

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

THESIS

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UNIVERSITAS BRAWIJAYA**

2014

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THESIS

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

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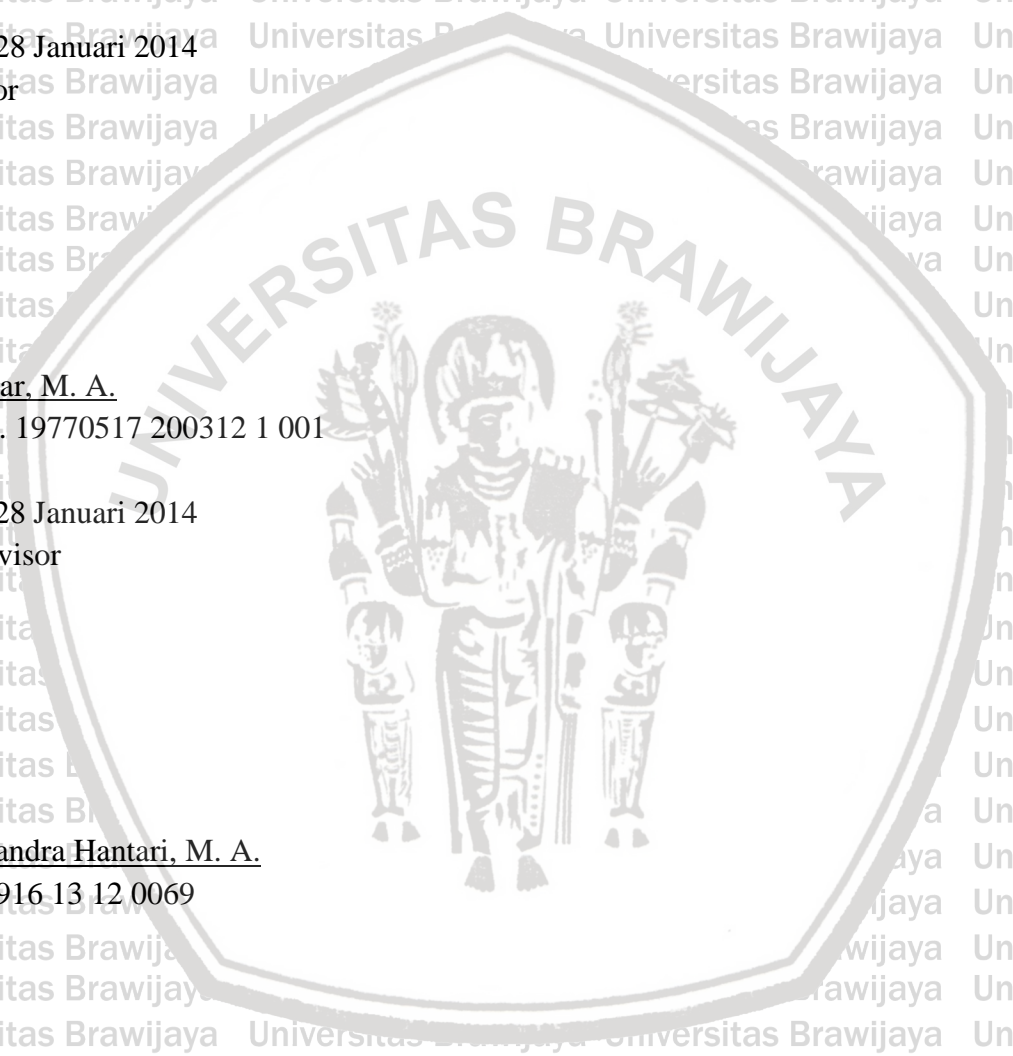
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ABSTRACT

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 researcher to keep on studying environment from many aspects to find solution for environmental problems.

ABSTRAK

Kurniawan, Arif. 2014. **Kerusakan Lingkungan sebagai Dampak Kepentingan Kapitalis dan Kurangnya Kesadaran Masyarakat di Film *SpongeBob's Last Stand***. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Yusril Fajar, (II) Winda Candra Hantari.

Kata kunci: kerusakan lingkungan, kesadaran masyarakat, kapitalisme, film *SpongeBob's Last Stand*.

Akhir-akhir ini, masalah lingkungan adalah masalah yang sangat serius yang mengancam kehidupan manusia di dunia ini. Masalah lingkungan menyebabkan ketidakseimbangan antara manusia dan alam. Salah satu masalah lingkungan adalah kerusakan lingkungan yang disebabkan oleh kepentingan kapitalis dan kurangnya kesadaran masyarakat. Masalah tersebut tercermin dalam film *SpongeBob's Last Stand* sebagai refleksi dalam kehidupan sekarang. Ada dua masalah yang coba diselesaikan dalam penelitian ini: (1) bagaimana kepentingan kapitalis yang membuat kerusakan lingkungan dan apa dampak dari kerusakan tersebut terhadap lingkungan, (2) sejauh mana kesadaran masyarakat dalam film tersebut terhadap lingkungan.

Penelitian ini menggunakan ecocriticisme sebagai teori utama untuk menganalisis film tersebut. Penelitian ini juga menggunakan konsep kapitalisme dan kajian film.

Hasil penelitian ini menemukan bahwa kerusakan lingkungan menyebabkan banyak dampak terhadap seluruh kota. Dalam film ini, Plankton sebagai kapitalis membangun jalan tol diatas Jellyfish Field sebagai tempat terhidup di Bikini Bottom. Semua orang menyetujuinya tanpa menyadari dampak yang akan terjadi. SpongeBob yang tidak setuju dengan pembangunan jalan tol tersebut berjuang untuk menghentikannya tetapi sia-sia. Ubur-ubur sebagai penghuni utama Jellyfish Field membuat balas dendam ke seluruh kota karena habitat mereka dihancurkan oleh pembangunan jalan tol. Sebuah kekacauan besar terjadi di kota dan semua orang mendapat dampak dari apa yang telah mereka lakukan.

Penelitian tentang lingkungan sangat penting dan menarik. SpongeBob sebagai film animasi memiliki banyak cerita yang menceritakan tentang masalah lingkungan. Hal ini baik bagi peneliti selanjutnya untuk terus mempelajari lingkungan dari berbagai aspek agar menemukan solusi untuk masalah lingkungan.

ACKNOWLEDGEMENTS

The writer would like to thank Allah SWT because of His grace and guidance, the writer is able to finish this thesis. The writer would also like to express his honor to Yusri Fajar, M.A. as the supervisor and Winda Candra Hantari, M.A. as the co-supervisor who gave a lot of advice, suggestion, and supervision during the process of finishing the thesis.

The writer would like to dedicate this thesis to his parent especially mother who has given him a support, prayer and help all the time during her live. The writer would also thank his family and all his friends especially, Daniel Nugraha who always give an advice and motivation during the process of finishing thesis. The next is Wahyu Rinaras who always gives support and love to the writer during the process of finishing this thesis. Finally, the writer gives thanks to all people who have not been mentioned in this acknowledgement.

Malang, 29 Januari 2014.

The writer

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Good environment is the part of beauty and health for human life. Good environment should be clean and green environment. Clean green places such as field, garden, and farm are natural places which produce fresh air and food. It is good for healthy life. Those places are also good for human to spend their relaxing time with friend and family. They can learn and concern to the environment. They can understand how green the good environment is. Good environment is a natural beauty landscape than a great mall or hotel. Saving and keeping the environment are the responsibility for all people in this world. However, only few of people in this world concern about the environment. Many interests cause environmental problems which its impact is usually bad.

Environmental problems are very serious now. Everyday people find many incidents such as dirty environment, rubbish, and disease that make them think about how to be more concerned to the environment. People often forget about their environment and do not much care about the environment. When people get into trouble because of their environment such as flood, landslide, and pollution, they realize that the environment is important. This problem has already happened before until now as what Dirk Willem Postma explains "Halfway through the twentieth

century, problems of urbanisation and pollution began threatening the integrity of the countryside and natural resources – forests, moorlands, wetlands, riverbanks and watersheds...” (2006:3). The problem about environment looks like never stops if people are always selfish. It will be difficult for people who still care about the environment because they struggle by themselves whereas the society do not support them to make a better relationship between human and the environment.

This world now is becoming the modern world. Luxury and sophistication are the standard of human life which makes people now more concern with themselves. They are looking for a better life with luxury and sophistication. They struggle to be rich and be able to have a modern life. The city is the main purpose of the majority of the society to reach their dreams. They think all they want can be found in the city. If the city is full of population, then the environment will be a victim because of the development of modern life. This case already happened as what William E. Rees says

By early in the coming decade, the majority of humankind will be living in cities. For the first time in the two-million-year history of our species, the immediate human environment will be the “built environment.” By some conventional accounts, accelerating urbanization is just another piece of evidence that the human economy is “decoupling” from the environment, that humanity is finally leaving nature and the rural countryside behind. This is a perceptual error. Even as we urbanize, human beings remain dependent on the environment, and cities become the major drivers of global ecological change (cited in Dimitri Devuyt with Luc Hens and Walter De Lannoy, 2001:37).

It should be a balance between the modern life and environment. The citizen can help and preserve the environment with their modern tools and modern thinking. With all the sophistication in modern life, it supposed to be easy to concern and protect the nature, and then the earth will be safe. In fact, those things do not happen. People are busy to look for their comfort without care about the environment. It can be imagined what happen in the next several years if this condition still happen and over control.

According to William E. Rees “it is true, of course, that cities can be all of these things—our greatest cities are among the most magnificent of human achievements. But there is another side to cities and urbanization to which the modern technological eye is blind” (cited in Dimitri Devuyst with Luc Hens and Walter De Lannoy, 2001:37). It is clear that something is wrong with modern life. It does not make people be smarter but the worse because the modern life makes people do anything to get what they want. In this case, people now become capitalist. They try to find any way to be a modern society without caring the environment. With money and power, they can do anything. No one cares about how to save the nature whereas it is also for the human’s life goodness. In fact, many companies take natural resources as their main resources for company’s materials such as; mine, water, forest, and other natural resources. They have no time to think the way out of environmental problem. Modern life, great technology, and power are what human look for now.

Some issues in the environment commonly happen around human being. Those issues can be found in several art works such as movie, novel, song, and the

others. It is an alternative and the simplest way to say something and everyone can realize about it. Through the art works, everything about the problems in this world can appear to all people with an interesting spectacle. People can understand easily about the problems because the art works are everywhere. One of the art works that has issue about environment is SpongeBob Squarepants Cartoon. If people watch the cartoon, many stories of SpongeBob are about many issues, including the environment. The story of SpongesBob cartoon also provides a solution to solve the problem in the story. Although sometimes the solution is only a fun solution, watcher can take it as a simple example to solve a problem.

