

ECOCRITICISM ON *TOP GEAR: BOTSWANA SPECIAL*

UNDERGRADUATE THESIS

BY
FITRADIAN DHIMAS KURNIAWAN
NIM 0911113100



STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
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ECOCRITICISM ON *TOP GEAR*: *BOTSWANA SPECIAL*

UNDERGRADUATE THESIS

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BY
FITRADIAN DHIMAS KURNIAWAN
NIM 0911113100

STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA

2016

DECLARATION OF AUTHORSHIP

Herewith I:

Name : Fitriadian Dhimas Kurniawan

NIM : 0911113100

Address : Jalan Ikan Mas VI/24, RT 04 RW 07, Kelurahan Tunjungsekar,
Kecamatan Lowokwaru, Malang

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Fitriadian Dhimas Kurniawan

NIM 0911113100

This is to certify that the *Sarjana skripsi* of **Fitradian Dhimas Kurniawan** has been approved by the Boards of Supervisors.

Malang, August 2016
Supervisor



Julianti, M.Hum.
NIP. 19720929 200604 2 001

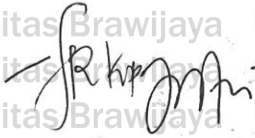
Co-Supervisor



Ni Wayan Swardhani W, S.S.
NIP. 19810909 200604 2 003



This is to certify that the *Sarjana skripsi* of Fitriadian Dhimas Kurniawann approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra*.



Fariska Pujiyanti, S.S., M.Hum., Chair
NIK. 201201 820116 2001




Juliati, M.Hum., Member
NIP. 19720929 200604 2 001



Ni Wayan Swardhani W, S.S., Member
NIP. 19810909 200604 2 003

Acknowledged by,
Head of Study Program of English

Sighted by,
Head of Department of Languages
And Literature



Yusri Fajar, M.A.
NIP. 197705172003121001



Ismatul Khasanah, M.Ed., Ph.D.
NIP. 19750518 200501 2 001

ABSTRACT

Dhimas Kurniawan, Fitriadian. 2016. **Ecocriticism on *Top Gear: Botswana Special***. Study Program of English, Universitas Brawijaya. Supervisor: Juliati, Co-supervisor: Ni Wayan Swardhani.

Keywords: ecocriticism, capitalism, effort preserve nature, *Top Gear*.

Nature degeneration by human's action causes a great damage for nature. In the show entitled *Top Gear: Botswana Special* there is an action to fight against Capitalism that connected to Ecicriticism. In this show, human was depicted as not caring about the pollution.

This research applies Ecocriticism approach as the main notion in order to analyze this movie entitled *Top Gear: Botswana Special*. This study also applies the concept of movie studies. The result of the study shows that some human did some actions to stop the capitalism which endangers nature *Top Gear: Botswana Special* is a British television show about motor vehicles, primarily cars, and is the world's most widely watched factual television programme. All three presenters are actually not really concerned about environment. However, they also noticed that oil supply is limited and sustainability is important. They don't like eco-friendly vehicle because they think it was ugly and non-sense since it still produced in regular car factory. *Top Gear: Botswana Special* presenters are also don't like the fact that people nowadays become so unwise by choosing big and new vehicles but the earth won't grow bigger.

For future researchers, it is advisable to conduct further studies on the same movie but with different approaches.

ABSTRAK

Dhimas Kurniawan, Fitriadian. 2016. **Ekokritik Dalam Top Gear: Botswana Special**. Program Studi Sastra Inggris, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Juliati, M.Hum, Pembimbing (II) Ni Wayan Swardhani W, S.S.

Kata kunci: ekokritik, tindakan negatif manusia terhadap alam, upaya melestarikan alam, Top Gear: Botswana Special.

Kerusakan alam akibat tindakan manusia menyebabkan kerusakan besar untuk alam. Dalam acara bertajuk Top Gear: Botswana Special ada tindakan untuk melawan Kapitalisme yang terhubung ke Ekokritik. Dalam acara ini, manusia digambarkan sebagai tidak peduli tentang polusi.

Penelitian ini menggunakan pendekatan Ekokritik sebagai gagasan utama untuk menganalisis film ini berjudul Top Gear: Botswana Special. Penelitian ini juga berlaku konsep studi film. Hasil penelitian menunjukkan bahwa beberapa manusia melakukan beberapa tindakan untuk menghentikan kapitalisme yang membahayakan alam Top Gear: Botswana khusus adalah sebuah acara televisi Inggris tentang kendaraan bermotor, terutama mobil, dan program televisi faktual yang paling banyak ditonton di dunia. Ketiga presenter sebenarnya tidak benar-benar peduli terhadap lingkungan. Namun, mereka juga menyadari bahwa pasokan minyak terbatas dan keberlanjutan penting. Mereka tidak suka kendaraan ramah lingkungan karena mereka pikir itu jelek dan non-sense karena masih diproduksi di pabrik mobil biasa. Top Gear: presenter khusus Botswana juga tidak menyukai kenyataan bahwa orang saat ini menjadi begitu bijaksana dengan memilih kendaraan besar dan baru tapi bumi tidak akan tumbuh lebih besar.

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TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF AUTHORSHIP	ii
SUPERVISORS APPROVAL	iii
BOARD EXAMINERS CERTIFICATE OF APPROVAL	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	vii
LIST OF FIGURES	x
CHAPTER I INTRODUCTION	
1.1 Background of the Study	1
1.2 Problems of the Study	8
1.3 Objectives of the Study	9
CHAPTER II REVIEW OF RELATED LITERATURE AND RESEARCH METHODS	
2.1 Theoretical Frame Work	10
2.1.1 Ecocriticism	10
2.1.2 Environment and Capitalism	18
2.1.3 Film Studies	21
2.2.1.1 Cinematography	23
2.2.1.2 Mise en Scene	27
2.2 Previous Studies	28
2.3 Research Method	29
CHAPTER III FINDINGS AND DISCUSSION	
3.1 Capitalism	32
3.2 Ecocriticism	37

CHAPTER IV CONCLUSION AND SUGGESTION

4.1 Conclusion 42
4.2 Suggestion 43

REFERENCES 44

APENDIX 47



LIST OF FIGURES

Figure 3.1 Clarkson drive a sportscar 31

Figure 3.2 The presenters about to start..... 34

Figure 3.3 Housing contraction..... 34

Figure 3.4 Track that remains 35

Figure 3.5 Clarkson suggesting to use SUV 37

Figure 3.6 Competition of racing cars 38

Figure 3.7 Cars on the Rivers 40



CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nature cannot be separated from humanity. It is a part of human's lives. People take fruit from trees and take meat from animals. They are dependent on land and will die if there is no water. To put it simple, people will suffer if the nature is deteriorating. In the past, people lived in harmony with nature, and by doing so, people lived peacefully. That is why the term ecosystem is known. Cohen (2012, p.66) stated "Eco" comes from the Greek word *oikos*(the house or home). The prefix "eco-" is usually used now to refer to the total environment within which one or another "living" creature "dwells."

