

Abstract

There is no doubt that having good characters is essential to everyone in society. For this reason, character building is considered important to be explored. By using entertainment media such as movie this library research concentrates on the character building symbolized through the American animation films *Frozen* (2013) and *Frozen II* (2019). Hall's theory of representation is applied to analyze the data gathered for this study such as dialogs and scenes from the films to identify how the character building is represented through the films as well as to understand the essence of character building. The result shows that the animation films observed in this study can represent good characters through seven values – bravery, politeness, sacrifice, empathy, curiosity, confidence, and caring. Additionally, this study also reveals that the concept of character is associated with life values, morality and attitude and therefore, character building is significant to shape people with quality in order to create peace and harmony in society.

Keywords: character, character building, American animation films, *Frozen*