# ABSTRACT

Desi Susilowati. 2019. **THE BEAST CHARACTER DEVELOPMNT AS SEEN IN *BEAUTY AND THE BEAST* MOVIE**

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*This study is conducted to analyze character development of The Beast in Beauty and The Beast movie. There are three problems analyze in this study: (1) the character development portrayed by The Beast of the movie; (2) the factors influence Beast's character development described in the movie; (3) the impact of Beast's character development to Beast in the movie.*

*The writer uses Alfred Adler Theory (Individual Psychology) to analyze the character development of Beast. The data were analyzed by using descriptive qualitative method which focuses on the analysis of textual data. The data were collected by watching the movie, reading the script after that the writer notes the data from the movie and the script. The writer also got the data from the dialogue of the movie and some references that relate to the theory, movie and all the sources that support the writer in collecting data. After that the writer classifies the data and drawing the conclusion.*

*The analysis of this research results in some findings. The writer finds that Beast has a bad behavior become a good behavior because of his environments. He is aggression, antisocial, starving for superiority, and creative self. The factor why The Beast changes his behavior is the new people around and the new environment him that makes him become a care person.*

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*Key words: Beauty and The Beast movie, The Beast, character development, individual psychology theory*

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*Skripsi ini bertujuan untuk menganalisa perkembagan karakter The Beast di film Beauty and The Beast. Terdapat tiga masalah utama yang di analisa dalam skripsi ini: (1) perkembangan karakter yang digambarkan oleh karakter Beast dari film; (2) factor-faktor yang mempengaruhi perkembangan karakter Beast yang dijelaskan dalam film; (3) dampak perkembagan karakter Beast terhadap Beast dalam film.*

*Penulis menggunakan teori dari Alfred Adler (Individual Psychology Theory) dalam menganalisis perkembangan karakter Beast. Data dianalisa menggunakan metode deskriptif kualitatif yang menitiberatkan pada konteks dari dialog dan naskahnya. Data diperoleh dengan cara menonton film, membaca script film setelah itu penulis mencatat data dari film dan naskah. Penulis juga mendapatkan data dari dialog di film dan beberapa referensi yang berkaitan dengan teori, film dan semua sumber yang mendukung penulis dalam mengumpulkan data. Setelah itu penulis mengklasifisikan data dan menarik kesimpulan.*

*Ada beberapa hal yang berhasil ditemukan dalam skripsi ini. Penulis mendapati bahwa Beast memiliki perilaku buruk menjadi perilau baik karena lingkungannya. Dia agressi, antisosial, berjuang untuk keunggulan, dan kreatif diri. Faktor mengapa perilaku The Beast berubah adalah orang orang baru dan lingkungan baru disekitarnya yang merubah perilakunya.*

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*Kata kunci: Beauty and The Beast movie, The Beast, perkembangan karakter, teori individual psychology*