SpongeBob Square Pants is a very famous cartoon in this world, everyone knows and likes it because its uniqueness. Many awards have been won by SpongeBob Square Pants cartoon, one of those is the winner of Kid's Choice Awards 2012. SpongeBob Square Pants is a sea animal cartoon. However, there are two characters which are actually not sea animals. The first is Sandy, a woman squirrel which wears a helmet to live inside the sea. The second is the main character SpongeBob Square Pants, a yellow sponge which is actually an inanimate object. The other characters are sea animals like Eugene Krab is a crab, Squidward is a tentacle, Plankton is a plankton, and Patrick is a sea star. Those characters are very interesting because of much uniqueness inside them. Each of them symbolizes something which has a meaning. One of the episodes is SpongeBob's Last Stand, the 134th episode of season 7. The story is about SpongeBob and Patrick who try to put a stop to the construction of a highway that would destroy Jellyfish Fields. This episode is

published on April 22nd, 2010. It is directed by Andrew Overtoom and Tom Yasumi, written by Aaron Springer, Steven Banks, and Derek Iversen.

The issue about the environment make SpongeBob cartoon is different from the other cartoons in common. The story presents about the environmental issues which happen in reality. The story is quite difficult to understand because if watchers do not get the point of the story, they will not know about the meaning. Because of the story is about environmental issue and it is movie as the medium, it makes this cartoon often becomes an object of analysis. Movie as an interesting medium and environmental issue as the story are factors for SpongeBob cartoon to get many attentions from people.

Talking about movie is very interesting because it takes someone to think about the message and meaning inside it. Every movie has meaning to the watcher. Usually it makes symbols to describe a meaning. It depends on how people look at and understand it. It always has hidden meaning which makes people interested to watch and try to find what the hidden meaning inside it. The hidden meaning in a movie usually is a sign which symbolizes in some scenes. The sign is about a way to find any meaning from the language, the action, and the picture which it tries to talk about. People can see signs in a movie from those aspects. The interesting point about the sign is the way people look at it because it makes them wonder. If someone tries to find a sign in a movie, it indirectly trains his mind to be more creative and sensitive in understanding something.

For those reasons above, in this thesis the writer tries to find what environmental issue inside SpongeBob Square Pants cartoon especially in SpongeBob's Last Stand episode. It is good to study about the representation of environment in film because people can find many positive things from knowing the importance of keeping environment. The environmental issue is also a serious thing to think about because it can cause effects which people will regret if they underestimate it. The writer is interested with the environmental issues inside the SpongeBob cartoon, so that is the reason the writer analyzes to environmental issue, message and meaning from SpongeBob's Last Stand.

1.2 Problem of The Study

Based on the background of the study, the writer takes several problems which are reflected in SpongeBob's Last Stand:

1. How does capitalist's interest result in environmental degradation and what are the impacts of that interest toward environment?
2. How far is the awareness of people in the movie toward the environment?

1.3 Object of the Study

This study is to find how capitalist interest result in environmental degradation and what are the impacts of that interest toward environment. It is also to know How far the awareness of people in the movie toward the environment.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the writer reviews the theories that will be used. The basic theory to solve the problem of the study is *ecocriticism*. The other theories are also used to support the analysis of this study.

2.1 Ecocriticism

Ecocriticism is a study about the relationship between literature and environment. It uses literary works such as novel, movie, and song as a media to describe an environmental issue which relates to the reality. It analyzes environmental problems and looks for possible solutions for the correction of an imbalance environmental situation which is reflected in a literary work, in this study is a movie. Through the literary works, ecocriticism develops its idea to make people more concern to the environment because human habit can influence the environmental situation. According to Greg Garrard

Ecocritics, who analyze literary and other texts from an environmentalist standpoint, observe that environmental crisis poses not only technical, scientific and political questions, but also *cultural* ones. Our habits of representation affect and reciprocally reflect our actions, but the enormous temporal and spatial scale of phenomena such as climate change and mass extinction, and the complex moral questions inherent in them, pose challenges for our existing artistic form (cited in Stibbe, 2009:1).

As what explained by Greg Garrard, environment is like culture that human must keep and preserve because it can be gone if human only care with themselves without respect to surrounding environment. Human life is like mirror, if they always do the right things, their surrounding environment will be nice and beautiful. If they do bad things, it is sure that their surrounding environment will be bad too. Louise Westling tells about a little history of ecocriticism

Ecocriticism developed out of more traditional scholarship about literary treatments of the natural world, such as studies of European pastoral and of the American nature writing genre practiced by authors from Jefferson and Bartram to Thoreau and Muir. It is not surprising that ecocriticism first emerged in the United States, because Americans have been obsessed with the landscapes of the ‘New World’ since European exploration of the continent began. Writers of the young American republic grounded their claims for cultural uniqueness on presumptions of unmediated access to Nature, as in Emerson’s famous essay of that name. Critical studies of these tendencies, such as Henry Nash Smith’s *Virgin Land*, Leo Marx’s *The Machine in the Garden*, and Annette Kolodny’s *The Lay of the Land*, were proto-ecocritical works which inspired more recent scholars to shape specifically environmentalist approaches to literature. In 1978, William Rueckert introduced the term “ecocriticism” in an article that appeared in the *Iowa Review* called “Literature and Ecology: An Experiment in Ecocriticism.” (cited in Catrin Gersdorf and Sylvia Mayer 2006:26).

From the history above, ecocriticism has appeared from a long time ago to criticize an imbalance of nature. It was born from people who feel uncomfortable with the surrounding environment. For example in United States as what Louise explained, it has become a modern country since European exploration. Many buildings are built and the industrial develops rapidly. It has no place for forest, field, and farm, or in this case is environment. Now, U.S becomes a capitalist country.

Capitalism takes anyway to gain the purpose, including the destruction of environment to industrial purpose. According to Louise Westling “Because it is new critical movement, ecocriticism is still working to define itself precisely, and many serious problems have yet to be resolved. The field is undertheorized, it is marked especially in the U.S. by a virile privilege in unconscious collusion with imperial and industrial forces...” (cited in Catrin Gersdorf and Sylvia Mayer 2006:27-28). This increasingly reinforces that ecocriticism and capitalism have an important relationship to analyze and solve the problem. In the SpongeBob’s Last Stand, this case is happening between ecocriticism and capitalism.

2.2 Ecocriticism and Capitalism

In this modern era, people are already accustomed with the sophistication and luxury in their hand. They can go anywhere, get anything, and do whatever they want because of sophistication and the development of technology. Industrial development provides human needs. It is not only producing the primary needs such as food, clothe, and house but also producing many interesting things such as hand phone, tab, and laptop. Those interesting things are only to fulfill the satisfaction of human because actually they can live without those interesting things.

It is sure that industrial development becomes a desire machine for people because it provides many things which make people interested to get or do it. Desire machine is connected to passion or people’s desire. The industrial development utilizes that thing to make several things as the desire machine which pushes people’s

desire to get those things. The industrial development creates those things which are a must for people to have it because those are the symbol of modern lifestyle. Desire machine is only a way to tempt people to feel they want those things though they do not really need it.

Now, the interesting things are everywhere. People can buy those things easily. Many ways people can get it because the advertisement is already everyday.

As what Greg Garrard explains

A recent TV advertisement for a self-storage company shows a tidal flow of ordinary household junk – CD and DVD cases, surplus clothes, shoes and the like – furling and lapping in a bedroom like waves on a shoreline. Most people can probably identify with the predicament, but what interests an ecocritic is a critical absence: a human being with money, by whose agency all that overwhelming *stuff* ended up there. (cited in Stibbe, 2009:1)

Everyday TV shows many desire machines which try to get anxiety from people.

Unfortunately, people are easily tempted with those things. In this case, people often look for some reasons to spend their money with interesting things that can make them satisfy. They think with much money they can buy anything. Surely, industries regard this phenomenon as a great opportunity to develop their industry.

People have been carried away with industrial's game, which only look for personal gain. Now capitalism has been grasping the world with its hope to change the world into the dream world. The future is in its hand. Robert Hessen states

Capitalism," a term of disparagement coined by socialists in the mid-nineteenth century, is a misnomer for "economic individualism," which Adam Smith earlier called "the obvious and simple system of natural liberty" (Wealth of Nations). Economic individualism's basic

premise is that the pursuit of self-interest and the right to own private property are morally defensible and legally legitimate. Its major corollary is that the state exists to protect individual rights. Subject to certain restrictions, individuals (alone or with others) are free to decide where to invest, what to produce or sell, and what prices to charge. There is no natural limit to the range of their efforts in terms of assets, sales, and profits; or the number of customers, employees, and investors; or whether they operate in local, regional, national, or international markets.

(<http://www.econlib.org/library/Enc/Capitalism.html>)

Basically, there is no mistake with the concept of capitalism, each person also always looks for personal satisfaction. Everyday people go to work to fulfill their individual needs and for their family. It means that people are individualist man who only concern with their interest community. However, desire machine has pushed them to cross the line from the prevailing norms, their selfishness becomes higher and they never feel satisfied. The desire to rule the world has been embedded in their minds because they always think what they want must be theirs. The worst thing of capitalism is that it can take any way to gain its wants with money and power. In this case, not only people who become victims but also environment. Since industry and factory have developed, many cities become modern city which compete each other to be the best city with modern lifestyle and luxurious buildings. Because of the need to be the best, then the growth of buildings is anywhere. If there is an empty field, a great building will be there because the industry and factory will utilize every empty field for their development. In other words, there is no place for the environment, for plant, tree, and nature.

Ecocriticism was born from an environmental crisis condition, to look for solution about the problem, and to fight against those who damage the environment.

The environment becomes unforgotten, any place has changed into building, and it causes an imbalance for nature. Pollution is everywhere, fresh air is decreased, water becomes too dangerous to consume because of factory waste. It becomes difficult to look for plantation, farmers lose their farm because it is taken by capitalist interest.

For children, they have no garden to play. Capitalism has already taken everything for its business without care about nature. This phenomenon really happens in the reality such as in Japan. The field for the farm decreases because it is used to build buildings, then for the next future Japan will make field for farm in a building.

The presence of ecocriticism brings a big hope for the better future for nature, environment, and human being to make balance each other. However, it is not enough to save the earth. The industrial development has already taken everything. Their thoughts always look for any way to gain what they want with fake promises to care about nature as what happened with Lapindo in Sidoarjo, Indonesia. Their mistake made some territories in Sidoarjo is fuel of mud flood. They promised to give compensation for all disadvantaged people but until now it does not happen well.

