

*The Simpsons Movie: Critiques on
Consumerism and Environmental Problem*

THESIS

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UNDER GRADUATE PROGRAM IN ENGLISH LANGUAGE
LITERATURE
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and Environmental Problem***

THESIS

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ABSTRACT

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Consumerism is a social phenomenon that is becoming increasingly significant in the modern world. The negative effects of consumerism such as energy crisis and obesity disease start to affect human's life. People are beginning to see that the environmental problems nowadays are also the credited to over consumption. This issue can be found in *The Simpsons Movie*.

To analyze the movie effectively, film studies is used. This is done by examining the scenes that are relevant to the issues and drawing the big picture from the scenes. Important elements that should be examined in relevant scenes include characters, dialogue, sound, background, camera, and the story.

The analysis shows that This movie depicts the idea of consumerism in the society and people's neglectful tendency toward environment. Looking at the scenes of consumerism, there is a tendency that big industries are responsible for consumerist belief in the society, and the industries use it to get high profit. The scenes related to environmental issues show that the people have become careless toward the environment, and this can lead to serious problems for the environment.

The scenes analyzed has shown the issues of consumerism and environmental problem in the society. Yet, looking at the form of the movie that is also a product commoditized and sold to the consumer, there is a tendency of ambivalence. It is possible that the criticisms employed in the movie can be used to criticize the movie itself.

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

People nowadays are getting more and more consumeristic. They consume food and energy excessively. People always crave for fast food from the big multinational corporations such as Mc Donald's and KFC. People waste important resources such as oil, electricity, and water. The impact of this excessive consumption now starts to affect our life. Obesity, which causes many health problems such as heart disease, cancer, and stroke, is getting more and more rampant and significant each day. Energy crisis also starts affecting our lives.

The phenomena of consumerism can also be seen on the unnecessary consumption of the people. For example, people buy high tech cell phone with many unnecessary features while they only need the cell phone to make phone calls and send messages. Another example is that people buy laptop computers although they already have a desktop computer and they do not really need the laptop. These kinds of consumption are unnecessary and can be classified as consumeristic behaviour.

A common definition of consumerism states that it is the “equating of personal happiness with the purchasing of material possessions and consumption” (wikipedia, 2007). UNDP Report 1998 shows that European people spend 11 billion US dollars for ice cream while global spending of education is only 6 billion US dollars (Shah, 2006). This fact shows that the priorities are no longer good condition of life, like education, religion, or healthy life, but how much they consume.

As the global economic policy driven by profit oriented multinational corporations pushes everyone to purchase or consume their products more and more, this makes people value their happiness with things they consume, have, or buy. Their standard ideal life is as the one presented in TV shows and commercials. In their conception, buying branded fashion, cars, and everything that is advertised to them will make them happy. In this regard, Mackay argues in Lodziak (2002: p.11):

The expansion of mass production in the twentieth century had led to the commodification of culture, with the rise of culture industries. Consumption served the interests of manufacturers seeking greater profits, and citizens became the passive victims of advertisers. Processes of standardization, they argued, were accompanied by the development of a materialistic culture, in which commodities came to lack authenticity and, instead, merely met ‘false’ needs. These needs were generated by marketing and advertising strategies and, it is argued, increased the capacity for ideological control or domination.

Commodification, as stated above, is the way by which everything is turned into commodities that are sold by corporations. The present tendency shows that everything can be commodified. Everything is turned into

products and sold by industries, even the rebellion against the industries itself can also be turned into commodities that can be sold by the industries. This is the thing that is used by corporations to push the ideology of consumerism to the people.

Looking closely, consumerism or consumption also has impacts on the environment. Some of the biggest sources of the latest environmental problems come from the act of consumption and its residue. More and more natural resources are exploited, processed and sold for the commodities that are consumed by the people. Big factories that produce commodities also often leave wastes that pollute air, land, and water. There are many examples of cases where the big factories do not pay careful attention to their waste disposal management. In Bhopal, India, more than 2,500 people died in 1984 because of the leaking of Union Carbide gas pipe. In Love Canal, Niagara Falls, USA, Hooker chemical carelessly dumped more than 20,000 tons of dangerous chemical substance. This substance causes many serious problems for the people there (Estes, 2005).

The leftovers of the commodities consumed by the people also often become waste that pollutes the environment. Maybe the most obvious examples of the waste left by the people is the greenhouse gases that create greenhouse effects and which in turn will increase the temperature of the Earth. People waste so much of these gases in cars, motorcycles, and factories.

According to Kyoto Protocol (UNFCCC, 2007), there are six kinds of greenhouse gases: CO₂, CH₄, N₂O, HFCs, PFCs, SF₆. These greenhouse gases are produced in large quantities from the consumption of energy from burning fossil fuels and deforestation.

It can be concluded, then, that this consumeristic culture and the environmental problem resulting from the gases has been a very important issue lately. It makes this issue relevant and good to study.

This significant issue can be found in *The Simpsons Movie*. This movie is chosen as the object of study because it is popular and relatively new. The movie shows a broad appeal in its distribution in the US and around the globe. As of December 21, 2007, the film had a worldwide gross of US\$525,587,295. It ranked 1st in the animation movie from TV adaptation all time chart (box office mojo, 2007). It can be concluded then, that this movie is a mass media text that has been watched by a significant number of people, thus making the movie a significant object of study.

Since more than a decade ago, *The Simpsons* TV series has been famous for its witty criticisms and depiction of the problems in the society, as Miller states (2001: par. 2),

The Simpsons is a breath of fresh air, thriving on the art of parody amongst the pallid mainstream attempts such as South Park. Packed with a cast of intelligent and believable characters, a realistic plot, a message to children, and parodies of American icons galore, *The Simpsons* has made its mark on pop culture and has accrued an enormous following and distinguished recognition in its twelve seasons.

Just like the TV series, the movie itself contains many criticisms on social issues, as stated by Boone (2007: par.6),

The film boasts the same sly cultural references and flashes of brilliance that have earned the television series a following that ranges from tots to comparative literature Ph.Ds. Despite its clownishness and childish graphics, it still offers searing insights into the pathetic human condition.

Many writing has been made on the Simpsons, some that are relevant to the issues include articles by Tingleff (1998), Miller (2001), Horowitz (1999), Hodge (1996), Katzin (2002), Garrison (2001), Frost (2001), Steiger (1999), Van Allen (2000).

Sam Tingleff (1998) writes an article titled *The Simpsons as a Critique of Consumer Culture*. Yet, this article does not really concern about the consumerism deeply. Only a few paragraph discusses consumerist ideology criticized in *The Simpsons* TV series. In this article, he mainly discusses the general social criticism in *The Simpsons* depicted in some episodes, and also the meaning of some important characters in *The Simpsons* in creating social criticism in the story. Although this writing only discusses consumerism broadly, it surely gives a way to further analyze the idea of consumerism within the show.

One important thing that can be noted from this writing is the nature of the criticism inside the show. "While *the Simpsons* does contain sarcastic critique of mainstream American life, this is often done outside of narrative

structure” (Tingleff, 1998: par. 3). From this, it can be said that many important criticisms in the show are not inside the narrative, but, as noted above, they are in the other aspects, such as the jokes.

