jesper: It's being discussed now. and we could use a girl to look innocent and be a distraction.

Estella: I wanted to be a fashion designer, not a thief.

Jesper: You don't got that many options. just us.

Estella: He was right. i was a fugitive”
(00.14.13, *Cruella*, Fox & McNamara,
2021)

In the conversation above, Jesper wants Estella to join them. Estella herself doesn't want her to join those who are thieves because Estella keeps thinking about her own desires, which of course have dreams and also the wishes of her mother. But due to circumstances and conditions that forced her to survive, Estella had to join her colleagues to just fulfill her physiological needs. This also proves that Estella is still unable to meet her own needs. But Estella is quite independent and brave enough to make decisions for herself.

In the dialogue above, it is clear that Estella's character is brave and willing to take risks. Estella's brave character makes her a person who is able to survive and is able to fulfill her physiological needs at any cost, Estella is able to adapt herself to circumstances that force her to survive even though she is alone and at great risk.

Estella's Safety Needs

Security needs are the second level in this hierarchy of needs. Ever since she was a child, Estella had been able to meet her security needs. She was able to survive in the midst of a society that could not accept her because of the most visible difference in Estella. That was her hair.

“Estella :
Not everyone appreciated that.
That’s unfortunate.
But I wasn’t for everyone.”
(00.00.50, Cruella, Fox & McNamara,
2021)

Through Estella's statement above, Estella affirms her courage to face the world. It is Estella's courage that is Estella's most obvious characteristic shown in this film. With Estella's brave character since she was a child, researchers can conclude that Estella has fulfilled her security needs. He is able to stand against all forms of crime against her. Estella's courage was also seen when she entered school.

“Estella :
How does the saying go?
“I am woman. Hear me roar.””
(00.01.58, Cruella, Fox & McNamara,
2021)

The quote that Estella said is a famous quote and was first heard through a song sung by Helen Reddy in 1971. The quote “*I am Woman. Hear me roar*” (Reddy, 1971) This is a quote that proves the dignity and courage of a woman. Through this quote, the researcher believes that Estella once again reaffirms the courage she has always had to protect herself from various kinds of crimes and danger.

Bravery isn't the only Estella character who can attest to her security needs being met. However, Estella is also a person who is intelligent and genius in dealing with problems that endanger her so that she can take refuge through all her actions.

Estella thought of various ways to protect herself from various threats such as the dogs chasing her, the guards looking for her and also the various disguises she did while carrying out her mission. This also ensures Estella's safety, so that her security needs can be fully met.

Estella’s Love and Belongingness Needs

The third need is the need for belongingness and love which is also commonly referred to as social needs. Judging from her personality type which is an Extrovert, Estella is someone who is easy to socialize but not when she was a child. Her uniqueness is the reason why other people stay away from her.

“A Boy :
Look. A skunk’s got loose in the building.”
(00.02.08, Cruella, Fox & McNamara,
2021)

In the dialogue above, we can see a form of discrimination for Estella's uniqueness from her school friends. There are so many forms of bullying that Estella has to feel because of her uniqueness. Even so, Estella's social needs can still be fulfilled properly because behind the bullying of differences that Estella must accept, there are some people who understand and love her like her mother, and her true friends. They are able to accept Estella's uniqueness from her appearance and behavior. So that Estella knows and accepts all forms of love from the people around her and also gives back more forms of affection than she receives.

“Mother :
Remember, you belong here as much as anyone.
They’re lucky to have you”
(00.01.31, Cruella, Fox & McNamara,
2021)

“Mother :
Love you.

Estella :
Love you more.”
(00.06.27, *Cruella*, Fox & McNamara,
2021)

In the two conversations above, there are two scenes. First, the situation where Estella was taken by her mother to school on her first day and cheered her up. Second, the situation where Estella and her mother were in the car and this was the last time Estella spoke to her mother. The two scenes are in different situations but have the same context, which is proof of a mother's love for her child through the expressions her mother gave to Estella. Likewise, Estella returned the expression of her mother's affection and proved that she really loved her mother.

