

# CHAPTER I

## INTRODUCTION

### 1.1. BACKGROUND

Literature is an art form consisting of written works valued for their aesthetic qualities. It is generally categorized into two types of fiction, which features imaginative characters and events, and nonfiction, which presents factual narratives (Oxford Advanced Learner's Dictionary, 2000: 469, 862). Literature serves doesn't only to entertain but also to educate readers by providing insights into human experiences. Over time, literary works have been adapted into various media, including film. Film can provide positive emotions that help reduce stress and provide peace of mind, and from these various benefits, movies become an integral part of human life, both as a means of recreation and as a medium of learning and self-reflection. From a film, we can see how human in character and behavior can shape and change lives. This is in line with Bandura's Social Learning Theory (1986) which states that humans learn and develop behavior through observation of their environment, including media such as films. One animated film that illustrates how experience and environment influence character development is Frozen (2013), which was directed by Chris Buck and Jennifer Lee and produced by Walt Disney Animation Studios. The film is inspired by Hans Christian Andersen's fairy tale The Snow Queen and has been adapted into a contemporary narrative that explores themes such as isolation, self-discovery, and the transformative power of love.

In the movie tells a story about two sisters, Elsa, and Anna, who live in the kingdom of Arendelle. Elsa, the older sister, was born with magical powers that let her control ice and snow. Elsa as the Queen of Arendelle and she has the magic to make and control ice and snow. Initially, she is afraid of her powers and chooses to isolate herself so as not to harm others, especially her sister, Anna. However, through her emotional journey, due to a childhood incident that almost injured Anna, Elsa is forced to hide her powers and live in fear.

After the death of their parents, Elsa accidentally demonstrates her power in public during her coronation ceremony as Queen, causing her to flee to the mountains in seclusions. In contrast to Anna nature which is based on cheerful life Anna is Elsa cheerful, feisty, and brave sister. Unlike the quiet and introverted Elsa, Anna has a warm and impulsive personality. She loves her sister dearly and tries to restore their relationship after Elsa runs away from the kingdom. Anna's journey shows courage, perseverance, and the belief that love can thaw frozen hearts. The character development of Elsa and Anna in Frozen illustrates behaviorism, where behavior is shaped by environmental interactions.

Throughout the story, Anna demonstrates resilience, perseverance, and a firm belief that love can overcome fear and isolation. Their character development in Frozen reflects the principles of behaviorism, which suggest that human behavior is shaped by environmental influences and interactions (Skinner, 1953).

Therefore, researcher will examine the film Frozen (2013) This study using B.F. Skinner's operant conditioning theory to see how the characters grow and change in the movie.

## 1.2 Limitation of the problem

This research focuses to explore and analyzing the development of the characters, Elsa, and Anna in the movie Frozen (2013) through the lens of behaviorism, specifically Skinner's operant conditioning theory. The analysis will be limited to how reinforcement (positive negative) and shaping affect their personalities and behavioral changes through the film.

## 1.3 Research Questions

1. How are the characterizations of the main characters?
2. How do Positive and negative reinforcement influence Elsa and Anna's character development in Frozen?

## 1.4 Objective of the Research

To identify and analyze of the application of operant conditioning by B. F. Skinner in Frozen, focusing on how positive and negative reinforcement shape Elsa and Anna's behavioral development, especially in relation to Elsa's fear of her powers and her eventual acceptance of them.