Moreover, the habit of human being is already broken. A lot of rubbish has strewn and the use of electric things increases.

People become the consumer who is only buying without thinking about conserving the nature. In this case, ecocritic cannot work by his own self. It needs people's support to save the nature together. The society needs to get education about

the environment because it is important to save nature together. According to Dirk Willem Postma as the industrial revolution and urbanization gave rise to an increasingly rapid expansion of industrial towns, educators felt more and more uncomfortable with the 'depravation' and 'alienation from nature' they saw as inherent to modern city life. Moreover, the general state of the cities and their urban poor became a matter of social concern (2006:2). It is clear that education about environment is needed because not only environment which is aggrieved but also poor society. Capitalism and modern lifestyle are just for rich people who have money. It affects an imbalance social to poor society who is marginalized and of course the environment too.

The knowledge about environment is needed to educate people how to manage a better life without damaging the environment, to know what the effect if no one cares about environment, and to save the nature, it means earth. Since there is not a real action to save the nature, it makes people do not care about the surrounding environment. According to Dirk Willem Postma in order to retrieve a 'sound relationship with nature', nature education was introduced in most elementary schools. This introduction was partly due to the powerful lobby of the educational reform movement, that in similar fashion sought to overcome the alienation from the world inherent to the disciplined 'listening school'. Instead, this movement was ready to welcome 'full life' into the classroom. More specifically, nature education was aimed at teaching children about the 'amazing secrets of natural life' (2006:3).

Knowledge about environment should be taught as soon as possible from an early age to make children have a good and healthy habit until they are grown. It is supposed to be a lesson in a school, every school including university, so they can care about environment and understand what they supposed to do. According to Dirk Willem Postma “for them, knowing about and caring for nature was considered fundamental to the same attitude that was to be cultivated in school” (2006:3). It is clear enough that school must explain how important environment for human life, to keep, care, and protect it for nature balance. If people forget to keep the environment, the worst things may happen.

In SpongeBob’s Last Stand, the story about Plankton who built a highway which crosses jellyfish field is a manifestation of the environmental problems. The worst thing in the story is that before the built of the highway all people who came in a conference agree with a decision of building a highway. It is ironic because no one cares about the environment. They do not think about what effect that could happen because of it. Although SpongeBob is just an animated movie, it has important message about the environment for all people.

Movie can be an easy medium to educate and explain phenomena which happens in human life. All people like movie because they can see the picture and hear the sound. Many movie makers utilize it to say something to the watcher. So that is why movie is a great media to educate people.

2.3 Movie Studies

SpongeBob is one of the famous cartoons in the world. It is an animation movie about a life in a sea which the main character is a sponge. Animation becomes an interesting show on TV or cinema. The uniqueness of animation makes people have an alternative spectacle to entertain them. According to Jill Nelmes “animation is still the art of the impossible, and whether it be the fertile imaginings of independent filmmakers represented in vivid symbolic images of inner states, or the seamless interventions of visual effects animators producing spectacle in major movies, animation remains the most versatile and autonomous form of artistic expression” (2012:231). Animation is a way to say about something with more interesting picture which is easier to understand. It also has many symbols that are represented in the picture.

In this study, movie study is needed because the object of the study is an animation movie. Animation has its own way to give message and meaning to the watcher. John Halas suggests

that animation can also ‘penetrate’ interior workings of the body or a machine, or other kinds of complex inner state (dream, memory, consciousness, fantasy), and provide a literal and conceptual interpretation which enables them to be more readily understood. Further, by ‘selecting’ an aspect of a scene or scenario to be visualized this can be accentuated or brought into the foreground for effect; thus it may be ‘exaggerated’ or ‘transformed’ to better reveal its properties or significance. All of these elements can be contextualized within various time frames – things can be represented from the long past and projected easily into the future, perhaps on the one hand depicting extinct fauna and flora, or on the other, reimagining nature in a thousand years time as a consequence of current ecological issues and effects (cited in Jill Nelmes 2012:232).

Actually, there is no big different between animation and movie in usual. They can take any theme, setting, and plot. The symbol, meaning, and message can be the same. If a movie tells story about society, then animation can do it too. The difference is only in the actor, if movie in habitual use real person, then animation only use picture. The cinematic technique also has no big different. What in the movie also use in animation.

The cinematic technique is the part of film. According to Nathan Abrams “film has its own ‘language’. A range of techniques are available to a film-maker and those techniques are used to present a narrative through the medium of film, a narrative being a chain of events that are (usually) causally linked. The language of film is used (usually) to tell stories” (2001:92). Here, the writer uses some cinematic techniques which appropriate with this study to analyze the SpongeBob’s Last Stand.

2.3.1 Mise en Scene

Mise en scene is a term that originally developed in relation to theatre and literally translates as ‘putting on the stage’ (Nathan Abrams, 2001:93). Nathan Abrams also explains that the elements covered by mise en scene are setting, props, costume, performance, lighting and color but in addition to choose what is to be included in a shot, someone also has to decide how the elements are to be arranged. In other words, composition is also central to mise en scene (2001:93). The writer uses some parts in mise en scene such as setting, props, and costume to find the

meaning of SpongeBob's Last Stand. It is also used to gain the problem study about environment.

2.3.2 Cinematography

Nathan Abrams states "if mise en scene refers to what is placed in front of the camera, then cinematography is concerned with recording the elements within the shot" (2001:97). Cinematography is a movie aspect that is concerned with the recording elements within the shot. In order to obtain the desired images, the cinematographer must attend to two areas: control of lighting and operation of the camera. The images consist of reflected light and the camera records light (Nathan Abrams, 2001:98). The parts of cinematography are framing, shot size, length of take, camera movement, and camera angle. The writer only uses framing, shot size, and camera angle to analyze SpongeBob's Last Stand.

2.3.2.1 Framing

Framing refers to the edges of a shot, in that framing determines both what is included and what is excluded. Mise en scene refers to what is to be filmed and how it is arranged and therefore in effect defines what the framing will be; however, strictly speaking, the framing is only realized when the shot is filmed through the camera lens (Nathan Abrams, 2001:98). By using framing, people can find some meanings reflected on the scene of the movie. For an example is the relationship or a conflict shown from some scene of the movie.

2.3.2.2 Shot Size

Shot size is the way we shot the elements on the scene. The way of shot determined about the narrative style shown from the movie. The shot itself is interesting and intriguing and Shot sizes can be closely tied to narrative development, notably to the progression of scenes (Nathan Abrams, 2001:98). By looking on the shot size, the writer can determine the relationships between each character which builds a story and presents some environmental problems in SpongeBob's Last Stand.

There are 5 basics shot sizes:

- Extreme Long Shot (ELS)

Extreme Long Shot is usually used as the opening of the movie. ELS allow us to see the relation between the characters with his/her surrounding.

- Long Shot (LS)

LS Shot which shows all or most of a fairly large subject (for example, a person)

- Mid Shot (MS)

In such a shot the subject or actor and its setting occupy roughly equal areas in the frame.

- Close Up (CU)

CU will concentrate our attention on an important detail to ensure that the desired meaning is communicated

- Extreme Close Up (ECU)

ECU is used to make us inquisitive, or it may simply be an impressive shot because of its content

2.3.2.3 Camera Angle

Camera angle provides another means of producing different meanings.

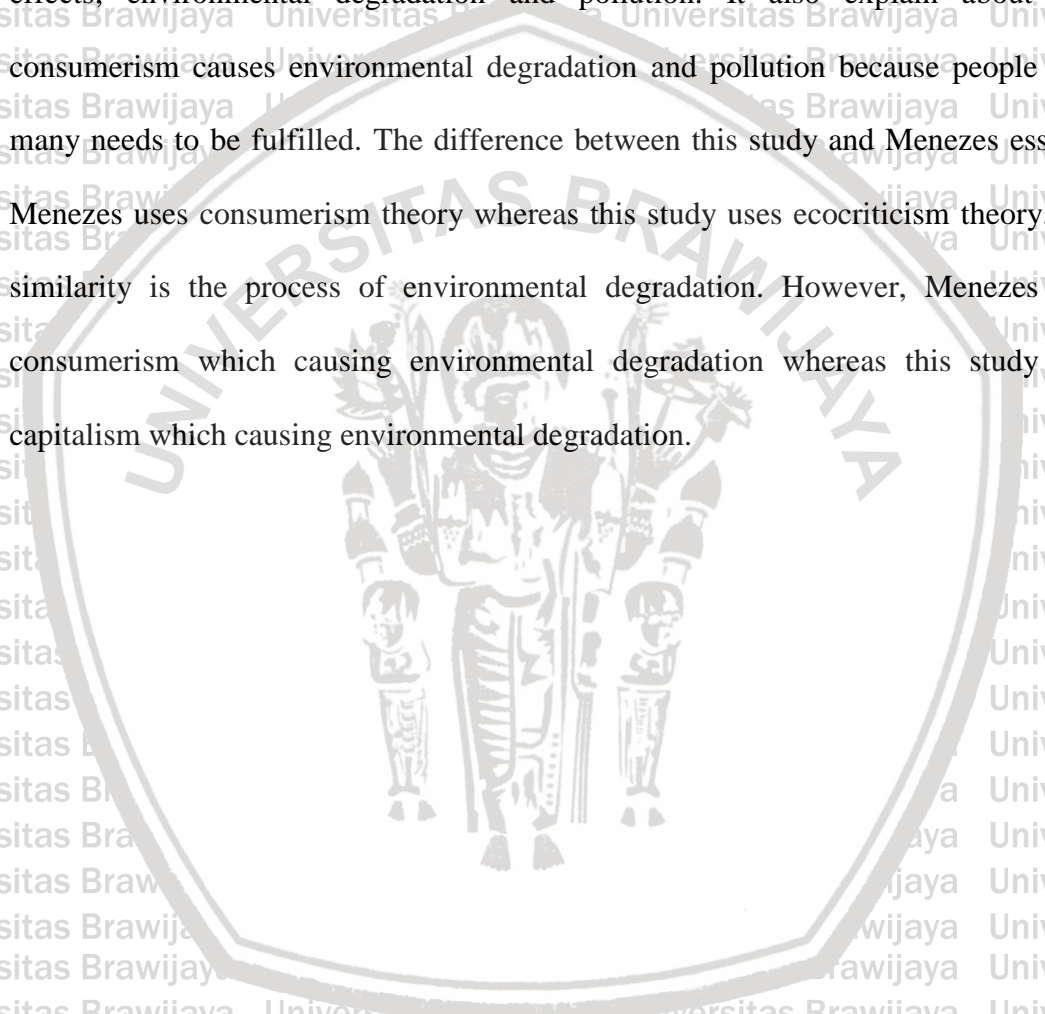
Normally the camera angle is horizontal and at eye level. It usually communicates with each other at something approximating eye level and subconsciously expects to relate to the characters in films in the same way. However, high and low camera angles can be used too (Nathan Abrams, 2001:103). In this study, camera angle is used to find a meaning on a scene.

