

AN ANALYSIS MARXISM ALIENATION IN *THE LORAX* MOVIE

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A FINAL PROJECT STATEMENT

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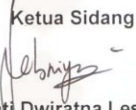
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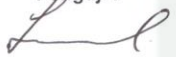
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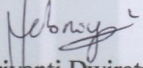
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Atas perhatian yang diberikan, saya ucapkan terimakasih.

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Yogyakarta, January 22th 2014

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MOTTO

*HOW FAR OUR STRUGGLE, IT DOES NOT DEAL WITH THE
THROPHY.*

*BUT, THE VICTORY, SOMETIMES, REACHES IN JUST TWO
MINUTES.*

-FADJAR-

ULC-98"



DEDICATION

This Graduating Paper Is Dedicated To:
MY BELOVED MOTHER AND FATHER
AND MY BELOVED SISTERS
AND MY BELOVED FIANCE



AN ANALYSIS MARXISM ALIENATION IN THE *LORAX MOVIE*

INTISARI

Skripsi ini berjudul *analisis marxisme alienasi dalam film The Lorax*, film tersebut menceritakan suatu keadaan di sebuah kota tanpa pohon, didalam kota semua terbuat dari plastik dimana udara dikota tersebut tidak begitu bersih. Aloysius O'Hare orang yang mampu menemukan alat untuk membuat udara segar dan menjual nya kepada warga. Udara segar menjadi komoditas utama yang menjadikan O'Hare orang terkaya dan menguasai kota tersebut. Dari keadaan tersebut ada hal yang menarik yang menjadi fokus penulis yaitu cara O'Hare menjalankan bisnis nya yang menggunakan sistem kapitalis yang berdampak pada alienasi terhadap orang lain yang hidup dikota tersebut.

Metode yang digunakan dalam deskriptif dalam pengumpulan data. Sementara itu data diambil dari film The Lorax itu sendiri dalam bentuk script dan gambar. Data yang terkumpul kemudian dianalisis menggunakan pendekatan objektif. Yang dilanjutkan dengan teori alienasi nya Marx.

Hasil penelitian ini menyimpulkan bahwa dari obyek penelitian yaitu film The Lorax, dalam film tersebut terdapat alienasi yang terjadi terhadap Cy yang teralienasi terhadap produk, Ted teralienasi terhadap produktif aktifitasnya, Ted teralienasi terhadap orang lain, Mooney dan Mc. Gruk teralienasi dari dirinya sendiri. Studi ini juga menemukan bahwa alienasi yang terjadi dikarenakan oleh kapitalisme yang dilakukan O'Hare.

Kata Kunci: Alienasi, Kapitalisme, Aloysius O'Hare

AN ANALYSIS OF MARXISM ALIENATION IN THE *LORAX MOVIE*

ABSTRACT

This final paper is under title *An Analysis of Marxism Alienation Theory in The Lorax Movie*. The movie tells about Thneedville town where no trees in the town are. Thneedville is an artificial town everything made from plastics and the air is not good enough to consume. In this condition, Aloysius O'Hare is the one who innovates how to produce fresh air, O'Hare sells the fresh air to people in the town as a commodity. It makes O'Hare richest and handles the town. He operates his business with capitalist system that affects the people in the town.

The methods used in this final project are: Descriptive analysis in using the data. Besides that the data of the movie are taken from the movie itself in form of script and motion picture. Then the data collections are analyzed by using objective analysis, then continue analyze the data using Marx's alienation theory.

The result of this paper is conclude, that the object of research The Lorax movie, are consists of alienation and capitalist happened in the movie. They are Cy alienated from the product, Ted alienated from his productive activity, Ted alienated from species being, Mooney and Mc. Gruk alienated from human being. This research also found that the alienation happen are caused by O'Hare's capitalism system.

Key Words: *Capitalist, Alienation, The Lorax*

TABLE OF CONTENTS

COVER	i
A FINAL PROJECT STATEMENT	ii
HALAMAN PENGESAHAN.....	iii
PAGE OF NOTA DINAS	iv
ACKNOWLEDGEMENT	v
MOTTO	vi
PAGE OF DEDICATION	vii
ABSTRACK	x
TABLE OF CONTENTS	xi
LIST OF FIGURE.....	xiii
CHAPTER I: INTRODUCTION	1
1.1. Background of Study	1
1.2. Problem Statements	3
1.3. Objective of Study	3
1.4. Significances of Study	4

