

AN ANALYSIS OF SARCASM IN “CRUELLA” MOVIE

THESIS

Submitted by

LIA SALSABILLA

NIM. 210203140

Student of *Faculty of Education and Teacher Training*

Department of English Language Education



FAKULTAS TARBIYAH DAN KEGURUAN

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By

Lia Salsabilla
210203140

Student of English Language Teaching Study Program
Faculty of Tarbiyah and Teacher Training Ar-Raniry State Islamic University
Banda Aceh

Approved by:

Supervisor

Head of Department


Dr. Muhammad Nasir, M.Hum
NIP. 196601131994021002


Syarifah Dahliana, M.Ag., M.Ed., Ph.D.
NIP.197504162000032001

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THESIS

It has been defended in *Sidang Munaqasyah* in front of the board of the Examination for the working paper and has been accepted in partial fulfillment of the requirements for the Bachelor Degree of Education in English Language Teaching

On:

Wednesday, August 13th, 2025 M
19 Shafar 1447, H

Board of Examiners,

Chairperson,



Dr. Muhammad Nasir, M.Hum
NIP. 196601131994021002

Secretary,



Fera Busfina Zalha, MA.
NIP. 198902272018012001

Member,



Rahmi Fhonna, M.A
NIP. 198211132015032004

Member,



Rita Hermida, S.Pd.I., M.Pd
NIP. 198509082011012009

Certified by:

The dean of Fakultas Tarbiyah dan Keguruan
Universitas Islam Negeri Ar-Raniry Banda Aceh



Prof. Saifuddin Zuhri, M.A., M.Ed., Ph.D

NIP. 015010219970310

DECLARATION OF ORIGINALITY

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I am the undersigned below:

Name : Lia Salsabilla

Student Number : 210203140

Place/date of birth : Banda Aceh/ 04 November 2002

Address : Emperom, Jaya Baru, Banda Aceh

Hereby sincerely declare that the thesis entitled:

AN ANALYSIS OF SARCASM IN "CRUELLA" MOVIE

Is entirely my own work, except for all quotations and references which have been properly cited. Should there be any mistakes or inaccuracies within, I take full responsibility for them. Thus, I hereby make this declaration truthfully.

Banda Aceh, 30th July 2025

Which declares,



Lia Salsabilla

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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Banda Aceh, 22 July 2025

Lia Salsabilla



ABSTRACT

Name : Lia Salsabilla
NIM : 210203140
Faculty : *Fakultas Tarbiyah dan Keguruan*
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Sarcasm is known as a tool used to convey hidden messages and social criticism, and it also serves as a means of avoidance and indirect communication. This study explores the types and functions of sarcasm in the film *Cruella*, which was released in 2021. This research uses a qualitative descriptive method, with data found in the film *Cruella* and then analysed. Using Camp's theory to classify the types and using Keraf's theory to classify the functions of sarcasm in the movie *Cruella*, this study analyzes 24 sarcastic statements in the film, categorizing them into four types: illocutionary, lexical, like-prefixed, and propositional sarcasm. The findings of this study show that the most used type of sarcasm in the movie is illocutionary sarcasm and the least used is propositional sarcasm. This study also identifies ten functions of sarcasm, with the most frequent function being expressing opinions. Through a detailed analysis of scenes and dialogue, this research identifies how sarcasm develops the main characters in the film such as showing Cruella's rebellious spirit, critiquing social norms and developing character relationships. Sarcasm stands out as a prominent characteristic, which permeates the dialogue, visual cues, and overall narrative tone. By analyzing the use of sarcasm, insights can be gained into the film's innovative approach to storytelling and its reflection on identity, rebellion, and societal expectations. This research is expected to contribute to ongoing studies in the same field and serve as a useful resource for future reference.

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CHAPTER I INTRODUCTION

A. Background of the Study

Movie not only provide entertainment to the audience but also store values related to human life. In this day and age, people generally enjoy movies as entertainment to relieve boredom. Movies not only provide entertainment but also provide messages contained therein relating to real human life. Movies can also usually be enjoyed by every group and age. Many types of movies can be enjoyed with various genres available. Moreover, with the film industry that has been very advanced, it allows movie goers to enjoy a variety of neat films with great plot and cinematography. As stated by Anggraeni et al. (2018) Film as a form of literature can be a very entertaining media. This is evident from the fact that almost every household owns a television, which provides easy access to various kinds of entertainment like films.

