

## ABSTRACT

### **Nature and Sustainability in *The Lorax* Film: Ecocriticism Studies**

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*The Lorax is an interesting animated film, highlighting the condition of the natural environment that experiences exploitation of natural resources and the absence of nature in human life. The film highlights important ecocritical concepts such as pollution, animal, dwelling, the earth, wilderness, and apocalypse. In addition, this film tells the story of the struggle to achieve natural sustainability.*

*This researcher discusses the representation of nature and sustainability in the film *The Lorax* through ecocriticism studies, with the main purpose of discovering how nature and sustainability look in the film *The Lorax*. The scope of this research is limited to issues related to pollution, animals, dwelling, the earth, wilderness, and apocalypse, as well as human efforts in maintaining the sustainability of nature. This study uses ecocriticism by Garrard as an analytical approach. In addition, researchers use descriptive-qualitative methods.*

*The results of this study revealed that the film *The Lorax* clearly depicts pollution that occurs in the city of Thneedville and on the outside side of the town, such as air pollution, water pollution, light pollution, and noise. The study also highlighted animal exploitation, animal hunting, and the impact of human activities on animals. *The Lorax* describes the concept of dwelling as well as the condition of humans living in their built environment. In addition, *The Lorax* also describes the concept of the earth and wilderness as objects of exploitation that undergo changes due to human actions. So this film also depicts the apocalypse, which is shown as the impact of human activities that damage nature. Overall, *The Lorax* presents a number of problems that are relevant to Garrard's concept of ecocriticism. But *The Lorax* also showcases the sustainability movement that Ted has successfully realized.*

**Keywords : *apocalypse, ecocriticism, nature, pollution, sustainability***