1.5. Literary Review	4
1.6. Theoretical Approach	4
1.7. Method of Research	6
1.7.1 Type of Research	6
1.7.2 Data Resources	6
1.7.3 Data Collecting Thecnique	6
1.7.4 Data Analysis Thecnique.....	7
1.8. Papper Organization	7
CHAPTER II: INTRINSICT END EXTRINSICT	8
2. Intrinsict Aspect About the Movies	8
2.1 The Summary	8
2.1.1 Character and Characterization	12
2.1.3 The Plot	15
2.1.4 The Point of View	17
CHAPTER III: ANALYSIS.....	19
3.1 Definition of the position the carácter.....	20
3.2 Analysis of man alienation in Capitalist Society	23
3.2.1 Man Alienated From his Product	24
3.2.2 Man Alienated From his Productive Activity ...	27
3.2.3 Man Alienated From Species Being	33

3.2.4 Man Alienated From Human Being.....	36
CHAPTER IV: CONCLUSSION	39
4.2 Suggestion.....	41
REFERENCES	44



List of Figure

Figure 1 Ted	13
Figure 2 Audrey	13
Figure 3 The Lorax.....	14
Figure 4 Grammy Norma	14
Figure 5 Mrs. Wiggins	14
Figure 6 Aloysius O'Hare	15
Figure 7 Once-ler	15
Figure 8 Cy	25
Figure 9 Fresh Air Gallon	25
Figure 10 High Wall.....	28
Figure 11 Secret button	28
Figure 12 Secret door	28
Figure 13 Inside the wall.....	28
Figure 14 Hidden camera	30
Figure 15 Portable camera	30
Figure 16 Baby eyes camera	31

Figure 17 Cat's eyes camera	31
Figure 18 Allay of the town	34
Figure 19 O'Hare and Ted	34
Figure 20	34
Figure 21	34
Figure 22	37
Figure 23 Mooney and Mc.Gruck.....	37

CHAPTER I

INTRODUCTION

1.1. Background of Study

Literature cannot be separated from human life. Most of peoples learns literature during their life. Recently, popular culture is one of modern literature. Amy Villarejo states on her book *Film Studies the Basics* (2007: 104) that the idea of popular culture derives from it root *popularis*, belonging to “the people,” and, according to Williams, carries with it two senses: “inferior kinds of work” (popular literature as opposed to high canonical literature, for example), as well as “work deliberately setting out to win favor,” work that is well liked by many peoples. In this latter sense, it is most certainly not the sense of work made by the people for the people, as in folk culture or populism (1976: 237).

Related to the popular literature, movie is one of the literature By considering that films (movies) or videos are being closely related to dramas, it is obvious that, according to Wessling (2003: 9)), movies have captured people’s attentions for generations. It proves that movie is interesting to be analyzed. Besides movie is describe some phenomena which is reflected to the reality. Cleve (2006: 1) argues that movies are make-believe. They are designed to portray reality to such an authentic degree that even stories taking place millennia ago in far away galaxies look true and convincing. In historical movies or science fiction films this becomes obvious, as there is no such ”reality” which might be found in

but of course this is true for stories set in everyday life as well, and even for documentaries to certain degree.

One of the movie genre is animation movie, According to Philip Kelly Denslow, an animation movie is a motion picture made by photographing successive positions of inanimate objects (as puppets or mechanical parts), b: a motion picture made from a series of drawings simulating motion by means of slight progressive changes. (1997:1). One of the animation movie is *The Lorax*, that animation movie is portrayed the real live in the capitalist system.

The Lorax is one of the animation movie that portrayed the reality in the capitalist system, that inside the movie consist of alienation process. The movie is adopt from Dr. Seuss's novel which the same title. *The Lorax* movie is produced twice first published in 1972 as an animation musical television special in America. Second the movie is produced in 2012, and it to be an American musical animation movie. The movie is produced by Illumination Entertainment, and it bases on the Dr. Seuss children's book that has the same name. The movie is released by Universal Picture on March 2nd, 2012, the 108th anniversaries of Dr. Seuss. ([http://Dr. Seuss Biography.htm](http://Dr.SeussBiography.htm). accessed on)

The movie tells about a town named Theneedville where inside the town everything is made from plastic and synthetic, includes the property and the environment. It because nature is not exist in the town, where nature is not exist it make the air in the town to be dirty and not good enough to consume, there is businessman who knows how to made the fresh air he is Aloysius O'Hare, he sells

it to the people as a commodity, he run his business by capitalist system. O'Hare became greedy and cruel, he control the town by his system and it make the people feels depressed in their daily live.

From the situation above, there is one situation that interested to be analyzed. It is the capitalist system of Aloysius O'Hare that caused alienated to other living and other man who live in the town, especially Ted, Cy, Mooney and Mc. Gurk.

This research is aimed at describing the alienation process in the movie by employing the intrinsic element of the movie, because this research intends to analyze alienation process happen to the character.

