

**JAKE SULLY’S EFFORTS IN PRESERVING NATURE
AGAINST HUMAN’S GREED
IN JAMES CAMERON’S “AVATAR”**

THESIS

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ABSTRACT

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Keywords: Jake Sully's efforts, preserving nature, human's greed, Avatar.

Nature has an ecological system that must be managed by all of human beings. Unfortunately, people are careless about their duties which then causes many environmental destructions. This research deals with man's efforts to save the nature as reflected by Jake Sully, the main character of *Avatar* movie. *Avatar* tells about a place in outer space named Pandora, it is a spot of unobtainium, grey rocks cost twenty million dollars/kg. There is a group of people who want to destroy Pandora to get the unobtainium. Because of that reason, the aim of this research is to reveal Jake Sully's efforts to save the nature. The theoretical framework is derived from the idea of ecocriticism.

In conducting this research, there are three steps taken as the methodology. First is deciding object material, *Avatar* movie. Second is analyzing and interpreting the texts. The material object will be analyzed by enclosing the screen capture and the script or dialogue related to the topic of discussion. The last is drawing the conclusion.

This research finds that the destruction of Pandora happens because of humans' greed. People destroy the nature to get their purposes which causes many negative impacts, because Jake Sully falls in love with Pandora, it becomes his reason to do some efforts. There are Jake Sully's efforts to preserve Pandora such as betraying the mission, preventing the military aggression by stopping the tractors which damage the trees, and leads the war against military aggression.

In conclusion, Jake Sully has become an agent of change to create a better world by preserving Pandora from humans' greed. He is aware that man and nature should live in harmony. The further researchers can analyze *Avatar* movie through another perspective such as semiotic criticism to analyze the signs in the movie.

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