

**THE ENVIRONMENTAL ISSUES PORTRAYED IN  
WOODY WOODPECKER MOVIE**

**UNDERGRADUATE THESIS**

**Presented to  
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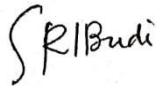
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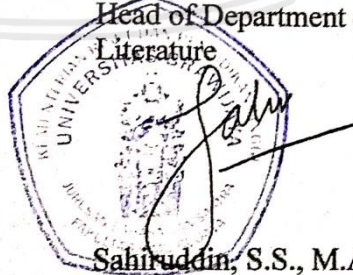
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## ABSTRACT

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Keywords : The Environmental Issues, The Animal Welfare, Ecocriticism, *Woody Woodpecker* Movie

This study aims to analyze the environmental issues portrayed in *Woody Woodpecker* movie. Nature has an important role to support the human's needs. However, the negative human activity can cause recent issues without considering the impact on nature. This study uses ecocriticism theory to analyze the issues of the environment. In the movie there are several issues which is related to animals live in environment. In this case, the researcher also analyze the movie by using animal welfare theory. The environmental issues theory used to explain several issues which caused by human negative activity toward the environment. The animal welfare theory used to analyze human ill-treatment toward Woody as depicted in the movie. The result of this study shows several environmental issues such as illegal hunting, deforestation, land use, and air pollution. This study also reveals how the human is ignoring the freedom of animal welfare.

## ABSTRAK

Iswanto, Ari. 2019. **The Environmental Issues Portrayed in Woody Woodpecker Movie**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing : Sri Utami Budi, S.S., M.A.

Keywords : Masalah Lingkungan, Kesejahteraan Hewan, Ekokritik, Film *Woody Woodpecker*

Penelitian ini bertujuan untuk menganalisis masalah lingkungan yang digambarkan dalam film *Woody Woodpecker*. Alam memiliki peran penting untuk mendukung kebutuhan manusia. Namun, aktivitas manusia yang negatif dapat menyebabkan masalah baru-baru ini tanpa mempertimbangkan dampaknya pada alam. Penelitian ini menggunakan teori ekokritik untuk menganalisis masalah lingkungan. Di dalam film ada beberapa masalah yang berkaitan dengan alam dan hewan yang hidup di lingkungan. Dalam hal ini, peneliti juga menganalisis film dengan menggunakan teori kesejahteraan hewan. Teori isu lingkungan digunakan untuk menjelaskan beberapa masalah yang disebabkan oleh aktivitas negatif manusia terhadap lingkungan. Teori kesejahteraan hewan digunakan untuk menganalisis perlakuan buruk manusia terhadap Woody seperti yang digambarkan dalam film. Hasil penelitian ini menunjukkan beberapa masalah lingkungan seperti perburuan liar, penggundulan hutan, penggunaan lahan, dan polusi udara. Studi ini juga mengungkapkan bagaimana manusia mengabaikan kebebasan kesejahteraan hewan.

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## CHAPTER I

### INTRODUCTION

This chapter contains the background of the study, the problem of the study and objectives of the study. The background of the study describes the definition of the topic, the theory which is to be used, and a brief explanation about the movie. The problem of the study and the objectives of the study will complete in this chapter.

#### 1.1 Background of the study

In life, humans are interdependent with nature. Nature plays an important role in human life because the human cannot survive without nature. According to Kaplan's book entitled *The Experience of Nature*, "nature is a valued and appreciated part of life" (1989, p.1). In other words, nature is important for human because human still needed nature, and nature itself also needed the human.

Animals are the part of nature which live side by side with the human being. Animals need human actions to protect the environment and humans need animals to keep the ecosystems of nature stable. Based on the National Research Council (2003), that "environmental sustainability and livability depend heavily on natural resource use and other human behaviors". From the explanation above, it can be said that human actions that damage nature as a source of the human economy that causes environmental degradation. Based on Conservation Institute (2018, para. 2), environmental degradation is "a decline in the quality in our environment and can be a result of pollutants that spoil the air, water or food

supply, the over-extraction of resources so that little remains for future use, or the destruction of habitats so that the resources they once contained are no longer available". It is clearly seen that nature has limits. Environmental degradation means that the destruction of the environment is due to environmental issues.

Many people do not realize that damaging nature will also disrupt the lives of animals around it. There are a lot of animal related issues done by the human for examples, excessive animal exploitation, illegal hunting and animal abuse which can make the animal habitats endangered of their existence. Another case of humans becoming too greedy in their ability to harvest resources, deforestation has destroyed various habitats which reduce the resource which important for nature and human itself. People who realize and aware of the environmental issues will take many ways to improve the nature and animals habitats as the human environment. People can also tell the other people about how important nature and the animal habitat is through by some media like a movie. The movie is one of adaption of literary works like poetry, short story, and drama. People more like watching a movie as intermediary media, because movie mostly delivers the meaning to the audiences.

*Woody Woodpecker* Movie is one of the movies which is produced by the universal picture or as people know Universal Studio movie this movie is directed by Alex Zamm in 2017. It is the first live-action movie of Woody Woodpecker (1957-2015) cartoon tv series.

