

ABSTRACT

This study focuses on the behavior change of the character Kat in *Euphoria* Season I (2019) as shaped by online validation and peers. The method of the study is qualitative, which is by observing the dialogues, scenes, and visuals in *Euphoria* Season I. The analysis uses intrinsic approaches of characterization, setting, and conflict, and uses Albert Bandura's Social Learning Theory as the main theoretical framework. The findings show that Kat's behavior change begins with her insecurity and self-consciousness, especially in the way she sees herself as different from her peers. Her change is shown as a gradual process in which online validation and peer influence shape her behavior. Online validation influences her perception and presentation of herself, and peer influence affects how she reacts to the difference between herself and her peers. This study suggests that Kat's behavior change is not portrayed as a pure form of personal development, but as a response to the social and digital environments that shape the way teenagers see themselves and act.

Keywords: behavior change, online validation, peer influence, Social Learning Theory, *Euphoria*