1.2. Problem Statements

This paper aims to analyze the alienation in capitalist system. This paper concern in:

1. How is alienation represented in the movie?
2. How does the psychological alienation affect in the movie?

1.3. Objectives of Study

Based on the problem statements of the paper, here are the main objectives in this research:

1. To explain the alienation represented in the, the researcher must know and understand what are the alienation in *The Lorax* movie.
2. To explain how alienation in Capitalist system happen in *The Lorax* movie, the researcher must know and understand what are alienation as shown in animation movie *The Lorax*.

1.4. Significances of Study

Practically, this research is to analyze Aloysius O'Hare alienated his environment in *The Lorax* movie. Theoretically, this research is to add knowledge, reference, and understanding the meaning of Marxism alienation theory in popular culture especially in movie. Pragmatically, this research is to analyze the alienation of *Aloysius O'Hare* to his environment in the animation movie *The Lorax*.

1.5. Literary Review

The writer has searched other research reports that have a similar object in library of some universities in Yogyakarta and in online library of universities in the world. Nevertheless, there are no one can be found. So, the writer decides that this research is the first research over the object, that is *The Lorax* movie.

1.6. Theoretical Approach

There are many theories that can be used to analyze movie. Some of those theories are psychoanalysis, semiotic, and feminism theory. For analyzing this movie, the researcher uses Marxism alienation theory to analyze the characteristic of Aloysius O'Hare in animation movie *The Lorax*.

According to C Edward, he state in his book *The Capitalist System*: Marx divide into three kinds of objective alienation. First, workers are alienated from the *product* of their work. Second, workers are alienated from the process of work. Third, workers are alienated from their "species being". (1978: 266). Alienation, according to Marx, defines as workers are alienated from the product of their work. In this case, the workers not only suffer and impoverishment but also they alienated from the world. This estrangement occurs because the workers are related to the product of his work but the product ware alienated him. Everything he makes contributes to the world outside of him to which he does not belong. Workers are alienated from the process of their work, the worker cannot choose their time to work, because the worker work appropriate with the schedule from the manager. The workers are alienated from their "species being" it mean, worker they work not as they need they work under pressure of their manager or other people.

This paper analyzing how the alienation happen in *The Lorax* movie by describing the aspects of alienation, and analyze how *Aloysius O'Hare* alienated his environment to run his business.

1.7. Method of Research

1.7.1. Type of Research

This research is qualitative research which is done by doing a library research. It mean this research uses books and other writings to get some materials to support the subject matter of research (Ratna, 2013:39)

1.7.2. Data Resources

There are two data resources of this analysis, the main data, and supporting data. The main data is the alienation practice of *Aloysius O'Hare* character in the movie of. Besides, the secondary data in this analysis are the books which can explain how alienation happened in the movie of *The Lorax*. In addition, the researcher also uses internet to support the research about Marxism alienation theory.

1.7.3. Data Collecting Technique

In collecting data, the writer assumes *The Lorax* movie as a text and so the act of watching the movie is not only watching it but also reading the script. The writer pays attentions to statements, words that have relation of the research. Besides, the writer also reads other supporting data such as discussions and criticisms that are related to this research.

In addition, the researcher also uses library visit to find more reference and also search in the internet to find more data about alienation of *Aloysius O'Hare* in the movie.

1.7.4. Data Analysis Technique

This research uses descriptive analysis. It means that all of the primary data are analyzed and interpreted descriptively by using Alienation theory to get the conclusion about the Alienation process and effect. In the process of analyzing data, the supporting data is used to support the analysis which is ended by the conclusion.

1.8. Paper Organization

Chapter one is Introduction. It provides the background study as to why the discussion on how alienation happens in the Lorax movie is significant to study. It also provides the problem statements, objectives of the study, literary review, significances of the study, theoretical approach, method of research, and paper organization. Chapter two is Intrinsic Elements and Movie Record. It provides the background information about the movie *The Lorax* such as the theme, plot, setting, etc. Chapter three is Analysis. It provides the analysis of how the alienation happens in the capitalist system. The last, chapter four is Conclusion. It draws the conclusion of the research by answering the problem statements and giving suggestion on this research.

CHAPTER IV

CONCLUSION

4.1 Conclusion

To answer the first problem statement, researcher concludes that. The relation between capitalism and alienation that happen in the movie is related to the product and the production process. To control the product and the production process, Capitalist alienated the worker with the purpose to get more profit and prove the production. Capitalist alienated the worker to control the product and the production process that appropriated with capitalist system. Besides that, capitalist also have control over of the town, not just the worker that alienated from capitalist but the people in the town also alienated from capitalist, especially Ted, Audrey, Mrs. Wiggin, Grammy, they alienated from O'Hare. Although they are not O'Hare's worker, but in the capitalist society O'Hare who being capitalist can alienated them, it caused by the difference position between O'Hare and Ted, Audrey and other people in the town. O'Hare have power elite in the town so he can control over the governmental of the town. O'Hare uses that to alienated the people in the town with the purpose he will protect his business from threat that may come from other living.

