

KERUSAKAN LINGKUNGAN DALAM FILM DOKUMENTER (COWSPIRACY THE SUSTAINABILITY SECRET) DITINJAU DARI EKOSENTRISME DEEP ECOLOGY

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ABSTRAK

Film dokumenter (*Cowspiracy the Sustainability Secret*) karya Kip Andersen dan Keegan Kuhn dalam tinjauan teori etika lingkungan Ekosentrisme Deep Ecology merupakan sebuah karya yang bertujuan menggugah kesadaran manusia untuk peduli terhadap lingkungan sesuai dengan teori etika lingkungan Ekosentrisme Deep Ecology. Film dokumenter (*Cowspiracy the Sustainability Secret*) memaparkan bahwa peternakan merupakan penyebab kerusakan lingkungan, dikarenakan kotoran hewan ternak mengandung gas metana yang bersifat 25-100 kali lebih merusak daripada karbon dioksida dari kendaraan. Penelitian ini bertujuan menjelaskan secara analisis peternakan sebagai penyebab kerusakan lingkungan, serta krisis lingkungan dewasa ini. Penelitian ini bertujuan menjelaskan tinjauan Ekosentrisme (Deep Ecology) dalam film dokumenter (*Cowspiracy the Sustainability Secret*) serta kritik terhadap Antroposentrisme. Penelitian ini menjelaskan refleksi kritis atau analisis teori etika lingkungan Ekosentrisme khususnya *Deep Ecology* terhadap film dokumenter (*Cowspiracy the Sustainability Secret*).

Objek material dalam penelitian ini adalah film (*Cowspiracy the Sustainability Secret*), dan menggunakan sudut pandang etika lingkungan. Penelitian ini bersifat kualitatif dengan menggunakan model penelitian masalah aktual yang dilakukan melalui studi pustaka. Langkah-langkah penelitian dilakukan melalui tahapan yaitu inventarisasi dan kategorisasi, klasifikasi, analisis-sintesis, dan evaluasi kritis. Analisis data dalam penelitian ini menggunakan *verstehen*, interpretasi, hermeneutika, dan holistika.

Hasil dari penelitian ini yaitu film dokumenter (*Cowspiracy the Sustainability Secret*) mencoba menggugah cara pandang manusia dari Antroposentris menjadi Ekosentris. Kepentingan manusia dalam industri peternakan dan konsumsi produk peternakan yang berlebihan telah menyebabkan kerusakan lingkungan. Pandangan Ekosentrisme didasarkan pada pemahaman bahwa baik makhluk hidup maupun benda-benda abiotik lainnya saling terkait satu sama lain. Film dokumenter (*Cowspiracy the Sustainability Secret*) memuat prinsip-prinsip Ekosentrisme dan platform aksi dalam menjaga lingkungan. Teori etika lingkungan Ekosentrisme Deep Ecology dalam film dokumenter (*Cowspiracy the Sustainability Secret*) memusatkan perhatian terhadap akar permasalahan dari penyebab kerusakan lingkungan, dan berusaha memberikan pemahaman bahwa kehidupan alam termasuk manusia berfungsi secara keseluruhan.

Kata Kunci : Film dokumenter (*Cowspiracy the Sustainability Secret*), Ekosentrisme (*Deep Ecology*), gerakan peduli lingkungan.

ABSTRACT

Documentary film (Cowspiracy the Sustainability Secret) directed by Kip Andersen and Keegan Kuhn in environmental ethics theory, Ecocentrism (Deep Ecology) review was a film that purposed to arousing human consciousness to more aware and care to environmental issue accorded to Ecocentrism or Deep Ecology perspective. Documentary film (Cowspiracy the Sustainability Secret) shows that animal agriculture is the major source of environmental issue, because of methane is 25-100 times more destructive than carbon dioxide from all transportation sector. This research intends to explain animal agriculture as major source of environmental issue, also environmental crisis nowadays analytically. This research aiming to explains that Ecocentrism (Deep Ecology) in documentary film (Cowspiracy the Sustainability Secret), critics regarding to Antropocentric as well. This research reflected critical thought and application of Ecocentrism (Deep Ecology) based on documentary film (Cowspiracy the Sustainability Secret).

The material object in this research is documentary film (Cowspiracy the Sustainability Secret), using viewpoint of environmental ethics as a formal object. This research processed with qualitative method and use actual problem modeling based on literature study. The steps of research conducted through the stages were inventory and categorization, classification, analysis-synthesis, and critical evaluation. Data were analyzed with using verstehen, interpretation, hermeneutics, and holistic.

The results of this research, that the documentary film (Cowspiracy the Sustainability Secret) tries to arouse the human perspective from Antropocentric to Ecocentric. Human interests in livestock industry and excessive consumption of livestock products have caused environmental issue. The viewpoint of Ecocentrism is based on the understanding that both living things and other abiotic objects are interrelated. The documentary film (Cowspiracy the Sustainability Secret) contains the principles of Ecocentrism and a platform of action in protecting the environment. Environmental ethics theory Ecocentrism Deep Ecology in the documentary film (Cowspiracy the Sustainability Secret) focuses on the root causes of environmental damage, and seeks to provide an understanding that natural life, including humans, functions as a whole.

Keywords: documentary film (Cowspiracy the Sustainability Secret), Ecocentrism

(Deep Ecology), Platform.