

CHAPTER I

INTRODUCTION

1.1 Background of The Study

The earth is facing a multitude of environmental challenges, collectively posing a threat to the delicate balance of our planet's ecosystems. According to Mishra (2016) The impacts of human activities, coupled with climate change, have led to a range of global environmental issues that demand urgent attention. Undoubtedly, climate change stands as the most pressing global environmental issue. Human activities, particularly the burning of fossil fuels, have significantly increased greenhouse gas emissions. According to the Intergovernmental Panel on Climate Change, global temperatures have already risen by approximately 1°C since pre-industrial times. The consequences are evident: melting ice caps, rising sea levels, extreme weather events, and ecosystem disruptions. Alarming data reveals that carbon dioxide (CO₂) levels have reached their highest point in over 800,000 years, emphasizing the immediate action required to combat climate change.

Another critical issue that demands our attention is deforestation, according to Oljirra (2019) deforestation has severe consequences, including habitat destruction, loss of biodiversity, soil erosion, and increased carbon emissions. Satellite imagery data depicts a rapid decline in global forest cover, underscoring the urgent need for sustainable land management practices and reforestation efforts. According to United Nations Environmental damage has led to a significant loss of biodiversity, threatening the delicate balance of ecosystems. Destruction of natural

habitats, pollution, and climate change have caused the extinction of numerous plant and animal species. The loss of biodiversity not only disrupts the intricate web of life but also reduces the resilience of ecosystems to withstand environmental changes. It hampers the potential discovery of new medicines, weakens ecosystem services such as pollination and natural pest control, and disrupts food chains, ultimately impacting human well-being.

Several authors bring those issues to their literary works. The critical environment phenomenon has captured their interest and awareness. Example of a literary work that engages with ecocriticism is "Silent Spring" by Rachel Carson. Published in 1962, this groundbreaking book highlighted the harmful effects of pesticides, particularly DDT, on the environment and wildlife. Carson's work played a significant role in raising public awareness about the impacts of human activities on nature and sparked the modern environmental movement. Another example is "The Lorax" by Dr. Seuss. This children's book, published in 1971, "The Lorax" conveys a powerful ecological message about the consequences of unchecked industrialization and the importance of preserving nature.

Ecocriticism examines the relationship between humans and nature in literature. It deals with environmental issues, cultural issues, and the presentation and analysis of attitudes towards nature. Ecocriticism is not only the study of nature as represented in literature. Nature here means the whole of the physical environment consisting of the human and the non-human. The interconnection between the two creates a bond that is the basis of Ecocriticism. As long as there is a harmony between the living and the non-living, here prevails a healthy ecosystem

for the benevolence of mankind as well as the earth (Mishra, 2016). One of the main goals of ecocriticism is to study how individuals in society behave and react in relation to natural and ecological aspects. In the realm of visual storytelling, films have the power to captivate audiences and convey resonating messages. In cinema, ecocriticism emerges as a lens through which filmmakers can explore and shed light on environmental issues. By examining how films represent nature, human interactions with the environment, and the ecological consequences of our actions, ecocriticism enriches our understanding of the intricate relationship among cinema, culture, and the natural world. Films that incorporate ecocritical perspectives often bring attention to ecological crises and inspire viewers to reflect on their environmental consciousness. These films explored themes such as environmental degradation, the impact of industrialization, climate change, and the delicate balance between humans and nature. A prominent example of ecocriticism in films is fiction films who have power to engage viewers through ecocritical storytelling. Films like "WALL-E" and "Avatar" transport audiences to dystopian or alien worlds, depicting the consequences of human exploitation and disregard for the environment. By showcasing the degradation of ecosystems and the consequences of environmental destruction, these films serve as cautionary tales that provoke reflections on the potential future of our planet. In addition, ecocritical films may highlight the beauty and resilience of the natural world, encouraging viewers to develop deeper connections with nature. Ecocriticism in films serves as a catalyst for change by stimulating dialogue, raising awareness, and inspiring actions. These films provide a platform for exploring the complex and multifaceted relationships

between humans, nature, and society. By weaving ecological narratives into cinematic storytelling, filmmakers can engage a broad audience, encouraging viewers to reflect on their own roles as stewards of the environment and motivating them to make positive contributions to our shared planet. In conclusion, Ecocriticism in films offers a powerful medium for exploring environmental issues, fostering ecological consciousness, and inspiring transformative actions.

