

## Environmental Care Character Education in Animated Film *Dr. Seuss The Lorax*

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### Abstract

*The aims of this research is to examine the animated film Dr. Seuss The Lorax. The storyline in this film is relevant to the goal of character education, especially caring for the environment. This study will analyze the moral content and character of caring for the environment in the Dr. Seuss The Lorax film. The research method used is a qualitative content analysis. The data source in this study is an animated film with the title Dr. Seuss The Lorax, directed by Chris Renaud Kyle Balda. Data collecting in this study using documentation techniques. This film is the right medium to share and create self-awareness for the community about the environment. Dr. Seuss' The Lorax invites the audience to take action to save the environment and motivates the audience to treat nature as God's creation.*

### Keywords

movie; moral; character;  
environment caring



### I. Introduction

The government through the Indonesian Ministry of National Education has instilled character building through education since 2010 as contained in the National Action Plan for Character Education. Character education determined by the Ministry of Education totaling 18 values or characters originating from religion, Pancasila, culture, and national education goals. These values or characters are religious, honest, tolerance, discipline, hard work, creative, independent, democratic, curiosity, national spirit, love for the homeland, respect for achievement, communicative friendly, love peace, love to read, care for the environment, care about social. , And Responsibility.

The environmental care character set by the ministry of education is one of the most important characters in life. The problem of garbage, slums, water, soil and air pollution in the surrounding environment is caused by people's lifestyles that tend not to pay attention to the environment so that it has an impact on public health and the sustainability of the environment itself. The decline in environmental quality due to human exploitative actions against nature is an act of ignorance towards the environment. Weak awareness of the environment occurs because of the assumption that it is natural for humans to use nature. If this behavior is allowed, the environmental damage will increase. So it is necessary to provide an understanding to the younger generation of the importance of caring for the environment. Sustainability and environmental sustainability is our collective responsibility as humans. The character of caring for the environment can be instilled not only in schools.

The character of caring for the environment is an attitude and action that seeks to care for the natural environment and prevent environmental damage, so that the environment is preserved. "Making changes to nature, there is no need to compete to green the natural environment, but make changes to the environment around us first. An environment that is in good condition is a reflection of good morals. One of the ways to

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instill a caring character for the environment is through film media. Film is one of the effective mass communication media in representing various messages, both moral, humanitarian, political, social, economic, cultural, and even environmental messages. Film is not only a work of art that can be enjoyed by fans, but film is a social building for society. Character, the character of the nation, and culture can be described in films that provide broad benefits for the economic, environmental, social, and cultural fields. Another benefit of film is as a medium in conveying new information and education to the public. The information presented in the film provides new knowledge for the audience. The function of information and education in a film can be achieved if filmmakers produce objective films and films based on everyday life. The film also has its own influence on the audience, namely the message contained in the film's scenes will make an imprint on the soul of the audience, this phenomenon according to social psychology is referred to as psychological identification. Film has the power to influence other people's thoughts more strongly than other media because in the film there are characters and storylines that can touch the hearts of the audience. The biggest influence caused by the film is imitation or imitation, so it is natural for people to imitate the behavior conveyed in the film they see.

Moral values and characters contained in the storyline of a film have a purpose as a means of conveying certain moral teachings. These values can be taken and interpreted by the audience related to life problems such as behavior, attitudes, and manners in relationships. Character values are the main characteristics possessed by each individual. The moral and character values conveyed in the film generally include the values of life, including the values of morality, goodness values, religious values, and citizenship values. Character education as we know, is education that instills habits (habituation) in humans or students about which things are good so that students become cognitively aware of what is right and wrong.

According to Sayekti's research, the animated film *Nussa and Rara episode Baik is Easy* contains six character values. The six character values include: religious, appreciating achievement, love for the environment, hard work, curiosity, and social care. If children always see shows that educate and even teach good character, then it is undeniable that in the future he will become a person of character. Another research from Hidayatuloh, shows that the values of character education for early childhood contained in the four episodes of the animated film *Adit & Sopo Jarwo* are very diverse, among the character values contained such as religious, hard work, independent, friendly and communicative, honest, social care, creative, disciplined, appreciate achievement, and responsibility. Based on Wonderly's study, the genre of children's films is surprisingly the right medium to help pre-adolescent children's moral learning.