*Woody Woodpecker* movie tells a story about woody woodpecker who is a red-headed woodpecker which is happily living in a tree in the majestic Pacific Northwest wilderness. His idyllic life is about to change. A Big Oil Seattle lawyer, Lance Walters, who has just lost his job, has other ideas for the bucolic setting. He is going to build an enormous house on property his grandfather left him, fill the place with modern conveniences, and then "flip it" and make a fortune. With his empty-headed fiancée at his side, and his mostly estranged teen son, Tommy, grudgingly accompanying him, Lance sets out to bring his crass values and overblown ego to the forest. Woody is devastated. Not only are these humans encroaching on his territory, but it also looks like they might be there permanently. So the noisy, aggressive bird with a talent for chaos plots and executes a campaign of destruction. Complicating the already charged situation are two bumbling poachers out to get Woody. It seems they have identified him as a nearly extinct "pileated red-crowned woodpecker," so he is worth a lot. It's only Woody's budding friendship with young Tommy and Lance's growing awareness of right and wrong that may save the woodpecker's home, and even the forest itself.

This is an interesting movie which shows that nature is very important for animals habitat and tells how the animals react towards human when the habitat being destructed. In real life, people do not realize the animals around nature then make some environmental issues which can be impacted on human itself. The reason for selecting object research because this movie can tell the reader how the environmental issue affects human and animals. In addition, the director, Alex

Zamm, has a perspective on anthropocentrism in the movie, which is a theory that views humans as the center of the universe system. In other words, human needs have a higher value in order to fulfill the interests of other human beings, not to nature itself. Otherwise, when humans fulfill their needs to preserve nature it can be interpreted as ecocentrism. in other words, humans are still dependent on each other by the entire contents of the universe as a lifestyle that is increasingly in harmony with nature. According to Glotfelty & Fromm (1966, p.xviii), “ecocriticism is the study of the relationship between literature and physical environment”, so the writer uses the theory because ecocriticism is the suitable theory which explains the relationship between human and nature.

### **1.2 Problem of the Study**

From the background of the study above, the problem of the study is what the environmental issues are portrayed in *Woody Woodpecker* movie ?

### **1.3 Objective of the Study**

Concerning with the problem of the study, the objective of the study is to analyze the environmental issues portrayed in *Woody Woodpecker* movie.

## CHAPTER II

### REVIEW OF RELATED LITERATURE AND RESEARCH METHOD

#### 2.1 Theoretical Framework

In this chapter, the researcher will explain about the description of the related theories, consist of ecocriticism, environmental issues, animal welfare, film studies, previous studies and research method of this study.

##### 2.1.1 Ecocriticism

According to Glotfelty & Fromm(1996, p.xviii), “ecocriticism is the study of the relationship between literature and the physical environment”. It means that the ecocriticism is dealing with literary works with nature or the environment. Ecocriticism focuses on literary works on human experience naturally and consequently in this cultural world. In this case, literature and environment have a sense and are interrelated each other. As the literary works such as poetry, novels, drama, and movies as an adaptation of drama, as the media of depiction of how the human, animal, and nature are related. They also state that “ecocriticism takes an earth-centered approach to literary studies”. It means that ecocriticism focusing on the earth as the environment related to environmental issues. Based on the statement above, ecocriticism is compatible with this research because it related to the environment, animal, and human which will be portrayed in Woody Woodpecker movie.

### 2.1.2 Environmental Issues

The English Environment Protection Act (1990), defines the environment consist of water, air, soil, flora and fauna which mean defines as all that surrounds people from living and non-living being to which people interact with, whether directly or indirectly. Also known as the place in which a people lives, and from which people receive their food, housing, and to engage in relations with others.

The environment which has already damaged by the people is called environmental issues. According to Charles H. Eccleston based on book *Global Environmental Policy: Concepts, Principles, and Practices* (2010), that environmental issues are a harmful effect of human activity on the biophysical environment. This means that dangerous aspects of human activity in the environment can have an effect on the environment which can be classified into several causes, impacts, and mitigation or reduce pollution, the effects are interrelated and can cause new effects. There are various environmental issues such as :

1. Air pollution : is the accumulation in the atmosphere of substances that, in sufficient concentrations, endanger human health or produce other measured effects on living matter and other materials;
2. Deforestation : is the conversion of forested areas to non-forest land use such as arable land, urban use, logged area or wasteland. In other means a human activity for the removal of forest cover to an extent that allows for alternative land use;
3. Illegal hunting : is a negative human activity to exploit animals that cause extinction, they hunt certain animals and then sell on the black market to get individual profits;
4. Land use : human activity use of land. It represents the economic and cultural activities for



example agricultural, residential, industrial, mining, and recreational uses that are practiced at a given place. Global environmental problems related to land are not only limited to large-scale dumping of careless or deforestation waste, but also for inappropriate land use. The natural environment is destroyed which indirectly results in habitat loss of several species. Land fragmentation due to construction is also a major factor in terms of inappropriate land use. Based on the examples above there are many effects of the issues when the environment is destroyed by the human or people as portrayed on the *Woody Woodpecker* movie.

### **2.1.3 Animal Welfare**

According to Brooke an international charity, animal welfare refers to the physical and emotional state that is influenced by the environment in which the animal lives and works, the attitudes and practices of humans, and the resources available to it. Welfare is an ever-changing state in which all these factors can and will cause welfare to fluctuate between good, bad and somewhere between them constantly.

