REFRAMING THE MAIN CHARACTERS USING NLP TECHNIQUES IN PETE DOCTER'S MOVIE "SOUL (2020)"

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Abstract: *Reframing is a language strategy in neuro linguistic programming (NLP) that changes an individual's perception by altering the meaning or context of an experience. This study uses Richard Bandler and John Grinder's (1982) theory of reframing to analyze reframing techniques in Pete Docter's Soul (2020), supported by language attributes such as modality, lexical, temporal and Pragmatic shift. Language attributes can serve as indicators that reveal how language structure affects a character's thoughts, feelings, and transformations. This study used a qualitative descriptive approach, examining dialogue and narrative elements to identify reframing expressions and their language patterns. A total of 50 data points were found: 27 positive reframings (54%), 17 neutral reframings (34%), 3 temporal reframings (6%), and 3 situational reframings (6%). The results of the study showed that positive reframing was the most prominent, highlighting its impact on character development and shifts in thought patterns. The process of reconstruction, especially in characters such as Joe Gardner and 22, embodies a deeper understanding of the meaning of life and personal identity, which is constructed through the conscious use of language. This can be very helpful in vulnerable or stressful situation, leading to good communication and how to deal with difficult circumstances.It is hoped that the result is useful for everyone who wants to study about NLP Reframing techniques.*

INTRODUCTION

NLP is made up of three components neuro, linguistic and programming. Shehata (2010: 24). Neuro which describes everything that occurs in the brain and nervous system, including how the nervous system encrypts information, stores it in memory, and then retrieves it when necessary. The second is "linguistic," which encompasses all forms of speech verbal or nonverbal that a person uses to communicate with others or with one self. The third is "programming," which refers to how the world is represented in our minds, how it influences our perceptions and actions, and how it transforms them into thought and behavior patterns that form the basis of our life experiences.

NLP also helps people to understand the meaning and its connotation, controlling

thought processes and create positive changes in their lives Thompsn (2002). The goal of NLP techniques is to influence how people interpret their experiences and assign meaning to them.

One of the techniques of Nlp is Reframing. Reframing is the process of giving anexperiment or event a new significance by elaborating on its existing frame (Heizer (2003: 266). The person will be able to view things differently after reframing. It is the method by which the experiences are described in order to determine their significance. The meaning of the event will vary if change the frame, which reflects the goals or the ideals. Upon regaining the context, our feelings regarding the framing typically shift.

Reframing helps see things from a different perspective and can lead towards more positive thinking. Changing emotional response and minimize tension or irritation can be achieved by intentionally adjusting interpretation of a circumstance. Instead of viewing issues as insurmountable impediments, people can be reframed as opportunities for growth, learning, and self-improvement. This technique not only creates a healthier mental outlook, but it also supports a proactive approach to issue solving, in which focus on finding solutions rather than concentrating on the problems.

The Author is interested in conducting research on the reflections found in the dialogues of the film Soul 2020. This film is very interesting to study, although it is an animated film, it contains many moral messages. This film has won various awards and received important nominations. It is very interesting to analyze because it presents compelling stories that can serve as lessons in life. Throughout this film, there are dialogues from the main characters that reflect back and others to be analyzed.

LITERATURE REVIEW
Neuro-linguistic programming (NLP)

According to Wake and Leighton (2014), NLP is a model of human interaction and communication that makes it easier to analyze and replicate brilliance in a variety of clinical and non-clinical contexts. It focuses on the built world and subjective experiences of individuals. It addresses how individuals communicate with each other and with themselves, as well as how they portray their experiences internally. Nonverbal communication is mostly responsible for this (Tosey, Mathison & Michelli, 2005; Anderson, 1986)

Reframing

Reframing is a technique for engaging with a certain aspect of a person. producing or inhibiting specific behaviors. This allows us to identify the secondary gain of a behavior and address it as part of the change process. (Bandler, page 138)

Types of Reframing

There are some types by Richard bandler
 1. Content Reframing

   Definition: Changing the meaning of an event or experience by altering the interpretation or the context of that content. The event remains the same, but how one views or interprets it is modified.

Purpose: Helps people see their experiences from a different perspective, which

can lead to emotional or behavioral changes.

Types of Content Reframing:

A. Positive Reframing: Focus on the potential benefit or opportunity in a seemingly negative situation.

B. Neutral Reframing: Shift focus from the emotional charge of the situation to a neutral interpretation (e.g., focusing on facts, not feelings).

