

CHAPTER I

INTRODUCTION

A. Background of the Study

World Rainforest Movement (2011, "Forest definition", para. 1) stated that a forest is a place to live and grow for animals, many types of plants, and forest-depend people. That statement were emphasized with a study in the form of data by Carnemark (2013) that elaborated if 80 percent of terrestrial biodiversity makes forests as their home. Forests are vital for nature's health because they cover approximately a third of earth's land. Besides, forests have responsibilities to maintain the soil's quality, regulate water, and prevent from floods. Forest also became the world's lungs, which is tasked by absorbing carbon dioxide and converting it to oxygen needed by animals and humans and being an economical source for humans' lives. That is why the forest is essential. It must be protected, well cared for by all communities.

Another explanation expressed on a global context by Oswalt and Smith (2014) that elaborated if forest problem in the United States is vulnerable because this country contributes 5 percent of the population on earth, and people spend around 28 percent of industrial wood production. To strengthen this argument, the researcher added a study from Nowak (2014) that emphasized if 96 percent of U.S. wood consumption comes from domestic supplies, even though the wood supply can only meet 10 percent of the earth. Observations in the field state that from 1990 to 2000, there was an increase in urban land from 2,5 percent of the total land area to 3,1 percent, and in 2010 its growth reached 3,6 percent. Expanding urban land increasingly erodes forest resources, and the development process itself draws the attention of other residents to come closer. It contributes to more than 80 percent of the population in the United States occupying this country.

Consequently, the services provided by forests cost billions of dollars per year.

Many things have developed from all aspects in this more modern era. In this part, the researcher studied the group where they came from the same subculture, work, and social class, but there is no exact lifestyle. That statements indicate that there are some types and understandings of lifestyle. From many experts' explanations, the researcher took a theory from a book called "*Principle of Marketing 12th edition*" that claim "Lifestyle captures something more than the person's social class or personality. It profiles a person's whole pattern of acting and inter-acting in the world" (Kotler & Armstrong, 2007, p. 140). It is called the whole pattern because it includes shopping activities, sports, social events, and interests, such as food choices, clothing models, family, holiday or recreation places, and opinions about themselves, social issues, business, and products. Lifestyle is a very vulnerable thing, and if consumers can choose a suitable lifestyle, it can improve their well-being.

Another explanation about lifestyle elaborated by Bell (2014) that defined lifestyle as, "The distinctive pattern and manner of living that an individual or group uses to meet their biological, economic, emotional, and social needs that typically reflect their attitudes, beliefs, and values; a way of life." Lifestyle looks pretty complex, but it is mutually binding on how humans struggle with their lifestyle by involving time and money. It is so true that when each consumer has determined a specific lifestyle, they will show the feeling of life value given to each person. In short, lifestyle is a trigger for changes in a person's behavior, affecting him in choosing the style.

From the information above, it can be concluded that facts in the field stated this current generation likes a modernized lifestyle that demands comfortable fulfillment. Moreover, it must be efficient, fast-paced, and sophisticated also easy to get or to do. Adorno and Horkheimer (as cited in Era Indonesia Digital, 2018, para. 5) verified a statement if markets deliberately create something new called instant culture. People can see the

result of those actions from our society's consumerism attitude. Adorno argues that the mass media polishes capitalism's will on instant culture to affect people's actions. This instantaneous culture appears to be against the so-called "process." People are lulled by how fast, fun, and comfortable it is to get what they want without struggling first.

Like a coin with two sides, this issue of consumerism that we are talking about has a negative and a positive side, which is very interesting to be discussed. The researcher chose a movie called *Over the Hedge* (2006). This movie was adapted from daily newspaper comics in 1995 created a collaboration between a cartoonist, Michael Fry, and a children's book illustrator, T. Lewis. Michael Fry is a cartoonist from America who currently lives near Austin, Texas. He is a screenwriter well-known for creating four international comic strip syndicates. One of those is *Over the Hedge*, nominated as the best newspaper comic strip by the National Cartoonists Society 2006. As for his partner, Thomas Leslie Lewis III, or more familiar known as T. Lewis, lives in Omak, Washington; he is an American artist. Lewis drew *Over the Hedge* in the early 1990s. Besides, he is the illustrator of the Science Teaching Education storybook for Educational Outreach at Baylor College of Medicine.

Over the Hedge (2006) originally was a comic strip entitled The Secret Life of Pigs, which contains pigs observing human behavior from their farms. Lewis and Fry tried to level up this comic to become a movie because of the critical message they wanted to convey. Unfortunately, the company does not like pigs to be the main character, so they rack their brains and change characters several times. Reach the finish line into three main characters: RJ, the raccoon, Verne, a tortoise, and Hammy, the clumsy squirrel. These three friends live in the suburb side by side with wealthy people, but their behavior is strange.