There are five freedoms based from the Animal Welfare Council (1979), such as :

1. Freedom from hunger or thirst - All animals are entitled to clean water. Freedom from hunger and thirst provides animals with the most basic needs by allowing animals to remain in good health and full of vitality;
2. Freedom from discomfort – that all animals should live in an appropriate environment, the conditions and surroundings given to an animal contribute to its overall well-being;
3. Freedom from pain - All animals must be considered

immediately when sick or injured to avoid unnecessary suffering. In certain cases, unnecessary pain and injury can be prevented through regular visits to the veterinarian; 4. Freedom to express (most) normal behaviour - All animals must be allowed to express normal behavior. Normal behavior is the way animals act in their natural environment. In other words, we as humans provide a decent place and enough space, the opportunity to play and friendship with the type of animal itself encourages the expression of normal behavior; 5. Freedom from fear and distress - All animals deserve happiness. Ensuring conditions to avoid unnecessary anxiety and stress will help provide freedom from mental suffering.

Animal welfare exists so that humans and animals take care of the environment around them. Unfortunately, humans often care less about animal welfare and existing environmental issues as depicted in the *Woody Woodpecker* movie.

## **2.2 Movie Studies**

Movie studies are necessary for analyzing the movie. *Woody Woodpecker* movie will be analyzed with the movie aspects which known as *mise en scene*.

### **2.2.1 Mise en scene**

Based on Abrams's book, studying film, *mise en scene* is the arrangement of everything that appears in the framing and has points of the elements covered by *mise en scene* are : setting, props, costume, performance, lighting and color. *Mise en scene* is French term that means "placing on stage". The frame and

camera work are also considered part of the mise en scene of the movie (2001, p.93). There are several elements of mise en scene :

### 1. Setting

This setting provides a space where all elements of the mise en scene are located. Arrangements, such as props and costumes, make viewers know the meaning of it and describe certain things.

### 2. Props

Props are the inanimate objects placed within the setting. Static and can be used by characters in the film. Props function to strengthen the setting effect by making the surrounding environment look reality. This element will be explain further in the next chapter.

### 3. Costume

Costumes help create the character of an actor in the film and can give an idea of the role of the character. So the audiences can know the social class or lifestyle of a character.

### 4. Performance

The actors in the film give meaning to the roles they get. In the film, the audiences can find out how an actor behaves and how an actor moves by showing self-confidence, uncertainty, panic and friendliness. The audiences can also find

out from the expression of an actor who is showing fear, anger, happiness and sadness.

## 5. Lighting and color

Lighting illuminates the above-mentioned elements in a shot while itself also becoming an element within the shot. Lighting can make a film more dramatic and direct the eyes of the audience to the scenes which illuminated by lighting, and color is one element of the film and is a feature of lighting.

Based of the elements of mise en scene above, the writer will using setting, props, costume, performance, lighting and color as supporting data analysis.

### 2.2.2 Dialogue/Movie Script

A movie script is a direct or indirect conversation in the movie. The script is a critical part which is used in the movie. Martinez (2005, p.58) state that “the cinematography script in itself is only the materialization of the relationship between literature and cinema or cinema and literature.” In other means that script is used in both movie and literature.

### 2.2.3 Cinematography

Cinematography is concerned with recording the elements within the shot. Cinematography is the recording of a moving image. In order to obtain the desired images, the cinematographer must attend to two areas: control of lighting and operation of the camera (2001, p.98). There are certain techniques used in capturing the moving image in cinematography : framing, shot size, length of

take, camera movement and camera angle. However, in this research, the writer will only focus on framing, shot size and camera angle.

### **2.2.3.1 Framing**

Framing is a key ingredient of cinematography. This refers to the edges of a shot, in that framing determines both what is included and what is excluded (2001, p.98). It means framing determines the size of the shot. Through framing, the meaning of the movie would be visible, in other word people can know the meaning on scenes of the movie.

### **2.2.3.2 Shot size**

Shot size in turn is determined by the framing. There are many possible choices of shot but we can think in terms of five basic shot sizes (Extreme Long Shot, Long shot, Medium shot, Close up, Extreme Close Up).

1. Extreme Long Shot (ELS)

Extreme Long Shot is primarily used as the opening of the movie. Often shown the object with the massive scale surrounding the character. For example, when the character appear at the city or the forest.

2. Long Shot (LS)

Long Shot is commonly used to show large object in a whole. Make the distance from the object or the character to know the situation surrounding him/her like in the building or the tree in the forest.

3. Medium Shot (MS)

Medium shot shows the character half body and make the background still visible.

#### 4. Close Up (CU)

Close Up shows the full image of the character reaction more detail in the scene to knowing the expression or emotion of the character.

#### 5. Extreme Close Up (ECU)

Extreme Close Up mostly focus on the character's face more intensity or when the character have to do something.

### 2.2.3.3 Camera Angle

Camera angle provides another means of producing different meanings. Camera angle used to position the viewer so that they can understand the relationship between the characters which shaping meaning in the movie as well.

## 2.3 Previous Studies

The writer presents the previous studies which are using ecocriticism theory with the movie as the material object. The first researcher by Diya Sri Widiyanti from Brawijaya University (2015), entitled "*Harmful Reciprocal Relationship between Human and Nature Portrayed in The Epic Movie*". The researcher focus on the relationship between human and animals which at a different level. The researcher using the ecocriticism theory which concerned about the impact of the harmful relationship between human and nature. While the writer using ecocriticism which concerns about the environmental issues that portrayed in the movie.