Each creature dwells in its "ecosystem." Included in that system are other circumambient creatures—viruses, bacteria, plants, and animals—but also the climate in the broad sense of the environment. The ecosystem also includes "technical apparatuses." Technical apparatus refers to instrument or tools that people often use. Television, hand phones, and cars are examples of technical apparatus.

Nowadays, people are facing environmental degradation which happens because of the accumulation of humans' behavior toward nature since a long time ago. This is strengthened by Magdoff and Foster who state that environmental degradation occurred on ancient civilization such as Maya and

Mesopotamia who experienced major collapse due to what were believed to be ecological causes (2011, p.11).

Environmental degradation has become a major problem affecting both human and environment. Environmental degradation causes such disasters as global warming, deforestation, and other disasters such as biogeochemical flow boundary and global freshwater use (Magdoff, 2011). Magdoff also states that it is not simply the dire reality of climate change and other forms of environmental destruction, but also a pressing end to change the basic relationships between humanity and the earth. Hence, it is essential to break a system based on a single motive – the perpetual accumulation of capital, and hence economic growth without end (2011, p.8). Based on the explanation above, there is a relation between human and environment pointed human as the key of environmental degradation. Human often exploits the nature and uses it as the commodity of company. Some companies often exploit the nature and take the natural resources as the requirements of production. Big factories and other business companies always exploit the nature to take the natural resources as the main parts of their products. For example, when big companies decide to take some of natural resources as the material of production, they do not realize that the materials taken are too much more than it should. They exploit the resources only to fulfill their greed and for their own profit, without thinking how to recycle the sources taken by the company.

Most of human do not realize that their actions, which endanger nature, will also endanger people's lives. If they do not do anything, the consequences will come back to bite them, and all the living things. Global warming, floods, out-of-season storms are just some natural disasters which are caused by human's action in degenerating nature. Especially global warming, even it is not clearly seen, but changes are happening all over the world. Earth becomes hotter throughout years. Ice in North Pole and South Pole is reducing and some species of animals are becoming extinct. Water is becoming scarce and there is drought in some parts of the earth. In addition, storms which are happening more often are actually the effect of earth becoming warmer than before.

Sweezy (2011, p.37) states that "As far as the natural environment is concerned, capitalism perceives it not as something to be cherished and enjoyed but as a means to the paramount ends of profit-making and still more capital accumulation." Therefore, it means that it is acceptable when the company which is going to take some of resources for their commodity that is not going far away from normal value. They have to think about the next generation who will live after us. The main thing they have to remember is that they have to save some of the resources for the future of next generation. Thus, they will live without any trouble in the future.

Unfortunately, there are a lot of companies exploiting the natural resources. They do that because their greed to get a good sale point and a lot of profit from their products. Exploitation in here means that natural environment is being polluted by factories and manufacturing-waste. Adam Smith (cited in Magdoff & Foster, 2011, p.78) said that “it is not from the benevolence of the butcher, the brewer, or the baker, that we expect our dinner, but from their regard to their own interest.” They are moved based on the company’s targets to reach the goal of the company. They do not think about how to maintain and recycle nature that they have exploited. This problem happens nowadays, when capitalism as an economic system dominates the world. Environment is dominated by capitalism. Especially for some of companies who take natural resources as their main resources for company’s materials as mine, water, forest, and other natural resources.

The notion of ecocriticism itself can be viewed as the relationship between human and the non-human. Indeed, widest definition of the subject of ecocriticism is the study of the relationship of the human and the non—human, throughout human cultural history and entailing critical analysis of the term ‘human’ itself. (Gerard, 2004, p.5). Human itself cannot be separated with animals and plants. The non-human itself makes the significant factor in the relationship.

However, as William Howarth stated in *Some Principles of Ecocriticism*, (1995, p.71) “unlike hunters or writers, nature makes direct statements, without implication or analysis.” It can be concluded that nature does

not imply anything and tells things literally, which most people do not realize or misunderstand about it. If animals are going to be harmed, they will retaliate. It is actually simple as that.

As such, Ecocriticism functions as an attempt to find ground place between human and non-human. Ecocriticism, then, attempts to find a common ground between the human and the nonhuman to show how they can coexist in various ways, because the environmental issues have become an integral part of human's existence. This is one problem that ecocriticism addresses in its attempt to find a more environmentally conscious position in literary studies.

(Serpil Oppermann, 1999, *Ecocriticism: Natural World in the Literary Viewfinder*).

They are so many types of causes of danger in nature. However, only some are mentioned in this thesis. From cutting down trees or starting forest fires, to dumping dangerous waste and chemicals into our rivers- people's actions can endanger the loss of species. Sometimes people's actions destroy entire habitats. For example, someone walking in a forest might light a match and drop it, and then the whole forest might burn. Even if they were not harmed by the fire itself, many animals that used to live in trees would no longer have a place to live. When they lose their home, animals find it much harder to continue to live in particular habitat. If they can't find new places to live, the animals will not survive. After a while, there will be fewer and fewer of these kinds of animals alive in the wild.

When that happens, we say these species are endangered for every good reason:

they are in danger of extinction. An animal or plant that extinct has died out and does not exist anywhere in the world anymore.

There are many media works discussing about the relationships between environment and capitalism. In this thesis, a television program called *Top Gear* is taken as the thesis object. *Top Gear* is a British television show about motor vehicles, primarily cars, and is the world's most widely watched factual television programme. All three presenters are actually not really concerned about environment. However, they also noticed that oil supply is limited and sustainability is important. They don't like eco-friendly vehicle because they think it was ugly and non-sense since it still produced in regular car factory. *Top Gear* presenters are also don't like the fact that people nowadays become so unwise by choosing big and new vehicles but the earth won't grow bigger. *Top Gear: Botswana Special* is an episode of *Top Gear*, first broadcast on 4 November 2007 on BBC Two, as episode 4 of series 10. In this full-length film, the three presenters; Jeremy Clarkson, Richard Hammond, and James May, travel to Botswana to buy a car for less than £1500, and use it to travel from the Zimbabwean border to the Namibian border. This is a trip of 1,000 miles in order to mock the use of SUV for delivering children to school and driving up leafy lanes. Rules for the challenge stipulated that the car purchased to cross the spine of Africa had to be two wheel drive and not designed in any way for off-road use.

Clarkson bought a 1981 automatic Lancia Beta Coupé, May a 1985 Mercedes-Benz 230E and Hammond a 1963 Opel Kadett A, which he nicknamed 'Oliver' (all three cars bear South African license plates, specifically those of Gauteng Province). Starting from the Botswana - Zimbabwe border, they then had to drive 1,000 miles (1,600 km) to the Namibian border. James, who was 'mechanically confident', accidentally drove towards Zimbabwe, a place where the BBC is not allowed, much to Clarkson and Hammond's amusement.

