

CHAPTER I

INTRODUCTION

This chapter consists of some sub-chapters namely background of the study, research questions, objectives of the study, significance of the study, scope and limitation of the study.

1.1 Background of the Study

In recent years, natural disasters and environmental damage have increased, disrupting many sectors of ecological sustainability and having a widespread impact on humans, animals, plants, and nature. According to Wahana Lingkungan Hidup Indonesia (WALHI, 2024), environmental conditions in Indonesia are increasingly threatened by global warming. Notably, the data confirms 2023 was the hottest year on record, with a global average temperature at least 1.48°C which is higher than the pre-industrial era average (1850-1900). In Indonesia, the temperature anomaly in 2023 was 0.5°C higher than the 1991-2020 average, making it the second hottest year since 1981, after 2016. This indicates that the rise in temperature due to global warming is an inevitable phenomenon as time goes on and the Earth ages. Furthermore, scientists affiliated with the IPCC (Intergovernmental Panel on Climate Change) predict that global warming, the cause of extreme weather disasters worldwide, risks becoming uncontrollable within the next 20 years. This cannot be left unaddressed. Efforts must be made to identify the causes therefore it will reduce the rate of global warming.

According to Zulfah (2025), global warming is driven by human activities, such as deforestation. For example, in Indonesia itself, over the past 20 years, there has been massive deforestation in Papua, with a total of 663,443 hectares of forest lost, 71% of which occurred between 2011 and 2019. This deforestation is primarily driven by the expansion of oil palm plantations and infrastructure development. Other factors contributing to the rate of global warming in Indonesia include mining and extractive industries, as well as agrarian conflicts. By 2033, approximately 3,197 coastal villages were contaminated by mining waste, and 55 small islands

were designated as mining sites for minerals and coal. Such mining activities inevitably damage marine ecosystems, cause widespread environmental pollution, and threaten the livelihoods of indigenous communities and those living nearby.

Regarding agrarian conflicts, in the same year, 2023, there were at least 346 agrarian conflicts involving 638,000 hectares of land and 135,000 families, with projections indicating an increase by 2025 due to land-use conversion policies. Issues across various sectors exacerbating the rise in global warming are further complicated by the growing prevalence of criminalization and environmental crimes. As stated by Mukri Friatna, Deputy External Executive of WALHI, as quoted in Zulfah (2025), Mukri criticized Article 162 of Law No. 3 of 2020 on the Amendment to Law No. 4 of 2009 on Mineral and Coal Mining, which is often used to criminalize communities opposing mining activities. According to the same source, dozens of residents who opposed mining activities in an effort to voice concerns about environmental damage caused by mining were arrested and imprisoned by the police. A series of social and natural phenomena related to the issue of global warming can be concluded that human activities and government policies that view natural resources as exploitable without considering their destructive impacts are the primary factors contributing to the increase in global warming and other environmental issues.

Environmental damage and global warming currently are the result of how humans manage the environment. Tanjung et al. (2021) in their article entitled *Dampak Sains Modern terhadap Lingkungan dalam Perspektif Teologi Islam*, or, with the title translated into English as *The Impact of Modern Science on the Environment from an Islamic Theological Perspective*, emphasize that all forms of environmental damage caused by human activities in managing nature stem from the flawed human mindset that views humans as mere inhabitants and managers of the environment, failing to recognize the environment around them as a crucial element in sustainability that must be preserved. This flawed thinking is based on human-centric thinking that views humans as the pinnacle of authority who are permitted and considered justified in exploiting the environment without accounting for the impacts of damage and ecological imbalance in the future. This

aligns with the views of Kingsnorth and Hine (2009), as cited in Stibbe (2015) , who state that the narrative of human dominance over everything, without limits, is one of the most dangerous foundational beliefs, which they refer to as “the most dangerous story we live by.”

