



CHAPTER I

INTRODUCTION

1.1 Background of the Study

An animated movie is one of the most popular types of movies that people usually like to watch. Generally, animated movies typically tell stories about something related to children's world. Characters in animated movies are usually inspired by animals, plants, or imaginative characters that the author created by imagination. Furthermore, nonhumans play an essential role in animated movies. Usually, animated movies tell about children's imaginary worlds, such as a fairy or something magical.

Additionally, animated movies usually illustrate the animal characters that adapt to human life, "And even in those cases when animals, plants, or objects behave like humans, their bodies quite often do not." (Heise, U. K, 2014: 304). An example of this statement is in an animated movie entitled *Sing*, which was produced by Illumination Entertainment. This animated movie tells about a group of animal characters joining a singing audition, and this portrays what humans do in daily activities.

Besides being light entertainment for children, animated movies can address serious issues such as discrimination, war, technological innovation, and environmental crisis. Despite serious issues that may be contained in an animated movie, it still keeps playfulness of visual styles, humor sense, and satiric that characterized the genre of the movie (Heise, U. K, 2014: 301). An example of this is an animated movie entitled *Despicable Me*; we will find the theory of conspiracy throughout the movie. Then, we can find issues about natural damage and global warming in the animated movies *Ice Age*. This research will analyze movies entitled *The Lorax* 1972 and *The Lorax* 2012 with similar environmental issues.

The Lorax 1972 and *The Lorax* 2012 are movies that relate to nature and the environment. In both movies, the environment becomes an important topic; the environment is luxury initially but polluted because of industrialization. Once-ler



and Lorax are significant characters in both of the movies. Once-ler is a character who becomes the cause of industrialization practice and makes such an unnatural environment by his Thneeds production that grows over time. Thneeds are produced from Truffula's leaves, and Once-ler needs to cut down the Truffula tree if he wants to make Thneeds. Lorax is a guardian of the forest who protects the environment from any disruption. He becomes the representation of nature which refuses industrialization in the forest. Besides the two urgent characters mentioned above, several characters who build these movies in the examples are the inhabitant of the valley, Once-ler's family, and Aloysius O'Hare in *The Lorax* 2012, with a setting in the valley of Truffula that becomes a city called ThneedVille. These movies present a storyline from what is happening now, then throw back to the past, and then back to the present.

The previous *The Lorax* movie was released in 1972 on 14th February. *The Lorax* 1972 is an animated movie directed by Hawley Pratt, and this movie is the first adaptation of *The Lorax* by Dr. Seuss's children's book. This movie was produced by The Cat in The Hat Production, United States. The duration of *The Lorax* 1972 is about 25 minutes. It is shorter than *The Lorax* 2012. The next movie *The Lorax*, released 2nd March 2012, is a movie with Chris Renaud as the producer. It has 87 minutes or 1 hour 27 minutes in duration. *The Lorax* 2012 is the remake of *The Lorax* 1972 based on the book by Dr. Seuss with the same title. *The Lorax* 2012 was produced by Illumination Entertainment and distributed by Universal Picture, Universal City, California, US.

The Lorax 1972 and *The Lorax* 2012 have an interval of about 40 years. In 40 years, there is no doubt that there have been so many changes in the global world, and one of the changes is in the movie production. In the 40 years interval, both movies portrayed similarities and differences in theme, plot, characters and characterization, setting, and point of view. The elements mentioned above are parts of the intrinsic elements of the movie. Therefore, this research focuses on intrinsic elements in both movies especially comparing the similarities and differences.

This research analyzes *The Lorax* 1972 and *The Lorax* 2012 movies because these movies are adaptations of Dr. Seuss's children's book, which was written



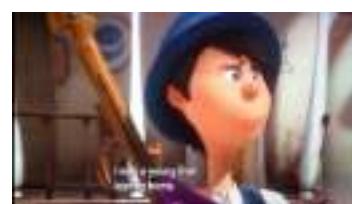
during the US Environmental movement in 1970. It can be concluded that these movies also contain humanity and natural messages. Issues about nature not only occurred in the time when that book was written, but also all the time until the present issues about nature are still being world's big problems. Another reasons, these movies have similarities in title, theme, characters that are played in both of the movies, and also the differences in characters, setting, plot, and point of view. The elements mentioned above are part of intrinsic elements. So, according to the similarities and differences this research will analyze the comparison between both movies using comparative analysis.

In order to analyze the similarities and differences in intrinsic elements of *The Lorax* 1972 and *The Lorax* 2012, this research applies a comparative literature study. A comparative literature study is a study that compares two literary works from one writer to another or between literary works in cross-country or cross-culture. Weissten (in Islam, A. F, 2021: 128) states one of the branches of literary history is comparative literature, which is a study of the literary works and the inspirations of the literary works based on the social background of the different writers. Below is an example of data from the comparison between *The Lorax* 1972 and *The Lorax* 2012:

The differences of characterization in Once-ler character in *The Lorax* 1972 and *The Lorax* 2012.



Scene 3.35
(0:08:30 – 0:08:35)
Once-ler counts his profits.



Scene 3.36
(0:16:59 – 0:18:23)
The young Once-ler when he intends to start a journey

The data shows the differences of characterization in Once-ler character in *The Lorax* 1972 and *The Lorax* 2012. Once-ler in *The Lorax* 1972 never shown his face, meanwhile, Once-ler in *The Lorax* 2012 have concrete physical appearances.