If at any time a presenters' car broke down and could not be restarted, he would have to complete the journey in a Volkswagen Beetle - the presenters' collective least favourite car of all time. This was the first time in a challenge that a backup vehicle would be available, albeit one that the presenters had no desire to use.

Their first challenge is crossing Makgadikgadi Pan successfully. The first section of the Makgadikgadi salt pan has a thin solid crust, under which lies a mud like substance. Almost immediately, May and Clarkson's cars began to break through the crust, despite shedding a lot of weight to start off with.

Desperate to shed even more weight, they each stripped down their cars to the basic shell, removing most of the interior trim and most of the panels.

Hammond, who had by now grown attached to 'Oliver' was reluctant to remove anything. However the car was light enough to cross the salt pan, only removing the spare tyre and an unclarified "...something else!" For day two on

the salt pans, dust became the problem, rather than the "gunk" underneath the salt crust. May and Clarkson had to cover their faces and re-dress to avoid choking on the dust, as each driver was now open to the elements due to having a bare shell. Hammond did not have to take such measures as he did not drastically modify his car earlier. After the rough going on the second day, Clarkson's car broke down twice in the Salt Pans. When he thinks the Lancia will not get going again, he seems to be torn between "certain death" or using "that Beetle".

After that, they must cross the Okavango Delta. The presenters were told to make their cars 'wild animal proof'. May was able to replace several Mercedes-Benz parts, due to the car's popularity in Africa. Clarkson, however, could not find any spare parts for his Lancia Beta, so he jury-rigged new doors from soft drink cans, wood and corrugated iron, and attached a megaphone.

May painted 'All Adders Are Puffs' on Hammond's Opel, and 'Lite Bite Cafe' on Clarkson's Lancia Beta. At the same time, Clarkson and Hammond were hiding a cowbell as well as several cuts of meat (including a cow's head) inside May's car, to attract wildlife. Hammond's Opel sank while attempting to ford a river. Due to immense number of water that get into the car, Hammond has to repair most of the car's electrics. Both Clarkson and May were astonished to discover that Hammond had successfully repaired Oliver during the night, although he could only use the handbrake to slow down. Hammond and May made it to the border before Clarkson, who had suffered one breakdown at the

end of the reserve when removing the 'animal proofing', and another on the road to the border. Although Hammond's Opel had survived relatively intact (the only major repair being the car's electricals), and May's car had hardly broken down at all, both Clarkson and May, to Hammond's horror and bewilderment, declared the winner to be the Volkswagen Beetle, which had completed the trip with no documented mishaps at all.

The reason why *Top Gear: Botswana Special* is picked as the object of analysis is because *Top Gear: Botswana Special* is a documentary movie which criticizes environmental exploitation by other people who only think about their own comfort and do not care about the nature. The other reason is this program is hugely popular around the globe with the program is estimated to have around 350 million views per week in 170 different countries. Therefore, the writer decides to choose *Top Gear: Botswana Special* as the object of the thesis.

Based on the movie's description above, ecocriticism is employed as a theory to analyze the movie. According to Richard Kerridge, ecocriticism is a project that "seeks to evaluate texts and ideas in terms of their coherence and usefulness as responses to environmental crisis" (2006, p.11). This quotation means that ecocriticism acts as a study which tries to criticize how human tries to exploit nature for their own benefits. This benefits usually only give some profits to one side where only several people will get the profits and the other including the habitat around the nature will suffer from incredible

loss. As depicted in the movie, there are a lot of prove shown on nature exploitations in *Top Gear: Botswana Special*. Therefore, ecocriticism is suitable as a study to analyze *Top Gear: Botswana Special*

1.2 Problem of The Study

Based on the background stated before, the problem of this study is what kind of environmental exploitation and its outcome caused by capitalism as reflected on *Top Gear: Botswana Special*?

1.3 Objective of The Study

Based on the problem of study above, the objective of this study is to find the environmental exploitations and its outcome caused by capitalism as reflected on *Top Gear: Botswana Special*.

CHAPTER II

REVIEW OF RELATED LITERATURE AND RESEARCH METODS

In this chapter, there are some quotations, values, and theories taken related to the topic in this research for supporting the analysis. They are theory of ecocriticism, environment and capitalism, movie studies, and previous studies.

2.1.1 Ecocriticism

In the late of twentieth century, there were a lot of environmental issues developed at every region in the world. But at that time, there were no journal, jargon, job, professional society, or discussion groups and no conferences on literature and environment. According to Glotfelty, it triggered some of people to make a movement to criticize human's action against nature especially in literature area. Therefore in 1992, ASLE (Association for the Study of Literature and Environment) was formed as an association that brought some mission which was "to promote the exchange of ideas and information pertaining to literature that considers the relationships between human beings and the natural world" and to encourage "new nature writing" traditional and innovative scholarly approaches to environmental literature, and interdisciplinary environmental research" (1996, p.xvii). Based on the

explanation stated by Glotfelty, ASLE was formed to spread the the importance of relationships between human and nature. So, humans can be more sensitive and care about nature. They use literary works as a tool to send their idea related to nature and to make people more aware of nature. Literary works can make people pay more attention to nature. By literary works, people will concern and understand more about the nature which has to be maintained by human. Glotfelty defines Ecocriticism as a study on the relationships between literature and the physical environment. Ecocriticism takes the interconnections between nature and culture as its subject, specifically the cultural artifacts of language and literature. As a critical stance, it has one foot in literature and the other on land; as a theoretical discourse, it negotiates between the human and the nonhuman (Glotfelty, 1996, p.xviii). The definition mentioned above means that ecocriticism can be seen as a study which criticizes human's action due to exploitation and destruction against nature. The problem is an accumulation of human's actions that are failed to maintain nature and humankind that living in the ecosystem.

Cheryll Glotfelty, cited in *Beginning Theory* by Peter Barry, said;

“Simply defined, ecocriticism is the study of the relationship between literature and the physical environment.” (2002, p.248). In other words, ecocriticism tries to explain the relationship between nature and the surrounding, or ecosystem.

Ecosystem, as stated in Chapter I, refers to place where living creatures live. In

this movie, the ecosystem is forest named Rocky Spring, and the characters are the animals and some people.

Loretta Johnson, (2009, p.1) said that even though it is young compared to other literary studies, over the last three decades, ecocriticism has emerged as a field of literary study that addresses how humans relate to nonhuman nature or the environment in literature.