In this case, ecolinguistics functions as a framework that enables efforts toward ecological solutions, by revealing how language constructs, maintains, or challenges the way humans relate to the environment. As a branch of linguistics science which discuss about the relationship between language and environment, ecolinguistics emerged due to the need for sustainable, ecology-oriented changes in mindset (Stibbe, 2015b). The development of ecolinguistic theory is also based on the work of linguists who recognize language's potential to enable sustainable changes in human thinking. As Halliday (2001) wrote in his article *New Ways of Meaning: The Challenge to Applied Linguistics*, "Language is not only a means of communication, but also a means of shaping reality, including ecological reality." In their article *The Ecolinguistics Reader*, (Fill & Mühlhäusler, 2001), stated that "ecolinguistics examines the role of language in the interaction between humans, society, and the environment, revealing how language constructs ecological realities." (Haugen, 1972) provides an introductory definition of ecolinguistics in his article *The Ecology of Language*, "Language ecology may be defined as the study of interactions between any given language and its environment". He further explains that the environment referred to in language ecology has a metaphorical meaning, encompassing not only the physical or natural environment, but also the social environment in which a language develops.

According to Sapir (2001), the environment in ecolinguistics includes the physical or natural environment and the social environment that influence human language and culture. He emphasizes that the influence of the environment on language is not direct and evenly distributed, but depends on the extent to which individuals or communities show interest in certain elements of their environment. The physical environment includes geographical factors, climate, and natural resources, while the social environment encompasses cultural values such as

religion, ethics, politics, and art. Sapir stresses that, in practice, all environmental influences on language are mediated by social factors.

A study conducted by Jabeen (2024), explains that mass media plays an important role in shaping public opinion and influencing decisions about environmental issues. By using ecolinguistics discourse analysis, she shows how the way media talks about the environment can affect people's awareness and encourage them to take collective action.

According to Cangara (2011), films are a form of electronic mass media shown on devices that combine sound and images, such as televisions. This enables the rapid and widespread distribution of information.

Larasati (2025) states that animated films have great potential as a medium for ecological campaigns because they can convey sustainability messages through powerful visuals and compelling stories. In addition to providing entertainment, animation also plays a role in raising public awareness about the importance of protecting the environment. Another advantage is its ability to reach audiences of various ages and social backgrounds, making ecological messages more accessible and understandable to a wide audience.

The message of an animated film is sometimes conveyed not only through visuals and dialogue in the film, but also implicitly through the lyrics of the film's soundtrack. As Kassabian (2002) emphasizes, the soundtrack serves as an "identification channel" by utilizing lyrics and musical rhythms to deepen narrative meaning. Music and song lyrics not only support the emotional atmosphere but also function as narrative commentary and the essence of the story, enriching audience interpretation through additional resonant experiences within the film.

In this study, the author chose to analyze selected song lyrics from the soundtracks of several films, including: *The Wild Robot* (2024), *Ron's Gone Wrong* (2021), and *Big Hero 6* (2014). This is because all three films share a common focus on ecological sustainability by highlighting the interaction between humans, technology, and the natural and social environments around them, while also conveying ecological messages that are relevant to contemporary life.

In the first film, *The Wild Robot* (2024), the story of Roz as a robot who learns to adapt and become a protector of nature on a wild island emphasizes the importance of harmony between technology and nature, as well as ecological responsibility in maintaining ecosystem balance and criticizing the negative impact of natural resource extraction (Arain, 2024; IMDb, 2024). In the second film, *Ron's Gone Wrong* (2021), the issues of dependence on technology and consumerist culture are raised, teaching that technology should be a supportive tool, not a replacement for real interaction, and emphasizing the importance of repairing and reusing electronic devices for environmental sustainability, as well as building authentic social connections (Laughman, 2023; Mulderig, 2021).