The next study that is relevant is an article by Miller (2001). Her article discusses the satire aspect of *The Simpsons* as a sitcom through deeper analysis of the main characters and their role in the show and how they, together with pop culture references drawn in the show, become a satire of common TV sitcom shows.

Deeper analysis on the form of *The Simpsons* as a satirical sitcom TV show is shown in Waltonen’s (2000) writing titled *We’re All Pigs: Representation of Masculinity in the Simpsons*. She compares *The Simpsons* with other TV sitcoms such as *The Cosby Show* and *the Waltons*. She found out that *The Simpsons* has revolutionized television. The show’s sitcom format breaks many of David Grote’s theory of sitcom. Most notably is that in Grote’s theory, it is said that “One could watch years of families at home in sitcoms and never see them do the one thing that almost every family does at home— watch television (Waltonen, 2000: par. 7)”. *The Simpsons* has broken this rule, TV is the center of the family, and the center of the show, as Homer comments about TV in one of the episodes, (TV is) ‘Mother, Teacher, Secret lover’.

Other writing concerning the social criticism aspect of the show includes articles by Jon Horowitz (1999) which studies the audience of *The Simpsons*, Gerd Steiger (1999) which studies the social dimension and the personalities of the main characters, and Eric Garisson (2001) which also studies the social dimension of the show. These writings discuss the social aspect of the show, but the analysis is not really deep and specific. The analysis often tends to be too broad. These writers seem to try to cover the social dimension of all of the episodes. And the issue concerning consumerism is not much discussed.

Unfortunately, another writing that seems to be more focused is a writing by Michael Frost (2001) in which he analyzes the meaning in *The Simpsons* as it relates to democracy. This writing seems focused, deeper, and theoretical than other writings about the show. In this writing, Frost uses sign, materialism, and post structuralism theories by Saussure, Gramsci, Adorno, and others to analyze two episodes that are considered relevant. This writing is a good example of a deep and focused analysis that has been done on *The Simpsons*. Yet, all these writings are not discussing the issue of consumerism in a clear and focused way. All the writings-aside from Frost's essay- seem mainly only discussing the creative and entertaining aspects of the movie. Therefore, this research will be focused on discussing the issue of consumerism and environmental problem in *The Simpsons Movie*.

1.2 Statement of Problem

The problems of this study are:

1. How does *The Simpsons Movie* criticize consumerism culture?
2. How does *The Simpsons Movie* criticize environmental problem?
3. How does *The Simpsons Movie* relate consumerism culture and environmental problems?

1.3 Objectives of the Study

Based on the problems stated above, the objectives of this study are to find the criticism of consumerism and environmental problems depicted in *The Simpsons Movie* and how they are related.

1.4 Delimitation and Scope of Study

To prevent this study from being too broad, the limitation and the scope of this study are needed. The source of this study is *The Simpsons Movie* directed by David Silverman, based on the animated TV series *The Simpsons*. The film was produced by 20th Century Fox in 2007. Although the primary source is the movie, it is possible that some explanation will be taken from the previous TV shows to get the better understanding on the elements of the film. The scope of this study is an analysis of the elements of *The Simpsons Movie* such as the scenes, narration, characters, dialogues, and the story of the

movie, especially focusing on the elements that deal with consumerism and environmental issue.

1.5 Significance of the Study

This study will give benefit to contemporary popular literary study. This is because this study is a kind of cultural study analyzing a film. As argued by Raymond William (in Easthope, 1990): “cultural studies must act on the democratic principle, the discourses of all members of a society should be its concern, not just those of an educated elite.” *The Simpsons*, as a popular text that attracts many people, from small children to mature audience, and can stand for more than ten years, is a good source that will give many benefits to cultural study.

While the series can be said as TV shows that reveal hypocrisy within the educational system, religious beliefs, American political structures, and even capitalism with a constant sense of humor (Tingleff, 1998), the movie is not much different, it also contains many social criticism, as has been said by Boone aforementioned.

This study will also be beneficial to socio-cultural sciences, since this study analyzes the consumeristic culture, which is a social issue, as well as environmental analysis. The result of this study can also be used to study further issues related to the objectives of this study.

1.6 Definition of Key Terms

To avoid misunderstanding, it is important to define key terms used in this thesis.

1. *Consumerism* is defined as belief or ideology of consumption, in which the people bound to consume excessively and uselessly.
2. *Environmental problem* is the trouble happened to the natural environment especially as effected by human activity.
3. *Commoditization/commodification* is defined as the process in which something is turned into commodity (traded item).

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 The Simpsons Movie

The Simpsons is an animated TV series created by Matt Groening. It is a story about American Nucleus family; a family which consists of five people: Homer Jay Simpsons (Father), Marge Bouviere Simpsons (Mother), Bartholomew Simpsons (son, first kid), Lisa Simpsons (daughter, second kid), and Maggie Simpsons (other daughter, third kid). The story in the TV series revolves around the life of the family members, relatives, friends, and other people in Springfield (the city where the Simpsons live).

The Simpsons began as a part of *The Tracy Ullman's Show* on Fox Network. In 1989 Fox asked the creator, Matt Groening, to make 13 and half hour episode of *The Simpsons*. At the time, Groening's idea was to make show that was different from the other shows on TV at that time. He wants to create a show filled with the things he wanted to see on TV but did not (Horowitz, 1999). The show became a successful TV show and continues to be aired.

The movie itself is a continuation of the series; it can be regarded as a part of *The Simpsons* series-an episode that is bigger and highly celebrated-as has been said by Groening (in an interview by Douglas, 2007-online),

If every episode of *The Simpsons* is a celebration, which we try to make it, then the movie is like a big celebration. It's a way of honoring the animators, allowing them to really strut their stuff and really go as far as they can with the art of the handwritten gesture. It's a way of honoring the writers, because we were able to get the best all-star writers of *The Simpsons* and write our hearts out, and it's a way of honoring all the great actors.

Groening felt a feature length film would allow them to increase the show's scale and animate sequences that are too complex for a TV series (Douglas, 2007). He intended the film to be made after the show ended, but the series, which get good rating, continues to be aired and still seems long to be ended.

2..1.1 *The Simpsons* as a Cartoon Movie

It is important to look closer to the form of *The Simpsons Movie* as an animated movie because it really affects the way *The Simpsons Movie* delivers the message and the meaning to the audience. Werts states (in Horowitz, 1999) that *The Simpsons* employs cartooning to deepen and expand the sitcom's parameters to sharpen the satire. If it were played by real actors in real sets, the character will be flat and unrealistic and the criticism employed will seem strange, but as a cartoon movie, the characters can be built as characters based on ideas or personalities that can represent the meaning intended by the creator and the film can freely speak out loud its ideas. As

Tingleff (1998: par. 5) has stated, "the various characters of *The Simpsons* are less characters of personalities than they are characters of ideas. They are caricatures of the ideologies they represent... If they were played by actors, the Simpson family would be seen as unrealistic and undeveloped. As animated characters they can be merely the ideas they represent". From here it can be concluded that the form of *The Simpsons Movie*, as an animated film, is very important and should be noted in the process of analyzing it as a text. The animation can be said as one kind of sign employed in the film.

