

ABSTRACT

Currently, the issue of environmental damage is one of the biggest problems in the world. Unfortunately, not everyone is aware of the seriousness of the issue. Therefore, film as a medium for conveying messages that can be accessed easily by various groups is currently one of the mediums used to convey messages and social criticism on this issue. In this study, researchers will use the animated film Princess Mononoke by Hayao Miyazaki which tells how Ashitaka, San and other animals struggle to save the forest from Lady Eboshi and her troops who want to control the forest for profit. The research was conducted to see how the characters in this film represent things that can damage the environment as a form of social criticism. The method that the researcher uses in this study is a qualitative method with John Fiske's theory of Semiotics which is divided into three levels, namely the level of reality, representation, and ideology. The results obtained from this research based on the level of reality, representation, and ideology that have been studied, there is a social criticism of anthropocentric ideology that causes environmental damage in this Princess Mononoke film.

Keywords: Environmental Damage, Social Criticism, Semiotic, Animated Film, Representation