ABSTRACT

In recent years, environmental awareness on each in this world decreasing. People start to use nature as a mere commodity, as something to fulfill human desire. People also mistreated the nature that indirectly grows up as their habit. The animal has its rights same as human have, but human still treats them poorly. *The Magician's Elephant* is one of the interesting children literature novel written by Kate DiCamillo. The story brings the issue of environmental awareness. By applying ecocriticism on children's literature, this study revealed the lack of awareness of human that affect their lives. This study also showed that if people want to raise their awareness to nature, and following nature, they can reach what they want. With following the nature, nature becomes the sustainability of human life. Therefore, children literature is one of the media to spread the importance of environmental awareness in human life.

Keywords: children literature, ecocriticism, environmental awareness, sustainability.