

Mirando Corporation's Exploitation towards Okja in *Okja* (2017)

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Abstrak

Ada banyak jenis eksploitasi seperti eksploitasi alam, eksploitasi hewan, dll. Menurut (Tomaskovic-Devey & Avent-Holt, 2019), "Eksploitasi adalah situasi ketika satu pihak menggunakan posisinya untuk keuntungan mereka dengan mengorbankan lainnya." Penelitian ini menganalisis *Okja* (2017) yang berfokus terutama pada tindakan kekejaman yang mungkin terjadi di peternakan dan bagaimana Mirando Corporation mengeksploitasi *Okja* dan bahkan *Mija*. Peneliti berfokus untuk membahas penyiksaan dan kekejaman terhadap hewan, eksploitasi manusia terhadap hewan, motif kenapa mereka melakukan eksploitasi hewan, dan pelajaran sosial yang dapat dipetik dari film ini. Peneliti menggunakan gagasan Greg Garrad tentang Ecocriticism, dan Five Freedoms of Animal Welfare untuk melakukan penelitian ini. Tangkapan layar dan Script dari *Okja* (2017) digunakan peneliti sebagai sumber data. Hasil penelitian ini menemukan bahwa Mirando Corporation melanggar 4 dari 5 poin dalam kebebasan kesejahteraan hewan, seperti membuat hewan merasakan sakit, membuat hewan merasa tidak nyaman, membuat hewan takut dan stres, dan terakhir membuat hewan tidak dapat berperilaku seperti biasanya. Semua jenis pelanggaran ini dilakukan karena Lucy Mirando ingin mengatasi kelaparan dunia dan membuat nama perusahaannya disukai orang dan media, dari perusahaan kimia yang paling dibenci di dunia menjadi perusahaan babi ajaib yang paling disukai. Tapi mereka perlu mengatakan kebohongan demi kebaikan semua orang kepada media tentang babi super mereka dan hanya ingin mendapat untung dari hewan GM.

Kata Kunci: Eksploitasi Hewan, Ekokritik, Hewan Modifikasi Genetik, Kekejaman di Peternakan

Abstract

There are many types of exploitation ,such as nature exploitation, animal exploitation, etc. According to (Tomaskovic-Devey & Avent-Holt, 2019), "Exploitation is a situation when one party uses their position to their advantage at the expense of the other." This research analyzes *Okja* (2017), which focuses primarily on the acts of cruelty that may occur in actual animal farms and how Mirando Corporation exploits *Okja* and even *Mija*. The researcher mostly discusses animal abuse and cruelty, human exploitation of animals, the motive of why they do this animal exploitation and the social lessons that may be learned from this film. The researcher used Greg Garrad's idea of Ecocriticism and the Five Freedoms of Animal Welfare to carry out this study. The researcher uses screenshots and Scripts from *Okja* (2017) as data sources. The result of this study found that Mirando Corporation violated 4 points in 5 freedom of animal welfare, such as making the animal feel pain, making the animal feel discomfort, making the animal fear and stress, and lastly, making the animal cannot behave as usual. All these types of violations were carried out because Lucy Mirando wanted to solve world hunger and make her company name to be liked by people and media, from the most hated Agro chemical company in the world to the most likeable miracle pig company. But they need to tell white lies to the people and media about their super pig and just want to make a profit from GM animals.

Keywords: Animal Exploitation, Ecocriticism, Genetic Modified Animal, Animal Farm Cruelty

1. INTRODUCTION

Animals play an essential role in humans. Animals can be our pets, a house guard, a messenger in the past, and a source of protein. Every year, humans murder countless numbers of animals for their own benefit. In dictionary terms, "Exploitation" means the action of making use of or treating someone unfairly and taking

benefit from their resources. There are many types of exploitation, including exploitation towards nature, human exploitation, and animal exploitation, which the researcher will use to reveal the exploitation of Mirando Corporation towards *Okja* in *Okja* (2017). Animals are subjected to horrible suffering. They are either trapped or kept in unfavorable and stressful situations like farm animals, where they are made to lead lives filled with dread, misery,

and boredom. Additionally, they occasionally experience persistent illnesses or wounds. This is done for a variety of reasons. The most frequent reason for raising and killing animals is to produce certain foods, but they are often killed to make clothing, for entertainment, or to be used as labor or tools, including as research instruments.