Barry (2002, p.260), also defines mostly the ecocentred reading, in this case ecocentred movie, focuses *outside*, on the surroundings, rather than inside, on the characters and their psychology. It uses ideas of energy, entropy (which is a kind of negative energy within systems which tends towards breakdown and disorganisation), and symbiosis ('sym-biosis', literally 'living together', denoting mutually sustaining, co-existing systems)

Even though ecocriticism is not shaped definitely, Barry in his *Beginning of Theory* (2002, p.262) suggested what ecocritics should do:

1. They re-read major literary works from an ecocentric perspective, with particular attention to their representation of the natural world.
2. They extend the applicability of a range of ecocentric concepts, using them of things other than the natural world - concepts such as growth and energy, balance and imbalance, symbiosis and mutuality, and sustainable or unsustainable uses of energy and resources.
3. They give special canonical emphasis to writers who foreground nature as a major part of their subject matter, such as the American

transcendentalists, the British Romantics, the poetry of John Clare, the work of Thomas Hardy and the Georgian poets of the early twentieth century.

4. They extend the range of literary-critical practice by placing a new emphasis on relevant 'factual' writing, especially reflective topographical material such as essays, travel writing, memoirs, and regional literature.

5. They turn away from the 'social constructivism' and 'linguistic determinism' of dominant literary theories (with their emphasis on the linguistic and social constructedness of the external world) and instead emphasize ecocentric values of meticulous observation, collective ethical responsibility, and the claims of the world beyond ourselves.

Even so, many ecocritics have taken an interest in film and visual media: there have, for instance, been a number of discussions on the ASLE which listed number of essays about environmental films, and several courses in environmental literature include screenings of films (Adrian Ivakhiv, *Green Film Criticism and Its Futures*). ASLE refers to the Association for the Study of Literature and Environment. ASLE has its own 'house journal', called *ISLE* (*Interdisciplinary Studies in Literature and Environment*), which started in 1993, so American ecocriticism was already a burgeoning academic movement by the early 1990s, beginning to establish its professional infrastructure of designated journals and an official corporate body. (Barry, 2002, p.248).

As a study which criticizes the relationships between human and nonhuman, ecocriticism develops its idea through literary works. Literary

works consist of a lot works like novel, short stories, poem, and other works such as plays and movie which can reach the reader easily. Therefore, the readers will get an explanation about the study through it. In this case, the readers will be aware about the condition of nature nowadays.

Media has become a tool to deliver some messages to the world.

There are a lot of media works that have been produced in this world. Through media, the issue of relationships between media and culture as is delivered to the readers so that they gain a new perspective about something that the director tries to explain through the media works.

Some criticisms inside the media works are added to criticize something that become a major concern put in the works. Some of the author adds some of criticism against a problem that happened at that time, to criticize about what the worst impact that can happen if they still do that. For example, nature exploitation that has become a major concern for all people from all countries. As Glotfelty argues that

If your knowledge of the outside world were limited to what you could infer from the map publications of the literary profession, you would quickly discern that race, class, and gender were the hot topics of the late twentieth century, but you would never suspect that the earth's life support systems were under stress (1996, p.xvi).

By looking at the statement above, human forget their duty to maintain the nature. Therefore, the existence of a discipline to remind human

about the relationships between humankind and nature are needed. Hence, ecocriticism is really needed as the literary way to maintain the nature. Because some of ecocriticism works contains of important messages that are sent to the readers about the environmental issues happened nowadays.

Glotfelty said that most of ecocritical work shares a common motivation: the troubling awareness that we have reached the age of environmental limits, a time when the consequences of human actions damage the planet's basic life support systems (1996, p.xx). Humankind has to realize that there has to be harmony with the nature to keep the balance of the world and to maintain nature. Through literature, people can criticize some degradations happened in the society, i.e environmental issues. Through ecocriticism, Humankind has to reconsider their position as one from a lot of creatures who live in this universe, as it is explained by Donald Worster that

We are facing a global crisis today, not because of how ecosystems function but rather because of how our ethical systems function. Getting through the crisis requires understanding our impact on nature as precisely as possible, 'but even more' it requires understanding those ethical system and using that understanding to reform them (1996,p.xxi).

Based on the explanation above, Donald Worster tries to explain that global crisis that happened because of ethical system worked, especially people's ethics that become a person who moved because of their greed to get a

huge advantage from nature. It is important to maintain the nature as one of our duty as people who live in this worlds. The most important thing is how to change your habit or your ethical works so people's mindset will change. This is also strengthened by Zaph who states that as a discipline merged with literary world, ecocriticism on ethical area is trying to strive for the revision of an anthropocentric cultural value system, which not only involves the recognition of the dignity and independent value of nonhuman nature, but also turns it in some respects into a source of cultural value (2006, p.53).

The source of cultural values itself is nature. There must be a strong bound between human and non-human life which form nature itself. Human see their relationships between human and nature as a complex relationships. They see nature as the part of place to survive, to maintain their lineage. As a human, they have to see nature deeply. Not only as a place to struggle and maintain their lineage but also as a great gift given by God which has to be maintained.

Unfortunately, this is contrary against the ecocriticism study which happened nowadays. Many humans were moved by their greed to fulfill their desire. They spoil the nature by exploiting it far from the normal limit. They do not take care of nature as man's obligation to maintain their relationships with nature for creating a balance between human and nonhuman.

2.1.2 Environment and Capitalism

Nowadays, human mindset has changed. They strive to be the best in all fields. They are moved by greed without regarding to their environmental. For examples, humans exploit nature to get the production needs of the company. By reaching the goal, they will get satisfaction and pride. The mindset which controls human is called capitalism. Madgoff and Foster explain that ideologically, capitalism is based on the proposition that each, following his/her own interests (greed), will promote the general interest and growth (2011, p.78). In other words, Humans were moved by their own interest to satisfy their desire to get what they want. By following their interest, they will reach their goal. However, if they still follow their greed, things that they only know is how to gain wealth as much as they can.

Beside greed, selfishness is also the one of Capitalism's personalities that exists. According to Sweezy, selfishness is actively promoted in present-day society in response to the pressures and underlying logic of the capitalist system (2011, p.80). The selfish personality drove someone to be a person who only cares about their personal interest. Their mind was set to be the number one in this competitive era.

Magdoff states that capitalism has led people to become self-centered which means that people were steered and they lose connections with other aspects especially environment (2011, p77). They saw nature as a huge

material land that will be used as the source of material to be exploited. Even they exploit nature as much as they can, they do not realize that someday natural resources can reach its end.

There are some business strategies according to the profits of the company. A lot of companies use short term strategies to give them a huge advantage because investors will not wait for a long time to get a huge profit.

Most of them use three to five year period as their short term. They have to calculate each possibility which will come and endanger the company in the future.

Because of the short term strategy, the company exploits the nature in a huge scale. They have to fulfill the target which is arranged on short term strategy and reach a goal to get a huge profit. They forget that natural resources can reach its limit and someday they will be gone for good. Although some of resources can be renewed but they will also reach their limit.

According to Magdoff, there are a lot of natural resources which are used by the company in the process of production – oil, gas, and coal for fuel; water in industry and agriculture; trees for lumber and paper; a variety of mineral deposits, such as iron ore, copper, and bauxite in manufacturing; and so on. (2011, p.66-p.67). As stated above, there are a lot of natural resources taken by the companies for production.