Film is not only considered a form of entertainment but also a component of literature, as it is a work created for the purpose of enjoyment by enthusiasts. In this sense, literature and film share a common role as mediums for conveying stories and ideas, although in different forms. For instance, films can be adapted from books, which are text-based, and subsequently transformed into a film work consisting of dialogues spoken directly by actors. As stated in Wahyudi (2018) text can not only take the form of printed words but can also include advertisements, films, television, videos, graphic media, as well as a mixture of media and text. This versatility enables the application of literary criticism and literary theory to the

analysis of films, facilitating a multifaceted examination of these complex artistic expressions. In alignment with the contemporary era, the film industry has garnered widespread popularity, attracting individuals of all ages. This phenomenon aligns with the assertion by Wahyudi (2018) that technological advancements serve to expand the boundaries of literary forms. Contemporary films are characterized by their alignment with technological advancements, resulting in increasingly sophisticated storytelling that captivates audiences. This aspect ensures the appeal of films to individuals across all age groups, including children and adults. The visual nature of cinema, accompanied by its dynamic movement, is a captivating experience that holds the attention of viewers. Film becomes one of the most famous works of literature because it offers moral messages and animation that is colorful, easy to obtain and access. In addition, film often reflect aspects of culture, making them both entertaining and educational.

Based on this idea, film can also be viewed as a medium with seemingly unlimited creative potential. Film serves as a platform for expressing thoughts, ideas, experiences, and concerns, enabling filmmakers to communicate with audiences in an artistic and meaningful way. Through cinematic works, individuals not only create pieces that are intended for enjoyment, but they also embed impressions and messages, both overt and implicit, into the film. These messages are often intended to resonate with the audience, and the viewer can interpret and understand the hidden messages that the filmmaker seeks to convey. Ramrao (2016) argues that a literary work can contribute to the enhancement of human civilization through the conveyed meaning or message. The audience is capable of recognizing

the concealed message that the filmmaker seeks to convey. However, film is not distinctly different from written works such as novels and other literary works. The distinction lies in the manner in which the narrative is presented. In written works, the reader must engage in active imagination to envision the scene of the story, while in film, the scene is presented directly through the dialogue of the actors, with no need for reader-driven imagination. Another notable difference is that while reading, the reader involves only some senses, whereas watching a film engages all the senses. This makes film a more immediate and impactful medium for delivering messages to its audience.

One of the rhetorical devices frequently employed in film to strengthen such message is sarcasm. Sarcasm involves the use of words that contradict their literal meaning, typically used to convey criticism or advice in a veiled manner which may cause the recipient to feel subtly attacked or offended. This strategy allows films to entertain and communicate deeper social or moral critiques to viewers. The definition is the same as the traditional theory, where sarcasm is treated as a situation in which the speaker's intention is the opposite of the intended meaning Camp (2011). It is an expression that can be wielded to convey scathing words that have the potential to inflict emotional harm. Sarcasm can offend someone in a situation where the speaker appears friendly to the listener, but there is a negative meaning hidden behind the friendly demeanor. Du et al. (2024) state that sarcasm can be indicated through several communication signals, including contextual, verbal, and paralinguistic/nonverbal cues. The use of sarcasm encompasses various elements, including the tone of voice, facial expressions, and the selection of words

chosen for their connotations. The ability to comprehend sarcasm is not universal, and its interpretation varies based on an individual's cognitive capacity.