This movie is not talking about people being vegan or something like that, and if we watch the movie slowly and clearly, it can be seen that Mija still wants to eat fish when playing with Okja at the mountain. It is stated at 08:22 when Mija told Okja, "*I want fish stew today!*". Instead, this movie is mainly talking about the cruelty that animal farms can get in real life and how Mirando Corporation exploits Okja and even Mija. Because of the rise in animal cruelty, many "Vegan Warriors" and the ALF (Animal Liberation Front) appear around the world to voice and defend animal rights and try to free the animals who are being harmed, as well as to show the world the cruelty that farmers inflict on animals, as shown in this film and others. ALF activists work in tiny groups with few people, undercover, at night, and while wearing ski masks and balaclavas (it ranges from one individual to many individuals working closely together). Skilled liberation teams enter premises harboring animal prisoners after conducting a thorough investigation to free or save the animals. They take control or destroy property, tools, and materials used for animal exploitation, and they set buildings and laboratories on fire. They target a variety of animal abusers, including factory farmers, foie gras manufacturers, fast food establishments, and the fur and vivisection industries. "They are champions of freedom and justice for any subjugated species; they are not aggressive aggressors against life." (Best Ph D et al., 2011).

The researcher chose this topic because this kind of animal exploitation happens in industrial farming to show the world that animals also have rights. We can produce better meat quality if the animals are treated special, just like how Japanese people treat Japanese cows, called 'Wagyu,' and finally, to help the world by raising this issue so that people will stop hunting, whether rare or common animals, to take animal parts for sale, that can cause species to become extinct.

The action-adventure movie *Okja* was co-produced by South Korea and the United States and released in 2017. American and South Korean actors are also included in the cast. Aside from Korean, this movie is also available in English. After being nominated in the Palme d'Or category of the Cannes Film Festival in May 2017, the movie *Okja* has been available to stream on Netflix worldwide since June 28.

Lucy Mirando has become the new CEO of Mirando Corporation, replacing her older sister, Nancy

Mirando, who does not care about nature. When Lucy Mirando took over as CEO, she made it known to the public that she wanted to solve world hunger and satisfy the demand for meat. So Mirando's scientists created a GMO animal that resembled a pig but was shaped like a hippopotamus. They are known as 'Super Pigs' and are pretty large. But unbeknownst to the public, the Mirando Company told the public that this animal was found in Chile, and scientists managed to take care of these Super Pigs and successfully reproduce around 26 Super Piglets. After sending 26 specimens to breeders all over the world, the largest and healthiest pig would be named the best pig ten years later. The finest farmer in South Korea and his granddaughter Mija grew one of the pigs in the mountain. They named this pig Okja. Mija and Okja frequently play and spend time together because Mija adores her.

One day, a team from Mirando's company came to check on Okja. They came with Dr. Johnny Wilcox, who subsequently referred to Okja as the world's best pig. They intended to transport Okja to New York, USA. Mija plans to run away with Okja since she does not want to be parted from her. ALF, an animal rights activist group, helped them in their attempt to return to their home, South Korea. Unfortunately, they were unsuccessful in their endeavors. They must fight to free Okja and then expose Mirando's rotten company.

The researchers used animal welfare to discover the exploitation by the Mirando Company towards Okja. This is reflected in the framework known as the Five Freedoms, created by the UK's Farm Animal Welfare Council. Although its usefulness as a framework for evaluating welfare alone is debatable, it is helpful for the researcher's goals in this research because it explicitly tries to link freedom to welfare by giving an example of the variety of conceivable freedoms.

The researcher uses four previous studies, which also talk about animal abuse, ecocriticism, and exploitation. The first previous study was done by Evie Triana, who analyzed a novel by Sara Gruen called *Water for Elephants* in her research of animal Rights in Sara Gruen's *Water for Elephants: An Ecocriticism Study*. Her goal is to expose the portrayal of an animal circus that appears in the *Water for Elephants* novel. According to Triana (Triana, 2013), because of the Great Depression, animals in the railroad circus of the Benzini Brother's Most Spectacular Show on Earth were treated horribly and had many unmet needs. She mentions torturing animals and discusses the dark side of animal circus life in her research. "life of circus animals is based on human treatment; the animals may look happy, but the truth is they are suffering." (Triana, 2013 page 19). They feel freedom only when they perform; after performing, they will return to their small cages. The difference

between Triana's research and this research is the object of the studies, which in this study uses Okja movie, while the similarity is that both researchers try to reveal animal exploitation.

