

**LIFESTYLE TO ANIMALS BASED ON *OVER THE HEDGE*
MOVIE (2006): A SOCIOLOGICAL APPROACH**



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Abstrak

Penelitian ini ditulis untuk menemukan efek gaya hidup konsumerisme terhadap lingkungan sekitarnya dan kehidupan hewan di film *Over the Hedge* (2006). Penulis menggunakan teori pendekatan sosiologi oleh Alan Swingewood dan Diana Laurenson (1972) dan metode kualitatif dalam melakukan penelitian ini. Selama penelitian, penulis menggunakan dua jenis sumber, yaitu data primer dan sekunder. Data primer diambil dari *Over the Hedge* (2006) yang disutradarai oleh Karey Kirkpatrick dan Tim Johnsons. Data sekunder menggunakan naskah *Over the Hedge* (2006), artikel, beberapa jurnal elektronik, buku, dan ulasan lain dari internet. Dalam melakukan penelitian ini, penulis mengumpulkan sebanyak mungkin data terpercaya terkait dengan informasi yang diperlukan, menganalisis banyak ulasan, memproses data dengan menulis catatan, mengumpulkan beberapa gambar dan video dan menggabungkan data. Oleh karena itu, penulis menemukan tiga hasil. Pertama, tindakan konsumerisme terjadi karena pengaruh iklan yang dilakukan dengan baik dan semakin berkembangnya teknologi hal itu semakin menarik masyarakat menjadi konsumtif. Kedua, penebangan hutan besar-besaran untuk pembangunan perumahan mewah memberikan dampak fisik dan lingkungan terhadap hewan. Ketiga, Karey Kirkpatrick dan Tim Johnsons sebagai sutradara memiliki motif yang sama dengan pencipta asli *Over the Hedge* (2006), T. Lewis dan Michael Fry yang ingin mengusung pesan berupa kritik tentang gaya hidup konsumeris penduduk modern.

Kata Kunci: Konsumerisme, *Over the Hedge*, Pendekatan Sosiologis, Satwa Liar.

Abstract

This research was written to find the effects of consumerism's lifestyle from modern society to their surrounding environment and the lives of animals in *Over the Hedge* movie (2006). The writer uses the theory of sociological approach by Alan Swingewood and Diana Laurenson (1972) and qualitative methods in conducting this research. During the research, writer uses two type sources, namely primary and secondary data. The primary data was taken from *Over the Hedge* (2006) directed by Karey Kirkpatrick and Tim Johnsons. Secondary data used from the script of *Over the Hedge* (2006), articles, several electronic journals, books, and other reviews from internet. In conducting this study, the writer collects as many credible data as possible related to the information needed, analyzing multiple reviews, processing data by writing notes, collecting multiple images and videos and combine data. Hence, the writer found three result. Firstly, the act of consumerism occurs because of a-well done influence of ads and the more advance technological development the more it dragging community to be consumptive. Secondly, the massive deforestation for the luxury housing construction give a physical and environmental impact on animals. Third, Karey Kirkpatrick and Tim

Johnsons as the directors have the same motive with the original creator of *Over the Hedge* (2006), T. Lewis and Michael Fry that is to raise the message of criticism about consumerist modern lifestyle of suburban resident.

Keywords: Consumerism, *Over the Hedge*, Sociological Approach, Wildlife.

1. INTRODUCTION

Over the Hedge movie that released in 2006 is an adaptation of a newspaper daily comic that has existed since 1995. Directed by Karey Kirkpatrick and Tim Johnsons, the directors have the same motives or message to convey with the original creator of *Over the Hedge* to raise the critiques of modern society's consumptive behavior and how they act reckless and extravagantly along with the globalization's era and technology.