“Estella :
Her. Anita Darling. What a fabulous name.”
(00.02.59, *Cruella*, Fox & McNamara,
2021)

“Jasper & Horace :
Happy birthday to you!
Happy birthday, dear Estell-la-la-la-la!
Happy birthday to you!”
(00.18.32, *Cruella*, Fox & McNamara,
2021)

In the two scenes and dialogues above, the situation where Estella is with her friends is depicted. In the first scene, Estella tries to protect her friend Anita. Estella's action to protect her friend is a form of affection shown by Estella who doesn't let her friend get hurt. The placement of the word "Darling" behind her friend Anita's name also shows Estella's feelings, which definitely loves Anita as her friend. In the second scene, Jasper and Horace who are Estella's second family after she lost her mother celebrate her birthday. This action is a form of his friends expressing their affection for Estella. What's more, at that

moment Jasper presented Estella with the greatest gift he had ever dreamed of. Jasper's actions made Estella very grateful.

Through actions and expressions that describe the affection of people around Estella which are contained in scene after scene in this film, the author finds that Estella's social needs have been fulfilled and are clearly illustrated in this film.

Estella's Esteem Needs

This one need is a need that must be met before reaching the peak of self-actualization. This esteem need is a need that is fulfilled through recognition, self-esteem, self-confidence, self-competence and knowledge. If you talk about this need, it will not be far from what is called self-esteem. This self-esteem includes the right to obtain and maintain other people's recognition of oneself. As happened in Estella's personality who got recognition from others about her expertise in becoming a fashion designer.

“Jasper :
The angle is that Estella is way too talented to be doing gifts with the likes of me and you.”
(00.20.02, *Cruella*, Fox & McNamara,
2021)

This short phrase is a form of Jasper's recognition of Estella's talent in her field. Jasper's words are able to increase Estella's confidence to be able to pursue her dreams and become a better person than she has been. Estella also tries to maintain what others think of her gifted self by continuing to work and develop her talent.

“BARONESS:
You're a fool.
That girl put together a better window display than I've seen here for 10 years.”
(00.30.03, *Cruella*, Fox & McNamara,
2021)

In the scene and dialogue above, Estella gains recognition about the fashion display

in the window that she made, by one of the best fashion designers at the time and is Estella's idol, the Baroness. This praise given by the Baroness was an act that meant a lot to Estella's pride. This Baroness action increased Estella's confidence to be able to work even more in the fashion world. Not only praising, the Baroness also gave Estella the job she most dreamed of and this is a tangible form of self-esteem that Estella received for her knowledge and expertise in the fashion world.

Estella's Self-Actualization

After various stages of needs that must be passed, Estella also reached the top of the hierarchy of needs by Abraham Maslow, namely Self-Actualization. Several stages of Estella's needs have been well fulfilled and the peak of this hierarchy is a proof or the result of Estella's accomplishments in her life which is to become the best version of herself as Estella.

*“Baroness :
What was your name?
Estella :
Cruella.”*

(00.52.52, *Cruella*, Fox & McNamara, 2021)

The best version of Estella is Cruella, the true identity of Estella. She becomes what she wants and becomes herself who has the power, ability and recognition from others. Cruella as a person who has reached the peak of self-actualization shows several characteristics as a person who has self-actualized based on Abraham Maslow's theory.

Cruella's characteristics as a self-actualized person are as follows.

Able to see reality more efficiently.

These characteristics will enable a person to be able to recognize lies, cheating, falsehood, committed by others, and to be able to critically, logically, and deeply analyze all natural and life phenomena.

*“Cruella :
The Baroness killed my mother”
(00.57.55, *Cruella*, Fox & McNamara, 2021)*

Cruella also realizes the fact that has been haunting her with guilt for the death of her mother, which she has been aware of as her fault, is not her fault. After what she observed through her conversation with the Baroness about her mother and the actions of the Baroness, *Cruella* was able to find out that her mother's killer had not been her but it was the Baroness.

