

**THE ENVIRONMENTAL DEGRADATION IN THE EARTH
CAUSED BY CONSUMERISM CULTURE
IN *ASTRO BOY* THE MOVIE**

THESIS

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**Presented to
Universitas Brawijaya
In partial fulfillment of the requirements
for the degree of Sarjana Sastra**

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ABSTRACT

Fatimah. 2014. **The Environmental Degradation in the Earth Caused by Consumerism Culture In *Astro Boy* The Movie.** Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Yusri Fajar; Co-supervisor: Nurul Laili

Keywords: *Astro Boy* movie, consumerism culture, environmental degradation.

Nature is very crucial for all creatures on earth especially for human beings that always depend on nature in their daily life. By the time, what human gains from nature and what human does to restore the nature are not balanced and the effects can be felt gradually. Many ways human do to campaign and stop this phenomenon. Mass media such as movie is one of the interesting media to describe the earth's conditions and it can be as the media object of research by using Ecocriticism theory. *Astro Boy* animated movie describes the environmental degradation caused by human's bad behavior such as consumerism which causes waste.

This research is qualitative research and uses Ecocriticism theory. In this research, the environmental degradation will be explained through the texts and pictures.

The findings of this research show the environmental degradation such as pollution, air and soil. Pollution has great effects for all creatures especially for human beings, short term or long term effects. Air pollution is caused by piles of waste that buried on the ground and make plants cannot grow. Plant is important for the air circulation. The effects of air pollution are irritation, respiratory infection, and even more serious are cancer, liver, heart disease, and so on. Besides air pollution, soil pollution also caused by piles of waste. The toxins elements through the air or rain water will be absorbed by the ground and contaminate the ground water. Human whose consume the ground water that contaminated before will get great effects such as intestinal disease. For children, they will get serious effects, they potential to impair cognitive development, loss several IQ points and get mental retardation.

In sum, movie can be the media object to observe the phenomenon that happen in the world. To enhance the knowledge of Ecocriticism, the further writer can use song as the media object to observe the phenomenon of environmental degradation.



ABSTRAK

Fatimah. 2014. **Kerusakan Lingkungan di Bumi Akibat Dari Budaya Konsumsi Dalam Film *Astro Boy***. Study Program Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Supervisor: Fatimah; Co-supervisor: Iswahyuni

Kata Kunci: Film *Astro Boy*, budaya konsumsi, kerusakan lingkungan.

Alam merupakan hal yang sangat penting bagi semua makhluk hidup terutama manusia yang selalu bergantung pada alam di kehidupan sehari-hari. Seiring dengan berjalannya waktu, apa yang manusia peroleh dari alam dan apa yang manusia lakukan untuk memperbaiki alam belumlah seimbang dan akibatnya dapat dirasakan perlahan-lahan. Banyak cara dilakukan oleh manusia untuk mensosialisasikan dan menghentikan fenomena tersebut. Media massa seperti film merupakan salah satu media yang menarik untuk mendeskripsikan kondisi Bumi dan sebagai media penelitian yang dianalisa menggunakan kritik lingkungan. Film animasi *Astro Boy* mendeskripsikan kerusakan lingkungan akibat dari tingkah laku buruk manusia seperti konsumerisme yang menyebabkan limbah.

Penelitian ini merupakan penelitian kualitatif dan menggunakan kritik lingkungan. Pada penelitian ini, kerusakan lingkungan akan dijelaskan melalui teks dan gambar.

Hasil penelitian ini menunjukkan kerusakan lingkungan seperti polusi, udara dan tanah. Polusi memberikan dampak yang sangat buruk untuk semua makhluk hidup terutama kesehatan manusia, efek jangka pendek maupun jangka panjang. Polusi udara terjadi akibat tumpukan sampah di tanah sehingga tanaman tidak dapat tumbuh. Tanaman sangat penting untuk sirkulasi udara. Efek dari polusi udara adalah iritasi, infeksi saluran pernafasan, dan yang lebih serius adalah penyakit kanker, liver, jantung dan lain sebagainya. Selain polusi udara, polusi tanah juga akibat dari tumpukan sampah. Melalui udara dan air tanah, kandungan racun akan masuk ke dalam tanah dan mencemari air tanah. Manusia yang mengkonsumsi air tanah yang sudah terkontaminasi sebelumnya akan mendapatkan efek buruk seperti penyakit usus. Bagi anak-anak, mereka akan mendapatkan efek serius, mereka berpotensi dalam berkurangnya tumbuh kembang otak, hilangnya beberapa tingkat kecerdasan dan gangguan mental.

Kesimpulannya, film dapat menjadi media untuk mengamati fenomena yang terjadi di dunia. Untuk mengembangkan pengetahuan kritik lingkungan, penulis selanjutnya dapat menggunakan lagu sebagai objek penelitian untuk meneliti fenomena kerusakan lingkungan.



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