"Cloudy with a Chance of Meatballs 2" is an excellent example of how filmmakers can employ ecological narratives within cinematic storytelling to promote environmental consciousness and inspire positive actions. is an animated film directed by Cody Cameron and Kris Pearn, released in 2013. "Cloudy with a Chance of Meatballs" serves as a sequel to the original movie, based on the children's book of the same name by Judi Barrett and Ron Barrett. The movie takes place in the fictional town of Swallow Falls, known for its unique weather phenomenon of raining food. In the sequel, the protagonist, Flint Lockwood, and his friends discover that the food-rain has transformed the island into a perilous and wild environment, populated by sentient food-animal hybrids called "foodimals." The film follows their adventure as they navigate this new ecosystem, encountering diverse creatures such as the tacodile supreme, shrimpanzees, and hippotatomuses. By exploring the ecocritical dimensions of the movie, this research aims to uncover the underlying ecological themes and implications embedded within the narrative. It seeks to shed light on how the film especially the movie of "Cloudy with a Chance of Meatballs 2" portrays nature, the impact of human actions on the environment, the role of technology and science, and the interconnectedness of all species.

Furthermore, this research delves into the environmental implications and lessons conveyed by the film, including its critique of consumerism and food waste, the consequences of unchecked scientific advancements, and its promotion of environmental responsibility, conservation, and biodiversity. Therefore, the researcher is interested to conduct the research entitled Ecocriticism Discourse on Movie Cloudy with a Chance of Meatballs 2. This research will use Gregg Garrard's theory of ecocriticism. Garrard (2004) states that ecocriticism is the study of the relationship between literature and the physical environment. Drawing on environmental science, ecological theory, and cultural studies, ecocritics analyze texts that focus on the human relationship to the natural world. Garrard's work explores the power of literature and storytelling in shaping human relationship with the environment. He asserts that literature can serve as a catalyst for ecological awareness and action. By immersing readers in narratives that celebrate nature's beauty and complexity, literature can foster a sense of empathy and connection, motivating individuals to engage in environmental stewardship. Simply put, ecocriticism is a study of the relationship between literature and the physical environment. By using ecocriticism this research will provides an intriguing lens through which to analyze the ecological aspects of "Cloudy with a Chance of Meatballs 2" This theoretical framework allows for a deeper examination of the film's depiction of human-nature relationships, environmental messages, and the consequences of human actions.

1.2 Problem of The Study

The problems of the study are formulated in the following questions:

1. What are the underlying ecological and environmental messages conveyed through the narrative, characters, and visual imagery in Cloudy with a Chance of Meatballs 2?
2. How does the film Cloudy with a Chance of Meatballs 2 reflect and challenge cultural attitudes towards the environment and human-nature relationships?

1.3 Objectives of The Study

Based on the problem of the study, the objectives of the study are:

1. To explore the depiction of human-nature relationships in the film, including the characters connection with the environment and the portrayal of animal and non-human characters also to examine the environmental implications and lessons conveyed by the film, such as its critique of consumerism and food waste, the consequences of unchecked scientific advancements, and its promotion of environmental responsibility, conservation, and biodiversity.
2. To examine the environmental themes and motifs present in the animated film "Cloudy with a Chance of Meatballs 2."

1.4 Significance of Study

1. Theoretically. The significance of this study lies in its application of ecocriticism to the analysis of the movie "Cloudy with a Chance of Meatballs 2." By employing ecocritical lenses, the study expands the theoretical framework of ecocriticism and its application to animated films. It contributes to the field by demonstrating how ecocriticism can be used as a tool to analyze and interpret environmental themes, human-nature relationships, and ethical considerations in media and popular culture. This theoretical contribution enhances our understanding of the intersection between literature, media, and the environment, and broadens the scope of ecocritical analysis.
2. Practically. The significance of this study lies in its implications for environmental awareness, education, and action. By uncovering the ecological discourse in "Cloudy with a Chance of Meatballs 2," the research raises awareness among viewers about environmental issues such as consumerism, food waste, and the impact of scientific advancements. It provides insights into the potential of animated films as educational tools for promoting environmental literacy and inspiring environmental responsibility. The findings of this study can be practically applied in educational settings, environmental initiatives, and media production to foster a deeper understanding of ecological concerns and encourage sustainable practices.

Overall, the study's theoretical significance lies in expanding the theoretical framework of ecocriticism, while its practical significance lies in its potential to increase environmental awareness, inspire action, and inform educational. By bridging theory and practice, this research contributes to both the academic field of ecocriticism and the practical realm of environmental education and activism.

1.5 Limitation of The Study

This study focuses on environmental issues using the ecological critique of the movie *Cloudy with a Chance of Meatballs 2* by analyze the ecocritical themes and motifs employed in the movie and examine how they contribute to our understanding of environmental issues and human-nature.