Some of the big companies assume that there will be no end for the natural resources. They ignore the limit of natural resources and keep

exploiting it in a huge scale to reach the company's goal. There were a lot of examples of nature exploitations done by capitalist.

The common case emerged from the natural exploitation is deforestation, when the big companies come to the forest and do a huge exploitation by cutting lumber in a huge scale. The main problem is, they do not do any recycle efforts for the wood they cut. For example, tropical forests in South America, Africa, and Southeast Asia are now being lost at a rapid pace decreasing earth's biodiversity, displacing indigenous peoples, and interfering with the water cycle.

The example of natural exploitation which is similar to *Top Gear* is how they criticize the use of polluting vehicle unnecessarily. This case happened all over the world. It is shown that there are a massive usage of vehicle could affect the planet Earth to get worse. And also, the factory that used by the vehicle manufacturer is producing larger number of emission than their product. Moreover, the companies are lack of concern of environment. No matter how green their products are, modern era still produce massive pollutant in the process of manufacturing.

Based on the explanation above, capitalism can make someone loss their concern to others. In this case, they lose their concern with the nature.

They forget their duty to maintain nature and keep the balance between men and nature. The same issue can be found in *Top Gear: Botswana Special*, where the capitalist exploits their fortune by vandalizing the environment.

They also ruined the nature by produce chemical waste from the capitalist's factory

Based on the example above, there are some clear examples about capitalism movement which causing environmental issue that harms others.

Therefore, *Top Gear: Botswana Special* is a suitable object for being used as the object of thesis and to criticize human's behavior toward nature.

2.1.3 Movie Studies

Villarejo (2007, p.9) said that theories of film studies are used to analyze the film. By using these, this thesis is expected to be well-explained. Cinema's dynamism, its capacity to arrange and rearrange time and motion, thus reveal its dimensions that are deeply social, historical, industrial, technological, philosophical, political, aesthetic, psychological, personal, and so forth indeed make what is called Cinema (for individual works, word 'film' or 'movie' is used). For enthusiasts, cinema rewards study like few other objects precisely because its reach is so great that it is never exhausted, its scope so wide that someone rarely find himself thinking along a single plane of thought (Villarejo, 2007, p.9). Because of the wide scope of cinema, it can be studied by many people. But the study of cinema, in other words, is emphatically not an attempt to limit its dynamism. It is actually a pursuit which reaches all aspect of individual and collective lives (Villarejo, 2007, p.10).

In doing analysis for this thesis, there are two main ideas which are used; Photography (or Cinematography) and Mise en Scene. Because the object of study is a

film, those are important to give answers of the problems for this thesis. These notions will give insight about how the characters feel and think throughout the film.

By analyzing *Top Gear: Botswana Special* movie, studies specifically about movie is needed because there are some meanings which always shown by several movie techniques that are depicted in the movie. The movie also uses some dialogues with hidden meaning supporting the description. So, movie studies are suitable to be used to analyze the movie.

According to Abrams, film can be studied within three key but interrelated areas: industry, text and audiences. Films can be studied as cultural products, texts that carry particular values, and beliefs which are open to a number of different interpretations. They can powerfully affect or influence the audience, while satisfying our desires. Studying film can help to formalize and deepen this informal cineliteracy, as well as broadening the medium's entertainment value.

Studying film can also develop an understanding of production techniques, how films communicate meaning, how the audiences both respond to films and influence the types of films made, and how the industry functions in terms of ownership, control, finance, marketing and exhibition (2001, p.1).

So, beside as a commercial product or economic product, movie also contains messages that affect the audience. There are some messages that the director try to deliver to the audience. It depends on how the audience to interpret the value and message which contain on the movie. Even some of the people still

think that movie is just an entertainment product, but it is really interesting to analyze movie.

Abrams states that, 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 chained of events that casually (usually) linked (2001,p.92). There are a lot of technique used to make a movie such as Camera, Sound, Color, Technology, *Mise en Scène*, and etc. However, the writer will only take some of movie aspects that appropriate to analyze '*Top Gear: Botswana Special*'.

2.3.1 Cinematography

The definition of cinematography according to Merriam-Webster Online Dictionary is "the art or science of motion-picture photography". As such, in this thesis, photography is similar to cinematography. However because Louis Gianetti put the notion of cinematography in a chapter entitled 'Photography', the writer has an obligation to do the same thing. Except the term, there is almost no difference between the two terms. The ideas of photography which are used are the Shots, and the Angles.

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 (Abrams, 2001, p98). There are some areas included on control of lighting and operation of the camera which is framing, shot size, length of take, camera movement. Somehow, there are only framing and shot size which will be explained because it is appropriate as a support part of the thesis.

a. Framing

Framing refers to the edges of a shot, in which framing determines both what is included and what is excluded. *Mise en scène* 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 (Abrams, 2001, p.98). By using framing, the audience can see some meaning reflected on the scene of the movie. For an example: the relationship or a conflict shown in some scenes of the movie.

b. Shot Size

Shot size is the way the director shot the elements on the scene. The way of shot determined the narrative style shown in 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 (Abrams, 2001, p.98).

Gianetti (2004, p.9) explain the shot refers to the amount of subject matter that's included within the *frame* of the screen. In actual practice, however, shot designations vary considerably. A *medium shot* for one director might be considered a *close-up* by another. Furthermore, the longer the shot, the less precise are the designations. In general, shots are determined on the basis of how much of the human figure is in view. The shot is not necessarily defined by the distance between the camera and the object photographed, for in some instances certain lenses distort distances. For example, a *telephoto lens* can produce a close-up on the screen, yet the camera in such shots is generally quite distant from the subject matter.

Gianetti also explain, although there are many different kinds of shots in the cinema, most of them are subsumed under the six basic categories: (1) the *extreme long shot*, (2) the *long shot*, (3) the *full shot*, (4) the medium shot, (5) the close-up, and (6) the *extreme close-up*. (2014, p.9).

By looking at the shot size, the writer can determine how the relationships between each character build the story and presents some environmental issue depicted on *Top Gear: Botswana Special* Movie.

According to Chandler (para.2), there are 5 basic shot sizes:

1) Extreme Long Shot (ELS)

Extreme Long Shot is usually used as the opening of the movie. ELS allow the audience to see the relation between the characters with his/her surrounding, sometimes as far as a quarter of a mile away. It's almost always an

exterior shot and shows much of the locale. Extreme long shots also serve as spatial frames of reference for the closer shots and for this reason are sometimes called *establishing shots*.

2) Long Shot (LS)

LS Shot which shows all or most of a fairly large subject (for example, a person), It is the most complex in the cinema, and the term itself one of the most imprecise. Usually, long-shot ranges correspond approximately to the distance between the audience and the stage in the live theater. The closest range within this category is the *full shot*, which just barely includes the human body in full, with the head near the top of the frame and the feet near the bottom.