2.4 Previous Study

The writer found two previous study about this study from internet searching.

The first is from an essay “SpongeBob SquarePants: A Menace to Society” by Jonathan Apus, on Friday, 21 January 2005 (www.progressivetheology.org). It explains about why SpongeBob Squarepants cartoon uses sponge as the main characters. It is related to bisexual because sponge is an evolutionary biologists classify as the most primitive of multicellular organisms or Metazoa. It also explains the meaning of the other main characters symbol. The difference between this study and Jonathan Apus’ essay is about the analysis. Jonathan Apus focuses on the symbolizing of the main characters of SpongeBob Squarepants cartoon. This study focuses on environmental degradation as reflected in the SpongeBob’s Last Stand episode. The similarity between this study and Apus’ essay is the object, SpongeBob Squarepants cartoon.

The second is from an essay “The Effects of Consumerism on The Environment” by Menezes Chilongo, on 21 January 2010 (www.scribd.com). It explains about the effect of consumerism for the environment. There are two main effects; environmental degradation and pollution. It also explain about how consumerism causes environmental degradation and pollution because people have many needs to be fulfilled. The difference between this study and Menezes essay is Menezes uses consumerism theory whereas this study uses ecocriticism theory. The similarity is the process of environmental degradation. However, Menezes uses consumerism which causing environmental degradation whereas this study uses capitalism which causing environmental degradation.



CHAPTER III

FINDING AND DISCUSSION

This chapter explains about the process of environmental degradation caused by capitalism and its impact in “*SpongeBob’s Last Stand*” episode. It also explains about the awareness of people in Bikini Bottom about the environment. The environmental degradation causes a great mess to Bikini Bottom as the main setting of the movie. The environmental degradation portrayed in “*SpongeBob’s Last Stand*” reflects the reality in human life which many environmental problems happen because of human behavior. For example, many empty lands such as garden, park, farm is built for market, housing, and factory. It can be a big serious problem because many people with their excessive business do not care about the environment and human life. If company, factory, and human do not realize about what they have done, there will be a great serious problem for the next future.

There are three main points will be discussed in this chapter. The first is about Jellyfish Field as a green place and house for Jellyfish. The Jellyfish Field is the greenest place in the movie even almost in the *SpongeBob* cartoon series. The place is potential for the future in order to maintain the greening. It is a nice place but Plankton damages it to build Shelly Super Highway.

The second is about the process of environmental degradation caused by capitalism. In the movie, it is reflected by Plankton as the capitalist with power

building Shelly Super Highway across Jellyfish Field. This is the main problem of the movie because Plankton wants to build Shelly Super Highway as his own business. He does not care if his plan will destroy the Jellyfish Field and he does not realize that worst thing will happen as the impact of his act.

The third is about the awareness of Bikini Bottom's people with the environment. Although Shelly Super Highway is Plankton's plan, it will not happen if people of Bikini Bottom do not agree with the plan. Most people of Bikini Bottom agree with the building of highway except SpongeBob. They only agree with the plan without care about the impact after that but SpongeBob sees this as a nightmare. He and his friend, Patrick, struggle to refuse the plan because he realizes it can destroy Jellyfish field and Jellyfish habitat.

3.1 The Beauty of Jellyfish Field

In the beginning of the story, in an early morning, SpongeBob and Patrick wait in front of Jellyfish Field. They wait for Mr. Ranger who opens the main gate.

He is also like the keeper of Jellyfish Field. SpongeBob and Patrick usually like to play in Jellyfish Field because it is a great and fun place.

Jellyfish Fields is a vast area in which jellyfish live in. Over 4,000,000 jellyfish live here and it is 50 miles long. There are two entrances one at the beginning and one at the end. It stretches out to other towns. Other creatures also live there such as clams, leeches, and poisonous sea urchins. It is also a place where SpongeBob and Patrick enjoy Jellyfishing. The features include seaweed, rocks, coral

plants, and big cliffs. Every year for three days, different kinds of jellyfish from all over the world come to Jellyfish Fields. This is known as the Great Jellyfish Migration.



Figure 3.1.1 Jellyfish Field



Figure 3.1.2 Jellyfish Field's main entrance

Both pictures use extreme long shot as usually used as the opening of the movie. It allows the watcher to see the relation between the characters with his surrounding environment. The both pictures show the whole of the Jellyfish Field which has a beautiful green area. Jellyfish on the first picture and SpongeBob and Patrick on the second picture show their relation with the Jellyfish Field. They like to be there and they love the place because Jellyfish Field is a beautiful green place.

Jellyfish Field is the greenest place in the Bikini Bottom and it is untouchable. It is very nice place among buildings in the Bikini Bottom. Many natural resources there can be useful for people. For example, in a SpongeBob cartoon episode, Jellyfish can produce jelly which is delicious. It mixes with Kraby Patty, the famous

food in SpongeBob cartoon, for better taste and everybody likes it. Jellyfish Field is just like park or field in the reality. It can be a good place for holiday and a good place to spend relax time with family or friends. It is very potential place to still keep the greening for the environment. People in Bikini Bottom can teach their children about the important of keeping the environment there because it is a great place for being an example.



Figure 3.1.3 Field in the reality as reflection of Jellyfish Field

The picture shows the field in the reality which is represented by Jellyfish Field in the movie. A green place like a field has many benefits for environment and human. According to John Heinze (2011:3-4), green space has two benefits, environmental benefits and human health benefits. The first environmental benefits are erosion control and run-off prevention which one of most significant functions of green space is to stabilize and protect the soil against water and wind erosion. The second is water purification which not only do green spaces absorb rainfall but also trap and remove pollutants. The third is air purification, it purifies and traps more that

12 million tons of dust, soil and other particulate matter. The other environmental benefits are such as temperature modification/energy and cost saving, oxygen generation, and carbon sequestration. For the first human health benefits is recreation where green spaces provide ideal surfaces for a variety of recreational and sports activity and high use activities including parks and playgrounds. The next is increased physical activity/reducing obesity, it access to green space is an important predictor of increased physical activity and reduced risk of obesity. The last is healthcare/stress reduction which being in or viewing green space for a few minutes, it can reduce stress.

Green place thus can be pointed out as an important place for human life and also in the movie. Jellyfish Field in the movie as the representation of green place in the reality makes a balance for human and nature in the movie. Jellyfish Field is still green, natural, and peaceful. However, people of Bikini Bottom are rarely to come there because they do not much care about it, except SpongeBob and Patrick.

In the cartoon series, characters who often come to Jellyfish Field are SpongeBob and Patrick. They often go there because they like to hunt jellyfish and it is called jellyfishing. It is a hobby which in the reality is like catching butterfly. They usually go there for jellyfishing together. They are very excited with jellyfishing because they feel jellyfishing is fun. They often spend their time there with playing, jellyfishing, and the other fun. SpongeBob loves Jellyfish Field as much as his life.

Although he and Patrick like Jellyfishing, they never hurt the jellyfish.

SpongeBob: Aren't you forgetting something?

Patrick: Yeah, something.

Ranger: Please show me your jellyfishing licenses. (SpongeBob and Patrick show him their jellyfishing licenses)

(Minutes: 00:00:11)

The dialogue proves that SpongeBob and Patrick concern with the Jellyfish Field especially the jellyfish. They do not hunt the jellyfish for their own business which can destroy the habitat of jellyfish. They only do it for having fun not to destroy it.

After they catch jellyfish with their net, they let it go away. They use safety tools too for jellyfishing such as net and hat. They really prepare everything before they go jellyfishing. So that is why they have jellyfishing licenses because they do jellyfishing safety.



Figure 3.1.4 SpongeBob and Patrick show their jellyfishing licenses (Minutes: 00:00:21)



Figure 3.1.5 SpongeBob and Patrick do jellyfishing (Minutes: 00:02:06)

The first picture uses close up to show SpongeBob and Patrick's jellyfishing licences which is showed to Mr. Ranger. It is also to show the expression of Mr. Ranger which is surprised by the jellyfishing licences. The second picture use medium shot to show SpongeBob, Patrick, jellyfish and the setting, Jellyfish Field, occupy equal area in the frame. It shows SpongeBob and Patrick are ready to do jellyfishing. Their costume and their nets also show their readiness because those are the safety tools to do jellyfishing. The setting of time is also good for them to do jellyfishing because it is in the morning and morning always provides fresh atmosphere which is good for health.

SpongeBob very admires the Jellyfish Field. He loves it as his second home. He also likes jellyfishes which live there. He admire jellyfishes because he thinks jellyfishes are great beautiful creature. They can fly away and go wherever they want. They are very lucky because they can live in a great place, Jellyfish Field.

SpongeBob: Isn't it great that these majestic creatures have Jellyfish Fields to call their home?
(Minutes: 00:02:06)

The dialogue shows that SpongeBob really admire jellyfish and Jellyfish Field. He like the peaceful atmosphere of Jellyfish Field. The jellyfish and the other things in Jellyfish Field create a balance of nature which really make SpongeBob feel amazing to be there.



Figure 3.1.6 SpongeBob’s expression of amazing to Jellyfish Field
(Minutes: 00:00:44)

The picture uses close up shot which shows the expression of SpongeBob. He feels amazing with the Jellyfish Field because of the beauty. The picture shows how the face of SpongeBob which expresses amazement. The eyes, mouth and also gesture are clearly describing the expression. The expression is also like human expression when he or she likes something.

Besides go jellyfishing, SpongeBob also likes to sing in Jellyfish Field. He sing to express his feeling for jellyfish. Usually, he sings with Patrick because he and Patrick often goes jellyfishing together. They like to do jellyfishing while singing. They like to sing many songs, one of them is The Jellyfishing Song,

*Jelly lelly lelly lelly, jelly lelly lelly jelly, its the jellyfishing song!... Jelly lelly lelly lelly, jelly lelly lelly jelly, everybody sing along!...
I go jellyfishing in da' morn'in,
I jellyfish all da' night!
I jellyfish all da' afternoon
Jellyfishing make me feel all right!
Everybody singgggggggggggggggggg!
Everybody sing along!*

(Minutes: 00:01:11)

That is The Jellyfishing Song which expresses the feeling of happy of SpongeBob and Patrick. All the things which live in Jellyfish Field including the jellyfish also like SpongeBob and Patrick. They are very happy because SpongeBob and Patrick as like family. They often sing and have fun together.