2.1.2 Humor in *The Simpsons*

Another thing that is important to be noted is the kind of gag/jokes in *The Simpsons*. It is often from these jokes the creator sends his message of criticism to the audience. "There are the obvious jokes, the visual sight gags, the subtle literary allusions and the most subtle, what we call the freeze-frame gags - jokes you can only get if you videotape the show and play it back in freeze frame," says Weinstein in Horowitz (1999: par.9). Furthermore, Horowitz (1999: par 9) states, "The audience must be conscious of all aspects of the show - of the characters, of its past, of popular culture, of modern media trends". It can be said then that analyzing this part of jokes is essential in order to get the meaning from the text. Rather than just becoming the

decoration of the show, the jokes of *the Simpsons* then act as an important element of the show and often contain particular message.

2.2 Structuralism /Film Studies

Structuralism as a method of analyzing literary text is drawn from Ferdinand de Saussure's work. According to Saussure, the relation between sign and meaning is arbitrary, conventional, and differential (Bressler, 1994:93). Sign is arbitrary because there is no clear relationship between signifier and signified. The relationship exists because of convention. We can get meaning from a sign by comparing and contrasting it with other signs within its governing language. The system (langue) of language is an important system in which we percept our world, not the utterances (parole). Through elements of language, we build our idea. Language is a system like any other social systems such as law, science, religion, et cetera.

Bressler (1994:94) argues that for structuralists, the proper study of literature involves an inquiry into the conditions surrounding the act of interpretation itself; structuralists emphasize the system (langue) whereby texts relate to each other, not an examination of an isolated text (parole).

In studying *The Simpsons Movie* using structuralism, it is necessary to look closer to the scenes that are relevant to the issue and how these scenes can draw the big picture of the movie.

The Simpsons Movie, which belongs to contemporary American film, can be analyzed using film study.

One important thing that should be noted is when film is considered as a text, it must be composed of a certain language, and in accordance with certain rules. This language and 'grammar' of film includes some of the most important conventions for conveying meaning through particular camera and editing techniques such as the distance, angles, movement, editing, time manipulation, the use of sound, lighting, and narrative style as described by Chandler (1994).

Chandler's writing, 'The Grammar of Television and Film' (1994) notes the important elements of a film. These elements together can be considered as the structure that builds up a film. These elements are divided into several groups, namely: Camera Techniques: distance and angles, Camera techniques: movement, editing techniques, time manipulation, use of sound, lighting, graphics, and the narrative style.

2.3 The Concept of Consumerism

To understand the concept of consumerism, we need to look at it from two perspectives. These two perspectives are cultural study and economy

marketing. These two fields study and use the concept of consumerism in a different manner.

After looking at the concept of consumerism from cultural study and economy marketing, we shall take a look at the symbolic and pleasurable kind of consumption. By looking at these two main reasons of consumerism, we can understand and identify the form of consumerism.

2.3.1 Consumerism, Cultural Study versus Economy Marketing

A Common and broad concept of consumerism states that it is the condition where “people purchasing goods or consuming materials in excess of their basic needs” (“<http://en.wikipedia.org/wiki/Consumerism>” accessed on 11/06/2007). A more specific definition provided by Johnson (2005). In his view, consumerism is the extensive expenditure abetted the desire for consumer goods in which items previously considered luxurious become necessities.

In its development, consumerism, especially in the society, studied and examined on the field of cultural study and economy marketing science. Cultural study views consumerism culture as a cultural phenomenon happens in the modern society. Cultural study tries to find a way to understand the form, the effect, and the reason of consumerism. It helps to advance the theory of consumerism, as has been stated by Lodziak(2002:

p.13), "These tendencies, ... , have provided a receptive ground for a number of theoretical currents, both within and outside of cultural studies, that have been influential in transforming the study of consumption."

Meanwhile, economy marketing treats consumerism theory in almost the same way. It tries to understand the reason of consumption, the form, and so on. Yet, economy marketing takes consumerism theory to another direction, Economy-marketing views consumerism culture as a way to create a consumer market in order to be successful in marketing the products.

Danziger (2004) articulates the idea that understanding consumerism is a key to unlock marketing success. This is because consumer is an important part in the marketing process. As a result, understanding consumerism, marketing division seeks ways to sell the product in the most effective way and get maximum profit. Economy marketing does not concern at all with the effect of consumerism. The state of consumerist society seems to be the final aim of marketing.

On the other hand, cultural study tries to understand the symptoms and the effects of consumerism on the society and individual. Frankfurt School, as one of the main circle of theorists on the early development of 20th century cultural study, has studied consumerism with such manners. Mackay (in Lodziak, 2002:11) states that the Frankfurt School

argued that the expansion of mass production in the twentieth century had led to the commodification of culture, with the rise of culture industries. Consumption served

the interest of manufacturers seeking greater profits, and citizens became the passive victims of advertisers. Processes of standardization, they argued, were accompanied by the development of a materialistic culture, in which commodities came to lack authenticity and instead merely met 'false' needs. These needs were generated by marketing and advertising strategies and, it is argued, increased the capacity for ideological control or domination

This shows the tendency that cultural study experts focus on the issue of consumerism, investigating the role of the corporations, the tools used to infuse consumerism, and the effect on the individual and society.

2.3.2 Not All Consumption Merely Symbolic

The earlier common definition of consumerism as the excessive consumption of things should lead to the investigation of the 'excessiveness'. Using the orthodox consumer cultural theory will result in the conclusion that all consumptions are symbolic, it contains ideological meanings. Therefore Lodziak (2002) concludes, "Current theoretical orthodoxy describes consumption as primarily, and above all else, a symbolic activity". Yet, Lodziak rejects that consumerism is merely a consumption of symbols, stating that "Within the ideology of consumerism, the exchange value and material use value of consumer products are ignored or relegated to a secondary or minor role in explaining consumption". Therefore, there is a need to define how much things consumed until it can be said as excessive, and then the excess can be analyzed either as a symbolic activity, or as a wasteful consumption led by pleasure. This is because if any consumption is

taken as symbol, the other value such as the exchange and material use value will be ignored.

While there is this symbolic consumption, there is also a kind of consumerism that is lead by pleasure, and this is the kind of consumption that takes major part in analyzing the movie. Using the previous concept of consumerism to analyze the kind of consumption might fit for things that carry significant meanings. As Lodziak (2002: p.35) states, " There is no need to deny that everything that is produced and consumed carries meanings ... The important question is: how significant?" Therefore, it is necessary to not only focus on the symbolic meaning of consumption, but also on the pleasure of it. This is because pleasure can be considered as one of the strongest factors that compel people to consume. An example is steak consumption. One might say that steak is a symbol of virility, yet this is not the common or main reason for steak consumption. The common reason for people to consume steak is because it is highly pleasurable. As a result, it is not always right to say that any consumption is a specific-symbolic meaning. It is necessary to look closer at the object consumed and the reason for the consumption to understand the idea of consumerism.