There are many choices of film genres that can be used as a medium for character planting, one of which is the animated film genre that has many fans ranging from children to adults. *Dr. Seuss The Lorax* is one of the animated films that can educate the younger generation to adults. This film is interesting to watch because of the amazing visualization effect, there is an element of musicalization, and the story of the film that tells a city without native plants and animals. *Dr. Seuss The Lorax* film describes environmental damage due to human activities that are oriented towards economic benefits from industrial development and development without thinking about environmental impacts. The substance of the story of the film makes a picture of the reality of today's life, namely nature has experienced various kinds of treatment so that it has an impact on forest ecosystems. Based on the problem of the character who cares about the environment being degraded at this time, it is necessary to have a content analysis that examines the animated film *Dr. Seus The Lorax*. The storyline in the film is relevant to the purpose of character

education to care for the environment. This study analyzes the moral content and character of caring for the environment in the film Dr. Seuss The Lorax.

## II. Research Method

The research method used is qualitative content analysis. Content analysis according to Krippendorff is a research technique to make valid and re-examined inferences from data based on its context. In content analysis, the analyst is not only interested in the message itself, but in broader questions about the process and impact of communication. The data source in this study is an animated film with the title Dr. Seuss The Lorax directed by Chris Renaud Kyle Balda. This film was chosen as the subject of the study because it is relevant to environmental problems. Data collection uses documentation techniques by observing through the animated film Dr. Seuss The Lorax. The data collection tool is a coding sheet as a measuring tool in analyzing the moral message of caring for the environment. The coding sheet is made with environmental care indicators, including: 1) Always preserving the surrounding environment, 2) not taking, 3) cutting down or uprooting plants along the way, 4) always throwing garbage in its place, 5) not burning garbage around housing, 6) carry out environmental cleaning activities, 7) hoard used goods, and 8) clean up garbage that clogs waterways.

The coding sheet was filled out by two coders to measure the accuracy of the researchers on the forms of environmental care moral messages in each category that appeared in several sequences. The coder in this study was carried out by the researcher himself as well as another researcher who understands the film Dr. Seuss the lorax. The results of filling in the coding sheet are then carried out with inter-coder reliability used for each category on the coding sheet. Reliability in this study using the Holsti formula. Holsti's formula is an inter-coder reliability test.

$$\frac{2M}{N1 + N2}$$

Reliability between coders =  $\frac{2M}{N1 + N2}$

Information:

M : the same amount of coding (approved by each coder)

N1: number of coding made by coder 1

N2: number of coding made by coder 2

Reliability ranges from 0 to 1, where 0 means none of the coders agree and 1 means perfect agreement among the coders. The higher the number, the higher the reliability number. In the Holsti formula, the minimum tolerable reliability rate is 0.7 or 70%.

Data Analysis Techniques, in this content analysis consists of the following steps:

- a. Data collection, the data in this study is the dialogue in the animated film Dr. Seuss The Lorax which describes moral values.
- b. Data reduction in this study was carried out based on the results of the coding sheet, then the selection of relevant data was carried out with the focus of the problem being studied.
- c. Presentation of data in this study in tabular form. The data presented contains data on the emergence of environmental care moral messages contained in the film Dr. Seuss the Lorax.

*Verification*, researchers can draw conclusions in descriptive form. Data obtained from data sources (informants), conclusions were drawn after obtaining the analyzed data in the form of data on environmental care moral messages in the film Dr. Seuss the Lorax.

### III. Results and Discussion

#### 3.1 Synopsis Dr. Seuss The Lorax

The animated film Dr. Seuss The Lorax is a musical animated film directed by Chris Renaud and released in 2012. This film is adapted from the novel of the same name. This film tells about the life of a group of people in the city of Thneedville who live with joy and excitement. The story in this film is set in Thneedville, a city surrounded by walls as a place for its people to do activities. There are no plants and the air (oxygen) is bottled for sale to the residents of Thneed-Ville. A girl named Audrey, wanted to see a real tree, so she brought it up to Ted. One day Ted visited Audrey's house, because he had a crush on Audrey.