In this way, it is proven that *Cruella* is able to think critically and can draw conclusions. *Cruella* draws a conclusion about the Baroness being the murderer of her mother through the various observations she has made so far and with her critical thinking relating each incident and the evidence.

Acceptance of oneself and others as they are.

Cruella, who used to be Estella, has been living behind the mask of a life that is not her true self. Her true self has a different nature from herself as Estella. All this time she was trying to be the Estella her mother wanted just because she loved her without being able to express her true self as *Cruella*.

*“Cruella :
But the thing is... I'm... not sweet Estella,
try as I might.
I never was.
I'm Cruella, born brilliant, born bad and a
little bit mad. (CHUCKLES)
I am not like her.*

I'm better."

(01.36.16, *Cruella*, Fox & McNamara, 2021)

In this scene, Estella explains her true self. She finally accepts herself without having to pretend to be who others want her to be, but who she really is. Although Cruella in her role in this film has a bad behavior and a little insane person, she is a better person than that. Cruella is actually a brilliant, has a kind and loving heart. However, her bad attitude had been reflecting her as a bad person. This she had realized and accepted as her true self.

Cruella was aware of every single thing that she did to whoever it was. Like how she acts towards other people that she loves. She had made a mistake and as a self-actualized person, she realized her mistake and apologized for what she did.

"Cruella :

I went a bit mad.

I'm sorry.

You're my family.

You're all I have."

(01.42.44, *Cruella*, Fox & McNamara, 2021)

Cruella realized her misbehavior towards her friends and apologized for it. She realized that she was too bad for those who were her friends. Even Cruella not only realized her mistake but also realized that they were not just friends to her but family to her and they were all she had and nor should she treat them so meanly.

Cruella's self-awareness of herself is what proves she is a person who has achieved self-actualization because she has accepted herself as she is. She realized everything she did rather it was right or wrong and took responsibility for it.

Focused on the problem

Self-actualizing people are generally very focused on issues outside of

themselves, or focused on problems and not on the ego. They realize that there is a task or mission that must be carried out in life, where to carry it out, they must exert all the energy they have.

"Cruella :

We have to stop her."

(01.42.39, *Cruella*, Fox & McNamara, 2021)

The Baroness is someone who is very scary because of her selfish and narcissistic nature. She felt everything was only for her and hers. When someone threatens her existence and popularity, she will destroy it. Just as the Baroness had done to Cruella's mother by killing her for threatening her existence. Cruella's existence is also a threat to her so the Baroness will do anything to destroy Cruella so they must stop the Baroness before there is another victim.

The mission carried out by Cruella and her friends is not only as an act of revenge for her mother's death and a form of self-protection, but as an action taken to reduce other victims of the Baroness' behavior who likes to act on her own volition. Thus, the Baroness could feel the proper recompense for her behavior.

Continuing freshness and appreciation

Self-actualizers always value certain experiences with awe and gratitude. This keeps them from becoming satisfied or bored by life's experiences as everyday life experiences are boring to others.

"Estella:

I designed fabulous disguises.

We'd steal.

There you go, madam.

I'd design.

We'd steal.

Not your dog! We are not coming back here!

Design.

It was a beautiful operation"

(00.16.46, *Cruella*, Fox & McNamara, 2021)

As seen in the scenes above, the thing that Estella always does happily and is always grateful for without feeling bored for even a second is designing and sewing clothes. She has dedicated her whole life to the world of fashion because it has been her dream since she was a child. She really admires the fashion world as if fashion has become her life. She really enjoys anything related to fashion and is always grateful for it.

The world of fashion is always new for Cruella because she has freedom to express herself through fashion design. She will also feel appreciated and also appreciate all the work that she produces because all forms of fashion that she manages have meaning and purpose for her. So, she really appreciates and feels satisfied with all the time she gives to fashion.