The following previous study is from (Hakim, 2016), which discusses the environmental issues in *How to Train Your Dragon 2* movie using ecocriticism theory by Greg Garrard. In his study, there are two issues of the environment in the film: animal exploitation and the effects of war. The type of animal exploitation in *How to Train Your Dragon 2* is hunting the animals for war and violating all animal welfare. At the same time, the war caused damage to nature and impacted the air, water, and land. The difference between Hakim's research and this research is this study reveals the type of exploitation of the animals in this movie without considering the environmental issues like the effect of the war in Hakim's research.

The third previous study discusses nature exploitation done by (Romadhon, 2011) which discusses the film *Avatar*. This research aims to investigate various relationships between humans and non-human aliens in the environment. In his research, he mentions that deforestation, exploitation towards nature, and the power of nature are the environmental issues that this movie tries to bring up to the viewers. According to him in his study, there are differences between humans and non-humans through the relationship with nature, which is more contradictory. Humans believe they are superior, making them feel arrogant and as if they own the environment; they see nature as a profitable object they must control and take over. This mindset causes the environment and themselves to turn away from it; instead of trying to improve it, they destroy it.

On the other hand, from the non-human alien side, they live harmonically with nature (animals, plants, etc.). They respect, worship, and understand that nature has its own power to either bring beneficence or destruction to them, and they know that their existence is equal to their surrounding habitat and that they are a part of it. What makes this research and Romadhon's research different is the type of exploitation discussed. *Avatar* (2009) mainly talks about nature exploitation, while *Okja* (2017) talks about animal exploitation. Both Romadhon and this research use Ecocriticism theory but with different approaches. Romadhon uses the relationship of humans and non-humans with the environment or nature, while this research uses philosophical considerations of animal rights.

And the last previous study is from (Juliansyah, 2018), which also talks about the same topic and movie in his title, *ANIMAL ABUSE IN INDUSTRIAL FARMING*

AS DEPICTED IN OKJA MOVIE. In his research, he focused on finding the type of animal abuse in industrial farming and how the movie tries to stop the animal abuse that happened, which Mija and the ALF do to the Mirando Company. The difference between this research and Juliansyah's research is this research tries to find the motive of why the Mirando Company exploited the super pig.

Since this movie mainly talks about the exploitation towards animals, the researcher decided to analyze it using Greg Garrard's Ecocriticism. In his book entitled *Ecocriticism*, (Garrard, 2004) claims that "ecocriticism is something unique among literary and cultural ideologies, due to its intimate links to science and ecology.". The study of human and non-human relations across human cultural history, as well as a critical examination of the word "human," is the broadest description of Ecocriticism. Although ecocritics may not be competent to contribute to discussions about ecological issues, they must nonetheless cross-disciplinary barriers and improve their own "ecological literacy.". "The study of humans and animals interactions in the humanites is divided into two categories: philosophical consideration of animal rights and cultural analysis of animal representation." (Garrard, 2004). The researcher will mainly talk about animal cruelty/abuse, the exploitation of humans towards animals, and the social lessons that can be taken from this movie using the framework known as the Five Freedoms, created by the UK's Farm Animal Welfare Council. According to the FAWC (Council, 1992) These freedoms are:

1. Freedom from hunger and thirst
2. Freedom from pain, injury and disease
3. Freedom from discomfort
4. Freedom from fear and distress
5. Freedom to perform normal/natural behaviour

Ecocriticism theory aims to discover a person's attitudes and responses in society toward nature and ecological issues. Thus, in this research, the researcher will reveal the exploitation of Mirando Company by ignoring animal welfare, the motive of why Mirando does that, and the impact from both sides; the Super Pig and the human.

2. METHOD

Greg Garrard's Ecocriticism theory is used in this study. The descriptive qualitative method is applied to this research. Since this study examines animal cruelty, it will focus on how Mirando Corporation exploits the super pig and reveals the motive for exploitation in this movie. The researcher hopes this study can be helpful and informative

to authors and readers, particularly for individuals who like and value films that address animal abuse. The researcher thinks this study will provide readers with a better understanding of how animals are exploited and abused in this film and real life.