Ted is a boy who is twelve years old, he wants to impress Audrey by fulfilling Audrey's dream of being able to see a real tree. His grandmother then told him to find out "The Once-ler" who lived outside the city walls of Thneedville. The Once-ler is a former businessman with a hot-tempered temper who became a recluse. He would tell Ted where to find the actual tree, but Ted had to listen to his story first.

The story begins many years ago when Once-ler was young. As a young boy, he went on adventures accompanied by his pet donkey and his carriage. His family laughed at his efforts and believed he would not succeed. One day Once-Ler found a very beautiful place which is a forest of colorful Truffula trees. There he met a group of cheerful animals. To start his new business, he cut down a Truffula tree as a knitting material called "Thneeds". He claims that his invention can be used for various needs, it can be hats, rags, carpets, tablecloths, socks, and so on. However, his tree-cutting activity invites the arrival of a magical creature called Lorax who claims to be the "talker of the tree", because trees do not have tongues. Lorax warns Once-ler not to cut down any more trees. Once-ler doesn't believe Lorax's words, but he promises not to cut down any more trees, at first. After all, the Thneeds products he marketed received a negative response from the public.

The needs products boomed quickly and Once-ler received many requests from customers. Once-ler forgets his promise to Lorax, and starts mass-producing Thneeds and invites his family because his business is successful. At the urging of his family, Thneeds production was finally increased, which resulted in more and more tree felling. Until one day, all the Truffula trees were cut down and nothing was left, so Thneeds could no longer be produced, the business went bankrupt, and the Once-ler family left him. Once-ler finally realized his mistake, when it was too late.

When Ted listens to Once-ler stories, he is inspired to change things at ThneedVille. Trouble is, Ted has to deal with Aloysius O'Hare, the Mayor, who makes his money selling bottled water to the public. O'Hare will stop Ted and Audrey from spreading the word about photosynthesis and the free air (oxygen) produced by trees. Ted is assisted by Audrey, his grandmother and mother to be able to plant Truffula tree seeds in the middle of the city. O'Hare continued to get in his way, and persuaded people to stop him. Ted then tore down the city walls to let the public see the barren, dreary, and deplorable conditions outside Thneedville. Ted also clarified what O'Hare said. With trees, life will be healthier, the air is cleaner and it is obtained for free. So far, O'Hare has made residents buy their needs for clean water, even clean air. Finally, the community realized O'Hare's cunning, and realized the importance of planting trees to improve the environment. Truffula seeds were successfully planted and started to come back to life, various plants started to grow, the animals came back. Once-ler was happy to be reunited with Lorax.

### 3.2 Analysis of the Moral Message of Caring for the Environment in Dr. Seuss The Lorax film

The moral message of caring for the environment contained in the film Dr. Seuss The Lorax based on the coding results has three categories, namely: positive, negative and neutral categories. The positive category describes a well-charged moral message. The negative category describes the opposite of the positive category, namely, categories that describe scenes, actions, environmental settings that contain bad or bad morals. The neutral category is the category where there is no specific depiction of scenes, actions, environmental settings that contain environmental care morals in each sequence.

**Table 1.** The emergence of a moral message about caring for the environment in the film Dr. Seuss The Lorax

No	Indicator	Category	Coder 1	Coder 2	Percentage (%)
1	Always keep the environment around	Positive	5	5	100
		Negative	6	6	100
		Neutral	1	1	100
2	Do not take, cut or uproot the plants found along the way	Positive	2	2	100
		Negative	6	5	90
		Neutral	1	1	100
3	Do not scribble, inscribe writing on trees, stones, roads or walls	Positive	-	-	-
		Negative	2	2	100
		Neutral	-	-	-
4	Always throw trash in its place	Positive	-	-	-
		Negative	4	3	86
		Neutral	-	-	-
5	Don't burn trash around housing	Positive	-	-	-
		Negative	-	-	-
		Neutral	12	12	100
6	Carry out environmental cleaning activities	Positive	-	-	-
		Negative	3	4	86
		Neutral	-	-	-
7	Hoarding used goods	Positive	-	-	-
		Negative	-	-	-
		Neutral	12	12	100
8	Clean up trash that clogs drains	Positive	-	-	-
		Negative	-	-	-
		Neutral	12	12	100