This movie begins with RJ, the starving raccoon trying to find food by passing on the highway full of fast-speeding vehicles. He finally entered a cave right on the side of the road where Vincent a strong American black bear

Is currently hibernating. Seeing many supplies of human-made snacks own by Vincent's, RJ is tempted and tries to steal it. When he almost succeeded, Rj accidentally woke Vincent. As Vincent tried to chase him, the trolley filled with snacks that RT stole slipped out of the cave and was crushed by a vehicle. Vincent dislikes RJ's actions. He forced RJ to return all the damaged food within a week. If RJ fails, Vincent will make RJ his food.

RJ, who was choked by time, was very afraid to be eaten by Vincent. He tried to find a way out and accidentally found a group of animals on the town's edge of the forest. Those animals who had just woken up from hibernation were confused found a high green wall separating their position from a newly constructed suburban residential. Verne, a tortoise as a leader, tried to calm other animals and said they would survive this situation by eating what is left, such as tree bark, leaves, and roots. From there, RJ begins his trick.

With his excuse for helping the animals get unlimited delicious food supplies for the next hibernation and their lives, RJ invites them to enter the residential. There, RJ shows how easy for humans to get everything they want. With only one call for lots of food, excellent internet access, a comfortable place to live, more than one vehicle per person. RJ taught the animals to steal humans' food, scrape trash cans, disrupt the environment, scare children, and destroy existing facilities. Verne repeatedly warned them if what they have done is not the right way to stay alive, but RJ's influence was too firm, and they were so desperate to find food and shelter. These animals' rash actions began to cause discomfort for humans. Gladys Sharp, President of Homeowner Association, called a pest exterminator to kill all existing animals ruthlessly. Unfortunately, when that action was done, the heinous act turned back on them.

Besides describing the environment damaged by human activity, this movie also tells about how excessive consumer action phenomenon. Those big problems did not happen suddenly or without reason. Therefore,

Tambunan (2001) explained that the common performer of consumerism is teenagers. But, their consumptive behavior did not stop easily and continue until their adulthood stage. This phenomenon of consumerism growing up together with the globalization era and technological development causing a big gap between the increase market in good consumed by people with the power to get or meet the needs. Another explanation added by Piliang (2004) described that consumptive behavior occurs because of a shift or change in specific communities in society's capitalization from considering and relying on the use-value to the value of signs or symbols. This intense domination creates a new trend that eliminates the basis of self and social rationality and makes the ego an object relation. In short, people who live in the middle of the global economic situation will socially recognize when they can consume or buy specific goods according to the updated standards. Moreover, Wening (2011) elaborated that modernization and globalization caused consumerist action getting worse. In general, consumerism is considered as a harmful culture because those behavior make people 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 is essential. That is related to economics' dimensions aspects that motivated them to collect material and fulfill their needs. Unfortunately, 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.

Based on what has been explained above, the researcher brings up this matter because *Over the Hedge's* storyline is related to the public states.

Readers can use this research to see the past condition or predictions that will occur in the future through several societal views. The researcher believes if one big point from many things wanted to convey if consumerism impacted the environment, especially for animals. Here, the researcher decided to explore how social reflection fits with sociological theory entitled **LIFESTYLE TO ANIMALS BASED ON *OVER THE HEDGE* MOVIE (2006): A SOCIOLOGICAL APPROACH.**

B. Problem Statement

In this study, the researcher wants to clarify several things that will be explored and analyzed based on *Over the Hedge* movie, such as;

1. How consumerism happens in *Over the Hedge* movie?
2. What are the impacts of consumerism for animals in *Over the Hedge* movie?
3. Why the directors of *Over the Hedge* movie raised the issue of consumerism?

C. Objectives of the Study

Based on the aims of the problem statements above, some objective studies for this research, which needed, such as:

1. To analyze which part is being called the consumerist lifestyle act based on *Over the Hedge* movie.
2. To elaborate on what effects are caused by consumerism in *Over the Hedge* movie.
3. To analyze the director of *Over the Hedge* movie for rising consumerism impact for forest animals.

D. Benefit of the Study

There are two expected benefits from this study, such as theoretical benefit and practical benefit as follows:

- 1. Theoretical Benefit**

This research can give readers information and knowledge to understand the way modern lifestyle impacted their environment, especially to animals.

2. Practical Benefit

This research can help readers who are doing their research with a sociological approach, especially when the discussion material is related to environmental criticism.

E. Research Paper Organization

The researcher divided this paper into five chapters to make it easier to be understood by readers. It divides as follows: The first chapter introduces the background of the study, problem statement, objectives of the study, benefit of the study, and research paper organization. The second chapter is filled with a literature review that describes some previous studies, underlying theories that contained sociology of literature, and consumptive behavior. The third chapter deals with the research methods consisted of the research type of the study, object of the study, technique of data collection, technique of analyzing data, and research trustworthiness. The fourth chapter is about finding and discussion using a sociological approach based on the research. The last chapter, which is chapter five talking about the conclusion, pedagogical implication and suggestion.