Chapter III

FINDINGS AND ANALYSIS

The analysis in this chapter aims to find the criticism of consumerism culture in *The Simpsons Movie* and how it will relate to environment problems. This will be done by analyzing the scenes that relate to this issue and the relation of the scenes in making the big picture of consumerist criticism

3.1 The Indication of Consumerism

There are some scenes in the movie that carry the criticism against consumerism. In this first subchapter, I will try to describe the scenes that are relevant to the issue.

3.1.1 Opening

“I can’t believe we’re paying for something that we can see on TV for free. If you ask me, everybody in this theatre is a giant sucker, especially you!” This dialog, that is spoken by Homer Simpsons at the beginning of the movie, can be seen as a statement by the filmmaker towards the consumerist tendency of the people. It can be read from the way the camera employs the indication to the viewers. We can see from the screenshots that Homer is standing in front of the theatre, talking to the viewer.



Figure 3.1 Homer standing in front of the movie audience

By using this angle, there is an indication that the real audience (not the audience in the movie) is placed together with the audience in the movie. Therefore, the real audience becomes active character in the movie. Then, the camera zooms in to Homer, as he says, "If you ask me, everybody...". Upon the moment he said, "...especially you!" he looks directly at the real audience, and then pointed to the real audience



Figure 3.2 Homer looks at and point to the real audience

This implies that the dialog said by Homer is not only for the audience in the film, but also for the real audience. According to Chandler (1994), this shot can be considered as a 'talk to camera' shot. This kind of shot establishes the authority and 'expert' status of the character. By using this kind of narrative style, Homer commented the real people as 'giant sucker who spend money for something that they can see on TV for free.

This dialog implies that people waste their money because they pay for something that they can get on TV for free. Stepping further, this can be taken as *The Simpsons* 'self-conscience' as a product of culture that is sold to the people. This is because *The Simpsons*, just like any other Hollywood movie, is a product that is sold by movie company to get profit as much as possible. Yet, with this single scene, *The Simpsons* sets itself apart from other mindless popular culture products. This movie seems recognize itself as a product that is sold for profit. *The Simpsons* tries to say that going to the theatre and spending money to watch *The Simpsons* is a consumerist thing. This is proven by the fact that people throughout the world spend \$525, 587,295 to watch *The Simpsons* (www.boxofficemojo.com). With this scene, *The Simpsons* becomes a movie that has a sense of criticism of itself, or its own medium, and its audience.

This is also *The Simpsons*' nature of criticism towards its own medium or an auto-criticism. In the TV series, *The Simpsons* constantly criticizes the

role of TV and its programs directed toward the audience, while using television as its medium. This becomes the nature of the series; *The Simpsons* criticizes many issues that are related to television, while using it as its medium.

This scene in the movie can be read similarly, it criticizes the consumeristic act of the people going to theatre to watch movies. This consumeristic act is proven by the fact that the movies that make a lot of money are often mindless entertainments. Thus, it is an unnecessary consumption. The scenes that appear before this scene strengthen this idea.

Before this scene, the audience in the film is watching 'Itchy and Scratchy The Movie'. In the series, Itchy and Scratchy cartoons on the TV can be considered as *The Simpsons'* criticism of mindless TV shows that have negative influences on its viewers.



Figure 3.3 Itchy and scratchy movie in the opening scenes

'Itchy and Scratchy' is a show about a mouse and a cat that always fight and do barbaric things toward each other. It can be considered as a

brutal parody of classic animal cartoons such as *Looney Toones* or *Tom and Jerry*. Like in *Tom and Jerry*, the character in 'Itchy and Scratchy' is a mouse and a cat, and they always fight each other. Just by looking at the two characters of 'Itchy and Scratchy', It can be easily said that it is a reference toward *Tom and Jerry* cartoons. 'The Itchy and Scratchy Movie' in *The Simpsons Movie* is not much different from the TV version. Looking at this, it can be said that the 'Itchy and Scratchy Movie' in *The Simpsons Movie* is a criticism of movies like *Tom and Jerry* and *Looney Toones*. Regardless of the Brutality and the violence in it, the 'Itchy and Scratchy Movie' has a good function as an 'eye opener' on the hidden violence that might exist on the cartoon animal aforementioned.

3.1.2 Green Day Concert

The next scene is '*Green Day*' rock band concert in Lake Springfield. This scene shows negligent nature of Springfield people. After the band played for three hours, the singer wants to say something about the environment. The band sees that the environment in Springfield, especially the lake, is heavily polluted. Upon hearing that the band wants to say something about the environment, Springfield public turns, from enthusiastic rock audience into an angry mob, shouting 'preachy' and throwing things on the stage.

We can clearly see the turning of emotion in the people's face in the following pictures:

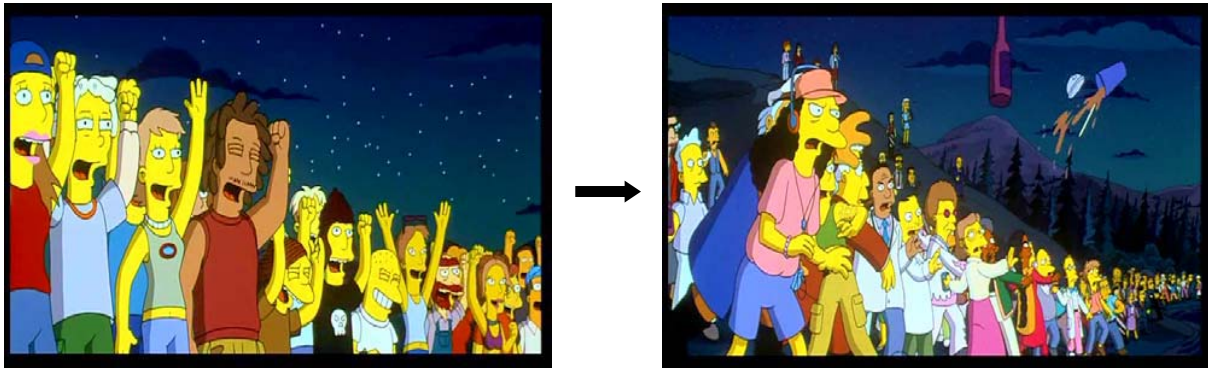


Figure 3.4
The turning of people's emotion

This scene shows that Springfield people are very negligent, and they only want to enjoy the music. The music played by *Green Day* is the thing that is enjoyed by the people. This shows that the people are average consumeristic 'pop' mass. When the music they enjoy is 'infiltrated' with serious thought like the one about the environment, they cannot take it. However, like a movie that is produced to be sold, the band is also a commodity that is sold to the public. In this scene, we can see the result of the commodification that turns the mass to be consumeristic.