Meanwhile, in the third and final film selected, *Big Hero 6* (2014) highlights the value of responsibility in technological innovation, the importance of repairing and reusing devices, and social collaboration as the key to overcoming challenges, which indirectly reflects the importance of cooperation in preserving the environment and society (Shodikin et al., 2020). Overall, these three films encourage audiences to balance technological progress with environmental conservation and foster healthy social interactions to achieve harmony between humans, technology, and nature.

In order to explore ecological values are linguistically conveyed in the lyrics, this study applies the framework of conceptual metaphor. In linguistics, conceptual metaphors are known as a way to understand something through something else which more concrete and familiar. (Lakoff & Johnson, 1980) stated that conceptual metaphors are not just a figure of speech, but a fundamental part of how humans think and act: “conceptual metaphor is pervasive in everyday life, not just in language but in thought and action”. They further provides the example of the conceptual metaphor expression *life is a journey*, where the abstract concept of life as the target domain is understood through the concrete experience of a journey as the source domain. This is reflected in expressions such as “going through a difficult period” or “reaching the end of the road,” which show that everyday language reflects conceptual thinking patterns embedded in culture. Thus, conceptual

metaphors are not only common, but also shape the way humans understand and talk about reality.

Previous studies, such as those by Asfar et al. (2022), Saragih (2021), Rahmat & Dianita (2024), and Putri et al. (2022), have analyzed song lyrics using conceptual metaphor theory, focusing either on metaphor types or domain mappings. While some of these studies used an ecolinguistic perspective, they mostly limited the concept of “eco” to the natural environment and natural metaphors. In contrast, this study expands the ecological aspect by including not only conceptual metaphors that relate to the natural world, but also those that reflect the social environment. As Sapir (2001) explained, language reflects the natural world only to the extent that it is shaped by social experience. Therefore, this study fills a gap in previous research by analyzing selected lyrics from animated movie soundtracks, which carry background stories that support deeper ecological interpretation. It aims to explore the types of conceptual metaphor in these lyrics portrays human relationships with both nature and society, and the way conceptual metaphor helps shape ecological awareness through everyday expressions.

1.2 Research Questions

According to the background of the study, this study discusses mappings and types conceptual metaphor in ecolinguistic perspective in the selected soundtracks songs lyrics from the three selected animation movie, namely *The Wild Robot* (2024), *Ron's Gone Wrong* (2021), *Big Hero 6* (2014). Then the research questions are formulated as the following:

1. What types of conceptual metaphors are found in the lyrics of the selected soundtracks from the three animated movies?
2. What are the language environments which can be found in the conceptual metaphors found from the song the lyrics of the three selected animation movie soundtracks?

1.3 Objectives of the Study

Based on the statements of the research problems above, this study aims to: Identify the types of conceptual metaphors and categorize the types of language environment in which conceptual metaphors occur in the lyrics of three selected animation movie soundtracks.

1.4 Significance of the Study

Theoretically, the results of this study are expected to contribute to the development of studies in metaphor analysis, particularly in the field of ecolinguistics. By applying the theory of conceptual metaphor proposed by Lakoff & Johnson (1980). This research offers a systematic approach to interpreting metaphorical expressions in song lyrics. In addition, this study highlights the relevance of Sapir (2001) for concept of language environment in identifying ecological values conveyed through metaphors in soundtracks song lyrics.

Practically, this study aims to offer potential insights into the types of conceptual metaphor proposed by Lakoff & Johnson (1980), the types of environment based on Sapir's (2001), and the song lyrics of selected animated movie soundtracks as the source of data, the findings may be useful for students of the English Study Program at Trunojoyo Madura University, particularly those who focus on linguistics.

1.5 Scope and Limitation of the Study

The scope of this study focused on conceptual metaphors within an ecolinguistic perspective. This study focuses specifically on identifying metaphors found in the words, phrases, or sentences of song lyrics from three selected animated movie soundtracks. The analysis is restricted to metaphors that are relevant to the types of conceptual metaphor proposed by Lakoff and Johnson (1980), and the types of environment in which these metaphors occur, based on Sapir's (2001) ecological theory.