The next step is to recapitulate and compare the 2 coders using the Holsti formula. The emergence of positive categories of moral messages is dominated by indicators 1 and 2. Negative categories are found in indicators 1, 2, 4 and 6. Neutral categories are found in indicators 5, 7, and 8. The total moral messages of environmental care that appear in the animated film Dr. Seuss The Lorax as many as 65. The number of moral messages about environmental care that appear is quite significant. Based on 12 sequences, the dominating scene appears on the indicator "always taking care of the environment" 18.46 times; on the indicator of "not taking, cutting down or uprooting the plants along the way" as much as 13.84 times; on the indicator "no scribbling, always throw garbage in its place" as much as 3.1 times;

Moral messages that appear on indicators that do not have a specific description or do not appear include indicators, not burning trash around housing, stockpiling used goods, and cleaning up trash that clogs waterways 18.46 times. The results of the coding sheet between the first and second coders, then compared, seen the similarities and differences with the reliability test between coders. Based on the Holsti formula, the minimum tolerable reliability number is 0.7 or 70%, meaning that in this study the reliability test between coders showed a number above 70%, meaning the results of the analysis were reliable.

Based on the research results, the film Dr. Seuss the lorax contains a moral message of caring for the environment which is clearly described in each indicator. The indicator “always take care of the environment” appears 5 times in the positive category, 6 times in the negative category and 1 time in the neutral category. In the positive category, the character scenes that reflect the attitude of nurturing, caring for, guarding, protecting, and conserving nature appear 5 times in squence 6,10, and 12. The moral message of caring for the environment in squence 6 is described by the appearance of Lorax as a forest guard that appears after the character Once-ler cut down the first tree.

**Table 2.** The Moral Message of Caring for the Environment that Appears in Squence

<b>minute to</b>	<b>Information</b>	<b>Moral message</b>
00:23:37	Lorax builds graves for felled trees as a sign of tree “death”	Concern for the environment appears in the Lorax scene which makes graves for felled trees as a sign of the "death" (extinction) of trees and Lorax's actions trigger other forest animals to join in laying stones around the felled trees. This scene contains a moral message that there is an equal degree between trees and other living things. Every life and living being has a cosmic value and moral solidarity. When one living thing dies (for example, a tree), other living things also feel it. Humans have an equal and equal position with nature and all other living things.
00:25:03	Lorax is angry and warns Once-ler that his actions of cutting down trees can disturb living things around the Truffula forest.	Care for the environment and the life of other living things because trees are a source of oxygen for life.
00:57:41	Lorax collects Once-ler's promise not to cut down trees and the consequences if trees become extinct.	The moral message of caring for the environment conveyed in the two scenes is the moral of compassion and care (caring for nature). This love and care is indicated by Lorax's words stating that he is a forest ranger, demanding and trying to make Once-ler aware of his actions, and his concern for other animals that were killed as a result of Once-ler's logging activities.
01:02:42	Once-ler gives the last Truffula seed to Ted and asks to plant it. The scene	Compassion and caring are moral principles one way toward another, without expecting anything in return. Not based on personal

	takes place after Once-ler tells his story and feels deep regret for his bad deeds	interests, but for the sake of nature.
01:12:51	To save the environment, Ted must plant Truffula seeds in the middle of the city. When Ted explained the environmental rescue mission, many Thneedville residents couldn't believe it.	Dare to be responsible (moral responsibility for nature) for the actions that have been done. Responsibility will arise if the views and moral attitudes held by the community assume that nature is not only for fulfilling human interests. If nature is respected, then a sense of responsibility will arise by itself in humans. The moral message of caring for the environment is in the form of respect for nature, as humans, we must respect, protect, protect, care for, and preserve the environment.
01:19:37	A few oxygen gallon deliverymen say he loves trees and it wouldn't hurt to plant an actual tree.	The importance of saving the environment. In saving the environment it takes awareness and willingness to change bad things into a better direction.