The researcher conducted this study using literary analysis, Greg Garrard's Ecocriticism theory, the Five Freedoms of Animal Welfare, and theory of shot by Timothy Heidrich. The data sources that the researcher will use are scripts and screenshots from Okja (2017). The following steps are taken to obtain data and sources: (1) the researcher repeatedly watch Okja (2017); (2) then, collecting data through screenshots, quotations, and ideas relevant to the study objectives; (3) analyze the data to look for animal exploitation that emerges in this film utilizing ecocriticism and determine the motive of Mirando Company in this animal exploitation; and (4) lastly, drawing the conclusion based on the analysis. Thus, the researcher will also suggest the next researcher who wants to continue this research or use this research as a previous study.

3. RESULT AND DISCUSSION

This section describe the exploitation that Mirando Corporation cause and to reveal the motive of exploitation cause by the Mirando Corporation

3.1 Exploitation of Mirando Corporation towards Okja

The Mirando Company is exploiting Super Pigs because they are experimenting with super pigs, especially Okja, the Best Super Pig Competition winner. They need to find new finds, and they want to control those super pigs to solve world hunger by selling them to restaurants and supermarkets. All of those experiments violate the five Freedom of Annimal Welfare and can be considered animal cruelty. This kind of activity is only beneficial for the Mirando Company This part uses the first category from Garrard's theory which is the consideration of animal rights; it can be obtained from 5 freedom of animal welfare. There are 4 points that Mirando Company has violated according to the five freedoms of animal welfare: Mirando Company makes the animal feel pain, makes the animal feel discomfort, makes the animal stressed because of fear, and finally makes the animal unable to express their natural behavior.

3.1.1 Making the Animal Feel Pain

According to Albert Schweitzer, who was a theologian, organist, musicologist, writer, humanitarian, philosopher, and physician: "Pain is a more terrible lord of mankind than even death himself" and concluding from another expertise, the definition of pain is an unpleasant

sensory and emotional experience (J. Visser & Davies, 2009). The feeling of pain must be unpleasant, but not unpleasant sensations like dysesthesia, itching, or freezing, because they are not considered to be pain. People can gauge their suffering when in pain by seeing how they react to it. On the other hand, this movie is about a non-human animal. Since they are not like humans, who say "it hurt me" and scream in response to pain, it can be more challenging to tell whether an animal has felt pain. As a result, one of the key ways to determine whether an animal is harmed or not is by observing how the animal reacts.

The violation of the freedom from pain is found when Dr. Johnny Willcox forcefully married Okja with Alfonso, which is the male Super Pig that Mirando Corporation has chosen.



Figure 1: Okja being forcefully mating with alfonso (1:21:31 & 1:12:58)

Dr. Johnny Willcox: Here is alfonso! Where is he? I got a special treat for lacy's star super pig. Hey chop chop... (throwing the alcohol bottle) let me introduced you to someone.. Alfonso, Okja! Okja, Alfonso! Your boyfriend. At 1:12:08 – 1:12:58

That is Dr. Jhonny Willcox's dialogue in Figure 1 on the first image: "I got a special treat," which means that they will do something that Okja had never had before. After all, she is always alone in a mountain with Mija, whereas the second image on Figure 1, which shows the laptop screen, is from the perspective of the ALF people, who watched and recorded what Okja saw because they hid the camera in her ear before she entered the underground lab. Thus, those recordings can be used as

evidence to fight the Mirando Company at the big telecast tomorrow.

The first image shows that it is focused on Dr. Johnny Willcox's upper body and his expression, while in the background is Alfonso, indicating that this is a medium shot, as Timothy Heidrich stated in his works that a medium shot is when we feel more connected to the characters on a more intimate level while still being able to see the surrounding or background of the actors. While the second image, it is also a medium shot that shows the laptop screen, and it is from the perspective of the ALF people, who see what Okja experienced in the underground lab. In that scene, Okja was squeaking and screaming in pain.