Figure 3.1.7 SpongeBob, Patrick, and jellyfishes sing together (Minutes: 00:01:41)

The long shot picture shows SpongeBob and Patrick in a small island with jellyfish around them sing jellyfishing song together. They sing in calypso style which represents peace and comfort from the place and the costume. They sing to tell about the harmony of Jellyfish Field and its ecosystem.

The setting of the movie is in sea. It tells about marine ecosystem which is represented by SpongeBob and his surrounding environment as a human life. Sea and its ecosystem are important for human life in the reality. It can be figured out from Janez Potocnik's state, "Europe's seas and oceans are wild and wonderful places.

They act as trade routes, they supply food and energy, they are abundant with

biodiversity and they perform a vital role in keeping our climate stable” (2011:5). It proves that sea has many benefits for human life. Marine ecosystem also has important role for human life, for example is coral reefs. The first importance of coral reefs is a barrier from storms and surge which plays an important role in protecting the shoreline from storms and surge water. The next is one fish, two fish which the foundation for complex food webs, and coral reefs support an incredible diversity of fish. The third is nutrition which fish and other marine life has been a primary source of protein. The next is water filtration, most corals and sponges are filter feeders, and they consume particulate matter suspended in the water column. The last is economic development which means coral reefs often form the backbone of local economies. (<http://reefrelief.org/the-importance-of-coral-reefs/>)

It is clear that the ecosystem of coral reefs is important for environment of sea and also for human life. Coral reefs is one example of many ecosystem in sea which human have to keep. The beauty of sea is in its ecosystem, and if the ecosystem is broken, human cannot take the benefits from sea anymore.

Jellyfish Field also has ecosystem which is important for people in Bikini Bottom to keep it. As what explained on the previous paragraph, marine ecosystem has many benefits for its surrounding environment and also for human life. Jellyfish Field has many creatures which make it beautiful such as jellyfish, coral, and the other animal. It is a chain of ecosystem that and it is possible for worst thing happen if

the ecosystem is broken. In other words, Jellyfish Field and its ecosystem must be kept.

The main occupant of the Jellyfish Field is jellyfish. It is an unique sea animal because it is like umbrella. The jellyfish in the SpongeBob cartoon is the same with jellyfish in the reality. Only the shape and character are different because one is animation and the other is not. Jellyfish in SpongeBob cartoon is gelatinous and free swimming creature. Commonly, it swims throughout all oceans of the world. it has several spots on its body and appears in a group from hive like bees. It makes jelly, like bees make honey. It also has several types which each of jellyfishes has its own characteristic. The following are the types:

- Pink jellyfish: Most common jellyfish.
- Blue jellyfish: A rarer jellyfish.
- Speckled Squirter: A seven tentacle purple jellyfish that squirts jelly from it's main body, rather than it's tentacles.
- Two-Fisted Jumper: An orange jellyfish with three tentacles and two fists used from jumping on the ground.
- Golden Throated Stinger: A singing gold jellyfish with four small tentacles and one larger arrowhead tentacle.
- Lime Dragon Jellyfish: This jellyfish is a dragon shaped and likes to move up and down.
- Blue Jellyfish: This jellyfish likes to spin.

- Purple Jellyfish: This jellyfish likes to move back and forth.



Feature 3.1.8 Jellyfish in SpongeBob



Feature 3.1.9 Jellyfish in the reality

Jellyfish in reality can sting anything around it if it is disturbed. It stings using nematocysts which it also called cnidocysts. The stinging structures are located in specialized cells called cnidocytes. Contact with a jellyfish tentacle can trigger millions of nematocysts to penetrate the skin and inject toxic. However, only some species' toxic cause an adverse reaction in human. Not only jellyfish in the reality can sting but also jellyfish in SpongeBob. It also stings anything if it is disturbed. If in the reality jellyfish stings toxic through body but in SpongeBob its sting is like electricity which causes bump.



Figure 3.1.10 A jellyfish stings Squidward (Minutes: 00:17:45)

It can be figured out from the picture that jellyfish can sting and cause bump to everyone. The medium shot of picture shows a jellyfish stings Squidward. Besides it stings because feels disturbed, it can also sting if it is angry or dislike someone.

From the picture, it proves that jellyfish is dangerous. However, SpongeBob does not feel like that.

Although jellyfish can sting anything, SpongeBob and Patrick are not afraid with jellyfish. They think that jellyfish is a unique creature and it is fun if they can play together. Basically, SpongeBob and Patrick always feel happy. They love peace and never make their life difficult. Everything that everybody thinks is dangerous becomes nothing for SpongeBob and Patrick. They always see everything from the positive point of view. They make friend with anyone and anything. That is why they love jellyfish and Jellyfish Field. Unfortunately, not all people have the same thought like SpongeBob.

In *SpongeBob's Last Stand*, the fun of SpongeBob, Patrick, and jellyfish in the Jellyfish Field only happens in the beginning of the movie. After that, they are very shocked knowing that a highway will be build across the Jellyfish Field.

3.2 The Damage of Jellyfish Field

In the previous chapter, it has been explained about everything about Jellyfish Field. The beauty, fun, and potential are good for future. However, not all people in Bikini Bottom see its advantage from those aspects. Plankton as the capitalist in the movie makes plan to build a highway which destroys Jellyfish Field. He says that the highway is for new Bikini Bottom. The highway will make Bikini Bottom becomes more modern than now because a great city must has highway. Bikini Bottom has no highway now, so that is why people in Bikini Bottom agree with the highway because it will make Bikini Bottom is great. Actually, the highway only is to destroy Krusty Krab. According to Magdoff and Foster, "The capitalist system has imposed on us a logic of competition, progress, and limitless growth. This regime of production and consumption seeks profit without limits, separating human beings from nature and imposing a logic of domination upon nature..." (2011:146). In this case, Plankton as the capitalist one in the movie does not utilize the Jellyfish Field from the positive point of view but he destroys it. He makes people in Bikini Bottom believe in his plan. People in Bikini Bottom do not realize the highway will destroy Jellyfish Field and the impact will be not good. It is clear that capitalist takes many ways to develop the business and gain profit without care about the surrounding environment.

The main problem of this movie is the damage of Jellyfish Field. SpongeBob and Patrick who love it very much feel sad and angry because the only one field in Bikini Bottom will be destroyed. The destroyer who have plan to destroy the Jellyfish Field is Plankton. He is the smallest character in the movie but he has a massive ambition to rule the world. He has money and technology to help him reach his ambition. One of his plans to rule the world is building a highway called Shelly Super Highway.

3.2.1 The Building of Shelly Super Highway

After SpongeBob and Patrick have fun together in the Jellyfish Field, they are very shocked knowing a highway will be built across the Jellyfish Field. They think it is a bad plan to build a highway across the Jellyfish Field. It can destroy the Jellyfish Field and the habitat of jellyfish which live in there.

Patrick: You bet! And it's highway convenient, too, according to that big sign!

SpongeBob: Big sign? I didn't see a big sig-JUMPING JELLYFISH, THAT'S A BIG SIGN!!!

Patrick: It says, "Future site of the Shelly Super Highway."

SpongeBob: Superhighway!!!!!!???? Do you know what this means????

Patrick: Well, its sorta like other roads, except there's no sto-

SpongeBob: I know what a superhighway is! I mean for all this jellyfish! For us! For Jellyfish Fields.

Patrick: So what you're saying is, that if they go though with their plans, to build this new superhighway through Jellyfish Fields, that every single species of flora & fauna that makes this place their habitat will be forced out of the ecosystem that they have formed, effectively being destroyed?

(Minutes: 00:02:10)

It proves that a highway called Shelly Super Highway is a worst plan. It can destroy not only the Jellyfish Field but also the habitat of flora and fauna there even the

Bikini Bottom. SpongeBob knows it is a nightmare. Then he tries to get help to stop the Shelly Super Highway.



Figure 3.2.1 The big sign of Shelly Super Highway (Minutes: 00:02:15)

From that camera angle, it shows a big sign of Shelly Super Highway. The big sign makes everyone easy to know what message on it. As in the reality, many advertisings use big signs to make clear enough and interesting. Shelly Super Highway uses a big sign to describe the great future of Bikini Bottom with Shelly Super Highway. It only attracts people of Bikini Bottom to believe with the highway plan.

In the SpongeBob cartoon series, Mr. Krab is a businessman and he has much money but he is very stingy. He has a restaurant called Krusty Krab which sells a famous food, Kraby Patty. He has two employees, SpongeBob as the chef and Squidward as the cashier. Mr. Krab always does anything to get much money and what he wants. He has a big rival who always competes in restaurant business, he is Plankton. Although Plankton has a great technology than Mr. Krab, he is always

envious to Mr. Krab. Plankton has a restaurant called Chum Bucket but he never has customer. He always does anything to steal the secret formula of Kraby Patty. His ambition is only to rule the world and destroy Krusty Krab.

The rivalry of Mr. Krab and Plankton reflects what happen in the reality. Most people do anything to get what they want. Their awareness of surrounding environment is less. They only think the advantage of their own business. They only give promise for everyone to make everything is alright. This phenomena is reflected in the movie and Plankton as the one who takes anyway to reach his ambition.

Including the building of Shelly Super Highway which he means to destroy Krusty Krab.

SpongeBob is disappointed with Mr. Krab because he approves the plan of Shelly Super Highway.

Mr. Krabs: Uh, well, 'cause I'm actually in favor of that highway being built.

SpongeBob: No!!!

Mr. Krabs: Yes! I've already calculated how many new customers I'll get once it's finished. You can see fo yourself in this series of these charts and diagrams I have displayed!

SpongeBob: Charts and dia- MR.KRABS!!!!!!!!!!!!!! Didn't you see!?! After the Shelly Superhighway goes right through Jellyfish Fields, it goes right over the Krusty Krab! Gee, there you are, decrepit and living in a cardboard box! Then, it does a loop-de-loop for some reason, and goes right through the front door of the Chum Bucket!

Mr. Krabs: What!?!? WHO APPROVED THIS PLAN!?!?!

SpongeBob: "Plan approved by & sponsored by Sheldon J. Plankton Enterprises, a division of No Fun Incorporated!"

(Minutes: 00:04:32)

Mr. Krab only sees a half of the image of Shelly Super Highway plan. He thinks it is no problem with the highway because he will get more customers after Shelly Super

Highway is built. He only sees it from business aspect without knowing it can be bad for him and the environment. Dirk Willem Postma states that as the industrial revolution and urbanization gave rise to an increasingly rapid expansion of industrial towns, educators felt more and more uncomfortable with the 'depravation' and 'alienation from nature' they saw as inherent to modern city life (2006:2). It supports the fear of SpongeBob that he is afraid worst thing will happen after the highway is built. With modern city, it makes modern life which makes people in Bikini Bottom enjoy the luxury and sophistication until they forget about the environment. Of course the environment is threatened by that condition.