The second researcher by Dimas Anil Hakim from Brawijaya University (2016) entitled “*Environmental Issues Portrayed in How To Train Your Dragon 2 Movie*”. The researcher tries to discover more about environmental issues in the movie. The topic in the research is the same as the writer which is about ecocriticism and environmental issues as the object of the study. From the previous researcher, the writer more knowing about environmental issues which how the human and non-human are related to keeping their environment.

## **2.4 Research Method**

In conducting the research, there are several steps taken to obtain the data, which are :

### **2.4.1 Deciding the material object**

The writer chooses *Woody Woodpecker* movie as the object of the study that the movie is the first real live action of animated Woody Woodpecker tv series which concern about environmental issues between human, animal, and environment in the movie. Both human and animal have an important role to support nature as their environment. The movie tries to show the woody woodpecker as the animal with the human to keep the environment with the aim of avoiding the destruction of nature in the movie.

### **2.4.2 Collecting the data**

After deciding the material object, the writer starts collecting the data by watching the movies several times and observes the scenes and the dialogue

related to the environmental issues that represented in the movie. From the movie, the writer takes the relevant scenes which portraying the issues of the environment that will be used as the data.

### **2.4.3 Analyzing and interpreting the data**

After collecting the data, the writer tries to analyzing the data about the environmental issues with the relevant theory which are ecocriticism and animal welfare to get the valid data. The movie studies theory will be applied to shows how the environmental issues portrayed in *Woody Woodpecker* movie.

### **2.4.4 Drawing conclusion**

After analyzing the data, the writer generated conclusion after conducting the research about the environmental issues based on the result of the finding and discussion.



## CHAPTER III

### FINDING AND DISCUSSION

This chapter explain about the environmental issues and the animal welfare that found in the movie caused by the human action towards the environment. The writer will analyze *Woody Woodpecker* movie by focusing on environmental issues and animal welfare. In order to make this research more specific and intense, the writer will show several cases of environmental issues caused by humans and about the animal welfare that will be shown by Woody as the only animal that is related to humans and shows the five freedom where Woody is a wild animal.

#### **3.1 Forms the environmental issues portrayed in *Woody Woodpecker* movie**

Environment is very important for human life, all the things in the environment can be used as the resources to support human life and their needs. The environmental issues or environmental degradation is a human action that damages the environment and caused some issues which have a major impact on the human life itself, some examples are: deforestation, air pollution, water pollution, garbage pollution, illegal hunting, etc.

##### **3.1.1 Illegal Hunting**

Hunting is an activity where the animals are caught for some reasons. “The hunter” who hunts the animals, hunters who hunt in prohibited or protected places are called poaching or illegal hunting, they have many reasons why they

want to hunt some animals, such as: exploit the animals to taking the benefit by selling them through auctions on the black market or for economic investment. Animal exploitation is the activity of humans hunting animals for arbitrary or excessive self-interest without considering the impacts that occur on the life of the animal itself.

In *Woody Woodpecker* movie, the hunter tries to hunt some animals for investment by selling them whether they alive or died. The hunter using some tools for hunting are harmful weapons like sleep or poison bullet, trap, chemical liquid, and others which can make the animals injured even died.



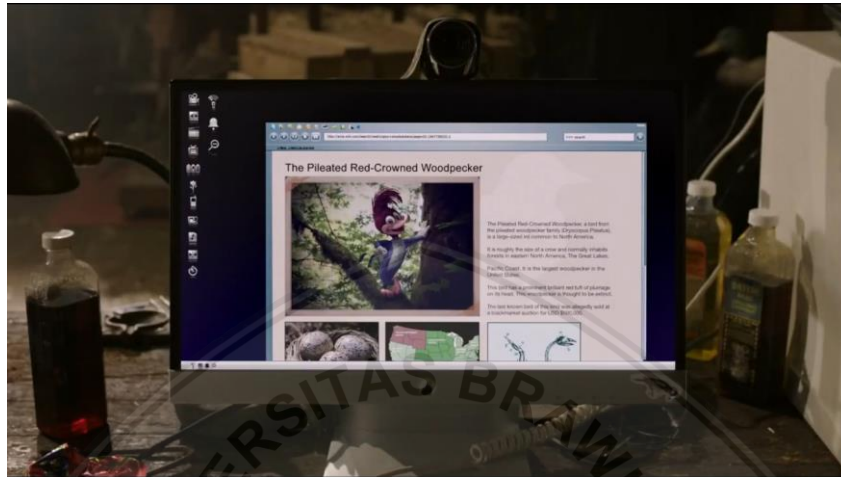
**Figure 1: Poster which posted by the forest ranger.**  
source: Alex Zamm, 2017, 00:01:15



**Figure 2: The hunter put off the poster.**  
source: Alex Zamm, 2017, 00:01:16

In figure 1 describes that the poster has already put on by the forest ranger which means that the forest had been protected and it is prohibited to poaching or hunting in the area. In the picture, the frame shows the poster mention that if there hunters still keep on exploiting, they will be penalized. Then the lighting focuses on the poster with uses medium shot (MS) to shows the background which is the tree of the forest that the area is prohibited from hunting. The second picture

shows that the hunter ignoring the poster and still poaching because they need to hunts to make money by selling the animals for investment.