It didn't end there. Dr. Johnny Willcox also took Okja's sample meat after Okja had been forcefully mated, which means Okja didn't have much energy, and it can be seen in that scene that Okja's expression looked very scared and weak, unable to fight back. Dr. Johnny Willcox extracted five samples of meat from Okja's body, which means Okja will experience five times pain around her body. Later, Okja's flesh will later be eaten by the Mirando company's sampler. Five freedoms can be used to define the idea of the good life. In accordance with the Third Freedom, which is the freedom from pain, injury, and disease, adequate anesthesia and pain relief must be supplied for necessary surgical mutilations (Future, 2009:16).



Figure 2: Dr. Johnny Willcox took Okja's sample meat (1:19:12)

"Don't worry, you won't die. I'm just gonna take some of your meat, of course I'm not gonna eat any... we have taster for that. They're a bunch of half-wit, degenerate fucktard! I'm gonna, I'm gonna poke you in 5 places. I'm sorry, it's gonna hurt...." Dr. Willcox at 01:18:25 – 1:19:12

Even though Dr. Johnny knew it would hurt Okja from the dialogue "Sorry, it's gonna hurt..." he still did it to show that he is useful to the Mirando Corporation because Dr. Johnny previously felt belittled by Lucy Mirando, who said he was incompetent, his TV show ratings were low, and so on. That makes him drink alcohol at the underground lab when meeting with Okja. He still

pokes Okja in 5 different places without anesthesia or killer pain. Not only that, in Dr. Johnny's dialog, it can also be seen that even though he is already under alcohol, he still wants to show respect to the animal, such as he's not going to eat the sample meat, he is just despair and consumed by his anger because of what Lucy Mirando said before. Most importantly, he does not want to lose his job as the face of Mirando Corporation taken by a little child from a mountain. This is supported by this dialog that Dr. Johnny said after watching Okja mating with Alfonso.

Figure 2, where Dr. Johnny Willcox stabbed Okja with a tool to take Okja's sample meat, is a medium shot as viewers begin to relate to the characters on a more intimate level when we see Dr. Johnny Willcox said something like this before he took Okja's sample meat.

"I'm an animal lover.... everybody knows that about me (with a high tone hurtly sad voices)" said by Dr. Johnny Wilcox at 1:19:04 – 1:19:10

We can see the expression of Dr. Johnny Willcox and what he is doing; his emotion shows a combination of sadness, anger, and disappointment. It can be concluded with this dialog and his tone that Dr. Johnny said before he took Okja's sample meat.

3.1.2 Making the Animal Feel Discomfort

In terms of animal welfare, providing the appropriate environment, including shelter and a comfortable resting area, results in freedom from discomfort. Which does not harm or restrict the movement of the livestock. Some farm animals may have a standard of wellbeing that is significantly greater than the bare minimum required by law. 'A good life' is a concept that some farmers aspire to, and it also refers to the welfare requirements of several farm assurance programs. The five freedoms can be used to frame the idea of a good life. For instance, in the second freedom, environments should be provided that animals seek out and enjoy (Future, 2009:16).



Figure 3: The condition of Mirando Corporation's cage (1:40:14)

At the Mirando Corporation's underground laboratory, it can be seen that the cages are too small; also, where they put the Super pigs together in front of the slaughterhouse, it can be seen the super pigs are tightly packed together. It seemed that there was no free space, so they could not be as free as Okja when she was on the mountain, who could run around without worrying about fences and other things because Okja was indeed released in nature so she could be happy. And we can also see that the expressions of the other super pigs inside the fence and inside Mirando's lab are not as happy as Okja, who has received love from Mija and her closest people.

The Cinematography in Figure 3 on the right is a long shot, it is because the camera's distance shows an emotional distance; the viewers do not get emotionally involved like a close shot. It makes us as a viewer, only as a casual bystanders. We know that something happened, but we are unsure of what happened in the shot because K and Mija are facing backward while Jay faces the camera. Figure 4 on the right actually when Mija and ALF want to find Okja and try to save her because she will be killed, that's why Mija is in front of Jay, but Jay is concerned and looks behind because all of the super pig almost look the same

