

ENVIRONMENTAL DEGRADATION AS THE IMPACT OF CAPITALIST INTEREST AND THE LACK OF PUBLIC AWARENESS IN SPONGEBOB'S LAST STAND MOVIE

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Abstract	<p>Kurniawan, Arif. 2014. Environmental Degradation as the Impact of Capitalist Interest and the Lack of Public Awareness in SpongeBob's Last Stand Movie. Study Program of English, Universitas Brawijaya. Supervisor: Yusri Fajar, Co-supervisor: Winda Candra Hantari. Keywords: environmental degradation, public awareness, capitalism, SpongeBob's Last Stand movie. Environmental problems are threatening human life in this world now. Environmental problems cause an imbalance between human and nature. One of the environmental problems is environmental degradation caused by capitalist interest and lack of public awareness. The problem is reflected in SpongeBob's Last Stand movie as a reflection to the reality now. There are two problems to be solved in this study; (1) how capitalist interest results in environmental degradation and what the impacts of that interest toward environment; (2) how far the awareness of people in the movie toward the environment. This study uses ecocriticism as the main theory to analyze this movie. This study also uses a concept of capitalism and movie studies. The result of the study finds that environmental degradation causes many impacts to the whole city. In the movie, Plankton as the capitalist builds a highway which crossing Jellyfish Field as the greenest place in Bikini Bottom. All people approve it without realizing the impact after that. SpongeBob who disagrees with the highway struggles to stop it but it is vain. Jellyfish as the main occupant of Jellyfish Field take revenge to the whole city because their habitat is destroyed by them. A great chaos is in the city. Everybody gets the impact for what they have done. A study about environment is very important and interesting. SpongeBob as an animation movie has many stories telling about environmental problems. It is good for the next research to keep on studying environment from many aspects to find solution for environmental problems.</p>
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