As posited by Hardiati (2018) the employment of sarcasm in communication engenders a dualistic dynamic, encompassing the actor (i.e., the subject of the offender) and the recipient (i.e., the object of the sufferer). The subject of the offender experiences a sense of satisfaction and aesthetic value, while the object of the sufferer will judge how low the aesthetic value of the use of sarcasm is. Olsen (2015) states that differences in responding to sarcasm can be influenced by various factors, such as the speaker's intonation, body language, the broader context of the conversation, or even the relationship between speaker and listener and knowledge of the speaker's sarcastic tendencies. Abd-Alsajad and Ahmed (2021) state that sarcasm is an indirect and expressive speech act in the form of verbal irony or sometimes also in the form of ironic behaviour where the speaker has an honest intention to express mostly negative behaviour towards the interlocutor. Ali et al. (2023) argue that sarcasm is often used as a tool to attract attention and express negative sentiments more forcefully. Kadhim and Mewada (2023) mentioned that sarcasm has been used since the past to mentally manipulate victims and cause mental suffering. This multifaceted nature of sarcasm, characterized by its richness in meaning and its pervasive influence on diverse aspects of human life, is a subject that requires further examination and investigation.

In the realm of cinema, sarcasm serves a similar function to that in real life, contributing to the aesthetic appeal and entertainment value of films. Riandika and

Pasaribu (2025) assert that in movies, sarcasm plays an important role in shaping the characters' relationships and directing the future direction of the story. Its strategic incorporation into dialogues and scenes can enhance their engagement, providing a layer of sophistication and depth to the narrative. In the context of film making, the use of language style is a crucial element that facilitates the conveyance of hidden messages and social critiques. Sarcasm, in particular, plays a pivotal role by enveloping sharp words in a seemingly friendly exterior, thereby allowing for the subtle articulation of hidden meanings without the need for direct and immediate expression. As Bouazizi and Otsuki (2016) assert, sarcasm functions as a form of "avoidance," wherein individuals employ sarcasm to mask their genuine feelings or opinions. Sarcasm is employed to express disagreement, disbelief, and reluctance, yet the manner in which it is articulated is indirect, serving to convey the opposite of its intended meaning. Sarcasm is important and necessary in films because it can capture the audience's interest, they can understand the deeper meaning of sarcasm indirectly. Sarcasm is a frequently employed device in a variety of modern film genres, including comedy, horror, drama, and action to enrich dialogue and highlight character dynamics.

The researcher selected the film *Cruella* as the subject of this study, as it offers a comprehensive illustration of how sarcasm is employed not only to develop characters but also to advance the storyline. As a work of cinematic literature, *Cruella* can be analyzed in terms of its content, plot, and characters, particularly focusing on the way sarcasm shapes the overall narrative and conveys social criticism. The reason the researcher chose film as research is because from a film

we can see and observe many interesting things including sarcasm between the characters. Cruella is a film that is suitable for analysis in sarcasm research, as it tells the story of the character Cruella, who is known for being cruel and indifferent to any situation.

The movie Cruella, released in 2021, is presented as a sequel to the famous character Cruella de Vil from 101 Dalmatians. The movie tells the story of a woman named Estella, an orphan girl with an extraordinary talent for fashion design and a strong sense of individuality. Estella creates an alter ego named Cruella, which allows her to explore her dark and rebellious side. Estella strives to penetrate the elite and competitive fashion world. In her struggle, she meets Barones von Helman, a famous designer who is ruthless and manipulative. This study focuses on the search for types of sarcasm that exist in the Disney movie Cruella. This movie shows several actions or dialogues containing sarcasm that are interesting to analyze. The tension between the two is full of moments of sarcasm that are interesting to analyze further and will be the focus of this research. The movie Cruella has positive ratings praising the performance of the actors, visual style as well as stunning costume design and has won several awards including winning the best costume design at the 94th academy awards as well as winning the best performance of a younger actor at the Saturn Awards. Cruella was also nominated for best costume design at the 2022 Oscars and nominated for best hairstyling and makeup at the Critics' Choice Awards.

Several previous studies have been conducted on the analysis of sarcasm. Moreover, existing research provides a foundation for the study's theoretical framework and demonstrates its originality. In this section, the researcher will cite several studies related to the research to be carried out, then summarize them. The following are previous studies that are still related to the theme that the researcher examines.

A study conducted by Melawati (2022), shows that the characters in the movie *Venom* often use sarcasm in their dialogue. This study was conducted to look at the various sarcasm used in the movie, as well as how the recipient responds to the sarcastic remarks. The researcher used pragmatic theory and techniques as well as using Camp's theory related to various sarcasm. This study used qualitative methods, the researcher used various procedures such as watching, reading, identifying, categorizing and selecting. According to the research findings, the Marvel movie *Venom* features several sarcastic remarks.