3.1.3 Making The Animal Fear and Stress

According to the FAWEC, a Farm Animal Welfare Education Centre there are appropriate animal farm behaviors. One of them is a good human-animal relationship such that the animal does not fear humans by ensuring conditions and treatment that avoid mental suffering (Future, 2009). The stress of being tortured and being forced to mate with Alfonso by Dr. Johnny Willcox makes Okja fear Dr. Johnny Willcox. As can be seen by the lack of response from Okja at that time, Okja also seems to have avoided Dr. Johnny Willcox when Dr. Johnny Willcox offered her alcohol. Okja and the other Super pig were electrocuted to make them obey. Dr. Willcox forcefully took Okja's meat by stabbing some tools that would immediately take her meat, which made Okja appear stressed the next day on the day of the fanfare. It can be seen from her reddened eyes and the unnatural behavior shown by Okja by attacking people, even biting Mija's arm. When it was supposed to be a happy day for everyone because Mija was going to be reunited with Okja, who had been separated for a long time, Mirando got good images because they managed to reunite them, and the people there got to see the champions of the 26 super pigs that were held ten years ago. However, all became chaotic and not as expected.



Figure 4: Okja start to lost control at the fanfare (1:31:16)

Luckily, Mija was able to stop Okja's tantrum by whispering words in Okja's ear, just like when Mija almost fell off a cliff. Mija has a unique method to calm Okja by whispering something in Okja's ear. The cinematography in Figure 4 is an extreme close-up because it is focused on Okja's eyes that turned red on the festival day or fanfare. It is a close-up because it heightens the emotional intensity, which the camera director wants to show the viewers from Okja's eyes that turned red because of stress. The camera directors Hope that the viewers can get the full image and understanding of what happened to Okja.

3.1.4 Making the Animal Behave Upnormal

Another animal welfare that Mirando Corporation has violated is making the animals cannot behave as usual. The definition of making animals can express their normal behaviour according to FAWEC (Council, 1992) is certain natural behaviours are intrinsically important. Animals must thus be kept in environments where they can express these behaviours. An animal's inability to adapt to an environment causes suffering. Consequently, examining parameters that make it possible to quantify how well an animal has adapted provides helpful information about its welfare. What makes the animals suffer is their inability to adapt to the environment. Therefore, evaluating the factors that can be used to gauge how well an animal has adapted gives us useful information about the animal's health. This section is the further findings of making the animal fear and stress because it is related to one another.



Figure 5: The unnatural behaviour shown by Okja by roaring to people (1:30:51)

"And here she is, our ultimate Superpig. Okja!" said by Lucy Mirando at (1:29:50 – 1:30:51)

Because Okja had been taken to the Mirando Corporation's underground lab, Okja looked stressed, as explained in the previous sub-chapter. Even though Mija is right in front of Okja, you can see Okja roaring and acting aggressively. Okja becomes stressed because she was hurt by being forced to marry Alfonso, her flesh samples were taken, she was electrocuted, and all of this happened on the same night, making it even more brutal. Because Okja had never been treated like that when she was with Mija and her grandfather on the mountain, she felt shocked and unable to adapt to the harsh and gloomy environment. This means Mirando Corporation has violated the animal welfare principles and criteria by making the animal express its normal behavior because they cannot give Okja the proper treatment. Instead, they give Okja pain and stress.

The cinematography in Figure 5 is a medium-long shot because it gives more information rather than showing emotion. In Figure 5 there are a lot of information; as viewers, we can see the audiences, which is below the stage, Okja roaring and becoming aggressive after leaving the tent, Mija and Lucy Mirando shocked and frightened, and we also can see the setting, which is in the middle of town that can be seen from the building in the background.

Singer (1983) Claimed that the ability to feel pain, not the power of reason, entitled a being to moral consideration, cruelty to animals being equivalent to slavery. Animals suffer because they are on the wrong side of an allegedly "insuperable line" separating beings that count from those that do not, just as women or Africans have been mistreated because of physiological differences that are morally unimportant. However, drawing that line so that all animals are excluded and all humans are included turns out to be impossible (Garrard, 2004:136).

3.2 Mirando Corporation's Motive of the Exploitation

Mirando Corporation exploited Super pigs because the new Mirando CEO, Lucy Mirando, wanted to make Mirando Corporation loved, from the most hated agrochemical to the most likable pig company and to end world hunger.

3.2.1 Making the Mirando Corporation Loved

Lucy Mirando's business goals are noble compared to her older sister and her grandfather. Nancy Mirando did not care about the earth, as seen in the dialog at 1:02:30. Lucy's grandfather was manufacturing the Napalm bomb.