The researcher concludes that the Capitalist system is source of the alienation in human activity, alienation in Marx are divided into four characteristics, are; first, man are aliened from his product. Second, man alienated from his productive activity, third, man alienated from species being, forth, man

alienated from human being. In “The Lorax movie”, alienation happen to the main character who lives in Capitalist system, alienation also happen to O’Hare labors and O’Hare bodyguards.

The first analysis of alienation in the movie happens to O’Hare’s labor. Cy is the delivery man, who deliver gallon to the consumer, Cy work for O’Hare he work in O’Hare’s fresh air Company, the first characteristic of alienation in Marx is man alienated from his product is happen here, Cy have no control of his product although he made the fresh air and distribute it to the consumer by his hand but he can control the product, when it will produce, because all the control in capitalist society is under capital.

The second alienation is happen to Ted, Ted alienated from his productive activity because his freely activity are bounded by system in the capitalist system ruled by O’Hare, when Ted interested in real tree and he try to find it outside of the town, but O’Hare forbid him for not leaving the town whatever the reason, Ted as a free man who has free activity in his live now his freely are denied by the system that ruled by O’Hare. So Ted cannot do what he want in his daily live it mean he is alienated from his productive activity.

The third alienation, is man alienated from species being happen to Ted, when he thy to leaving the town in second chance is founded by O’Hare, as the man who has power elite in the town O’Hare can control everything in the town, include to forbid Ted for not leaving the town and intimidate him about his interested in tree. The alienation here happen when O’Hare give the direct order to

Ted, that O'Hare make a deal with Ted but Ted does not have any chance to refuse or bargain it, so Ted have to follow the order.

The forth alienation, is man alienated from human being it happen to Mooney and Mc Gruck, they felt unconsciousness when they in their daily work, as O'Hare's bodyguards and minions they work not for themselves. Mooney and Mc Gruck will do what O'Hare order without know the purpose of their activity, they works just for survive in their society.

Alienation is the way man loss of his personal essence as human being in their social live, according to Paul M in *The Capitalist System*:

The result of alienation is the loss of personal identity a transferences of an individual's essential powers to others and to "things," even to commodities.(1978: 87)

4.2. Suggestion

Suggestion For the Future Researchers

This graduating paper focus on analyze the alienation happen in the movie, and the paper divide alienation in to four characteristics in Marx's alienation theory, the paper also analyze the relation of alienation in the capitalist society. The writer suggests for the future researchers use this study as a cooperative literary study on The Lorax movie. Future researchers may use same object to analyze from different point of view.

The writer suggest for the future researchers may analyze, for example, analyze the effect of alienation, or analyze the character especially the main

character in the movie. So the future researcher can use the same object but in different theme.

Suggestion for the reader

Capitalist is Aloysius O'Hare's ideology to control his business and to get more profit of his business, O'Hare alienated his worker and other people in the town to protect his business from other threat that will attack his business. Capitalist will explore everything to protect and develop his business to get more profit and make him richest without caring the effect of his attitude.

In Islamic point of view, what O'Hare do in the movie it shown us that O'Hare oppress his labor, he upstaging his worker with his own way, without thinking about workers essence, and he also bounded peoples in the town by using the high wall that surrounding the town. it mean O'Hare make the people around him to be meaningless and powerless, he does it just for his own interest. In one of the ayah of the Qur'an it have explained,

﴿ضَرَبَ اللَّهُ مَثَلًا عَبْدًا مَمْلُوكًا لَا يَقْدِرُ عَلَى شَيْءٍ وَمَنْ رَزَقْنَاهُ مِنْ أَرْزَاقٍ حَسَنًا فَهُوَ يُنْفِقُ مِنْهُ سِرًّا وَجَهْرًا هَلْ يَسْتَوُونَ الْحَمْدُ لِلَّهِ بَلْ أَكْثَرُهُمْ لَا يَعْلَمُونَ﴾

Allah strikes a parable. A servant owned by his master, having no power over anything, and one to whom we have given from us a fine provision who spends it secretly and openly, are the equal? Praise be to Allah! No, most of them does not know! (An-Nahl: 75)

From the verse of Qur'an above, it appropriated with O'Hare's characteristic, where he make his workers and also the people around him to be meaningless and powerless. O'Hare used that way to oppress the people in his society whom their social position is under O'Hare's social class. Considering the verse of Qur'an is explain about the difference position in Allah's side, the writer conclude that in Allah's side all peoples are in the same position, what make difference one to other is from his pray and his charity in the world, not from his wealth in the world.

The writer conclude, that in the society all people must help each other, include in the daily work, the richer must help the poor to give the poor work, and it also apply to our live, we should help each other in everything because what make difference in Allah's side is our pray and charity, not from what we have in the world.

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