3) Mid Shot (MS)

In such a shot the subject or actor and its setting occupy roughly equal areas in the frame. It contains a figure from the knees or waist up. A functional shot, it's useful for shooting exposition scenes, for carrying movement, and for dialogue. There are several variations of the medium shot.

The two-shot contains two figures. The *three-shot* contains three figures; beyond three, the shot tends to become a full shot, unless the other figures are in the background. The *over-the-shoulder shot* usually contains two figures, one with part of his or her back to the camera, the other facing the camera.

4) Close Up (CU)

CU will concentrate the audience attention on an important detail to ensure that the desired meaning is communicated. The *close-up* shows very little if any locale and concentrates on a relatively small object—an animal's face for example. Because the close-up magnifies the size of an object, it tends to elevate the importance of things, often suggesting a symbolic significance. The *extreme close-up* is a variation of this shot. Thus, instead of a face, the extreme close-up might show only a person's eyes or mouth

5) 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 Mise en Scene

Gianetti (2014, p.47). stated *Mise en scène* was originally a French theatrical term meaning “placing on stage.” The phrase refers to the arrangement of all the visual elements of a theatrical production within a given playing area—the stage. But in movies, *mise en scène* is more complicated because it's a kind of a blend of the visual conventions of the live theater with those of painting. Like the stage director, the film maker arranges objects and people within a three-dimensional space. But once this arrangement is photographed, it's converted into a two-dimensional *image* of the real thing. In the case of 3-D filmmaking, the “third dimension” makes the space more realistic, but it's still an *image* of reality. The space in the “world” of the movie is not the same as that occupied by the audience. Only the image exists in the

same physical area, like a picture in an art gallery. *Mise en scène* in the movies resembles the art of painting in that an image of formal patterns and shapes is presented on a flat surface and is enclosed within a frame. In other words, *mise en scene* in movies is related on how to make 3-D images into 2-D images by everything possible in movies.

2.2 Previous Studies

This sub chapter contains previous studies which are found through reading thesis and internet searching. There is one thesis which found by the writer as the previous studies. It is a thesis entitled "*The Simpson Movie: Critiques on Consumerism and Environmental Problem*" by Anizar Ahmad Yasmin (2008) from State University of Malang. The thesis explains about consumerism culture of Springfield citizen who cause environmental issue in Springfield city. The environmental issue happened in the movie is caused by a huge consumerism culture at the Springfield citizen especially reflected by Simpson family as the main character of the movie. The difference between the writer's thesis and Anizar's thesis is Anizar Ahmad Yasmin tried to explain consumerism culture which is caused by environmental issue, while the writer explains about environmental issue happened due to the greediness and selfishness of capitalism as it is seen in *Top Gear: Botswana Special*

The significance of the study in this thesis is about environmental exploitation. Therefore, the exploitation causes a great damage not only to environment but also people who live near the environment. By analyzing 'Top Gear: Botswana Special', there are some moral values can be found in this movie especially some values that are related with environment.

2.5 Research Method

In conducting the research, there are three predominant steps as follows:

1. Deciding Object Material

The movie entitle "Top Gear: Botswana Special" is chosen as the object material of the study because the highlight of the movie is about the environmental exploitation happened on the movie. In this movie, the vehicle manufacturers produce pollutant car and sell them for their own benefit.

2. Analyzing and Interpreting the Data

In this part, "Top Gear: Botswana Special" is watched several times to observe the movie that focus on the main idea of the movie. Ecocriticism theory is used to analyze and interpret the detail environmental exploitation happened in the movie. In this case, environmental exploitation becomes a phenomenon caused by capitalism. There are also some evidences in the movie which support the studies

3. Employing Ecocriticism Theory

This research is conducted to observe some environmental exploitations and its caused which caused by capitalism. This study is relevant to be done with eccocriticism theory on bad human action against the nature. Hence, the Eccocriticism theory is applied in order to give clear description and explanation on the subject being studied.



CHAPTER III

FINDINGS AND DISCUSSION

This chapter will discuss the finding of the problem of the study in this thesis. First, it will be about nature and the reasons why it is so important to the this Earth. It will discuss the danger in nature caused by the human in this program. As it is stated before, the reason of *Top Gear*'s presenter to going across the Africa with used two-wheel-drive car is to prove that people don't need to use expensive and thirsty 4-wheel-drive cars to across some leafy roads. Also this program mostly shows the effect to the surrounding area. Thus, this chapter will be mostly about nature as its focus. However, the way of this program to campaigning ecocriticism is also gains some criticism. Most humans do not acknowledge if the climate changes even only for a little, the impact will be great to every living being in earth. Even the amount of oxygen may be not enough for the living beings in earth..

Top Gear: Botswana Special is being used for this thesis because this show has an ability to show both campaigning ecocriticism and also damaging the environment at the same time. And with that, there are some finding which supported the idea of campaigning ecocriticism and damaging the environment.

3.1 Capitalism

To see if people in Surrey can get up "leafy lanes" with something other than a 4x4 SUV, the producers challenge Clarkson, Hammond and May to drive across Botswana in the used cars bought within Africa. Each given £1,500, the presenters are told that their choice of car had to be two-wheel drive and not have been designed in any way for off-road use.

However, earlier before the show, in episode 3 closing segment, the *Top Gear* presenters revealed about the trip to Botswana and tell the reason why they crossed the Africa with 3 old 2 wheel drive cars by showing a closing movie. In that movie, Jeremy Clarkson drove an Aston Martin Vantage. He described the car as "wonderful" and "magnificent". But, he felt sad and talk more about how various factors such as Jeremy Clarkson saig, "The Environment, the Economy, the war on speed and problems in the Middle East mean that in the future such cars will be consigned to the history books".



Figure 3.1

(Source: *Top Gear: Botswana Special*, 2007, minute 00:00:39)

The environment is getting worse day by day, and push all vehicle manufacturer to develop new kind of product that more environment-friendly.

And with that kind new development, car manufacturer will have to build new kind of factory facility to assemble what would vehicle of the future be. These vehicle of the future demanded not to be powered by unrenowable-fossil kind of fuel. And with that, there are no place internal combusted engine and would be replace by more sustainable electric vehicle.

And then, there are economy factor where playing big part of extinction of cars. In these days, the rich would be richer while the poor will not get anything. And with that, the poor will not be able to buy petrol to fuel their vehicle, while that is what they have. That is why car manufacturer should

think how could they make a perfect car to everyone, a cheap and profitable to car manufacturer.

Then, there is a relentless war on speed, where many car manufacturer go after record by record. At this point, it is normal for car manufacturer to build something that has more than 600 horsepower. Just matter of time before car manufacturers running out of idea of how to make their product quicker and, eventually, given up to make one.