"I was visualizing ways of turning the most hated agro chemical company in the world into the most likeable miracle pig company and it's working.....". – Lucy Mirando at 1:02:30 – 1:02:39

This dialog tells the motive for exploiting and hurting the super pig because the former Mirando CEO which is Nancy Mirando, dumped too many chemicals in the lake and made Moose's lake blow up, the one and only lake that explodes. Obviously, it makes people hate her because she did not care about nature. On the other hand, Lucy Mirando is visualizing a new, better way of doing business by synthesis nature and science, which turned into the miracle pig company.

The movie begins with Lucy Mirando's inauguration to revive the Mirando Company, which has a bad image in the media and public eyes, whether during her grandfather's time as a CEO or her older sister. Only when Lucy Mirando was a CEO she succeeded in turning the Mirando Company into being loved by solving world hunger using their animal, which is a super pig. The way Lucy promotes her new business program is amazing. It can be seen in this dialog at 00:01:52 – 00:02:01

Lucy: *Now the rotten CEO are gone
It's Mirando's new era, with me and with the new corp value, environment and live. Awesome*

This monologue of Lucy in front of a lot of audience can bring new hopes of Mirando corporation. In the first line explain that the new CEO which is Lucy Mirando unlike the previous CEO who are bad and only thinking of money. Unlike her father and sister, the second line tell about how the new Mirando Corporation is changing with a new value, cares about nature and human. It is supported in dialog 1:01:37 when Lucy has a meeting with her team

Lucy: *Well, daddy was a psychopath frank. I mean that's hardly an unfair slur.*

"what did you do in the war daddy?"

"Manufacturing the Napalm that made everybody skin fall out" (1:01:37 – 1:01:48)

Well, this company has been working for the last ten years and has succeeded in making people believe in them, but because Dr. Johnny Willcox found the winner of the super pig, which is Okja, and according to the procedure, she needs to be sent to the USA for the big telecast by Mirando Corporation and to promote that they are officially ready to sell the super pig's meat to the supermarket and the restaurant. As already discussed in the

point where the Mirando Company violate the four freedom for animal welfare, they did some experiments on Okja first to figure out how to get the desired results or find for making better Super Pigs in the future because they discovered that their Super Pig could be healthy and big like Okja. Such as mating with another super pig, taking Okja's meat sample, etc.

3.2.2 Lucy Mirando want to End World Hunger

At the first minute, the Mirando Corporation also wanted to end world hunger by providing new species of animals which are big, have a minimal footprint, taste good, and are cheap. Unfortunately, she lied to the media and people about their super pig. She said to the audience that Mirando's scientist succeeded in reproducing the pig with a non-force natural mate. It can be seen in this dialog from Lucy when having a conversation with Frank.

Lucy: *Such a shame we have to tell all those little white lies.*

It's not our fault, but the consumer's fault. Paranoid about GM foods (01:25:05 – 01:25:17)

Sentence one is her confession and Lucy's disappointment that she had to lie to the public to end world hunger. On line 2 or sentence 2 she also said that her pigs are not natural but GMO. According to Deborah, GMO is Genetically Modified organisms commonly used in plants to be consumed by humans or animals. The reason to modify plants is to increase their resistance to herbicides or enhance their nutritional content (Whitman, 1999). Instead of plants, Lucy made something bigger and something that can be processed in various ways.



Figure 6: Lucy's Inauguration (00:02:30)

Lucy: *The world is running out of food, and we are not talking about it.*

We needed a miracle, and then we got one.

Say hello to a Super Piglet (00:02:30 - 00:02:43)

This picture is played in the first minute of this movie. This is Lucy's inauguration to become the new

CEO of Mirando Company, Located in her grandfather's old factory, which used to be a chemicals factory. She explained the new Mirando corporation value and business program from Agro-Chemical into a Super Pig company there. In this scene, she reveals her noble purpose to end world hunger by saying those monologue.

According to the movie, Line One can be seen as her problem because of a lot of population in this world, and eventually, we will run out of food if we do nothing. Thus, the following line is her idea or answer to solving world hunger, people need a miracle, and Mirando Company succeeds in making one.

The element of cinematography used in Figure 6 is an extreme long shot because the subject in here, Lucy Mirando, looks tiny, and the cameramen in here want to show us, the audience, the atmosphere at Lucy's inauguration. Such as there are a lot of people coming there, whether journalists to business people; the lighting shot on Lucy Mirando, a big screen helps Mirando do her presentation, and there are people upstairs watching and paying attention to Lucy's speech.