Another important thing that can be taken from this scene is the fact that the audience vary. There must be some reason for this. Since the movie is a cartoon, then it can be said that there is a reason for the filmmaker to draw many kinds of people instead of regular youth concert goers. This depiction

could be an indication that the negligent is not only a group of people, but also the entire Springfield residents.



Figure 3.5. Teacher (Mrs. Edna Krabappel) and principal (Seymour Skinner)



Figure 3.6. Mayor (Joe Quimby), bartender (Moe Szyslak), entertainer (Krusty the clown)



Figure 3.7. Bus driver (Otto), Sailor (Captain McAllister), Doctor (Dr. Julius Hibbert, Dr. Nick Riviera), convenience store owner (Apu Nahasapeemapetilon)



Figure 3.8. Regular youth, concertgoers

From the screenshots, we can see that many kinds of people become parts of the mob. This proves that the negligence is on all of the people in Springfield, since they all, except Lisa Simpsons, turn angry and throw things to the stage when the band is about to say something dealing with the environment.

Hence, this scene shows that Springfield people is a consumeristic 'pop' audience, and the people have become negligent of the environment.

3.1.3 Krusty Burger

Another scene that is also relevant to the issue is the Krusty Burger. Krusty burger is a fast food restaurant in Springfield. The scene in this restaurant is used by the filmmaker to criticize the negative aspects of fast food industry, the consumeristic act of the people, and its effects.

In this scene, it is shown the shot for the new sandwich advertisement. That shot is for new pork sandwich advertisement. This scene that follows shows a take for TV advertisement for the new products of Krusty Burger.



Figure 3.9. TV advertisement shots in the Krusty Burger

In this scene, Krusty is shown to be promoting the new sandwich to the camera, saying “Hey, hey! It’s your old pal, Krusty. For my new pork sandwich, ‘The Klogger’, if you can find a greasier sandwich, you’re in Mexico.” After saying this, he bites the sandwich, looks happy with the taste,

and then the shoot cuts. Right after the camera cuts, Krusty's face changes drastically, he then spits the sandwich and throws it to the dumpster.



Figure 3.10. Krusty happily eat the sandwich when he is acting for the commercial

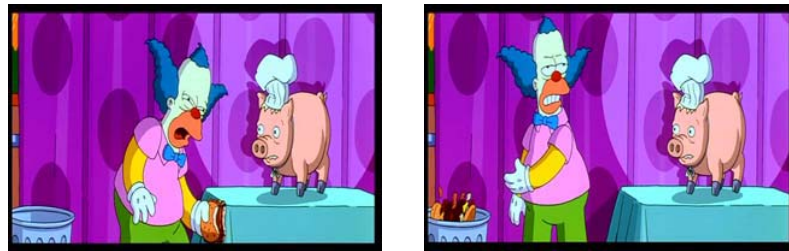


Figure 3.11. Krusty's expression after the shot cuts.

This scene implies an idea that the food promoted is actually not good, yet it is advertised as if it were very delicious. This food is not good because of the high fat in it, as said in the commercial "if you can find a greasier food, you're in Mexico". This is the typical problem of fast food. It is widely known nowadays that typical fast food menu is full of high fat and calories. The high consumption of this kind of food is the thing that causes worldwide obesity problem, especially in the modern country. Yet, people always crave for these fast food meals even though they know it is not good for their health. One of the main things that attracts people to consume fast food is the commercial

advertisement. This advertisement can be said as a mass propaganda created by the big company for the consumer. Every year, big fast food companies spend billions of dollars for the advertisement. In 2001, for example, 1.4 billions US\$ was spent by Mc Donald for its direct advertising (commercial advertising in radio, TV, and prints), (Spurlock, 2003). This fact shows that the image of the product sold is very important, therefore the companies spend so much in creating the image of the product through advertisement. This image proved effective in luring people into buying the products sold. This scene shows how such images are created. This scene shows the process of making a delicious image of a bad food. From Krusty's expression after the shot cuts, we can infer that the food actually is not good tasted. The advertisement created to make an image that the food is delicious by showing Krusty eats the sandwich happily, this is enhanced by the appearance of the pig in the background. The fresh looking fat pig helps in enhancing the image of delicious meat.

After this scene, Krusty tells his crew to kill the pig, the pig then runs to Homer, who seems to fall in love at the first sight with the pig. He then decides to take the pig home.

3.1.4 The Scenes with the Pig

Most of the scenes with the pig are actually about Homer's relation to his son. Yet, there are some scenes that are related to consumerism and environment issue.

Looking closer to the next scenes that involve Homer and the pig, we can see that this pig became Homer's object of pleasure. We can see this in the following screenshots:



A



B



C



D

Figure 3.12. Scenes with the pig

From the scenes above, we can see that this pig is actually a symbolization of Homer's pleasure enjoyment. Homer gets pleasure playing

with the pig. In screenshot A, Homer decides to keep the pig though Marge warned him that the pig might become the cause of disaster told by Grandpa earlier in the church. In screenshot B, Homer played with the pig in Bart's room. Homer never does such thing to Bart, his son, although this is a kind of interaction that is common between father and son. The pig has replaced Bart's position, in which Homer should have loved Bart, but he chooses to love the pig, enjoying the pleasure that he gets from it. This can be seen further on screenshot C and D when Homer gets much pleasure and happiness from the pig.

On the later scene we know that the pig dumps so much waste. It fills up the 'pig crap silo' in just two days. Although the pig is 'an extra active waste dumper', Homer does not seem to care. He keep on consuming the pleasure he gets from the pig.

The following scene clearly shows Homer's consumerist act. Homer is going to dump the waste properly at the Hazardous waste treatment centre when Lenny is calling him to telling him that the City Health Inspector had shut down the Lard Lad donut store and the store giving away free donut. Homer quickly decides to dump the pig crap in the lake instead of waiting in line to process it safely in the Hazardous Waste Treatment Centre.

Homer does not care about the fact that the donut is given away because it is unhealthy. In fact, everybody in Springfield did not really care that the donut is unhealthy. Everybody line up to get free donut.



Figure 3.13 Free donut giveaway

The screenshot above shows the scene when Lenny calls Homer and tells him to come to the free donut giveaway. We can see that there is a city health inspector truck in the back, beside the Lard Lad donut store. Yet, there were many people gathering in front of the store to get free donut. This shows the tendency of the Springfield people to consume anything that is given to them for free, despite of the nutrition content. This show that the delicious image of the donut has affect the people. Homer's act also shows such tendency, and this lead him to act careless toward environment.

3.1.5 Alaska

In another scene, after the Simpsons family gets out of Springfield, Homer decides to take his family to Alaska. "Alaska, a place where you can't

be too drunk or too fat”, says Homer when he persuades his family to move to Alaska. ‘Too drunk’ and ‘too fat’ imply that Homer’s intention to move to Alaska is that he wants to consume food and beer excessively. This, again, shows Homer’s consumeristic nature.