2. Context Reframing

Context Reframing Definition: Changing the context in which an event or behavior is viewed. This involves shifting the scenario or situation to one where the event or behaviour could be useful or beneficial.

Purpose: By changing the context, behavior or experiences that seem negative can be perceived as positive or appropriate under different conditions.

Types of Context Reframing:

A.Time Reframing: Consider how the behavior might be useful or less significant at another time (e.g., "In the future, this experience will serve as valuable learning").

Example:

B. Situational Reframing: Focus on how the behavior or event could be appropriate or beneficial in a different situation (e.g., "Being detail-oriented might be frustrating now, but it will be beneficial when you're working on a complex project

METHODS

The research uses a qualitative research, according to Moleong (2013), is defined as research that uses a variety of natural and advantageous scientific methods to understand phenomena about what research subjects experience, such as actors, perceptions, motivations, actions, etc., holistically and descriptively in the form of words and language. As a result, a qualitative approach refers to methods for developing knowledge assertions that are grounded in a constructive viewpoint (such as meanings drawn from personal experience, societal norms, and historical contexts in order to develop theories or patterns of knowledge).. As a result, in this study, the researcher used Descriptive Qualitative to analyze and characterize the data. In this research, an analysis of research will be carried out on the types of Reframing and concept of reframing proposed by Bandler is part of a technique in Neurolinguistic Programming (NLP) which aims to change a person's perspective or way of looking at a situation, problem or experience. This reframing aims to produce changes in understanding and feelings related to the situation, so that individuals can respond in a more positive way. So this research will use the reframing theory to analyze the conversation in the film Soul 2020

RESULT AND DISSCUSSION

Data

This research data is in the form of speech as verbal communication from the two main characters, Joe Gardner and 22, in the film Soul (2020) directed by Pete Docter. The data source was taken from the dialogues that occurred between the two main characters in

the film. This dialogue includes conversations that are relevant to the use of reframing theory in changing their outlook on life, goals and identity. After collecting dialogue data, the analysis steps carried out are as follows: Identify the types of reframing used in the utterances of the characters Joe and 22. Analyze the context of the use of reframing in dialogue.

Data 1 /Content Reframing /Positif Reframing /(00:05:12)
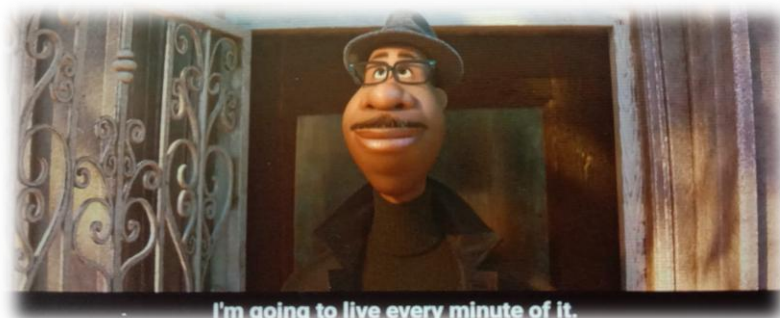
Picture 1 Dialogue:

Concellor :
Jerry   Joe, do you know what you're going   to do now?

Joe   :   I'm not sure what I'm going to do.I'm going to live every
                minute of it. I will appreciate the time and moments that
                I have more

        Data Analysis **:** This reframing is considered positive because it leads to emotional growth, inner peace, and a renewed outlook on life. Initially, Joe believed that achieving his dream was the only way his life could have value. He defined himself entirely by his career aspirations. However, following a transformative journey, he comes to realize that the richness of life is not limited to professional success. Instead, it lies in the small, everyday experiences that often go unnoticed

Data 2/ Content Reframing/Neutral/ 00:33:53
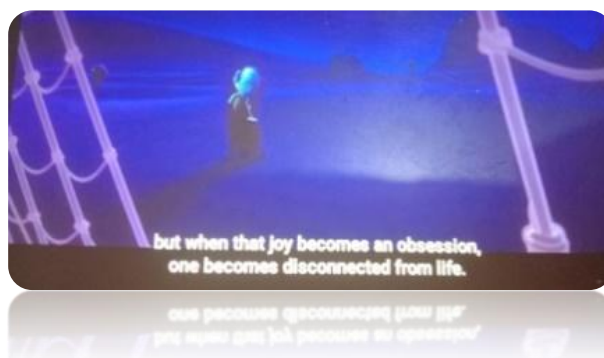
Picture 2. Dialogue

Joe   :   What's wrong with him? Why he in here?