The previous research on *The Lorax* 2012 movie came from an undergraduate thesis by Pratiwi Nursita (2017) entitled *A Critical Metaphor Analysis in Lorax Film*; this research was explained about types of metaphors in *The Lorax* 2012 movie. The next previous research was from undergraduate thesis by Muhammad Isyraqy Putra (2018) entitled *The Role of Mode of Production Depicted in Dr. Seuss' The Lorax Movie*. It was explained how the role of mode of Once-Ler and Aloysius O'Hare in the production of their business in *The Lorax* 2012 Movie. The other research was a journal by Elis Risa and Gustaman Saragih (2022) entitled *Characters and Moral Values in "The Lorax" by Chris Renaud* which was analyzed characters and moral values. From that research, it can be known that there are five types of characters and eleven types of moral values that appear in the movie. From the three previous kinds of research above, it can be concluded that *The Lorax* movie is a movie that can be analyzed from different approaches. So, this research tries to compare the intrinsic elements between *The Lorax* 1972 and *The Lorax* 2012 by applying a comparative literature approach.

1.2 Statements of the Problem

According to the background that this research explains above, there are several problems arises, these are:

1. What are the similarities and differences in intrinsic elements between *The Lorax* 1972 and *The Lorax* 2012?
2. How do the similarities and differences in intrinsic elements operate in both of the movies?

1.3 Objectives of the Study

The aims of this research are:

1. To identify the similarities and differences in intrinsic elements between *The Lorax* 1972 and *The Lorax* 2012.
2. To explain the similarities and differences in intrinsic elements operate in both of the movies.

1.4 Scope and Limitation

The scope of this research is literature research concentrating on a comparative literature study to construct the comparison in intrinsic elements



between *The Lorax* 1972 and *The Lorax* 2012. Due to the extent of the discussion in comparison, this research focuses on the similarities and differences of the intrinsic elements between *The Lorax* 1972 and *The Lorax* 2012.

1.5 Significance of the Study

1.5.1 Theoretical Significance

Comparative literature is the study of comparing two literary works which mean to find the relationship between the literary works. According to the statement about comparative literature, this study is to add knowledge in comparative literature research which means to provide an example of comparative literature in comparison between two literary works, especially between movie to movie.

1.5.2 Practical Significance

This study is an example of the implementation of comparative literature theory, which is applied to compare two movies that have similarities and differences that the theory of comparative Literature can examine. Besides that, this research also assists other researchers who want to analyze comparative literature studies.

1.6 Research Method

1.6.1 Research Design

Based on the comparative literature that compare two literary works which have relationship, this research compares two movies that have the same title, those are *The Lorax* which was published in 1972, and its remake in 2012. This research applied a comparative approach to explain the comparison between the movies. It is explains the similarities and differences in intrinsic elements between *The Lorax* 1972 and *The Lorax* 2012 to find out the relationship of both movies.

1.6.2 Data and Source of Data

The data of this research are scenes in movies *The Lorax* 1972 and *The Lorax* 2012. The source of data is from *The Lorax* 1972 and *The Lorax* 2012 movie itself. The Lorax 1972 is the first movies adapted from children's book by Dr. Seuss which written in 1971. Then, in 2012, Illumination Entertainment reproduce *The Lorax* movie into the new one without erase the essential meaning of the first movie.



1.6.3 Steps to Collecting Data

This research use these steps below to collect the data:

1. Watching and comprehending the movies *The Lorax* 1972 and *The Lorax* 2012.
2. Taking note of the intrinsic elements of *The Lorax* 1972 and *The Lorax* 2012.
3. Taking note of the similarities and differences between *The Lorax* 1972 and *The Lorax* 2012.
4. Giving code for each data:

1 = Number of Data

TL72 = *The Lorax* 1972

TL12 = *The Lorax* 2012

Sm = Similarity

Df = Difference

Ch = Character

Pl = Plot

SP = Setting of Place

SS = Social Setting

Th = Theme

Cz = Characterization

MN = Main Character

PV = Point of View

1.6.4 Steps to Analyzing Data

Below are steps to analyze the data:

1. Explaining the similarities and differences in intrinsic elements of *The Lorax* 1972 and *The Lorax* 2012.
2. Explaining those similarities and differences that work in the intrinsic elements of both movies.
3. Establishing the conclusion of the analysis.



1.7 Definition of Key Terms

There are several explanations and definitions surrounding this research to make the reader easier to understand and catch the point.

1. Comparative Literature : the study of relationships between two or more literatures. (Wellek & Warren in Meyliana, S, 2018: 16)
2. Intrinsic element : elements of literature that build a literature from within, which consist of plot, characters, setting, and theme. (Eagleton in Umboro, P. D, 2021: 41).
3. *The Lorax* 1972 : *The Lorax* 1972 is a movie adapted based on a children's book by Dr. Seuss. Dr. Seuss wrote the book in 1971. (<https://tvtropes.org/pmwiki/pmwiki.php/WesternAnimation/TheLorax1972> Accessed on 13 September 13, 2023).
4. *The Lorax* 2012 : *The Lorax* 2012 is a movie which was produced by Illumination Entertainment and distributed by Universal Picture, Universal City, California, US. (<https://www.imdb.com/title/tt1482459/> Accessed on 13 September, 2023).

1.8 Organization of the Study

This research involves four chapters. Chapter one consists of the background of the study, statements of the problem, objectives of the study, scope and limitation, significance of the study, research method, research design, data and source of the data, techniques of collecting data, techniques of analyzing data, the definition of key terms, and organization of the study. Chapter two explains the previous related research, which can help understand this research. Then chapter three is about finding and discussing. The last is chapter four which consists of conclusion, and suggestions for this research.