In another scene, the movie shows that the government also uses the consumeristic nature of the people for its own benefits. This is shown in the government television advertisement scene. The government decides that the final action on Springfield problem is to blow the city, and cover the remains by promoting it as the new Grand Canyon. Tom Hanks is the speaker in the television advertisement, promoting the newly planned Grand Canyon, which is actually the remains of Springfield. At the beginning of the advertisement he says, “Are you tired with the same old Grand Canyon?” Then, a tourist-like family consisting of a father, a son, and a daughter shows up. They are on the original Grand Canyon, with bored expression. The father says, “Here we are kids, the Grand Canyon” The daughter then says, “It’s so old and boring, I want a new one! Now!” After this, Tom Hanks walks in and promoting the newly planned Grand Canyon, “Now, I’m pleased to tell you all about the new Grand Canyon. Coming this weekend, it’s south of Shelbyville and east of Capital City, It’s nowhere near where anything is, or ever was. This is Tom Hanks, saying, if you’re going to pick a government to trust, why not this one?”

By doing this, the government is using people's consumeristic tendency for its own benefits. From this scene, it can be inferred that the government are keeping the people to be consumeristic because once the people has become consumeristic, the government can control the people. It can be concluded that for the government, it is more beneficial if the people become consumeristic. This scene shows such tendency. The government can easily walk away from the Springfield environmental problem by using people's consumeristic nature.

3.2 The Problem with the Environment

Many scenes in the movie clearly show the relation between consumeristic act of the people and the environmental problems. One of the scenes is the Green Day concert scene. The thing that motivates the band to talk about the environment is the pollution in the Lake. Because of the heavy pollution in the lake, the concert stage, that is on the lake, dissolves. It is depicted that the water is like a highly dangerous chemical substance that is able to dissolves solid material. In seconds, the bottom of the stage dissolves and the stage sinks into the lake like Titanic.



Figure 3.14 Dissolving stage

The people do not want to know about this. They even add more pollution by throwing things to the stage. We can see that the pollution is so bad that it destroys the stage and causes the band to drown in the lake.

This early scene is an indication that the consumeristic act of the people leads them to be negligent about nature. The people only want to consume the enjoyment obtained from the music played by the band. They do not want to hear anything that will make them think about things that are more important. The dialogue between Lisa, who agrees with the band, and Moe, who has the same opinion as the other people, clearly show this tendency,

- Lisa : "I thought they (the band) touch on the vital issue"
 Moe : "I beg the difference" (get up and throw rock on stage)

In this dialogue, Lisa represents good consciousness, she agrees that the environmental problem is vital. On the other hand, Moe represents the Springfield consumeristic public. The people does not think that this is a serious issue. Moreover, they does not want this to ruin their enjoyment, even

if it were only for a minute, as said by the vocalist of the band, “We’ve been playing for three and a half hours. Now we just like a minute of your time to say something about the environment”.

The scene when Lisa is walking around the neighborhood to tell the people about environmental problem reflects almost the same thing as the concert scene. In this scene, Lisa is walking door to door telling the people about the pollution in the lake, yet no one she is visiting wants to listen to the things she is saying. They suddenly close their doors when Lisa is talking about the pollution in the lake.



Figure 3.15. The neighborhood where Lisa walks around

These are the houses shown in the scene when Lisa is walking door to door. All the house owners close the door upon hearing ‘the pollution in Lake Springfield’. The house owner in the brown house, at first, seems like a nice person. She says “Well, it’s the little girl who saved my cat”, and when Lisa

says, “Lake Springfield-...” The house owner suddenly closes the door. This scene shows that the people were very negligent about the environmental problem they cause.

Later on, it can be seen that the people add more pollution in the lake. In the concert scene at the beginning of the movie, it is shown that the people are throwing things into the lake, thus polluting the lake. Yet, it is in this scene we see that dumping waste in the lake has become the people’s habit. In this scene, Lisa is watching the people dumping things in the lake.



Figure 3.16. Krusty dumps waste in the lake



Figure 3.17. Moe dumps liquor bottles in the lake

In another scene, it is shown further about other things that cause pollution.



Figure 3.18. The power plant dumps waste in the lake

The screen shot shows that the nuclear power plant dumps its dangerous wastes into the lake.



Figure 3.19. Homer dumping pig feces in the lake, causing the water to be 'evil'

The screen shot above shows the scene when Homer dumps the pig crap in the lake, causing it to be 'evil'. Looking closer, this scene can be related to the revelation scene in the beginning of the movie. The revelation scene shows a prophecy of an upcoming disaster said by Grandpa Simpsons in a trance condition while in church. It is important to notice that this revelation scene happens in the church during a sermon. This scene seems to employ the idea that the religion has taken its stand to warn the people about the danger of consumerism and that consumerism will affect the environment.

In the dumping pig dung in the lake scene, it can be seen that it is the pig dung that actually trigger the disaster. It should be remembered that the dung comes from the particular pig that appeared in the previous Krusty

burger advertisement scene, in which it becomes the image of delicious consumption. It can be said then that this particular pig symbolizes people's consumerism in its purest form.

Another scene that shows environmental destruction is the scene when The Simpsons enter Alaska. The first sight of Alaska seen by the Simpsons is a gloomy icy mountainous area destroyed by oil industries. This is very different from Homer's beautiful perception of Alaska.

Oil industry in this scene becomes a symbol of the 'tragedy of consumerism'. Oil is one of the people's major consumption. Since a long time ago, people have been using oil as a major source of energy, and the amount of consumption raises everyday. This proves that oil has become more and more important in human life. Today people realize that the high consumption of oil has created new crises. Firstly, since oil is non-renewable source of energy, people are getting closer to the end of oil usage. The perfect example of this crisis can be seen in the US oil consumption and underground oil reserve. According to Nation Master (www.nationmaster.com/cat/ene-energy), US consume 7 billion barrels oil per year, while US the underground oil reserve in 2006 is only 21 billion barrels.

Secondly, the high usage of oil has produced high quantities of dangerous gas that can harm the whole planet. According to Kyoto Protocol,

there are six kinds of gas that contributes to the greenhouse effect: Carbon dioxide (CO_2), Methane (CH_4), Nitrous oxide (N_2O), Hydrofluorocarbons (HFCs), Perfluorocarbons (PFCs), and Sulphur hexafluoride (SF_6). Although these gases naturally occurring, their emissions have increased dramatically over the past two centuries, due to human activities.

Thirdly, the rise of oil consumption has forced oil industries to get more oil. Looking from the US oil consumption and reserve above, it is likely that oil companies in the US will explore and exploit more oil for future needs. As depicted in this scene, the oil company ravaged Alaska to get oil. This scene shows that the company does not care that their activity destroys the environment.



Figure 3.20. The Simpsons entering Alaska, finding the environment ravaged by the oil company

The next scene when The Simpsons are passing the border further shows the tendency of oil consumerism that destroys the environment. When the family's car stops at the border, the guard gives Homer a thousand dollar.



Figure 3.21. The border guard is giving a thousand dollar to allow the oil companies ravage Alaska's nature

The guard : "Welcome to Alaska, here's a thousand dollars."
 Homer : "Well, it's about time. But why?"
 The guard : "We pay every resident a thousand dollars to allow the oil companies to ravage our state's natural beauty."
 Homer : "I'm home!"