Research conducted by Ramadhan and Setiasari (2023), the purpose of this research is to find out the types of sarcasm and the purpose of sarcasm in the *Friends* series. This research uses qualitative descriptive methods to analyze data. This study also shows five purposes of sarcasm used by the characters of *Friends* which are sophistication, evaluation, a tool for politeness, persuasive aspect and retract ability. The researchers used descriptive qualitative method to analyze the data. According to the results of the study the most widely used type of sarcasm is propositional sarcasm and sophistication is the most widely used in terms of the purpose of sarcasm.

Another study is a study conducted by Padmatantri and Sutrisno (2021), this study was conducted to identify sarcastic speech in the Simpsons movie. The researchers used Camp's theory and Leech's theory to identify the type and function of sarcasm from speech in the Simpsons movie. The data collection method used include watching, listening and transcribing the dialog. The results showed that illocutionary sarcasm is the most preferred type used by the characters in expressing sarcasm. The results also showed that the characters prefer to use collaborative functions in expressing sarcasm.

The next research conducted by Ayuningtyas and Triyono (2022), this research states that a film developer uses satirical language to clarify points to the audience. This research analyzes the use of satirical linguistic patterns of Tejo's character in the short film Tilik. The method used by the researchers is a qualitative descriptive method. The results show that Tejo uses three different satirical languages in the film Tilik namely cynicism, irony and sarcasm. The results show that Tejo uses three different satirical languages in the film Tilik namely cynicism, irony and sarcasm. This study emphasizes that Tejo uses satirical language to convey his thoughts and views on the problems faced by society and to express unhappiness.

Another study was conducted by Septyanasari (2024), this study explores the type and function of sarcasm found in statements in the Barbie movie released in 2023. The method used in this study is qualitative and utilizes Spradley's ethnographic analysis model to interpret the data obtained from the Barbie movie. The final results show that illocutionary sarcasm is the most widely used type of

sarcasm in the Barbie movie, while for the sarcasm function, the delivery of orders is the most common function found. This research also emphasizes the importance of understanding cultural and societal influences on sarcasm, considering its impact on interpersonal relationships.

From previous research that has been conducted, it can be seen that sarcasm has many ways and types in its delivery. Sarcasm also has its own purposes in its usage, depending on the context. There are several similarities discussed in the topic of sarcasm, such as the use of sarcastic language as an expression to convey feelings, thoughts, and views using harsh words that have an effect on listeners and readers. Previous studies can serve as a reference for conducting this research, as they share the same topic, which is sarcasm. There are some similarities between the previous research and this study, namely both analyze types of sarcasm. However, there are also differences between the previous research and the current study, as this research will use Disney films as its data source.

B. Research Statements

This research was conducted to investigate the use of sarcasm in the movie Cruella by identifying and analyzing the types and functions of sarcastic statements expressed by the characters. This study applies Camp's (2011) theory of sarcasm types and Keraf's (2010) theory of sarcasm functions. The main focus of this research is to examine specific aspects of sarcasm in the context of film media. The aim is to provide a deeper understanding of how sarcasm contributes to character development and the film's narrative story.

C. Research Question

Based on the background that has been explained, sarcasm is often found in films, one of which is the Disney Cruella film. However, analyzing sarcasm in Cruella films requires further analysis. Therefore, the questions that will arise in this study are:

1. What type of sarcasm is used in movie Cruella?
2. What function of sarcasm in movie Cruella?

D. Research Aims

This research aims to seek insight and explore the following:

1. To find out the types of sarcasm statements used in the dialog of the movie Cruella
2. To find out the functions of sarcasm statements used in the dialog of the movie Cruella.

E. Scope and Limitation of The Study

In this study, the researcher specifically chose the theory of sarcasm proposed by Elizabeth Camp because this theory provides a more detailed and contextual classification of forms of sarcasm. This is very much in line with the characteristics of the film Cruella, which features various types of sarcasm in various communication situations. This theory also effectively explains how sarcasm functions within the context of the film and its characters. Unlike other theories, which have a broader scope and focus more on the general nature of sarcasm for analyzing dialogue in films, Camp's theory systematically explains the

differences in forms and meanings of sarcasm, making the analysis more relevant and contextually connected.