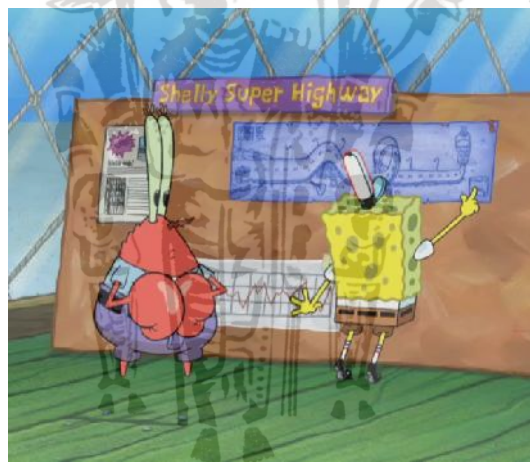


Figure 3.2.2 SpongeBob shows the full image of Shelly Super Highway plan (Minutes: 00:05:12)

From that long shot view, it shows SpongeBob is explaining the whole of Shelly Super Highway's plan from the image. Mr. Krabs does not realize it because he only sees a half of its image. SpongeBob knows the truth from the image that the

highway not only damage the Jellyfish Field but also the Krusty Krab. It is clear that Plankton only makes the highway for his own business.

After Mr. Krab knows the truth, he and SpongeBob come to Plankton to stop the building of Shelly Super Highway. They are very angry about the highway plan, especially for Mr. Krab who feel disadvantaged with the highway. They force Plankton to stop the building of Shelly Super Highway. Plankton cannot do that because his plan has approved by the whole of Bikini Bottom.

Plankton: Forget it. Even if I wanted to the Shelly Superhighway from being built, it would be impossible.

SpongeBob: Why?

Plankton: Because the whole city has already approved it! See for yourself, through this conveniently-timed flashback.

Mayor: Order. Order. Order in the Meeting Hall. Now all those in favor of paving over Jellyfish Fields and building the Shelly Superhighway, raise your right fin and say "aye."

Everyone: Aye!

Fish 1: I like highways.

Fish 2: I like things that are super.

Mr. Krabs: And I like saying, "aye."

(Minutes: 00:06:27)

Mr. Krab very regrets on what he has done. He never imagine before that what he has done will harm himself. Then, Mr. Krab and SpongeBob back to Krusty Krab. Mr. Krab does not know what he can do anymore, he gives up with the condition.

It seems no one can stop Plankton. Finally he begins to build Shelly Super Highway. The building begins with a big fantastic parade. It shows two fish with a banner saying "Shelly Super Highway" followed by a marching band, a float and a circus. Then behind it is Santa on a tropical island on a limo, a herd of senior citizens being whipped at by the two wrestlers from Krusty Krushers and a group of Scottish

fish playing bag pipes. Finally the last group is some clown fish and a cat parade balloon, a choir and a heavy metal rock band. It seems that everybody is happy with the highway until they make a parade as the beginning of Shelly Super Highway.



Figure 3.2.3 The parade of Shelly Super Highway (Minutes: 00:12:17)

At the end of the parade, Plankton is ready with his tractor to build the highway. He starts the building from the Jellyfish Field. He dredges the grass of Jellyfish Field with his tractor and then he spill the asphalt behind the tractor.

SpongeBob still tries to stop it with stand in front of the tractor. Plankton does not matter with it and then he hoofs SpongeBob with the tractor. He goes on building the highway with no one stops him.



**Figure 3.2.4 Plankton builds the highway through the Jellyfish Field
(Minutes: 00:15:06)**

The picture uses extreme long shot to show the whole of Jellyfish Field area. It shows the making of the highway with the tractor. It also shows clearly the difference of Jellyfish Field before and after the building. It takes no long time to make Jellyfish Field broken, only a moment after the tractor passing the field.

Finally, Shelly Super Highway is built. Most people celebrate the highway. They feel happy because they have a highway in the city. They do not concern that it has destroyed the Jellyfish Field and the habitat of jellyfish. As what explained before that the highway will destroy the Jellyfish Field and it really happens now. The Jellyfish Field is not green anymore. All habitat in the Jellyfish Field is gone. It is really ruined because the highway.



Figure 3.2.5 The Jellyfish Field after the highway is built (Minutes: 00:15:13)

The picture uses long shot to describe the condition of Jellyfish Field after the highway is built. As what explained on the previous picture, the Jellyfish Field becomes nothing now as it can be seen from the picture. It shows the contrast between the highway and the surrounding environment. The highway looks nice but the surrounding environment is worst.

Plankton as the builder of Shelly Super Highway feels satisfied and happy. He enjoys his life after the building of Shelly Super Highway. He feels he can win from Mr. Krab as his great rival. He can make Mr. Krab can do nothing to save his Krusty Krab. After the building of Shelly Super Highway, Krusty Krab has no customer and then Mr. Krab decides to give up.

Mr. Krabs: Plankton, I'm ready to negotiate a price for me secret formula.

Plankton: Oh sure! Let me just wind my watch!

Mr. Krabs: What for?

Plankton: Cause I'm gonna love every minutes of this! Did you hear that?

(Minutes: 00:17:02)

It proves that actually Plankton built the highway only to defeat his rival, Mr. Krab. He only concerns with his own business without concern with his surrounding environment. He only make reason that the highway is for new beginning of Bikini Bottom. People do not realize it only Plankton's guile because the end of the highway is in Chum Bucket, Plankton's restaurant. So, Plankton is the one who get great benefit from Shelly Super Highway while people of Bikini Bottom will get the impact.



Figure 3.2.6 Chum Bucket is the end of Shelly Super Highway
(Minutes: 00:20:00)

The picture shows the final destination of the highway, it is Chum Bucket. The long shot shows all the end of the highway is in Chum Bucket. It means that Plankton can get many costumers by building the highway and it happens now. All vehicle which get in Chum Bucket have to buy food from there. By building the highway, Plankton not only get many costumers but also give bad impact for the whole city.

3.2.2 The Impact of Shelly Super Highway

Anything in this world has impact including Shelly Super Highway. Magdoff and Foster (2011:11) state that environmental degradation is not new, it has occurred a long time ago with negative consequences for a number of ancient civilizations such as Mesopotamia and the Maya which has experienced major collapses due to what are believed to be ecological causes. It is clear that destroying the environment will make a bad impact including the impact of destroying Jellyfish Field. In previous chapter, it has explained that everybody in Bikini Bottom feels happy with the building of Shelly Super Highway. They do not care about the reason of building the highway and the impact after that. Only SpongeBob who really concerns with the highway. He knows that the highway will cause the worst impact for all people. He realizes that destroying the Jellyfish Field is a worst action.

Jellyfish is the first victim of Shelly Super Highway. Destroying the Jellyfish Field means destroying home of jellyfish. Jellyfish Field is a home for jellyfish. As what Patrick said before that the highway will destroy the ecosystem of flora and fauna in Jellyfish Field. It destroys not only the habitat of jellyfish but also the other creatures which live there. Jellyfish has no choice, it must go away from there. No one really care about it because they only think the happiness of the highway.



**Figure 3.2.7 Jellyfish leaving the Jellyfish Field
(Minutes: 00:14:35)**

The picture shows the jellyfish are leaving the Jellyfish Field. They bring suitcases which means they have to leave it because it is already damaged. From that medium shot, it can be seen the jellyfish leaves the Jellyfish Field in a group together.

The next impact after the highway of course many vehicle fulfill the highway and it is jammed. It is crowded on the highway. It is very dirty around the highway because of many vehicle use it. Many vehicle cause polution and polution is bad for health. There is less of fresh air for breathing and the atmosphere is not comfortable because it is really a mess for life. For example is Jakarta, the capital city of Indonesia. It is really crowded with many vehicle and the surrounding environment is not comfortable for a healthy life. It is hard to imagine how people can live in that situation.



**Figure 3.2.8 A traffic jam on the highway
(Minutes: 00:15:18)**

From that long shot it can be seen the crowd of vehicle in the highway. It also shows the bad condition surrounding environment of the highway. The point of the picture is like a reflection the condition of highway in the reality. It is rare that the condition surrounding environment of a highway is good. As like what on the picture, it is crowded, making pollution, and no green area around it. If the basic of building a highway is not for good reason, it will be not good for the future too.

Mr. Krab is the next victim of the highway. Plankton is really success with his plan because he can make Krusty Krab loses costumers. He has set the highway will cross over the Krusty Krab and it makes the Krusty Krab is not comfortable place.

Mr. Krab really regrets as his action approving the highway which harms himself now. He does not know what he has to do until he gives up and he gives the secret formula of Krabby Patty to Plankton.



Figure 3.2.9 The highway cross over the Krusty Krab (Minutes: 00:15:21)

The picture uses long shot to show the condition of Krusty Krab after the highway built. As what explained before that Plankton only builds the highway to destroy Mr. Krab’s business. It is proved from the picture that Plankton has been success to make Krusty Krab get no costumer. With the highway just over the Krusty Krab, it makes no one will pass in front of Krusty Krab and of course no one will visit it. This is really not good for business but it is possible happening in the reality. It can be figured out from Robert Hessen’s statement, “Economic individualism’s basic premise is that the pursuit of self-interest and the right to own private property...” (<http://www.econlib.org/library/Enc/Capitalism.html>). It supports this analysis that capitalist people can develop their business anywhere as long as they have power.

What happened on Plankton and Mr. Krab can happen in the reality because it is already the reflection of the reality.

The worst impact that happen after the highway is the revenge of jellyfish. A huge of jellyfish come to the city. They destroy anything in the city and sting anyone.

They revenge the whole city because of what they have done to the Jellyfish Field. If jellyfish has no home anymore, so do the whole city. This is what SpongeBob worried about, the worst thing will happen because of the highway. The city is in chaos now. Everybody runs away to save their life, they are very panic. Many buildings are burnt and many people get bumps because the sting of jellyfish. It is really a chaos and it is really a great revenge from the jellyfish.



**Figure 3.2.10 The revenge of jellyfish to the whole city
(Minutes: 00:18:07)**

From the picture, it can be seen the chaos caused by a huge of jellyfish. It is as the impact of the highway for people in Bikini Bottom. They make everyone scared and run away. They make chaos and destroy the city as what people of Bikini Bottom have done. They feel disturbed with the highway and of course their house and ecosystem are damaged because of it.