Mirando Corporation must lie because people are still skeptical about GM foods, and Jay said GM foods had not been proven safe for humans. So at that time, Mirando did not want to wait for a long time to do more research and immediately announced in 2007 that in 10 years, this pig would be ready to eat. But the fact is, they already have a lot of the Super Pigs lining up to be killed, and not all of them are as good as Okja; many of them have odd shapes and defects, which can be seen in Mirando's underground lab in Paramus, New Jersey.

Mirando's efforts trying to solve world hunger made sense and were very good, but they were executed wrong and lacked education and honesty with the public. Because the proof is that they have also received approval from FDA that Super Pig meat is safe to eat, the wrong part from Mirando corporation is not applying 5 points of animal welfare, such as not providing proper places, forcing them to take animal meat, etc., as the researchers mentioned above. According to (Brambell, 1965), difficulty in measuring the mental state of pleasure in farm animals scientifically exacerbates the confusion of using animals to provide meat, draught, or companion animals. Thus, for centuries, parliament has accepted the principle that "while man is free to subjugate animals, it is wrong for him to cause them to suffer unnecessarily".

Matter of fact is that ALF exists in real life and is the same as in the film ALF's duty to voice animal welfare and stop animal abuse. So the conclusion that the researcher can get from the film directed by Bong Joon Ho is to stop animal abuse, either pets or the animal farm. Mirando Company exploits Okja and other super pigs by hurting these animals to get new findings about how to

increase the quality of other Super Pig to be good as Okja or samples of the animal's meat which causes pain to the animals, not providing enough space for animals and doing experimental things to the super pig which not all of the super pigs turned out healthy like Okja, that make them feel discomfort and last but not least make the animal fear of people and stress that caused by pain from their experiments, that make Okja out of control and being aggressive because Mirando Company cannot provide a good treatment to those super pigs. With present understanding and agricultural practices, some pain and anguish are inherent in cattle farming, but the objective should be to reduce their occurrence. When coping with suffering, difficult ethical and agricultural choices must be taken, such as implementing a lesser act that may still cause pain or anguish but provides long-term alleviation for the individual or group of animals (Future, 2009:2). But according to the findings, the Mirando Corporation didn't think that far and only hurting the animal to gain profit.

4. CONCLUSION

The researcher concluded several points based on the results that the researcher found about animal exploitation towards Okja and other super pigs. First, Mirando Corporation exploits the animal farm by ignoring the Animal Welfare that is in 5 Freedom of Animal Welfare to get a lot of profit and make the name of the Mirando Company popular again by lying to the people about their pig. Four points were violated or neglected by the Mirando Corporation in this film: freedom from pain, discomfort, fear and stress, and lastly, freedom to perform natural behavior. Those violations came from one reason: the pain given by scientists to those super pigs, including Okja, which makes them stressed, uncomfortable, and unable to perform their normal behavior.

Second, they do this is that Mirando Company's trying to solve world hunger and get new findings about Super Pig or samples of the animal's meat by exploiting Okja and other super pigs by hurting these animals. Thus the impact is the image of Mirando Corporation becomes bad and distrusted by the common general. To clear all of that and still get the profit from those ten years of experiment, Nancy Mirando killed all the Super pigs, then sold the meat to the restaurant, produced the meat as beef jerky that can be sold at the supermarkets, etc. She also shut down all laboratories which are currently researching Super Pigs. So, the conclusion that the researcher can get from the film directed by Bong Joon Ho is to stop animal abuse either to your pet or the animal farm. Pig in this movie represent represent greediness; it describes the capitalist corporation that only wants a lot of money by

exploiting and destroying everything, human relations and even nature. Capitalism corporations usually only take profit and see society as their wallet; they believe every cheap product will sell well regardless of whether it contains danger.

SUGESSTION

After having the conclusion, there are several things that can be suggested to the next researcher who is interested in analyzing the same movie but using different theories. You can use Psychoanalysis theory in order to see more deeply about the emotion or the characterization, such as Dr. Jhonny Willcox, Mija, and the Mirando sister. Using Ecocriticism with different approaches, you can also analyze the relationship between humans and animals in this movie.

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