According to Tambunan (2001) teenagers are the common performer of consumptive behavior and this action continue until their adulthood. The growing consumptive phenomenon causing a big gap between the increase in good consumed with the power to get or meet the needs. In the other hand, Piliang (2004) stated that consumptive behavior occurs because of changes in society, especially in capitalist society in considering and assessing use value into symbolic value. Besides, it is revealed by Wening (2011) if consumerism is the impact of modernization and globalization. In general, consumerism is considered a harmful culture because it causes a person to be wasteful, trashy, lazy to work and lose their fighting power and self-worth in life. Consumerism also causes a person to be separated from its community or family because their demands for the desired goods are not fulfilled even though the goods are not needed. From many considerations about people's consumptive behavior that lead to the negative side, Juneja (2015) argued that consuming services and goods such as clothing, food, shelter, and others are essential. That is related to economics' dimensions aspects that motivated people to collect material and fulfill their needs. Nevertheless, there is another dimension where symbolic consumption revolves around the fulfillment of services and goods to reach their goals for human sense satisfaction. In the end, consumption depends on each individual, choosing to be aware while reaching their

needs or keep up to date with the new modern market without thinking about the effects of those actions.

Over the Hedge has never been used as a research material by researchers. For that reason, writer becomes the first researcher to take *Over the Hedge* movie as the primary data to analyze consumerism inside the movie using sociological approach theory by Alan Swingewood and Diana Laurenson (1972).

Sociology came from Latin word '*socius*,' which means friend, and '*longos*,' from Greek, which means story. Sociology was first defined by the Father of Sociology, a French philosopher named Auguste Comte in the 1800s from his book entitled *Course de Philosophie Positive*. Swingewood (1991) claim that sociology was born a dozen centuries after the natural and social sciences appeared. Inside of his book entitled "A Short Historical of Sociological Thought" Swingewood explained if sociological knowledge attempts to systematically trace the social location of various knowledge's forms by examining their origins to certain social structural elements. Sociological knowledge studies truth and error as a thinking's form of socially conditioned (Swingewood, 1991, p. 294).

Swingewood argues, just like sociology, literature also talks about human life, how they behave, and their desire to change. Besides, he revealed that literary works are more than just descriptions of scientific objective analysis because literary works can be used as a tool to elaborate a social surface and show the life experiences of each individual carried out in society. There are three conceptual approaches related to society and literary works by Swingewood, such as: literary work as social reflection, literary work related with author situation and literary work in historical relations.

2. METHOD

In order to gain new knowledge, a research problem must be managed through processing information and data investigation. According to Nurhayati (2020) a research problem is the thing that requires researcher to find the most appropriate solution to solve the problems that appear. It was conducted with the aim to know what move should researcher be done so the research objectives are archived

optimally. Therefore, a researcher must determine the type of study so the research method is on target.

This study itself is a qualitative research. According to Creswell (1998) qualitative research is a process and understanding based on a methodology that uses human problems and a social phenomenon as material for investigation. It is experienced holistically by the research subjects such as behavior, motivation, perception, action, and others by describing it in the form of language and words in specific contexts that are natural and various natural methods (Moleong, 2007, p. 6). The qualitative findings were made using direct observation, open-ended surveys, focus groups, interview in-depth, oral historical observation, participant observation, ethnographic observation, and content analysis (Crossman, 2020).

In order to complete the study, the writer needs two types of data, they are primary and secondary data. The primary data were taken from several scenes of *Over the Hedge* movie (2006). The writer in this research applies sociological approach theory from Alan Swingewood and Diana Laurenson (1972) to the primary data which raises criticism of resident of suburban housing's modern lifestyle. Meanwhile, the writer uses the script of *Over the Hedge* (2006), articles, several electronic journals, books, and other reviews from the internet as the secondary data.

Collecting data for this study is a very important thing to do. According to Pawito (2007) he stated there are three types of qualitative research data: data from observations, documents from interviews, works of art, or narrative text. He explained that qualitative research data could not be numbered because it is formed from stories, texts, photos, pictures, and artifacts. The data collection of this study started firstly, collecting as much as possible the information by watching *Over the Hedge* and repeated it several times to get the points contained in the movie. Secondly, finding and analyzing some of *Over the Hedge*'s reviews from internet and its movie's script. Thirdly, processing data by taking notes, grouping images and the text, then separating research data according to the patterns. Fourthly, understanding each data to fulfilled questions made by researcher. Fifthly, summarizing the findings during the research process to be presented.