The last problem is how the Middle East having all that limited oil source. With limited number of oil, everyone is trying their hard to make sure they control the oil price. If the price of oil can not be controlled, there would be chaos in community and would leave internal combusted engine, which needs a lot of oil, with something else, like electric car or hydrogen fueled.

This means the *Top Gear* presenters concerned about how the car manufacturer only think about their business and think less about environment.

Car are made in a factory, where those factories produce quite amount of pollution. And then, there are also their products that contribute to damage the planet Earth with their carbon-dioxide.

Car manufacturer do not realize how the outcome if they continue the way they built cars in their air-polluting factories. The Environmentalists will push car manufacturer if there are no significant change in the matter of war on speed. The war itself happen because the people of Middle East demanded car manufacturer to built such unnecessary vehicle. Car manufacturer will do what

the Middle Eastern is considered as the most promising market for their product. That also mean, in order to gain profit, car manufacturer are need to build new factories without thinking about environmental effect.

All this lead us to *Top Gear: Botswana Special* where the presenters buy a used car for up to £1500. Mocking the use of big SUV or “Chelsea Tractors” as they called it for delivering children to school and driving up leafy lanes, rules for the challenge stipulated that the car purchased to cross the spine of Africa had to be two-wheel-drive, and not designed in any way for off-road use. Clarkson bought a 1981 automatic Lancia Beta Coupé, May a 1985 Mercedes-Benz 230E and Hammond a 1963 Opel Kadett A. And then, they start their journey with challenge said “The people of Surrey think that they need an SUV just because there are some leaves on their path.You will now proves they are wrong by drive across Botswana.”



Figure 3.2

(Source: *Top Gear: Botswana Special*, 2007, minute 00:03:20)

Surrey is a county in the south east of England and also one of the home counties bordering Greater London and is noted for being a particularly wealthy county due in large part to its proximity to nearby London and Heathrow and Gatwick airports along with access to major arterial road routes and frequent rail services into Central London. It has the highest GDP per capita of any English county and some of the highest property values outside Inner London.

In anyway, their car is far from ideal to drive across spine of Africa. However, they still carry on because they wanted to criticize how unnecessary consuming is to buy new and big vehicle when you can use small, old vehicle. By bought new vehicle, car manufacturer will keep using and build new factories. These factories are keep polluting the environment and will cause a long term effect.

3.2 Ecocriticism

Their first challenge is crossing Makgadikgadi Pan successfully. The first section of the Makgadikgadi salt pan has a thin solid crust, under which lies a mud like substance.



Figure 3.3

(Source: *Top Gear: Botswana Special*, 2007, minute 00:15:55)

The great Makgadikgadi Pans, covering about 10,000km² of the Kalahari, are nothing but salt. Some are enormous; others are the size of a small duck-pond. Around these are rolling grasslands and the occasional picturesque palm-tree island.

At first, conservationists have accused the show, hosted by Jeremy Clarkson, of leaving scars across the Makgadikgadi salt pans by driving vehicles across them. They have said the tracks caused by the cars could remain for decades.

The track could remain because the salt pans are very inhospitable and human intervention has been minimal so they remain fairly undisturbed,

although land surrounding the pans is used for grazing and some areas have been fenced off, preventing the migration of wildlife.

The Environmental Investigation Agency criticised the BBC for allowing Top Gear to film in the Makgadikgadi pans following the broadcast of the special, claiming they had damaged the environmentally sensitive salt pans, adding that they had been shown "leaving scars across the Makgadikgadi salt pans by driving vehicles across them". In response to this, the BBC dismissed the claims by stating that the cars had not gone anywhere near to any conservation areas, and that they had followed the advice of environment experts, with the government of Botswana coming to the show's defence by stating that the Top Gear producers had spent considerable time ensuring that no damage was done to the wilderness by spending many weeks planning a suitable route

However, those cars are getting stuck and need to be pushed out. On that moment, Clarkson suggesting that buy new SUV is reasonable by saying "People of Surrey, you need an SUV for this lot"



Figure 3.4

(Source: *Top Gear: Botswana Special*, 2007, minute 00:18:46)

Nowadays, human mindset has changed. They strive to be the best in all fields. They are moved by greed without regarding to their environmental.

For examples, humans exploit nature to get the production needs of the company. By reaching the goal, they will get satisfaction and pride. The mindset which controls human is called capitalism

Capitalism is based on the proposition that each, following his/her own interests (greed), will promote the general interest and growth. In other words, Humans were moved by their own interest to satisfy their desire to get what they want. By following their interest, they will reach their goal.

However, if they still follow their greed, things that they only know is how to gain wealth as much as they can.

After successfully through the Makgadikgadi Pans, the Top Gear presenters held a time trial motor racing.



Figure 3.6

(Source: *Top Gear: Botswana Special*, 2007, minute 00:39:38)

Driven by someone called The Stig, a supposed to be a racing driver, three cars being pushed to their limit. Hammond's Opel achieved a time of 1:12 before being beaten by May's Mercedes-Benz with a 1:06. Clarkson's car however, failed to start, so The Stig walked away.

Motor racing competition like this was subject to criticism from several sources, generally focusing on the race's impact on the inhabitants of the African countries through which it passed.

Many criticized that this kind of action is nothing but some sort of vulgar display of power and wealth in places where men continue to die from

hunger and thirst. Rally cars may destroy or stunt the growth of plants which fixate the soil, particularly in sandy regions. Due to the eroding action of the vehicles on the predetermined track (which can destroy plants and loosens the soil), it may promote desertification in the ribbon of the land. After that, these presenters have to across the river to reach their destination



Figure 3.7

(Source: *Top Gear: Botswana Special*, 2007, minute 00:46:29)

It is believed the environmental effects of leaving the cars in the river, and the majority of the damage was done in the first few hours, when the cars were sunk in the water leaching coolant, transmission fluid, oil and other pollutants.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

After analyzing the movie used ecocriticism and movie studies, it can be concluded if the presenters in *Top Gear* showed that there are many reasons why the human wanted to preserve the nature from corporation capitalism actions.