There are several limitations to this research. The first limitation is that the analysis of sarcasm is limited to the classification of the theory proposed by Elizabeth Camp (2011) and Gorys Kerat (2010), which consists of four types of sarcasm and ten functions of sarcasm. Therefore, other theories of sarcasm, such as those that discuss the purpose and scope of other types of sarcasm, are not explored in this study. As a result, the findings of this study may not fully capture the broader aspects of sarcasm, especially in terms of its communicative purpose and social function. Second, this study only analyzes sarcasm in one film, namely Cruella (2021). Limitations in the data sources may limit the generalization of the findings, as sarcasm in other films or genres may reveal different types and patterns of sarcasm. Despite these limitations, the findings are expected to provide meaningful insights into the use of sarcasm in modern film dialogue and serve as a reference for further research in the same field.

F. Significance of The Study

1. Theoretical significance

This research is expected to be useful and contribute to improving literary science, especially in the realm of sarcasm. With this research, it is expected to bring new insights and knowledge, especially in the field of sarcasm in films. Researcher also hope that in the future this research can be useful for students and

also the general public who are interested in learning about sarcasm and also to express their opinions and feelings in the form of sarcasm.

2. Practical significance

1. For students

This research can be useful for students who are interested in studying sarcasm and want to learn more. The study will discuss sarcasm in films. It is hoped that this research can provide information and potential for the development of the field of literary language. Furthermore, the results of this research may influence the advancement of information regarding sarcasm and serve as a learning resource for students.

2. For lecturers

The researcher of this study have high expectations and hope that the results of this research can contribute to and assist lecturers in analyzing sarcasm, as well as help address issues related to sarcasm.

G. Terminology

To help readers to more easily understand the terms in this study, the information needed for a clearer understanding will be presented. Therefore the researcher provides a definition of related terminology:

1. Sarcasm

Nasrudin (2019) states that sarcasm is something that is blunted and causes deep pain so that it gives a painful impression in the heart. Sarcasm can be considered as an equation of the act of crude satire, insults, making fun of and so

on. Sarcasm combines opinions expressed literally in the form of praise or approval with meanings that are opposite to the context in which they are used (Sukarto & Fauziah, 2022). In movies sarcasm is usually added to the script to add to its entertainment value. Riandika and Pasaribu, (2025) state that sarcasm is a common form of communication commonly used to add humour, criticism or highlight a point by saying the opposite intention. According to Schifanella et al. (2016) Sarcasm is a peculiar form of expression, characterized by a discrepancy between the apparent and underlying sentiments.

Sarcasm is an expression that not only takes the form of words but also actions, facial expressions and tone of voice. Therefore sarcasm can appear in various forms of words and actions. Sarcasm serves as a crucial component in verbal communication, wherein the speaker often obscures the true meaning of their intended message. Consequently, the listener must possess the capacity to detect and interpret the nuances of sarcasm. The presence of sarcasm plays a significant role not only in everyday interactions but also in cinematic works, particularly in terms of enhancing the dialogue.

2. Movie

A movie is a work in the form of movement and sound that aims to provide entertainment and carries the message contained in it. Bordwell et al. (2016) state that film is an art form with its own distinctive language and aesthetics. Films can be inspired by human experiences that are adapted into art. Movies are made to be learned from and can be used as a lesson for everyday life. Hikma and Mahmud

(2023) also state that film is a communication medium in audio-visual form to convey messages to a group of people. According to Zanuba (2024) Film as a form of social phenomenon, provides various interpretations and can serve as a platform to address social issues, including gender equality, feminism and humanity. Sholihah (2021) mentions that film is an audio-visual communication medium that functions to convey certain messages to other people or to a group of people.

It can be said that films are a form of literature that contains history, stories, culture, events, knowledge, and more, recorded in video format and then presented on television, in cinemas, theaters, or other broadcasting media, with the aim of providing entertainment. The movie itself can provide messages for various purposes, some are just for entertainment, moral messages, providing education or information and so on. Not only limited as entertainment but there are messages that can be learned in it.