After doing the data collection, the next step is analyzed the data. According to Sugiyono (2005) research analysis is searching for and compiling data from interviews, field notes, and systematic documentation actions. The documentation of this study is done by categorizing the data into some categories and describing it into several units, synthesizing it, making it in the form of a pattern, and selecting appropriate material to study more detail. Besides, according to Bowen (2009) document analysis is a way of obtaining empirical data by utilizing documentary evidence from interviews and observations to reduce the risk of conclusions and build credibility.

As what has been Leung (2015) revealed that qualitative research manages non-numerical information and its phenomenological interpretation, which is closely related to human subjective and senses, human perspective and emotions are considered necessary. To test the trustworthiness of the qualitative research, several indicators are needed to prove the validity. Lincoln and Guba (1985) claimed that trustworthiness is one attempt for researchers to convince themselves and the audience or readers if their research findings are worthy of consideration or attention. In this study, the writer uses their understanding and criteria of trustworthiness such as credibility, transferability, dependability, and confirmability. Their perspectives are mostly used and accepted by other researchers to evaluate qualitative research (Connelly, 2016; Cope, 2014).

3. RESULT AND DISCUSSION

In analyzing *Over the Hedge*, to get the analysis results on how people consumptive behaviors affect the animals that live in forest and the surrounding environment, writer used sociological approach of Alan Swingewood and Diana Laurenson (1972). From the three conceptual approaches of sociology, writer found two of them, they are literary work as social reflection and literary work related with author situation based on some scenes. The following result writer got some impact of modern society's consumptive lifestyle that affects the lives of wildlife and the surrounding environment.

3.1 Wildlife Movement Activities and How They Survive

Environment is a resources or place to meet all the needs of life for animals. In short, environment is all elements and factors outside the animal's body. In the concept of ecology, habitat is a place where living things live or an area that supports an organism to grow and develop optimally. Habitat is a geographical unit that effectively provides all the resources needed by organisms to meet all their life needs. Resources that are very important for animal organisms provided by their habitat include food, oxygen, place, and water (Sumarto & Koneri, 2016).

Animals are basically unable to produce their own food and must eat other organisms to fulfill their nutritional needs are called heterotrophs. The reality, unfortunately, RJ the raccoon, an omnivore that eats 40% of invertebrates, 33% of plants and 27% of vertebrates trying to get a snack from the vending machine. Instead of live in deciduous and mixed forests, RJ roaming around a fast pace road with many vehicles passing by.

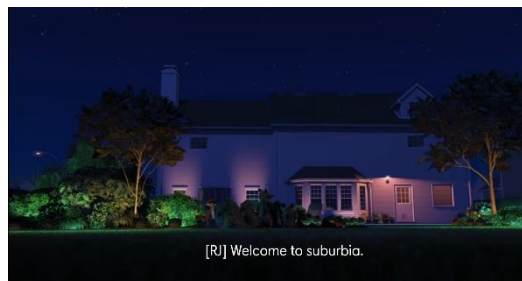


Picture 1. Scene at 06:09 minutes

Other than that, the presence of Vincent, the adult American black bear living on a cliff close to the rest area indicates the animals relocation to its new habitat was not carried out properly. Habitat is a place to live for animals provide all the resources needed by them to meet their needs. Although, this black bear is not a sedentary animal, living near to human being is very dangerous.

Animals are born with the ability to adapt physiologically and behaviorally according to the availability of food. If they get enough food, their metabolic rate and activity are at normal levels. Meanwhile, if food sources are lacking, the rate of metabolism and activity causes limited ability to reproduce. Animals that aware of changes in their environment will instinctively activate the strategies for survival.