This scene shows two ideas: firstly, this is a proof that Alaska people are depicted as consumeristic. They know that the oil company ravages the environment, yet, they neglect the issue after one thousand dollars were given to them. This money has turned their attention and care about nature into the consumption of the things that can be done by using the money. Secondly, this scene also gives further indication of Homer's consumeristic tendency. The dialogue shows that he belongs to a place like Alaska, where the people chose a thousand dollar over the conservation of a beautiful nature. The word 'home' that he says implies that he is home to the place where environment is disposable over some amount of money.

This scene reveals a general conception in the society nowadays that people are willing to sell their environment. This shows that they have lost the consciousness to take care of the environment.

3.3 Defining the Great Line

Looking closer to the scenes, we can see that there are some main points that the moviemaker wants to state. These main points can be considered as the behavior in the society that the moviemaker wants to criticize. These behaviors are:

- a. People have become highly consumeristic
- b. People neglect the environment

3.3.1 People Have Become Highly Consumeristic

The scenes that clearly show this behavior are:

- The Krusty Burger
- The Green Day Concert
- Lard Lad Donut

In the Green Day Concert and the Lard Lad Donut, the people are shown as highly consumeristic. In the Green Day, as has been explained afore in the first subchapter, the people are depicted as 'only want to consume the fun of the show'. In the Lard Lad Donut, the people are so eager to consume the free donut even though it is unhealthy.

The Krusty Burger shows the consumerism idea of the people symbolized by the Fast food. In this scene, Krusty Burger is an example of today's fast food companies. It is a reference toward the companies like Mc

Donald, Burger King, or KFC. Aside from that, it is also implied that fast food is a symbol of consumerism. As stated above, previous research has shown that fast food causes many problems such as obesity, heart disease, and other health problems, yet people always crave for fast food. Related to this scene, it tries to depict that one of the things that compels people to consume fast food is the advertisement of the company products.

These three scenes show that the people have become a consumeristic mass. The scenes seem to suggest that this results from the corporations and industries. This is in line with Shah (2008), who states that business and advertising are major engines in promoting the consumption of product.

Through the scenes, the movie reflects this conception. As in the Green Day Concert, we can see that the commodification of music has made the people mindless consumers. The music industry is the one to blame. By turning the people into mindless consumeristic mass without critical thinking, the music industry can sell everything to them and get as much profit as possible. Though we cannot see the role of industry explicitly in the scene, this can be found by looking closely to the band, as the product, and the people, as the consumer.

Green Day can be classified as a popular product that is sold by the recording company to get profit as much as possible. In order to make the records sold well, the industry needs to create an uncritical popular mass. In

relation to this, the phenomena in Indonesia, which of the products released by the major recording companies are only about love in a very shallow meaning can be seen as a tendency toward uncritical popular mass creation. This 'empty music' is massively advertised, played non-stop on the mainstream radios and TV stations. One does not need to think deeply to listen to this kind of music. This results in an uncritical popular mass.

If the people have become uncritical, it is very likely that they will buy anything offered to them. This is good for the industries because they do not have to produce high-qualified products to sell. They can sell anything and still can get maximum profit. The concert scene in the movie seems to utter the idea that when the people have become uncritical, they will not accept any critical ideas presented in what they consume. From the scene, we can see that the people have become uncritical. They enjoyed the music, and when the band tried to put some critical ideas into it, the people refused them.

The Lard Lad Donut, when the people lined up to get the free unhealthy donuts, has some similarities to the concert scene. The donut scene shows the result when the industry turns the people into consumerist mass. The fact that the people line up to get the free donuts though they are unhealthy indicates that the Lard Lad Donut, as a company, has successfully made the people addicted to the image of the deliciousness of the donuts. The

scene indicates that there had been processes occurring before the event in this scene, in which the company had successfully advertised the donut to the people.

This scene is also similar to the Krusty Burger, when the company sells unhealthy food. This shows the irresponsibility of the major food corporations. Big companies such as Mc Donald and KFC also sell unhealthy food, and they advertise it as if it were very good product.

The Krusty Burger shows an example of how the corporation advertises bad products. This scene shows the process of producing an advertisement for unhealthy food. The sandwich advertised can be considered unhealthy because it is highly fatty. The company advertises it as if it were good, even though after the advertisement we can see that the food is actually not good.



Figure 3.22 Krusty's happy expression when he eats the sandwich

We can see that in the shot Krusty looks happy promoting the sandwich, as he says "If you can find greasier sandwich, you're in Mexico", right after the shot cuts, Krusty's expression suddenly changes. He spits out the donut and threw the leftover to the bin. This, as I said previously, can be considered the same as the case of the Lard Lad Donut Company. There is a good chance that the Lard Lad donut company has also used such advertisement. Looking at the Lard Lad Donut scene, we can see that the image of delicious donut has stuck in people's mind. This make them neglect the fact that the donut is unhealthy.

These three scenes have their own functions in carrying the message about high consumerism in the society, and they are related to each other. These three scenes articulate the idea that there is a phenomenon of consumerism in the society and the corporations are the one who are responsible for this.

Relating to *The Simpsons Movie* as a product that is also commoditized, it seems that the criticism employed can also work on *The Simpsons Movie* itself. It can be said that all the criticism in the movie has also become a commodity that is sold to the consumer.

3.3.2 People Neglect the Environment

There is also a tendency that the movie wants to articulate the idea that the people no longer care about the environment. Scenes that are related to the issue are:

- Green Day concert scene,
- Dumping in the lake scene,
- Lisa walking around neighborhood scene, and
- Entering Alaska scene.

The Green Day Concert scene clearly shows that the people are negligent toward the environment. They refuse to listen to the band's speech about the environment, they even add more pollution to the already polluted lake.

The dumping in the lake scene is similar to the concert scene. In this scene, people are shown dumping things in the lake. This scene also shows that the dumping has become the people's habit. They keep on dumping things in the lake although they know that it was already heavily polluted . This scene is shown after the Green Day concert scene, so it can be concluded that the people have already known that the pollution level is very high. Even after the lake has been cleaned, we can still see that the people (Homer) keep on dumping waste in it. This shows that the people's attention toward the environment can be easily turned into something else that they desire more.

The scene when Lisa walks around the neighborhood to tell people about environment shows that the people do not really want to know anything about such things. No one wants to hear anything dealing with the environment, not even the person that is very nice.

The entering Alaska scene shows the destruction of a beautiful environment because of oil mining. The following scene shows that the residents of Alaska are actually able to prevent the destruction of the environment, yet, they choose to neglect it for a thousand dollars. The residents neglect the priceless nature for a little amount money.

These scenes articulate the idea that the environment has been neglected. The people no longer care about it. They do not want to think about it, although the environment is the place where they live everyday and the destruction will, sooner or later, deeply affect their life.

3.4 Linking the Line

The movie tends to state that the two issues described previously are closely related. The movie build an idea that the people today are consumeristic and this contributes to the destruction of the environment. This can be seen from the way the movie depicts the people in the scenes previously described. Firstly, the people are described as consumeristic, then this people are shown as a kind of people who neglect the environment.