**Figure 3: The hunters find out the unusual bird.**

**Hunter B:** “That's it! That's the one we saw!”

**Hunter A:** “The pileated red-crowned woodpecker. Thought to be extinct. Last one sold on the black market for..Get this. \$500,000!”

**Hunter B:** “Holy moly! I could buy me that blue suede tux. Or one of them monster trucks.”

**Hunter A:** “All I know is that bird is out there in the woods someplace, just waiting for us to bag it!”

**Source: Alex Zamm, 2017, 00:04:59-00:05:27**

Figure 3 and the dialogue, show that the hunters trying to find out the bird that they have never seen before. They use the internet on the computer to know whether the bird which is Woody is worthy to sell or not. The frame in the picture using medium shot (MS) that shows the background that they are in their cabin, so they can access their computer as they want to find out their target without ever find out that they want to hunt the endangered bird as the hunter A said in the first line dialogue that Woody has a high price. On the second line, he said that Woody

waiting for them to capture him. In other means, the hunters belief on anthropocentric idealistic, that they are the hunters who can capture any kind of animals like Woody who is just only a bird.



**Figure 4: Lance hired hunters to hunt woody.**

**Source: Alex Zamm, 2017, 00:41:28**



**Figure 5: The hunters carry out the transaction.**

**Source: Alex Zamm, 2017, 01:06:50**

In figure 4 and figure 5 above show that the hunters make some benefit from their hunt. In the first picture, the lighting focuses on the three men with the background inside the cafe. Those points explain that Lance and the hunters have a conversation in order to make the other people not suspicious about their transaction which is Lance hired the hunters who are a professional local hunter to catch Woody and bring away from the forest without killing him. The hunters take the benefit of this opportunity to make the investment by selling Woody like portrayed in the second picture, which Woody is auctioned at a high price because it is a rare animal. The hunters and the person who hired them then take the benefit by selling the result.



**Figure 6: The hunters using rifle to hunts.**

**Source: Alex Zamm, 2017, 00:01:21**



**Figure 7: The hunters using cage trap.**

**Source: Alex Zamm, 2017, 00:45:32**



**Figure 8: The hunters using electrified net gun.**

**Source: Alex Zamm, 2017, 00:45:43**



**Figure 9: The hunter using heat-seeking tranquilizer darts.**

**source: Alex Zamm, 2017, 00:45:51**

Based on the figures above, the hunters have many kinds of weapon to catch animals. In figure 6, the hunters use the usual rifle because they still do not know what kind of animal they will find. The rifle using the light tranquilizer which can make the animal anesthetized. Even though he is unconscious, it can hurt him. In other words, the hunters are ignoring the animal welfare. Then in figure 7, the hunters have already know what will they hunt so they prepare carefully. They use the cage trap from the carbon fiber and titanium which make the target can not escape easily. Figure 8, is the electrified net gun. This is the dangerous weapon for animals because of the electric element that can make the animals injured even make them died. The last picture is figure 9, another

dangerous weapon which is heat-seeking tranquilizer darts, this bullet can chase the target gets hit. At the last picture using the close up (CU) shot size to show the expression of the hunter that enthusiastic really want to catch Woody. All those hunter's weapons are the tools for exploiting the animals and also with those, they ignoring the animal welfare which is freedom from pain.



**Figure 10: Forest ranger found the feathers of the bird.**

**Source: Alex Zamm, 2017, 00:10:25**



**Figure 11: Animals are exploited by hunters.**

**Source: Alex Zamm, 2017, 00:43:36**

In figure 10 and figure 11, show that hunters exploit the animals. After they hunted many kinds of animals, they take the benefit of them. The first picture shows some feather founded by the ranger with a mess. It can be seen that hunters who have anthropocentric idealistic, they treat animals arbitrarily. The frame at the picture focuses on the feathers with using medium shot (MS) with the ranger curious at what she saw. Until she knows that there must be the hunter who breaks the rule and ignoring the animal welfare. Then in the second picture portray some animals have been exploited by the hunters. They hurt the animals even to kill them.

Based on those analyses of illegal hunting, the hunters are making issues by exploiting the animals to take their own benefit. To prevent the exploitation of animals, there is a rule to protect animals life, called animal welfare. Animal welfare is the emotional state or an expression with respect to the moral man against animal. Animal welfare can be categorized as good or bad things. Eccleston (2009), state that all human being are responsible for each of the animals that are reared or free in nature. In other means that humans have related to the animals which can not restrain or make them injured.

### **3.1.2 The Ignorance of Animal Welfare**

Animal welfare is related to how human treated animal, that the writer wants to analyze the freedoms which portrayed by the only animal Woody, who is the only animal in the movie which has the relation with the human to portray the animal welfare. Humans have a responsibility to care for nature and animals. Humans have brought many things from nature and in return, they have to preserve the environment to protect ecosystems, so that all creatures have the same opportunity to live. However, human activities exploit nature on a large scale threatening environmental and animal conditions. There are five points about animal freedom based on Farm Animal Welfare Council (1979): 1. Freedom from hunger and thirst, 2. Freedom from discomfort, 3. Freedom from pain, 4. Freedom to express normal behavior, and the last 5. Freedom from fear and distress.