Environment plays an important role in which population selection occurs. Those animals that can adapt morphologically, physiologically and behaviorally will survive. Meanwhile those that unable to adapt have to move to a new environment that suits their needs or they will end up dying (Sumarto & Koneri, 2016). In *Over the Hedge* (2006), the small animals after their hibernation no longer have anything to eat except tree roots, wood dust and leaves and a small puddles of water as their only life support. Hence, they must immediately move to survive by entering the human yard area.



Picture 2. Scene at 18:06 minutes

In point of fact, the entry of animals into the yard of this suburban housing caused a lot of chaos among the residents, such as scattered trash cans, messy yards, food thefts, home invasions, disrupted human events, and scared kids who do not know how to behave with animals.

Gladys Sharp, the President Homeowner Association of El Rancho Camelot housing followed up on this chaos. She strictly adheres to the regulations for the comfort, tranquility and uniformity of her property's occupants asks professional exterminator, Mr. LaFontant to conquer the animals. Ms. Sharp is also afraid that the entry of chaos in her housing only create a virus disease and damage the property prices. She hates the small animals considered "pests" so much that she almost beats them with a broom when they enter her yard.



Picture 3. Scene at 21:46 minutes

Mr. Lafontant, who has experience in the animal extermination, prepares so many deadly traps that he sets every yard. But not just that, Ms. Sharp also asked Mr. Lafontant to install Depelter Turbo. A trap tool powered by a strong electric shock which is illegal and violates the laws of the country.



Picture 4. Scene at 46:30 minutes

The area that was once wilderness has been turned into a 54-acres paradise for human called El Rancho Camelot housing. In this time, animals do not have space to move easily like they used to. They still have to struggle living in human environment with 2 choices, keep living with anxiety while looking for food or being caught in a pest trap.



Picture 5. Scene at 13:37 minutes

3.2 Food and Nutrition That Animals Get

Australian Academy of Science (2016, “Not just sleep: All about hibernation,” para. 1) depicts that hibernation in animals is their way of conserving energy in order to survive in bad weather conditions or in a lack of food state. This situation involves physiological changes such as a decrease in body temperature and a slowed metabolism.

The little animals in *Over the Hedge* (2006) have just woken up from their winter hibernation and the only food left is 9 berries which have to be shared with other animals as well. There is no food according to the type they eat. Even so, the animals try to survive by eating what is around such as tree roots, bark, and leaves. Their adaptable instinct for survival leads the animals to follow RJ’s advice to find food from leftovers discarded by humans.

RJ for the first time introduced a nacho cheese flavor chips snack made of corn flour, dehydrated cheese solid, Butylated hydroxyanisole (BHA), Butylated hydroxytoluene (BHT), and Monosodium glutamate (MSG) to the animals. The hunger of the animals makes them feel what they eat is so delicious. Besides, the addition of artificial flavors also affects the taste on the tongue. In reality, the chips’ ingredients are clearly not intended for the capacity of the animal's body.



Picture 6. Scene at 17:56 minutes

Istighfaricha (2018) stated that there has been a study conducted by Food and Drug Administration (FDA) which explained that MSG eaten by animals can cause negative effects on the prefrontal cortex which is important to cognitive function and neurons that trigger neurodegenerative conditions. Furthermore, inside of *Over the Hedge* (2006) the animals eat cookies with high sugar content and it make

them feel the effect of sugar rush. In fact, according to (Situmorang, 2021) that stated if sugar rush is a condition in which sugar continues to accumulate inside the body then it turn into fat and cause the increase in blood sugar levels. If this condition is continued it can cause the risk of obesity, diabetes, heart disease and others for the animals. Besides, the animals also drink soda and caffeine that not intended for animals' body.



Picture 7. Scene at 20:52 minutes

Cosgrove (2022) added that unlike humans, for animals caffeine is a poison. Caffeine cause nervousness, hyperactive even seizure. Likewise in soda, it has tons of sugar and caffeine in each bottle. If consumption of soda and caffeine reach the highest level it will lead to obesity, excessive activity on their system and caffeine poisoning. For animals, they cannot distinguish which ones are good or bad for them.

