

CHAPTER I

INTRODUCTION

1.1 BACKGROUND

Soul (2020), a Disney-Pixar animated picture, tells a deep story about the search for identity and the purpose of life through its main character, Joe Gardner. Joe, a music teacher obsessed with becoming a professional jazz pianist, undergoes a profound shift in his outlook and conduct after his soul is separated from his body. This spiritual journey from a sole emphasis on career success to an appreciation for the little things is an intriguing psychological phenomenon. The behavioral changes identified in Joe Gardner are ideal for investigation utilizing B.F. Skinner's Behaviorism Theory, specifically the concept of Operant Conditioning. Skinner suggested that the environment shapes behavior; a behavior (response) is likely to be repeated or abandoned depending on the consequences.

The narrative setting of the film Soul, both the physical world and the spiritual realm, functions as a 'laboratory' that gives unambiguous stimuli, elicits responses from Joe, and causes consequences (reinforcement or punishment) that alter his behavior. The

In this study, we investigated the impact of positive and negative reinforcement contingencies in Joe

Gardner's life. As previously said, Joe had a clear goal: "I will become one of the best jazz musicians in the world!" However, the car accident that killed him, as well as his afterlife experience, encounter with Soul 22, and experiments in other people's bodies, caused a significant shift in him, transforming his original single-focused imperative goal into a global imperative goal concerning his life as well as the trivial events of his daily life.

Gardner's life hasn't turned out the way he expected. While teaching is a wonderful career, his main passion is jazz, and he is an excellent player. Joe believes he was born to play professionally, and at 46 years old, he believes his chance to land a high-profile role could come at any time. Joe has an encyclopedic knowledge of jazz history, and while his passion for music may have limited his social life over the years, it has not diminished his confidence. He lives alone, immersed in what he loves most: music. That is, until one unexpected step transports him to the cosmic realms, where he discovers the "You Seminar" and is compelled to reconsider what his existence is all about.

In this research, the researcher took the film *Soul* as a subject of this research because the researcher wants to reveal the meaning of behavior

change is important to study because it helps us in our everyday lives. In the film how the character changed one's shift of perspective and motivation, from pursuing his dreams to appreciating life, will be investigated through a series of stimuli, responses, and consequences experienced during his journey.

1.2 LIMITATION PROBLEM

The study limits the use of the research data to analyze the B.F Skinner in the character of Joe Gardner in the film Soul, focusing on his changed behaviour, fear of failing, the need for purpose, and the conflict between acceptance and aspiration. The character is powerful because of this.

In this research, the researcher limits the scope of the research to the following aspects:

1. Focus on a Single Fictional Character
2. Specific Behavioural Context.

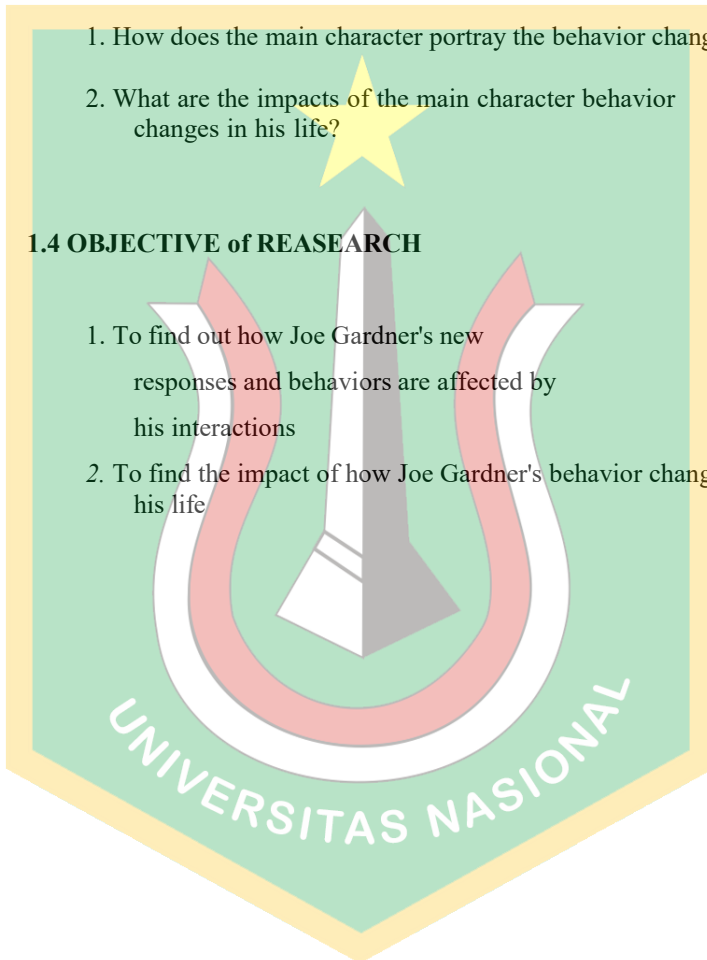
These limitations ensure that the research remains focused and manageable, providing problem while acknowledging the boundaries of its applicability and scope.

1.3 RESEARCH QUESTION

1. How does the main character portray the behavior changes?
2. What are the impacts of the main character behavior changes in his life?

1.4 OBJECTIVE of REASEARCH

1. To find out how Joe Gardner's new responses and behaviors are affected by his interactions
2. To find the impact of how Joe Gardner's behavior changes in his life



1.5 URGENCY

Research on the effects of behaviour changes in literary works is important. This is because we can learn to provide purpose to our lives by staying focused on our goals, even if obstacles continue to come. Or even when the things we dream about do not live up to our expectations, such as Joe, who had to separate from his soul and was temporarily stuck in a cat's body. Be thankful for everything around you. Even our ordinary routines are worthy of gratitude and appreciation.

This animation movie, *Soul*, has a very significant message. *Soul* is a movie about searching for meaning in life, striving for greatness, and being present in the moment. The soul teaches us to life is not just about achieving great things, but also about enjoying the journey of life and finding joy in everyday interactions. With its engaging story and magnificent animation, this movie manages to win over the hearts of the audience, teaching us the value of life in all forms.