**Table 3.** The Moral Message of Not Caring for the Environment that appears

minute to	Information	Moral message
00:02:50	The lyrics of the song "we don't want to know where the waste goes". In the singing scene there is also a depiction of whether the environment they live in is a fake city or a plastic city	The importance of instilling a moral concern for the state of the environment.
00:07:17	Ted's mother said we don't need real trees, because we already have trees that we can change using remote control, if we want to change seasons	
00:10:23	The appearance of the commercial ad "Bottle water", in this scene O-Hare intends to innovate business by providing bottled oxygen	Not taking advantage of nature's ravages
00:31:10	O-Hare threatens Ted not to look for the tree	
01:05:17	O-Here forces Ted to give up Truffula seeds	
01:13:03	O-Here incites the townspeople of Thneedville not to plant trees	

Based on the results of the coding sheet, the film Dr. Seuss the Lorax contains a moral message about environmental care about learning the importance of preserving the environment. Dr. Seuss The Lorax film is full of depictions of environmental damage due to human activities which is only oriented towards the economic benefits of industrial development and development without considering the environmental impact.

### 3.3 Dr. Seuss The Lorax film as a Media for Character Education Caring for the Environment

Film is one of the media that can be used to instill morals, especially environmental care in children. Basically, children prefer to watch than read. The children's film genre is an effective moral education instrument and has advantages over other literary works such

as novels, comics, and posters. In order to obtain maximum results, children (students) are directed to watch, listen and analyze based on their point of view. Teachers and parents should direct children's understanding of the problems in the film and discuss them immediately. Several theories that support moral and character education through films such as Annalee Ward who argues that children's Disney films are like "The Lion King" can help boost morale. He also points out that such films make children learn lessons emotionally, but are harmless.

Film has a dominating role in the current era of technological development. The advantages of films can be used by parents to see and discuss the values contained in a film. Film can be an alternative learning media so that children/students have the ability to think critically while enhancing moral development. Other advantages in film are effects, photography, graphic animation and music as well as narrative presentation. Animated films designed to involve social sensitivity and the imagination of the audience can be used as a medium to convey moral, ethical, and aesthetic education.

Dr. Seuss The Lorax film can be used as a learning medium to instill character education that cares about the environment. When children/students watch this film, they will find various kinds of environmental problems. Excessive human activities have a negative impact on nature because they do not care about the preservation of nature. This film has four categories on the moral of caring for the environment:

#### **a. There are no living plants (trees) and animals**

Thneedville is an artificial city without real plants and animals. People have to buy air (oxygen) from the O'hare company because there are no plants that can produce oxygen to meet their daily needs. In the Thneedville neighborhood there are only electric trees that run along the street and every house. The description of these conditions shows that there are neither plants nor animals in Thneedville. There are no vegetables for daily food needs. Food is only made of jelly and instant food. Ted as the main character in this film, having dinner with his family. Ted had no interest in eating broccoli made of jelly.

Until Ted finally went out of town, he did not find any plants and animals, the sky was very dark and overcast. He found only piles of garbage and tree stumps. He saw the outside of the city like a dead city and there was no sign of life. Ted is alone in a scary place, but this is the only way to reach Once-ler's house. Once-ler is the only one who has the last Truffula seed.

Deforestation not only has an impact on the extinction of plants (trees) but also various types of animals. When massive deforestation occurs, these animals will lose their habitat. Ecosystems are damaged because the food chain is broken due to the extinction of animals and their habitats. This condition is found in the film Dr. Seuss' The Lorax. When Once-ler cuts down the last Truffula tree, all the animals in the valley find a better place because they can't live there anymore. This scene shows that not only humans, but also animals need trees. Now, animals cannot live in the valley because of human activities. Once-ler never thought about the bad consequences of his actions. All living beings in the valley feel deep sorrow due to environmental destruction.

#### **b. Consuming artificial oxygen**

Oxygen is a vital need for humans. Oxygen must be enjoyed for free because nature has provided it for humans and other living things. However, in the film Dr. Seuss The Lorax is very different. People have to buy fresh air to the O'hare company because there are no trees. There are no trees, meaning there is no photosynthesis process that provides oxygen. Every day people had to refill those empty bottles from the O'hare company.