Moonwind   :   He is very hardworking but when Joy becomes and obsession,disconnected from life

Data Analysis : Moonwind does not change the person's behavior, but rather changes the content of Joe's understanding of the reasons behind the condition, which is the essence of content reframing. In this way, Joe is given a deeper understanding of how excessive happiness, without balance, can affect a person

Data 3 / Context/ Time Reframing/00:24:3

Picture 3. Dialogue

Joe Gardner	:	My life was meaningless."
Joe Gardner	:	"I... have only seen failures and shortcomings, not the goodness hidden behind them.
22	:	Time has taught us that meaning does not always come fromone great achievement.

Data Analysis :In this conversation, context reframing occurs when 22 invites Joe to change his perspective on the meaning of life. Previously, Joe only judged his life based on his success in the music world, so he felt that his life was meaningless because he had not achieved his goals. However, through the new perspective offered by 22, he begins to understand that life is not only about one big achievement, but also about the small experiences that shape him. By changing the context of his perspective, Joe no longer sees his failures as something that makes his life worthless, but rather as part of a journey that shapes him into a more complete person.

Data 4/ Context/ Situational Reframing/01:02:1

Picture 4

Dialogue

Joe	:	I finally land the gig my life and you're upset
Libba	:	You didn't see how tough being a musician was on your father , I don't want to see u struggle like that.
Joe	:	So, Dad could pursue his dream, and I can't?
Libba	:	Your father had me. Most time this shop is what paid the bills. So when I'm gone, who's gonna pay yours?
Joe	:	Music is all I think about. From the moment I wake up in the morming. This isn't about my career Mom, This is about my life.

Data Analysis : The conversation between Joe Gardner and his mother, Libba, can be analyzed using context reframing, which is changing the way of looking at a situation without changing the content of the conversation. In this dialogue, Joe feels that his mother does not support his dream of becoming a musician, while Libba actually wants to protect her child from the financial uncertainty that her father once experienced. If the context of this conversation is changed, it can be understood that Libba is not against Joe's music career, but instead wants the best for her child's future. Libba's view of the music world is formed from her life experiences. She saw how her husband struggled as a musician and realized that the shop he managed was the family's main source of income. From her perspective, being a musician is not only about talent or passion, but also about financial stability.

FINDINGS

After analysing the data, there are research findings based on the problem of the study. The research findings were presented as follows:

1. There are four types of reframing based on the content and context of reframing in the 2020 Soul film carried out by the main character as has been done by the researcher. There are 50 data found. There are 17 (34%) data as Situational Reframing, 27 (52%) data as Positif Reframing,3(8%) data as Time reframing, and 3 (6%) data as netral reframing Based on this data, the most common type is positive reframing and the least type is netral reframing.

$$P = \frac{F}{N} \: X \: 100$$

Table 1 Types of Reframing Percentage

No	Types of Reframing	Data	Percentage (%)
1	Situational Reframing	17	34%
2	Positif Reframing	27	**54%**
3	Time Reframing	3	6%
4	Netral Reframing	3	6%
	Total	50	100%

2. From the 50 data, there are 8 data that are analysed as a presentation of the types of reframing.

3. From the 50 data analyzed, Positivistic Reframing (54%) is the most dominant type of reframing in Soul, followed by Situational Reframing (34%), Time based Reframing (6%), and Neutral Reframing (6%). This finding suggests that the film Soul explores more about how characters change their views on life,achievements, and time in a more optimistic and meaningful way. Positive reframing plays a key role in helping the main characters find value in their lives, while situational reframing helps them to see seemingly negative situations in a more positive light. Time based and neutral reframing, although found less frequently, still provide important dimensions in enriching the characters' views on life and time

4. In the Movie Soul (2020), this reconstruction process is clearly reflected in the changes in the characters' language attributes, especially in terms of modality, vocabulary choice, time frame, and pragmatic transformation. In terms of modality, the characters shift from obligatory expressions such as "must" and "have to" to possibilities and optional expressions such as "can" and "maybe", which indicates the release of inner pressure and the flexibility of thinking, such as Joe's statement: "I want to live every minute." In terms of vocabulary choice, positive connotation words such as "live", "this moment" and "enjoy" replace competitive words such as "career" or "odd job", reflecting the shift in life values. In terms of time frame, the characters are no longer bound by future ambitions or past regrets, but begin to show an awakening to the present, such as 22's statement: "I'm ready to try." At the same time, the shift to pragmatism can also be seen through dialogues such as the story of the old fish and the little fish, which implicitly reflects the recognition that the meaning of life lies in daily life and does not have to be reached at the end of the journey.

