



**PENGUATAN POSITIF DAN NEGATIF  
KARAKTER UTAMA di Film SOUL (2020)**

**Skripsi**

Diajukan sebagai Salah Satu Syarat untuk Memperoleh Gelar  
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**FAKULTAS BAHASA DAN SASTRA  
PROGRAM STUDY SASTRA INGGRIS  
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2026**



**POSITIVE AND NEGATIVE REINFORCEMENT  
On The Main Character in SOUL Movie (2020)**

**THESIS of UNDERGRADUATED**

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

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**“ Positive and Negative Reinforcement on the Main Character in Soul film (2020) A Behaviourism Study”**

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Jakarta, Februari 21th 2026



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Jakarta, Februari 21th 2026  
Writer,

A handwritten signature in black ink, appearing to read 'Nur Haliza', is written over the bottom right corner of the logo.

NUR HALIZA

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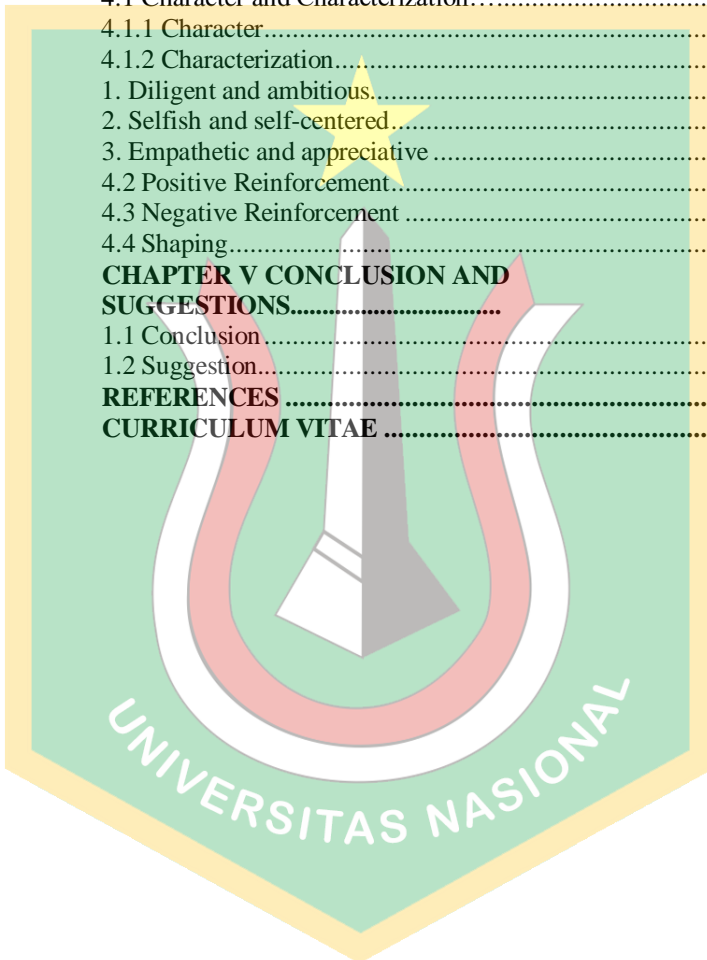
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## ABSTRAK

*Studi ini menganalisis perubahan perilaku yang dialami oleh Joe Gardner. Menggunakan Teori Kondisi Operasional B.F. Skinner (1938) (penguatan dan pembentukan), studi kualitatif deskriptif ini mengeksplorasi bagaimana Joe mengubah perilakunya. Hasil menunjukkan bahwa tindakan Joe berubah dari egoisme yang berorientasi pada tujuan menjadi altruisme dan apresiasi universal terhadap kehidupan, menunjukkan bagaimana paparan berkelanjutan terhadap lingkungan dapat secara radikal mengubah cara seseorang bertindak dan memandang dunia, yang diperkuat oleh konsekuensi positif seperti validasi dan pencapaian, yang mengakibatkan visi terbatas tentang makna kehidupan. seperti interaksi dengan jiwa 22 dan pengalaman sensorik di Bumi, memicu respons empati dan apresiasi terhadap momen-momen kecil, yang didukung oleh penguatan negatif (penghilangan frustrasi), penguatan positif (puas batin), dan pembentukan.*

*Kata Kunci : Joe Gardner, Main Character, Behaviour Changes, Operating Conditioner*



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## ABSTRACT

This study analyzes the behaviour changed by Joe Gardner. Using B.F Skinner's (1938) Operating Conditions theory ( reinforcement and shaping), this descriptive qualitative study examines how Joe changes his behaviour. The results show that Joe's actions changed from goal-oriented selfishness to altruism and a universal appreciation of life, showing how ongoing exposure to the environment can radically alter a person's ways of acting and viewing the world which is reinforced by positive consequences such as validation and achievement, resulting in a restricted vision of the meaning of life. such as interactions with soul 22 and sensory experiences on Earth, elicit responses of empathy and appreciation for small moments, which are supported by negative reinforcement (removal of frustration), positive reinforcement (inner satisfaction), and shaping

keywords : *Joe Gardner, Main Character, Behaviour Changes, Operating Conditioner*