Interpersonal relation

The interpersonal relationships of self-actualizing people are deep and powerful. They have great love and intimacy in establishing relationships with each other, although not in large numbers. This relationship only occurs in a small scope because they prefer to choose friends who have the same character, talents and interests with them.

*“Cruella :
But I do love you.”*
(01.37.27, *Cruella*, Fox & McNamara, 2021)

In the quote above, it can be understood how close the relationship between Cruella and her mother is. Despite the fact that she knew all along her mother had lied to her, but Cruella's love for her mother never faded even after her mother's departure. This is proof of Cruella's connection with

another person that she loves dearly, and that is her mother.

*“Cruella :
I went a bit mad.
I'm sorry.
You're my family.
You're all I have”*
(01.42.56, *Cruella*, Fox & McNamara, 2021)

Evidence of Cruella's attachment to other people is in the scene above. The scene where Cruella admitted her mistake and apologized to her friends Jasper and Horace, just because she loves and cares for both of them and was very sad if they both will leave her. This relationship is not only limited to friendship but more than that. It is a family relationship because Cruella feels like she has found a new family after she lost her only family, her mother.

The personal relationships that Cruella and the people she loves are limited in scope, because Cruella only has personal relationships with people who truly accept her as she is. Cruella's character, whose in her childhood was often bullied, is very influential in her personal relationships because the feelings of love and comfort that Cruella feels for others only come from and for people who want to see and accept herself as she really is.

Creativity

Self-actualizing people have prominent characteristics as creative people. They are original, inventive, and innovative. They are able to come up with extraordinary ideas, but they also understand very well that some of their ideas cannot be realized. Creative people are also flexible, able to adapt when the situation changes, able to break habits, and able to deal with indecision and changing conditions without experiencing unnecessary tension.

Regarding Cruella's creativity, she has been at the top level for all of her works. Working as a fashion designer certainly demands a high form of creativity for high-value results as well. Cruella is also in the highest level because of her work that never fails to impress others as in the pictures above.

In her character in this film, Cruella is one of the opponents of the Baroness who is the best and invincible fashion designer at that time. Cruella, who is a new fashion designer, was able to beat her and was called "*THE FUTURE FASHION*". This is not obtained without reason. The work she produced was able to create a new trend at that time. This is the result of her creativity as a fashion designer which she has had since she was a child. This proves that Cruella has the characteristics of creativity as a self-actualizing person.

With the evidence that all stages of Estella's hierarchy of needs have been fulfilled, and Cruella as the best version of Estella has shown the characteristics of a self-actualizing person based on the theory of Abraham Maslow. Therefore, this proves that Cruella has reached the top of Abraham Maslow's hierarchy of needs, namely self-actualization.

CONCLUSION

Based on the data collection techniques that have been applied from reducing data, presenting data and analyzing the self-actualization of the main character in Disney's Cruella movie as described in the previous chapter, it can be concluded that the main character in the Cruella movie Estella, has reached the top of the hierarchy of needs, namely self-actualization by Abraham Maslow.

From the research and analysis of the self-actualization of the main character in Disney's Cruella movie based on the theory

of the hierarchy of needs by Abraham Maslow (1954) which explains that to reach the top of the hierarchy of needs, namely self-actualization, everyone must pass through several stages of the hierarchy of needs, and those are physiological needs, security needs, belongingness and love needs, esteem needs and the last which is at the peak, it is self-actualization. In the results of this study, there are also dominant points in Estella's stage of achieving self-actualization, namely at the Esteem Needs stage where Estella gets great attention to herself as a fashion designer. In self-actualization there are also several characteristics possessed by someone who has self-actualized. Based on the analysis, it can be seen that Estella is able to fulfill every stage and can actualize herself by proving through several characteristics that Estella can show through her character in this Cruella film.

By using the psychological approach method in analyzing the existing data, then through the Cruella film produced by Disney, it can be concluded that Estella or Cruella as the main character is able to achieve self-actualization.

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