Table 2 Realization linguistics Attributes

Modality	Lexical Choice	Temporal	Pragmatic Shift
I'm going to live	Every Minute	Entire my life	Meaning-Making
I will	Spark	This moment	Implied meaning
I'm not sure	Ocean	From the moment I wake	Identity negotiation
I need to	Dream	When I'm gone	Self Reflection
I've been waiting	Life	I thought I'd feel different	Emotional alignment
I'm scared	Failure/Goodness	Today	Fostering

			emphaty
I don't have time	Purpose	Before it's too late	Openness
You did it	Joy/obsession	Shaped who you are	Communication Intention

5. In the MovieSoul (2020), the effect of the reframing on the way of thinking and the main characters is clearly visible through the changes in their use of language. This change is based on the neuro-linguistic programming (NLP) theory of Richard Bandler and John Grinder. In the film, the two main characters, Joe Gardner and 22, undergo a significant change in their way of thinking as the way they use and understand language also changes.

Joe Gardner initially focused only on his music career and believed that being a successful musician was his only goal in life. He often used words full of certainty such as "must" and "have to". However, after three reframings, he began to use words such as "might" and "can" that indicate choices and possibilities. For example, when he said "I'm going to live every minute", it shows that he began to see life as not only about achieving great achievements, but also enjoying every small moment.

The character of 22 also undergoes a significant transformation. Initially, 22 refused to live on Earth and felt that he did not deserve to live, which is shown by the sentence "I'm not good enough to live." However, after hearing her interlocutor's dialogue containing reconstructions, 22 began to become more positive, such as "I just want to enjoy it all", which shows that she began to accept and cherish life experiences. Her wording became more open and curious, indicating that she began to find the meaning of life from the subtleties. In addition, the interaction between Joe and 22 also showed a huge change. They influenced each other through their dialogue. Each person provided at least two forms of reconstruction, which changed the other's perspective. Many of their dialogues used hidden or symbolic meanings (such as the story of fish and the sea), which is called pragmatic transformation, to help indirectly but deeply describe the new meaning. All of these changes, whether in terms of wording, way of speaking, or the meaning conveyed, prove that the changes in the characters' thinking are greatly influenced by the way they use language.

Tabel 3 Reframing the changing characters

No	Statement Reframing (Dialog)	Types of Reframing	Linguistic Attributes	Mindset and Character Changes (Before and After)
1	Joe: I'm Not sure What I'm going to do.I'm going to live every	Positif Reframing	Modality (possibility); Lexical (live-affirming); Temporal (present awareness); Pragmatic	Before : Joe feels confused and lost ("I don't know what I'm supposed to do") After : Joe chooses to live life to the fullest and appreciate the

No	Statement Reframing (Dialog)	Types of Reframing	Linguistic Attributes	Mindset and Character Changes (Before and After)
	minute of it.		(openness)	time he has ("I'm going to make every minute count")
2	Joe: Yes you did! Your spark isn't your purpose The last box fills in when you're ready to live.	Positif Reframing	Modality (certainty), Lexical (life-affirming), Temporal present to future), Pragmatic (meaning-making)	Before : 22 feels unworthy because he feels his life has no purpose (spark) After: 22 begins to accept the fact that life is not about big goals, but about being ready to achieve them.
3	Moonwind: When joy Becomes an obsession, you disconcted from life.	Neutral Reframing	Modality (obligation), Lexical (cautionary), Temporal (timeless), Pragmatic (implied empathy)	Before :Joe is obsessed with achievement and success After: Joe begins to realize that his obsession is actually keeping him away from real life.
4	Joe: She Loves To play... Maybe trombone is her Spark. I don't know.	Neutral Reframing	Modality (low certainty),Lexical (hopeful), Temporal (present-future), Pragmatic (empathy, openness)	Before; Joeoriginally thought spark was a big, definite thing After: Joe is starting to open up to the fact that spark can be a small, lovable, natural thing.
5	Joe: My life Was meanin less. 22: Every moment has shaped who	Time Reframing	Modality (possibility), Lexical (positive reframing), Temporal (past to realization),	Before :Joe thought his life was full of failures After: Joe began to realize that every moment had an impact on who he is