In *Woody Woodpecker* movie also found images of those points of freedom. Woody as the main character in the movie who is a rare bird, very vulnerable to exploitation by hunters. As the wild animal, he also has a place to live.

### 3.1.2.1 The Violation of Hunger and Thirst on Animal

The first point of animal welfare is freedom from hunger and thirst that humans have to fulfill animals needs especially on food or drink which healthy and contains nutrition. When humans do not fulfill the animal's needs or give they food or drink, they can be stated as ignoring the animal welfare. In the movie, Woody as the wild animal in a bird species, it is very difficult to be captured or approached, unless humans treat them as well. Woody also had difficulty finding the food he wanted because the ranger did not supply food for a wild animal.



**Figure 12: Woody begging for food.**

**Source: Alex Zamm, 2017, 00:15:18**

In figure 12, uses medium shot (MS) there is a signboard which the background in the rest area on the forest. The lighting in the frame focuses on



Woody and signboard under him. The board written “*Do not feed the animals*”, it reminds the people to not feed the wild animals even that is the rest area, that is ignoring the first point of animal welfare, which freedom from hunger and thirst. The ranger who has put the signboard as she had already done with the poaching poster ruled by a government responsible for protecting restricted areas, that she had committed an offense indirectly and violence on Woody. The ranger and also Tommy in the movie as the humans, they have to follow the rule on the board. Meanwhile Woody as the wild bird also wants some food from the humans which better than he ever eats. Shows in the picture that Woody asking for food.

#### **3.1.2.2 Animal Discomfort**

Basically, animals need food and place for living. In the food chain, the rotating nature of animals keeps the ecosystem stable. Can be interpreted as eating actions between living things on earth. Plants are eaten by animals, and these animals are eaten by other animals, and animals will also be eaten by other animals. The involvement of human activities can cause the nature of animals in the food chain to be disrupted, where if one food chain is cut off it will threaten the lives of other creatures. Freedom from discomfort means that animals should be provided with an appropriate environment. Humans who take care of an animal or pet around them, they should give an appropriate resting area. Many people usually did not give attention to the animal or their pet. They always put their pet on the cage several times, and do not consider that animals also want to be free not always be caged. Meanwhile, in the wild, humans should not disturb the habitat of animals even to catch them. In the movie, Lance’s builders and the

hunters make Woody discomfort. The builders destruct woody's habitat by building the big house side by side with Woody's house until they were forced to break down his house because he disrupting the project. While the hunter makes Woody discomfort with chasing and catching him. Those problems which make Woody discomfort include ignoring the definition of freedom from discomfort. Lance and hunters have the same ambition because they are the humans who have more power than animal or environment.



**Figure 13: Woody's habitat destroyed**  
**Source: Alex Zamm, 2017, 00:21:38**

**Woody:** "They're not camping, they're moving in! No, no, no. This is my forest! Time for an eviction notice."

**Source: Alex Zamm, 2017, 00:21:38-00:21:46**

Figure 13 shows that Woody was in a bad condition, he was disturbed by the situation that was happening around his house. The picture in the frame uses long shot (LS) to shows Woody is angry and upset toward the builders. In addition to the dialogue, Woody describe that he will not remain to be silent, and will disturb back to the builders. Until one of the builders said that they are

encroaching on the habitat of territorial bird. Even though they consider their harmful behavior, they still build the house and ignoring Woody. This means that animals have rights to live with peace. In the same things, woody feels discomfort when hunters try to chasing him until they able to catch Woody, as shown in the picture below:



**Figure 14: Woody has been caught.** **Figure 15: Woody is released by Lance.**  
**Source: Alex Zamm, 2017, 01:03:38** **Source: Alex Zamm, 2017, 01:13:54**

In figure 14, Woody as a smart woodpecker has been caught after his house has fallen down. He was placed in an improper place, titanium cage with medium size. As a woodpecker, the writer analyzes that the hunters treat Woody unwell. With the size of the cage, Woody can not fly as he wants and with titanium material, Woody can not wreck it. The pictures on the frame using close up (CU) shot size which shown Woody's expression. In figure 14 Woody show that he was angry, fear, and sad. He just thinks of his life and how to be free from the cage. While in figure 15, Lance has successful released Woody shows by supported Woody's expression which very happy and relieved and he can not believe that Lance did it. The writer can conclude that the human act to the animals sometimes make animals discomfort. It can be seen that Woody image of animals have rights and feeling to their life

### 3.1.2.3 Animal Pain Caused by Human Negative Activity

Freedom from pain explains that animals have to avoid any injury or pain caused by human action, which means must it be in a good or healthy condition. Related to the movie, the hunters should not use the dangerous weapon. In other cases that can make animals disabilities which are caused by human activities or the hunters.



**Figure 16: Woody has been shot by hunters.**  
**Source: Alex Zamm, 2017, 01:03:19**

In figure 16 above can be seen that Woody has been shot with the electric gun by hunters. The frame uses medium shot (MS) which shown Woody's house has been fallen then Woody get shot. In the scene above Woody get confused when his house fell and did not know what is happened when he raises as quickly the hunter shot him. The hunters are unthinkable what have they done, they do not care that Woody can be injured by the electric gun. Can be concluded that hunters ignoring the animal welfare especially in this point that the human ill-treatment should not be done to any kinds of animals.