The above situation is very beneficial for the O'hare Company because the main goal of the company is to make as much profit as possible. O'hare doesn't care about the environment because he only thinks about how to get people to buy the oxygen his company makes. He didn't let anyone drop him. In order to sell their products, O hare creates commercial advertisements.

### **c. Living in an artificial environment**

In the movie Dr. Seuss The Lorax, the neighborhood in Thneedville is made of plastic. The trees and vegetables are not organic, but people prefer to live that way. This situation is unnatural. Nature provides vital human needs, such as air, water, plants, but humans have never thought of its existence. People only think of things that are practical and instant. In this film, technological developments undermine the value and function of nature itself. People in Thneedville were convinced by O'hare that living with fake plants was a modern way of life.

The scene above shows that the marketing department is researching the things people like. The results of this study indicate that people prefer to use plastic products, so it can be said that there is a deviation in the mindset of the people in Thneedville. For O'hare, this can be an advantage for his company. People who have been affected by O hare, believe that life in Thneedville is better off without native trees. In addition, he provoked the public to buy his factory-made oxygen and forbade planting trees in Thneedville. O'hare also managed to convince the public that life in Thneedville was perfect.

### **d. Utilizing Nature for Business Purpose**

In this film, trees have benefits for all living things. Trees provide benefits for the survival of humans and other living things. Trees have a function, as a producer of oxygen, reducing air pollution, and as a producer of food sources. However, the function of the tree is ignored by the community. Deforestation is one of the environmental problems that occur in the world. They only think of business and profit by exploiting nature. They exploit natural resources for personal gain. In the movie Dr. Seuss The Lorax, Once-ler cut down all the trees to make Thneed (clothing). He wants to produce Thneed on a large scale, unfortunately, Thneed's raw material is the leaves of the Truffula tree that has been cut down.

Based on the analysis of the data above, it shows that O'Hare's company is anthropocentric and money-oriented. When humans think that nature is the object, it indicates that there is no egalitarian attitude. Nature and humans should have the same right to live without exploitation. However, many environmental problems are caused by human activities. This film shows how humans exploit natural resources for personal gain without thinking about the negative impact on nature and human life.

The environment and the earth cannot be separated. Earth consists of 90% water and 10% land. These conditions allow plants and humans to live and thrive on earth. The availability of water and plants allows humans and animals to live on earth. All living things can survive following their role in the food chain. As time goes by, the evolutionary cycle develops faster. There are various kinds of science that describe the use of natural resources on earth. That is why humans try to exploit nature according to the benefits contained in it. They take advantage of natural resources for profit without conserving nature. Massive exploitation of nature will result in the destruction of nature and imbalance in the food chain.

This exploitation of nature causes the extinction of animals and plants. This will have a negative impact on the future of human life. Nature and humans are interconnected, both are elements of the earth, but humans ignore the existence of the natural environment. Humans use nature for their own benefit. This happens because of human greed. These bad qualities cause damage to nature and the environment.

Humans must be aware of the environment. Self-awareness is the main key in preserving the environment. Raising awareness is the most important step that must be taken in solving environmental problems. Thus, the first step is to think about the surroundings. It is impossible to create a better environment if humans do not care about the surrounding environment. Thus, this film can be the right medium to share and create self-awareness to the public about the environment. Dr. Seuss *The Lorax* invites the audience to take action in preserving the environment and motivates the audience to treat nature as God's creatures.

#### IV. Conclusion

Films are not only a means of entertainment, they are also an educational medium that can influence the mindset and perception of the audience. Moral values in films usually contain life problems and social issues such as environmental damage, so the content of the moral message contained in the film is very important to convey. Dr. Seuss *The Lorax* film is one of the films that raises the issue of environmental damage due to overexploitation. This film has a good quality and purpose to convey environmental messages to the audience. The people of Thneedville do not pay attention to their environment, and are less sensitive in understanding their environmental problems. They live in an artificial environment like the plastic plants run by the capitalist company O'hare. This happens because they ignore the existence of the original trees. This film reminds the audience that living plants and animals have the right to live in the world as God's creatures.

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