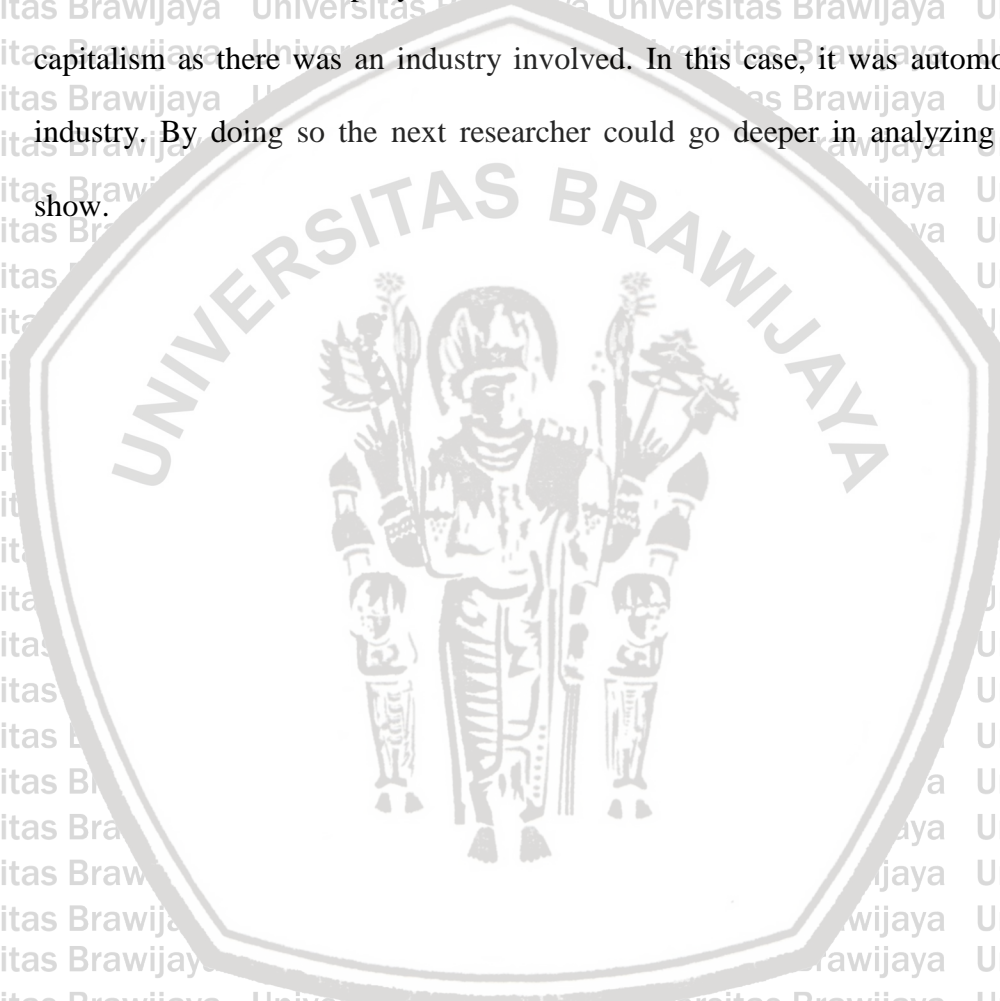
The negative manufacturer's actions that were showed in the show should pushed and courage themselves not to use or rely on factories that polute so much and instead of compete to make the Earth dirty, car manufacturer can build green and electric car. Furthermore, electric engine can be an answer to the need of limited number of oil source and reduce polution.

By the year 2020, some car manufacturer will be ready to launch their electric car;

Cinematography also used in this study. The most element of movie studies that is being used in this research, especially the close up and medium shoot. Beside cinematography, there are some dialogue to supporting the picture so that the readers can easily understand the story too.

4.2 Suggestion

After finishing this thesis, the researcher thinks that the next researcher can conduct further studies using the another approach. In this show, the goal was intended to car company which made a lot of factories. It can be linked to capitalism as there was an industry involved. In this case, it was automotive industry. By doing so the next researcher could go deeper in analyzing this show.



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Appendix 2 : Berita Acara Bimbingan Skripsi



KEMENTERIAN RISET, TEKNOLOGI, DAN PENDIDIKAN TINGGI

UNIVERSITAS BRAWIJAYA FAKULTAS ILMU BUDAYA

Jalan Veteran Malang 65145, Indonesia




Telp. +6341 - 575875, Fax. +62341 - 575822

E-mail: fib_ub@ub.ac.id - http://www.fib_ub.ac.id

BERITA ACARA BIMBINGAN SKRIPSI

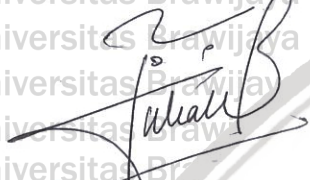
1. Nama : Fitriadian Dhimas Kurbiawan
2. NIM : 09H113100
3. Program Studi : Sastra Inggris
4. Topik Skripsi : Ecocriticism
5. Judul Skripsi : Ecocriticism on *Top Gear: Botswana Special*
6. Tanggal Mengajukan : 23 April 2013
7. Tanggal Selesai Revisi : 19 Agustus 2016
8. Nama Pembimbing : I. Juliati, M.Hum.
II. Ni Wayan Swardhani W, S.S.
9. Keterangan Konsultasi

No.	Tanggal	Materi	Pembimbing	Paraf
1	23 April 2013	Pengajuan Judul	Pembimbing I	
2	16 Agustus 2013	Pengajuan Judul	Pembimbing II	
3	21 April 2014	Konsultasi Bab I, II	Pembimbing I	
4	22 April 2014	Konsultasi Bab I, II	Pembimbing II	
5	26 April 2014	Revisi Bab I, II	Pembimbing I	
6	28 April 2014	Revisi Bab I, II	Pembimbing II	
7	5 Mei 2014	Konsultasi Bab I, II	Pembimbing I	
8	10 Mei 2014	Konsultasi Bab I, II	Pembimbing II	
9	20 Juni 2014	ACC Seminar Proposal	Pembimbing I	
10	20 Juni 2014	ACC Seminar Proposal	Pembimbing II	
11	3 Juli 2016	Revisi Seminar Proposal	Pembimbing I	
12	4 Juli 2016	Revisi Seminar Proposal	Pembimbing II	
13	11 Juli 2016	Konsultasi Bab III, IV	Pembimbing I	
14	13 Juli 2016	Konsultasi Bab III, IV	Pembimbing II	
15	14 Juli 2016	Revisi Bab III, IV	Pembimbing I	
16	14 Juli 2016	Revisi Bab III, IV	Pembimbing II	
17	26 Juli 2016	ACC Seminar Hasil	Pembimbing I	
18	27 Juli 2016	ACC Seminar Hasil	Pembimbing II	
19	21 Juli 2016	Revisi Seminar Hasil	Pembimbing I	
20	22 Juli 2016	Revisi Seminar Hasil	Pembimbing II	
21	1 Agustus 2016	ACC Ujian Skripsi	Pembimbing I	

22	2 Agustus 2016	ACC Ujian Skripsi	Pembimbing II	
23	15 Agustus 2016	Revisi Ujian Skripsi	Pembimbing I	
24	16 Agustus 2016	Revisi Ujian Skripsi	Pembimbing II	

10. Telah dievaluasi dan diuji dengan nilai C :

Dosen Pembimbing I



Juliaty M. Hum.
NIP. 19720929 200604 2 001

Malang, 19 Agustus 2016
Dosen Pembimbing II



Ni Wayan Swardhani W, S.S..
NIP. 19810909 200604 2 003

Mengetahui,
Ketua Jurusan



Ismatul Khasanah, M.Ed, Ph.D.
NIP. 19750518 200501 2 001