### 3.1.2.4 Abnormal Behavior of Woody

From the freedom to express normal behavior, means that animals need a free life. The natural environment is the way how the animals act. They can live side by side as long as humans do not disturb their habitats. They must interact with other animals like humans ways or humans can give a good treat to animals so as they do not fear to interact back. In the movie, Woody which living peacefully in the tree as his house has been disturbed by Lance's house project. As a normal woodpecker, Woody tries to look for the food.



**Figure 17: Woody disturbing Lance's lunch**  
**Source: Alex Zamm, 2017, 00:17:09**



**Figure 18: Lance pecked by Woody**  
**Source: Alex Zamm, 2017, 00:17:57**

In figure 17, show that Woody has not interacted with humans for a long time and also rarely gets food from humans. He was acting improperly by interrupting Lance's lunch because Woody was annoyed, Lance tried to frighten Woody away. Woody pecked Lance because he felt threatened as in figure 18 above. The point which Woody can not behave normally is because of the arrival of humans in Woody's habitat. Lance who did not want to interact with Woody considered that he is a threat and treated him inappropriately.

### 3.1.2.5 Woody's Fear and Distress

The last points of animal welfare which freedom from fear and distress means that humans have to ensure of their treatments must avoid the animals from the treatment of stress, distress, and fear, in order to make them feel freedoms. In the movie, hunters ignore this point, the way how hunters treat Woody is totally wrong. The hunter's tools or weapons are dangerous just only to exploit animals. The picture below is how hunters treat Woody.



**Figure 19: The hunter treats woody.**  
**Source: Alex Zamm, 2017, 01:05:30**

The picture displays how the hunters treat Woody which makes Woody silent for a while. The frame uses close up (CU) focuses on Woody's expression which is fear to hunters, his peck has grabbed strongly by hunter until he can not do anything to the hunter. It can be seen that Woody in the cage felt fear, stress even distress.

Those are the five freedom of animal welfare which portrayed in the movie. Animal welfare makes animals live happily and peacefully. Humans who

ignore animal welfare can be categorized as animal exploitation which causes animal extinction. In addition, humans who are doing the right things about animal welfare can make the ecosystem and the environment stable.

### 3.1.3 Deforestation

Deforestation is a process of eliminating nature by cutting down trees. According to FAO (Food and Agriculture Organization of the United Nations), claim that a process leading to a temporary or permanent deterioration in the density or structure of vegetation cover or its species composition. In addition, deforestation can result from deliberate removal of forest cover for agriculture or urban development, or it can be an unintentional consequence of uncontrolled grazing (which can prevent the natural regeneration of young trees). In other words, humans who do deforestation will inhibit the growth of other plants. Many kinds of human action that destructed nature with deforestation, Other cases of humans becoming too successful in their ability to harvest resources, deforestation have destroyed various habitats.



**Figure 20: The builder are cutting trees.**

**Source: Alex Zamm, 2017, 00:21:30**

Figure above shows that the builder who work on Lance cutting down trees, by using extreme close up (ECU) shot size, also using props and costume of mise en scene elements, the picture portraying how the human destructed the nature for their needs and do not care about the animal habitat that living around there. This case can be categorized as illegal logging. Lance who got the land inheritance from his grandfather, which was in a restricted area. he built a house on his land, but the wood used was the result of illegal logging that was done outside Lance's area.

**Ranger:** “Don't you think it'll, kind of, overwhelm the landscape?”

**Lance:** “I've got government land on all sides.”

**Fiance:** “Yeah. Not like there are any neighbors to complain.”

**Ranger:** “All I'm saying is if you were to build something a bit more modest, you'd preserve these old growth trees and be a lot more green-minded.”

**Lance:** “Well, it's my land, so I'm pretty sure I can build however I want. But don't worry, I'll leave plenty of trees for you to hug.”

**Source:** Alex Zamm, 2017, 00:12:34-00:12:57

**Lance:** “So it needs to be done quickly.”

**Builder:** “Well, for enough money, anything can be done quickly. Even out here in the sticks.”

**Source:** Alex Zamm, 2017, 00:20:03-00:20:07

Based from the conversation of the dialogue above, the first dialogue tells that Lance as the person who wants to build the house, he is ignoring any kind of things which block his way even if it means to destroy the nature and the habitat of the animal. Lance's ambition which wants to build an enormous house is based on the anthropocentric idealistic which is the owner of the land so he can do anything that he wanted. He considered his purpose more important than the environment. Then the second dialogue tells that Lance and the builder want to



finish the house soon even they cut many trees. They do not realize that their actions will have an impact on the surrounding environment including themselves.



**Figure 21: Woody's house has fallen.**

**Source: Alex Zamm, 2017, 01:03:06**

In figure 21 the tree as Woody's house has been cut down by the bulldozer. This figure uses long shot (LS) that shot the large object which is the tree and the bulldozer with the prop's elements. Based on the dialogue above that Lance do not care of anything which blocks his ways, and the builder has the same thought as Lance to cut any trees that disturbing the construction, that's why Woody lost the only house or the living habitat. At this point, Lance was ignoring the animal welfare toward Woody. In other means, the human will do anything to fulfill their needs.

#### **3.1.4 Unnecessary Residential Land Use**

Land use is the condition where before the lands are full of plants being destructed for industrial or investation by the human. This is the next phase from the deforestation after they cut many trees. It can make nature unstable in other

words where there is a building that is not where it should be. For example, there is a person who makes the factory, building house, or golf yard in the middle of the forest. In the Woody Woodpecker movie, Lance as the former of lawyer wants to make the investment house beside the riverbank in the forest.