These two issues are put in the same scene, like in the Green Day Concert Scene, and the Entering Alaska Scene.

This depiction employs the idea that consumeristic people tend to neglect the environment. There are two basic ideas on suggesting why the issues of consumerism and environmental degradation relate to each other. The first is that consumerism directly makes people neglect the environment. As the consumptions level increased, the people will have more things, and the space to keep the things will be decreasing. This will cause the people to dump the old things, though it is still can be used. Sometimes people are forced to buy new products, even though the old products are still working properly, because the products are outdated or the parts for the old products hard to find. The products then will be useless and dumped by the people.

This can be seen from the Dumping Wastes in the Lake Scene. The things dumped in the lake are the wastes people consume. Some of the things that were dumped into the lake were the outcomes of over consumption, such as a truckload of liquor bottles. Yet, the movie did not underline this or further discuss this issue in any way. This only gives a glance of idea that people's over consumption lead to pollution activity.

The second idea is that consumerism indirectly makes people negligent toward the nature. The scenes such as Green Day Concert scene,

Free Donuts Giveaway Scene, and Entering Alaska Scene employ the idea that consumerism belief can turn people's attention toward the environment.

Yet, when we look at the form of the movie as a product that is commoditized, we can see the ambivalence of the criticism in the movie. While criticizing all the consumer ideology and the negative effect it has toward the environment, the movie itself is also a part of the big consumer culture system.

From here, we can rethink about our actions and compare ourselves with the people in the movie. Do our actions help in taking care of the environment, or even make the destruction worse? Do we really need all the things we consume? Are we fully know and conscious of the production process of the things we consume? Or, are we just pawns controlled by the corporations to buy and consume the things we do not necessarily need?

CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

This chapter presents the conclusions of the research concerning consumerism and environmental issues depicted in *The Simpsons Movie* and some suggestions that can be useful for future research.

4.1 Conclusions

This section consists of three sub-sections, the first is the criticism upon consumerism, the second is the criticism upon environmental problem, and the third is the way the movie articulate the issues.

4.1.1 Criticism of Consumerism

Some scenes in the movie imply the criticism of consumerism. These scenes altogether present the big picture of consumerism culture in the society. The scenes that mainly concern about this issue are the Green day concert, the Krusty Burger advertisement, and the Lard Lad donut. By

looking closely at the scenes we can see that the society depicted in the movie is a consumeristic society. In the Green day concert, we see that the people have become an 'uncritical pop mass'. This is a condition created by the music industry to get high profit. By making the people uncritical, the industry can sell anything to them. Therefore, they will get high profit from them. Conditioned like this, the people will be consumerist, they only like to consume, and they reject any critical ideas that are offered to them.

The second is the Krusty Burger. In this scene, we can see the example of an irresponsible advertisement created by the industry. Food industry's irresponsibility is shown in this scene. They promote food that is unhealthy and not good, and depict it in the advertisement as very good food. This is almost the same with condition of the reality today. Major Fast Food Companies massively advertise their unhealthy food that causes obesity, heart disease, and many other health problems.

The third scene is the Lard Lad donuts. In this scene, we can see that Lard Lad donuts have made people addicted to their donuts. The people do not care when the food council closes the donut store and states that the donuts were unhealthy. The people still line up to get the free donut.

From these three scenes, the movie tries to employ the idea that there is a tendency of consumerism in the society, and big industries use this phenomenon for their own benefit.

4.1.2 Criticism on Environmental Problem

The scenes that depict people's negligent behavior toward natural environment are Green Day concert, dumping in the lake, Lisa walking around the neighborhood, and entering Alaska.

In the Green day concert, the people are clearly shown as negligent toward the environment. They refuse to listen to the environmental thoughts from the band, they do not want to pay attention to the heavily polluted lake, and they even add more pollution in the lake.

The lake dumping scene shows further about the negligence nature of the people. They keep on dumping in the lake after they know that the pollution level in the lake is getting very high. This also shows that the dumping has become people's habit.

The scene when Lisa walks around the neighborhood telling the pollution in the lake shows the negligent nature of the people. The people do not want to hear even a single word about the environment.

In the scene when the Simpsons family enters Alaska, it is shown about the environment destruction caused by people's activities. On the following scene, we are shown that actually, the people had the choice to keep the environment, but they let it go for some amount of money.

These scenes employ the idea that the society no longer care about the environment, and this leads to serious problems for the environment.

4.1.3 The Way the Movie Depict the Relation of the Issues

By looking closely at the scenes, we can get the idea of consumerism and environmental problems in the movie. The movie builds the criticism on how big companies use beautiful images of products to lure people to consume the commodity. The movie shows the negative effect of this phenomenon to the environment. Yet, looking at the movie as a product, these criticisms seems ambivalent. The movie itself is also a popular product that is sold to the consumer. This criticisms then, potentially attacks the movie or the creator of the movie itself, since the movie is also a part of the things that is criticized.

4.2 Suggestions

From the research, I put forward the following suggestions:

- Cultural research on the popular media, such as movies and television shows will give many benefits, because movies and television shows can be seen as the reflection of the society at a certain period of time.

Therefore, further studies upon such media are suggested.

- *The Simpsons Movie* still leaves many possibilities to be studied further.

The main plot concerning the family relation, for example, still can be studied much further. Future researcher can also take the same issues from this research and look at the issues from different perspectives.

Therefore, further studies on *The Simpsons Movie* are possible and highly suggested.

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Appendix**STATEMENT OF ORIGINALITY OF SARJANA'S THESIS**

The undersigned,

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Study Program : English

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Declares that the present Sarjana's thesis describes original research undertaken for the English Department, Faculty of Letter, State University of Malang. Any theories, findings, and research techniques not my own have been acknowledged in the text.

Theoretical contribution and findings in this thesis are my own original work and have not been submitted for any degree in this or any other universities. If later it can be revealed that this Sarjana's thesis contains partly or wholly plagiarized pieces of other's intellectual work of any kind, I will readily accept the sanction by the university on the matter.

Anizar Ahmad Yasmin

RIWAYAT HIDUP



Anizar Ahmad Yasmin dilahirkan di Malang, Jawa Timur tanggal 27 Februari 1986, anak pertama dari tiga bersaudara, pasangan Bapak H. Ahmad Husain, S.Pd. dan Ibu Maimin Lailil. Pendidikan dasar hingga menengah ditempuh di Malang. Tamat SD tahun 1998, SMP tahun 2001, dan SMA tahun 2004.

Pendidikan tinggi Sastra Inggris ditempuhnya di Universitas Negeri Malang sejak tahun 2004 hingga tahun 2008.

Semasa mahasiswa, ia cukup aktif dalam organisasi mahasiswa sastra Inggris, Legato, yang sering mengadakan berbagai acara berkaitan dengan bahasa Inggris, termasuk English Month, yang digelar rutin tiap tahun. Di luar kehidupan kampus, ia juga seorang penggemar dan pengamat subkultur pop dan indie/underground.