Finally, Plankton as the builder of Shelly Super Highway gets the impact of what he has done. The revenge of jellyfish is not only to the whole city but also Plankton. Of course they revenge to Plankton because he is the one who plan to

destroy the Jellyfish Field for his own business. Plankton as the reflection of capitalist is decent to get revenge because his act. He only builds the highway to defeat Mr. Krab without concerning the surrounding environment. He only concerns with himself and what can make him satisfied. Now, he really feels the impact of his act.



Figure 3.2.11 The revenge of jellyfish to Plankton (Minutes: 00:18:22)

The picture shows how jellyfish make revenge to plankton as the one who destroy the Jellyfish Field. He get many stings from the jellyfish. All good and bad action will get the impact, for Plankton and all people who agree with the highway get the worst impact now. According to Mia, "...environmental imbalances and these imbalances have already caused ecological disaster in different places all over the world" (cited in Menezes-Chilongo, 2010:1). It support the phenomena which happened in Bikini Bottom. Because of destroying the environment, in this case is the Jellyfish Field, it makes an imbalance of environment and the impact after it is that many worst things happen in Bikini Bottom.

3.3 The Awareness of People in Bikini Bottom to the Environment

It has explained before that Shelly Super Highway is Plankton’s plan and he also the builder of the highway. It destroys the Jellyfish Field and its ecosystem. It also makes the condition is not comfortable anymore. Then, the whole city and also Plankton get the worst impact after that, the revenge of jellyfish.

Actually, those things can be avoided if people of Bikini Bottom care about the environment. They are responsible with the worst thing they get because they do not care about the environment. Magdoff and Foster (2011:79) state that the notion of responsibility to surrounding environment erodes under a system. In this case, the responsibility of people in Bikini Bottom to the environment is gone because of the concept of modern life which is the highway. They never realize about their act because they are only think the happiness of their act. No one really care about the Jellyfish Field or in this case is the environment except SpongeBob.

3.3.1 The Passiveness of Bikini Bottom’s People to the Environment

Before Shelly Super Highway is built, mayor of Bikini Bottom made a meeting to decide whether Shelly Super Highway will be built or not. He ordered everybody who approving the building of Shelly Super Highway to rise their hand and say ‘aye’. Then, everybody said ‘aye’ including Mr. Krab as what explained before. It proves that everybody does not think deeply before deciding the highway. They do not much care about what will happen after the highway is built. They do not realize it can destroy the environment, in this case is Jellyfish Field.

SpongeBob who tries to get attention from people becomes in vain because no one cares about the environment. No one wants to help SpongeBob to stop the building of Shelly Super Highway. They are just too busy with their own business.

SpongeBob: Larry, you gotta help me stop the highway!

Larry: Can't right now, bro. I got about 4,098 more reps to do.

SpongeBob: Mermaid Man! Barnacle Boy! Certainly with superpowers like yours, we can stop this superhighway! (Mermaid Man and Barnacle Boy still in silence)

Squidward: I'm sorry, SpongeBob. I actually would like to help, but I'm just too busy right now.

SpongeBob: Too busy doing what?

Squidward: I'm too busy telling you, "NOOOOOOO!"
(Minutes: 00:03:12)

This is why the environment never gets much attention from people in Bikini Bottom. They think the environment is not important thing to worry about. They do not worry about what will happen with destroying the environment as long as they feel satisfied.

The most regrettable thing is the government agency also supports the highway. For example, the mayor of the city only asked the agreement from people.

After all people agreed with the highway, he only follows it without discuss it again.

Another case is two policeman arresting SpongeBob and Patrick because they hate the highway. The government agency should think the positive and the negative of the highway. Whether it can destroy the environment or not.

Police Fish #1: Alright, you guys the highway haters?

SpongeBob: Yes, sir, but with good reason. You see, without Jellyfish Fields, jellyfish will have to find a new home and-

Police Fish #2: Alright, you two. You're under arrest!
(Minutes: 00:10:06)

It is very regrettable the government agency more give attention to the capitalist interest not the society. In this case, they approve to build the highway than to save the Jellyfish Field.

People of Bikini Bottom hate SpongeBob because he does not agree with the highway. They regard him as a disturber, the highway hater. They are very happy when SpongeBob and Patrick are arrested by policeman. It reflects in the reality that many people fight for justice but they never win because they have no power. Only people who have power can control anything. Plankton who has power success to make people believe with the highway. However, SpongeBob who has nothing always lose to fight for justice.



Figure 3.3.1 Policeman arrest SpongeBob and Patrick (Minutes: 00:10:33)

The picture uses medium shot to show several subjects are in the equal frame. It shows two policeman arrest SpongeBob and Patrick because they hate the highway. People around them look happy with the arresting of SpongeBob and Patrick. It proves that people of Bikini Bottom is passive with the environment. In this case,

they do not realize about what happen after the bulding of the highway before they decide to agree with the highway.

It is very serious problem that people in Bikini Bottom do not much care about the environment. They have no concern about the environment which make them do not much care about the environment. They like with sophistication because with the highway they feel it is a modern lifestyle with the modern city.

The one who concern with the environment is SpongeBob. He very understand about the environment. He knows that worst thing will happen if the highway destroy the Jellyfish Field. He is brave to say no for the highway. The important thing is he loves the environment so much. He struggles to keep the Jellyfish Field from the highway.

3.3.2 The Struggle of SpongeBob

SpongeBob as the main character in the movie has an important role for the story. He struggles to stop the building of Shelly Super Highway even though many obstacles face him. His struggle is from beginning until the end of the story, not only before the highway is built but also after that. He is very inspiring for people in Bikini Bottom to more care about the environment.

His struggle begins when he knows the highway plan and he tries to get help from people to stop it. He comes to his friends and people of Bikini Bottom to get help for stopping Shelly Super Highway. He tries to make everyone believe that Shelly Super Highway is a bad idea. He is afraid that worst thing will happen if the highway is built. However, no one respects SpongeBob. They think Shelly Super

Highway is great. SpongeBob feel useless but he is still optimistic he can stop the highway.

SpongeBob: Well, yeah, that's a simplified version, but yeah, something like that which is why I hereby make this solemn vow to stop this so-called, "Shelly Super Highway," from ever being built!
(Minutes: 00:02:56)

SpongeBob: Normally, Mr. Krabs, I would lie on my back and sob loudly too, but I am not giving up! There's still one citizen in Bikini Bottom who won't sit still in the face on this outrageous injustice!
(Minutes: 00:07:30)

The first dialogue is when SpongeBob knowing the big sign of Shelly Super Highway in the Jellyfish Field. It describes the emotion of SpongeBob who disagree with the highway. He promises to stop the buiding of the highway. The second dialogue is when Mr. Krab giving up. It describes the optimist of SpongeBob who do not want to give up to stop the highway. Those dialogues prove SpongeBob still has hope to stop the highway. Although no one wants to help him, he keeps going on. He struggles together with Patrick who help him to stop the highway.



Figure 3.3.2 SpongeBob feels optimistic
(Minutes: 00:07:41)

The picture uses close up shot to show the expression of SpongeBob. He looks very optimistic he can stop the highway. It can be seen from his face and gesture which describing he is ready to fight for justice. People of Bikini Bottom should be like SpongeBob who always feel optimistic to concern with the environment.

He and Patrick go to the city to get any help for stopping the Shelly Super Highway. They distribute pamphlet, shirt, and sticker. They make a little protes with singing to give message to all people in Bikini Bottom. They go around the city to give message to save Jellyfish Field. They try to get attention from people.

Chum Bucket, sludge bucket, highway fly away! Lilly liver, pizza giver, mashed potato, kelp tomato! All we are trying to say, is give Jellyfish Fields a chance...!
(Minutes: 00:07:51)

The lyrics of what they are singing is very simple. They only want to save Jellyfish Field from the highway. They are not tired and keep singing until everybody understands to save Jellyfish Field.



Figure 3.3.3 A message on a pamphlet
(Minutes: 00:07:46)

The picture shows the pamphlet from SpongeBob and Patrick. It says the message to save the Jellyfish Field. The message is very simple to make people in Bikini Bottom understand easily. The media of the message is also simple because pamphlet can be spread to everywhere with cheap cost.

Their struggle is vain because everyone hates them as the highway hater. They throw many things on them as a form of resentment. Then policeman come and arrest them. They send them to a far away place called Nowhere and leave them alone in rain.

SpongeBob: I'm not ready to give up just yet!

Patrick: I am!

SpongeBob: If we could just come up with a better way to reach the people, something everyone can see and hear!

(Minutes: 00:11:56)

SpongeBob still not give up and he wants to find a way to stop the highway. He promises to himself that he never stop to struggle the Jellyfish Field. He still believes there is another way to stop the highway.

After that SpongeBob and Patrick see a parade as the beginning of the building of Shelly Super Highway. Plankton is ready behind it with a tractor to build the highway but SpongeBob is already standing in front of the tractor to stop it.

SpongeBob: I won't let you do it, Plankton! If you're going to pave over Jellyfish Fields, you're going to have to pave over me first!

Plankton: Well, then; Your wish is my command, Sponge!

(Minutes: 00:14:21)

Plankton crushes SpongeBob with his tractor until make SpongeBob crushed. Then, the highway is already built.



Figure 3.3.4 SpongeBob crushed by a tractor
(Minutes: 00:14:47)

The close up shot from the picture shows how SpongeBob after crushed by a tractor. He looks like flattened with the tractor. It is the impact of being highway hater. Although he has been crushed by the tractor, he never regrets with his act. He is brave to fight for justice even though he has to be crushed by the tractor.

The struggle of SpongeBob is not end yet. The revenge of jellyfish after the highway built makes a great chaos in the city. Everyone gets the impact because what they have done. SpongeBob utilizes it once again to get attention from people. He comes to an TV reporter who is broadcasting about the chaos.

SpongeBob: Well all I have to say is that um, well, STOP THE MADNESS! We need to get Jellyfish Fields back to the jellyfish, which will restore their natural habitat so they will be in peace. So what do you say everybody, will you help me?

Everybody: No!

SpongeBob: You're kidding, right?

Everybody: Yes!

(Minutes: 00:19:12)

He talks to everybody through city's TV and he ask everyone to destroy the highway.

Only destroying the highway will make evrything back to normal. For this time

SpongeBob succeed to make everyone believe. People finally realize their mistake and follow SpongeBob to destroy the highway.



Figure 3.3.5 SpongeBob asking people to destroy the highway (Minutes: 00:19:33)

From that camera angle, it can be seen that SpongeBob looks like a saviour for Bikini Bottom. His optimistic face shows he has solution to solve the problem.

People of Bikini Bottom watch him in a big TV, and then they realize their mistake.

