ABSTRACT

Depiction of Deep Ecology Principles in the Film Avatar (Qualitative Content Analysis of the Films Avatar 2009 and Avatar: The Way of Water 2022)

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Environmental issues such as deforestation, illegal mining, overfishing and destruction of marine ecosystems are phenomena that have occurred for decades. There are still very few animated films that raise environmental issues and the culture of inland tribes in the film industry. The 2009 film Avatar tells the story of Pandora's Forest whose power the RDA Corporation wants to seize. The 2022 Avatar film tells the story of how the RDA Corporation returns to capture Jake and they threaten Pandora's aquatic tribe, the Metkayina. All the actions carried out and displayed by each character in the two sequels to the Avatar film illustrate the eight principles of deep ecology. This research aims to determine the depiction of deep ecology principles in the scenes of the two sequels to the film Avatar. Robert Cox's environmental communication theory plays a major role in elaborating the 8 principles of deep ecology in the film Avatar with environmental issues that occur in reality. The 8 principles of deep ecology include Inherent Value, Diversity, Vital Needs, Population, Human Interference, Policy Change, Quality of Life, and Obligation of Action. This research uses a post-positivism paradigm and qualitative content analysis methods. The research results show that 26% of film scenes depict the principles of deep ecology with the categories of human interference, diversity and obligation of action being the most dominant. Because these three categories are related to the function of film media as an awareness for the audience regarding environmental issues that occur, how to overcome them and how environmental ethics are applied.

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