3.3 Pet Reproduction

When choosing a pet, there are several criteria that must be considered, including it is safe for family members or other people, deserves to be cared for, and the owner can fulfil the pet's needs. Humans who keep pets usually think of it as their friends. Hence, they want pets that are adorable and funny, friendly, attractive, unique also entertaining. However, human desires in this regard over time and technological developments begin to change. Some of them no longer want pets only as a friend. Some keep the animals because of the symbolic value and status they will gain when they bring pet to meet other animal owners.

Nowadays, it is so easy to find many types of unique and beautiful animals that have undergone the process of crossbreeding. According to (Ghani, 2021)

crossbreeding is an effort or activity to increase the population genetically with a certain direction. Breeders have several goals such as complying with consumer demand, preserving desirable traits, maintaining superiority of seeds, obtaining high productivity, substituting desired traits and improving health and fertility properties. Added by Ferris, Heins, and Buckley (2014) that explained if in crossbreeding pets can be defined as the marriage of parents of two or more offspring, strains or different species together.

For the world of dogs for cross-breeding, Roper (2022) argued that this crossbreeding practice tends to cause controversy. On the one hand, breeders tend to think of these dogs as mutts. On one side, crossbred dogs proponents maintain if they add vigor to the breed genetics of the breeder believe has been bred too closely for generations.

However, cross-breeding always has a positive and negative impact. On the positive side, the first breeder gets a new breed that is healthier than the original breed. Second, crossbreeding seems to create its own new offspring. Third, if the process goes smoothly, the results of crossbreeding will produce new seeds with friendly characteristics or the results are very beautiful. Fourth, the unique appearance of the new race. However, the potential negative effects are also unavoidable. First, it is difficult to predict the temperament of the new breed. Second, it is difficult to predict how large they will be when they become adults. Third, high potential when giving birth. Fourth, the new race remains prone to health problems. Fifth, the purchase and maintenance prices are very expensive. Sixth, the birth of a new kind of unexpected and not as beautiful as desired (Smaller Doggies Team, 2021).

In *Over the Hedge* (2006), scene at 53:54 minutes, a pure Persian cat named Prince Tigerius Mahmoud Shabazz explains from his point of view that he was born from a crossbreeding to get the beauty and he cannot smell anything. His father is a beautiful cat with an exceptionally flat nose but he could barely breathe. In addition, his owner does not like stray animals, especially those come from the

remaining forest areas which are considered pests. This owner even would not give any of the leftover food to stray animals because they are unclean.



Picture 8. Scene at 59:47 minutes

4 CLOSING

The impact of modern society's consumerism on animals depicted in the *Over the Hedge* (2006) is analyzed by the writer using sociological approach by Alan Swingewood and Diana Laurenson (1972). From three conceptual, the writer uses two of them, such as a literary work as a reflection of social and literary works related to the author's condition or situation. In *Over the Hedge* (2006), the writer finds that animals experience two types of losses from consumerism, such as environment and physical.

The environment impact can be seen as follows, first, how the animals lose their natural habitat. Animals need their habitats that provide sufficient food and enough water to live and reproduce.

Second, when animals feel the environment is no longer supportive for their live, they have to move immediately. Some animals instantly start to adapt with their conditions or they will die.

Third, animals that left behind during the relocation live with anxiety and restlessness. Some humans who do not like animals may kill them while the animals just looking for food or a place to stay. From a physical impacts, animals that eat food which not in accordance with what they should consume can suffer from several types of diseases that harm their bodies. On the other hand, several types of animals that can be kept as pet also feel the impact of human consumerism. Pet that born from crossbreeding or inbreeding practice bring them to the new

circumstances that beneficial and detrimental. Some of the animals get advantage characteristics from the results of crossed genes or their parents. But, they also suffer from wrong or weird crosses of the processes, where they become susceptible to diseases or new traits they acquire.

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