According to Magdoff and Foster, “Today, more people than ever are convinced that the degradation of the earth’s life support systems is leading us toward catastrophe”

(2011:8). It proves that many people in this world realize their mistake to the environment after getting disaster such as pollution and landslide. It includes people

of Bikini Bottom, they realize their mistake after a huge of jellyfish make chaos to the city.

The whole city of Bikini Bottom come together to destroy the highway.

SpongeBob rides a tractor by himself to destroy the highway. The other people only

support him. The highway is very hard, it is very difficult to destroy. Then his friends; Larry, Sandy, Mrs. Puff, Patrick, Mermaid man and Barnacle Boy come to help him but it is still difficult to destroy. Finally, all people help him to destroy the highway. They pushed hard enough the tractor until the highway breaks. Plankton tries to stop it but he is crushed by the tractor.



Figure 3.3.6 The whole city destroying the highway (Minutes: 00:20:45)

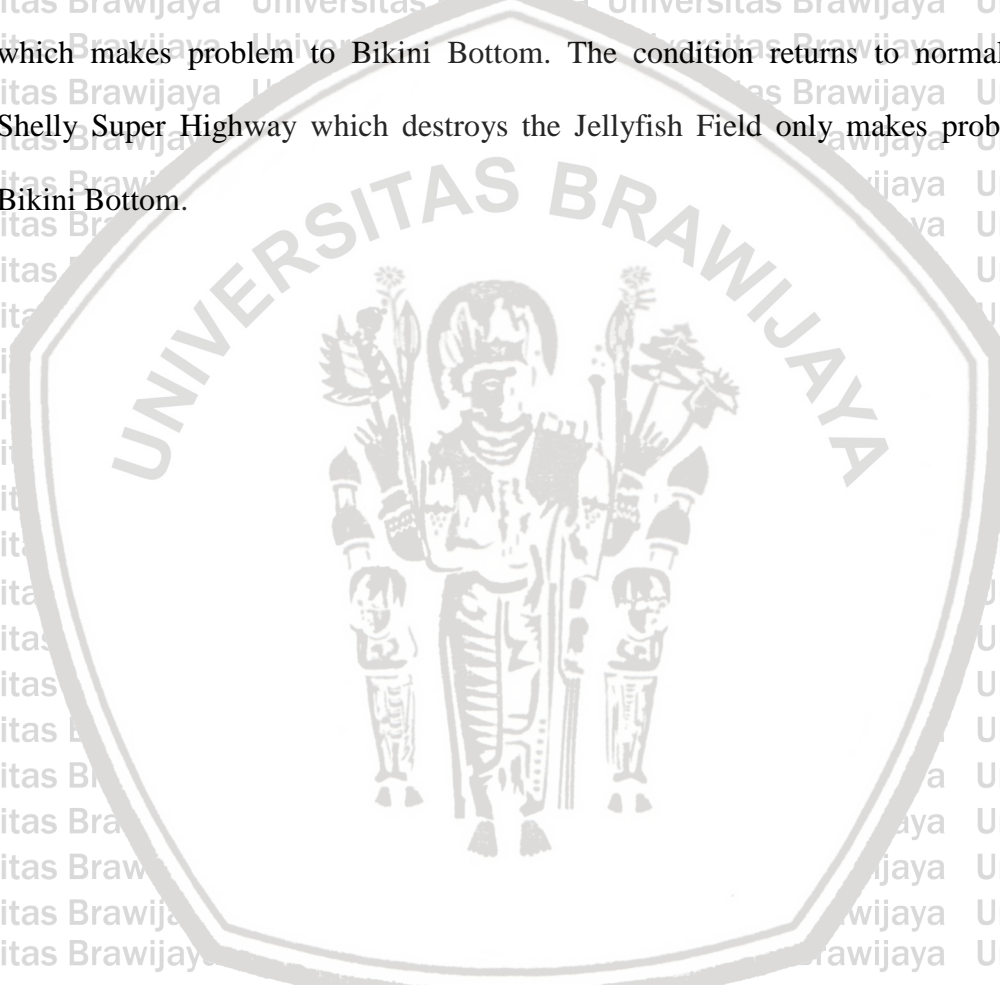
The picture uses extreme long shot to show the whole city are destroying the highway. A tractor which is used to build the highway also used to destroy it. SpongeBob ride it himself, behind him the whole city help him to push the tractor destroying the highway. They are together in unity to destroy the highway which makes worst thing to the city. Magdoff and Foster state, “whether they are environmental activists or not, growing numbers of people are concerned about the environment and are taking small steps, and willing to do much more, in order to protect the planet” (2011:8). It proves that if human more concern with the

environment, it will be a good future for human life. As what people in Bikini Bottom do, they come together to fix their problem with the environment.

Finally, the highway is destroyed and the city becomes normal again. All people sing together in Jellyfish Field to celebrate their triumph. No more highway

which makes problem to Bikini Bottom. The condition returns to normal again.

Shelly Super Highway which destroys the Jellyfish Field only makes problem for Bikini Bottom.



CHAPTER IV

CONCLUSION AND SUGGESTION

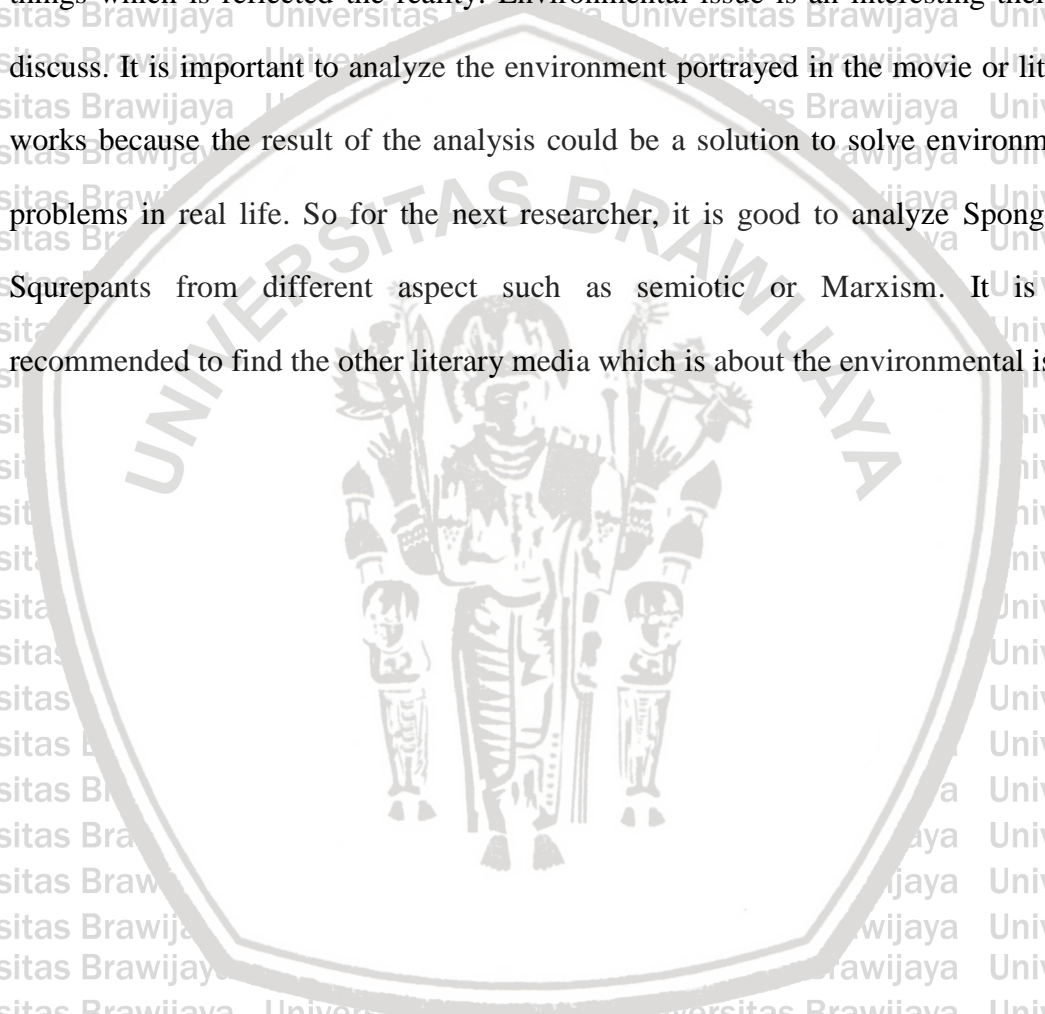
4.1 Conclusion

Capitalist's interest and lack of public awareness cause environmental degradation in "*SpongeBob's Last Stand*" movie. It also makes bad impacts because of the environmental degradation. Capitalist interest with wrong basic reason causes worst impacts for the whole city. Plankton as the capitalist builds Shelly Super Highway to make Bikini Bottom becomes great. The building destroys Jellyfish Field as a green place in Bikini Bottom. Although the real reason the building of the highway is to destroy Mr. Krab and his Krusty Krab, people in Bikini Bottom believe and approve it. In this case, public awareness is needed to save the environment but people of Bikini Bottom do not much care about it.

After the highway is built, the worst thing happens as the impact of the damage of Jellyfish Field. A huge of jellyfish takes revenge to the whole city because their habitat is destroyed by the highway. They make a great chaos in the city. People of Bikini Bottom begin to realize their mistake, and then they help SpongeBob who never agree with the highway, destroying the highway. SpongeBob is the one who really concern with the environment among many people in Bikini Bottom. It is fine to develop a business as long as for good reason and do not destroy the environment.

4.2 Suggestion

Many things can be analyzed from the movie especially SpongeBob cartoon series. Many stories of SpongeBob are about the environment and critic about many things which is reflected the reality. Environmental issue is an interesting theme to discuss. It is important to analyze the environment portrayed in the movie or literary works because the result of the analysis could be a solution to solve environmental problems in real life. So for the next researcher, it is good to analyze SpongeBob Squirepants from different aspect such as semiotic or Marxism. It is also recommended to find the other literary media which is about the environmental issue.



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19.	16 Januari 2014	Acc Seminar Hasil	Pembimbing II
20.	20 Januari 2014	Seminar Hasil	Pembimbing I
21.	20 Januari 2014	Seminar Hasil	Pembimbing II
22.	21 Januari 2014	Revisi bab I, II, III, dan IV	Pembimbing I
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25.	28 Januari 2014	Ujian Skripsi	Pembimbing II
26.	29 Januari 2014	Revisi bab I, II, III, dan IV	Pembimbing I
27.	30 Januari 2014	Revisi bab I, II, III, dan IV	Pembimbing II
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