



**POSITIVE AND NEGATIVE REINFORCEMENT
IN FROZEN (2013) A BEHAVIOURISM STUDY**

Undergraduate Thesis
Submitted in partial fulfillment of the requirements.
for the Sarjana Sastra (S.S)

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A BEHAVIORISM STUDY**

is my own work and contains no plagiarism, it has not been submitted previously for any other assessed unit on this or other degree courses.

I have read and understood the University Regulations on Conduct of Examinations.

Jakarta, August 15th 2025



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Alhamdulillah Rabbil 'Alamin. I would like to express my deepest gratitude to Allah S.W.T for His abundant blessings, love, opportunities, health, and mercy that have enabled me to complete this undergraduate thesis.

This thesis, entitled “Positive and Negative Reinforcement in Frozen (2013) A Behaviorism Study,” is submitted as a partial fulfillment of the requirements for the Undergraduate Thesis of Sarjana Sastra (S.S.) at the Faculty of Languages and Literature.

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This undergraduate thesis may not be perfect and still has some weaknesses, but I hoped that it can give a positive impact not only for the researcher but also for the readers. Therefore, constructive feedback and thoughtful suggestions are truly appreciated.



Jakarta, August 15th, 2025

A handwritten signature in black ink, appearing to read "Dyah Ajeng Febriyanti", written over a light blue grid background.

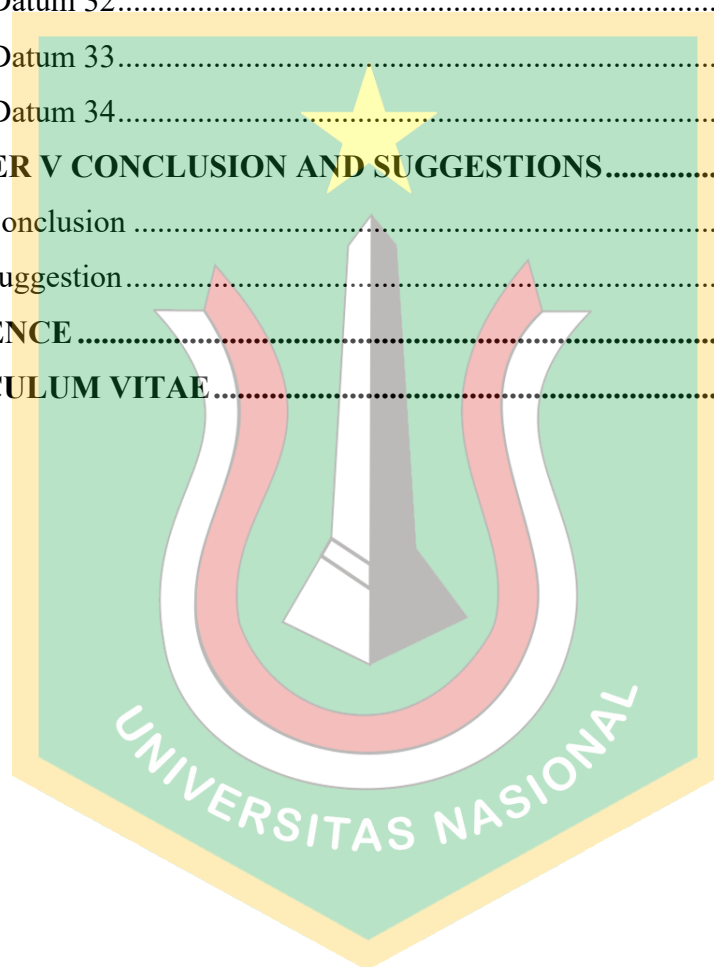
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ABSTRACT

This undergraduate thesis is entitled “Positive and Negative Reinforcement in Frozen (2013) A Behaviorism Study.” The study aims to explore how operant conditioning specifically the method of shaping, along with positive and negative reinforcement influences the emotional and behavioral development of the two main characters. Using qualitative methods, the research analyzes several key scenes from the film to identify behavioral changes and the psychological factors behind them. The theoretical framework is based on the behaviorism learning theory, particularly the concept of shaping as introduced by B.F. Skinner. In addition, the study examines both direct and indirect characterization techniques used by the filmmakers to depict character development. By combining behaviorist theory with narrative analysis, this study reveals how reinforcement and characterization work together to portray psychological growth. The findings show that both Anna and Elsa experience gradual transformation shaped by consistent reinforcement and emotional consequences. Anna evolves from an impulsive, approval seeking girl into a selfless and emotionally mature individual, while Elsa progresses from fear and self-isolation toward self-acceptance. This research demonstrates how shaping, reinforced through emotional experiences and interpersonal relationships, can effectively illustrate psychological development within fictional narratives.

Keywords: Shaping, Behaviorist Theory, Reinforcement, Punishment, Character Development, Frozen (2013).