**Lance:** “Pristine, untouched. I can not wait to get a bulldozer in here and start building.”

**Source: Alex Zamm, 2017, 00:09:11-00:09:18**

Based on the dialogue above, describes that nature still untouched by the human being. The river, the air, and the plants are still fresh, it is a suitable place to set up a house for Lance. However, Lance wants to build a building and bring the bulldozers to the forest. With using props elements which the writer analyzes that props function strengthen the setting effect by making the surrounding environment look more real visually which mean like bulldozer, car, builder, and house in the middle of the forest not where it should be.



**Figure 22: Bulldozer in the forest.**  
**Source: Alex Zamm, 2017, 00:19:58**

Figure 22 shows that many bulldozer will level the ground by removing surrounding plants and the blocking trees. Lance and his fiance using the material from nature to build the house. In other means, he destructs many kinds of nature not only in a certain area. In the picture also shows that Lance and the builder have enjoyed their view which is damaged the nature.



**Figure 23: The land had been covered with cement.**

**Source: Alex Zamm, 2017, 00:29:40**



**Figure 24: The land before covered with cement**

**Source: Alex Zamm, 2017, 00:09:38**

In figure 23, the builders have already covered the land with cement. Both pictures in the frame using long shot (LS) that can be seen in figure 23 that the cement covering the wide land, and damaging surrounding plants and trees, while in figure 24 where the background of the land with many plants and trees before Lance build the house. Lance ask the builder to make the foundation of his house deeper than the tree, which means that the house will be last longer and make the environment unstable and disturbing animals habitats.

### **3.1.5 Air pollution**

Air pollution can cause harmful effect, causing serious consequences for human health and the surrounding environment. That is why many factories far

from the city, to prevent humans from air pollution. The air pollution can be shaped like gas, smoke or the other which can spread through the air.



**Figure 25: lance's fiance spray the gas.**  
**Source: Alex Zamm, 2017, 00:09:55**

Fiance: "This place really needs to be fumigated."

**Source: Alex Zamm, 2017, 00:09:55-00:09:59**

Based on figure 25 and the dialogue above, that Lance's fiance do issues that should not be done in nature. The dialogue describes that she hates nature, and she is not suitable for being in nature. The frame uses medium shot (MS) with the background the van and the trees, in other words, the van is from the city. Many things inside the van are the goods which not appropriate to do in nature, that it can destruct the nature like she sprays the gas. It can make birds or insects are affected.

The gas that can be seen in the picture, contains Chlorofluorocarbon (CFC) gas compounds that are quite dangerous for the environment. CFC gas (Chlorofluorocarbons) can damage the earth's ozone layer, so CFC gas can act as a contributor to global warming (cited by Wimvy Nurbahri, 2012).



**Figure 26: Lance's house is on fire**

**Source: Alex Zamm, 2017, 01:01:00**

Something burning can affect to the air by producing polluting substance. In figure 26, can be seen that Lance's house is burned by fire. This happened when Woody was pecking unconsciously that there was an unresolved cable near Woody pecking, the cable caused a spark and caused the walls and floors made of wood to burn. The fire release pollutants like smoke, sulphur dioxide, nitrogen dioxide, particulate matter, and carbon monoxide into the atmosphere. Its effects on human bodies become toxic and can cause death. The fire also can be spread to surrounding areas which might burn the trees thus destroy the environment. After Lance's house was burned down, it affected the surrounding environment where the air quality declined and the surrounding trees and plants burned down.

## CHAPTER IV

### CONCLUSION AND SUGGESTIONS

This chapter contains of the conclusion and suggestion related to the finding of the research. The conclusion is the summary of finding that have been analyzed in the previous chapter. Meanwhile, the suggestion is given to the next researcher who take the same field of the study.

#### 4.1 Conclusion

The writer found several environmental issues after analyzing the data from *Woody Woodpecker* Movie. With using Ecocriticism theory, the writer can be concluding that there are many harmful aspects from humans activities toward the animals and the environment.

Humans always making several issues in the environment in order to fulfill their needs. Many issues cause the environment destructed just for the human's sake. The writer finds some issues portrayed in *Woody Woodpecker* movie which are: illegal hunting, deforestation, land use, air pollution, and garbage pollution. Those issues give an impact on the surrounding environment. Illegal hunting can make the animals exploited can cause extinction. Deforestation and land use are the issues which can make the habitats of living being unstable. While air and garbage pollution can make the environment destructed. In other words, humans cause the impact for the humans itself, because human still needed nature to fulfill their needs.

The writer also analyzes animal welfare and finding several points of five freedoms that animal treatment unwell. Woody as the animal has his own feeling to have a relationship with humans. Another case always is chasing by the hunters because Woody is the rare animals and have a high price to sell. He also losing his habitat because of the human's greed to build the house in the middle of the forest.

#### **4.2 Suggestion**

The writer suggests further researcher on the same object which is *Woody Woodpecker* movie, to be analyzed by using another approach such as anthropocentrism and the relationship between woody and humans. By using this approach, the next researcher may focus on analyzing the idealistic anthropocentrism by humans towards the environment for the benefit of human beings themselves.

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