No	Statement Reframing (Dialog)	Types of Reframing	Linguistic Attributes	Mindset and Character Changes (Before and After)
	you are. Joe: I'veonly seen failures...		Pragmatic (meaning-making)	today.
6	22:Don't get Ahead of yourself. Just enjoy your time. Joe: I need to go to the show. It's my dream	Time Reframing	Modality (possibility), Lexical (present-focused), Temporal (future to present), Pragmatic (awareness)	Before : Joe is feeling stressed because he will soon be appearing on his dream show After :22 reminds him to enjoy the moment and not rush it.
7	Joe :Music is all I think about. From the moment I wake up in the morming. This isn't about my career Mom,This is about my life.	Situational Reframing	Modality (certainty), Lexical(affirmin), Temporal(present reflection), Pragmatic (authentic expression)	Before : Initially Joe saw music only as a career and achievement After: Now he understands that music is part of his identity and the meaning of his life.
8	Joe: I've Waited for this day. Thought I'd feel different. Dorothea: "Thiis water."	Situational Reframing	Modality (low certainty), Lexical (metaphoric), Temporal (present realization), Pragmatic (implied meaning, openness)	Before:Joe is disappointed because his achievements do not lead to happiness After : Joe realizes that the meaning of life comes not from the results but from the ongoing process.

DISSCUSSION

This research was conducted based on two research problems. As a result of the research, it was found that all types of NLP reframing developed by John Grinder and Richard Bandler were present in the analyzed dialogues. The data consisted of 50 dialogues, which were categorized into 17 instances of situational reframing, 27 instances of positive reframing, 3 instances of time reframing, and 3 instances of neutral reframing. This distribution highlights the prevalence of positive reframing in the dialogues, suggesting a strong inclination towards transforming negative situations into opportunities for growth and learning.

Furthermore, each type of reframing is analyzed through four linguistic attributes, modality,lexical, temporal, and pragmatic shift. Positive reframing generally utilizes lexical shift and modality shift for example, replacing the word "must" with "can" or choosing vocabulary with positive connotations while situational reframing involves pragmatic shift in redefining the role and context of the character. Time reframing is manifested through a temporal shift that shifts attention from past regrets or worries about the future to awareness of the present moment, and neutral reframing displays a modality shift that opens up thinking options without adding emotional content. The combination of the distribution of reframing types and linguistic attribute analysis shows how language functions as a primary mechanism in reshaping the mindset and character of main characters in the movie Soul (2020).

CONCLUSSION

Based on the results of the analysis of 50 dialogue data, it was found that four types of reframing appeared, namely positive reframing up to 27 data (54%), situational reframing up to 17 data (34%), and temporal and neutral reframing up to 3 data each (6%). From this distribution, it can be concluded that positive reframing is the most dominant form of the characters' response to challenging situations by changing negative meanings into more optimistic and constructive ones. This process contributes to the development of the characters, just like the character Joe Gardner, who was initially obsessed with his music career but was later able to find the meaning of life through simple and reflective experiences. Content reframing changes how a situation is perceived by altering its meaning, and in Soul, this is exemplified through Joe Gardner's transformation. Initially, Joe's language is focused on achieving success as a jazz musician, reflecting his narrow view of life. However, as he experiences life through 22's eyes, he learns that fulfillment comes not only from external success but also from appreciating the smaller moments in life. His shift in language from "I need to get back to my gig" to "I'm going to live every minute of it"illustrates a profound change in mindset facilitated by positif reframing. addition, the data were analyzed using four types of linguistic attributes: modality, vocabulary, temporal indications, and pragmatic shifts. These four types of attributes play an important role in supporting the process of verbal reconstruction. Modality attributes show the shift in perspective through the change in the use of modal verbs (e.g., from "must" to "can"), while vocabulary choice reflects the choice of more positive or supportive vocabulary in reflective contexts.

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HALAMAN INI SENGAJA DIKOSONGKAN