

HEGEMONY AS SEEN IN DAVID ARMSBY'S *BEING PRETTY, NO MONSTERS AND CHILDREN'S TOYS* SHORT FILMS



An Undergraduate Thesis

Submitted as a Partial Fulfillment of the Requirements

For Sarjana Sastra Degree

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FACULTY OF LETTERS

UNIVERSITAS MUHAMMADIYAH PURWOKERTO

2019

APPROVAL SHEET

This is to certify that this graduating paper entitled "**HEGEMONY AS SEEN IN DAVID ARMSBY'S BEING PRETTY, NO MONSTERS AND CHILDREN'S TOYS SHORT FILMS**" by **Lividia Azhari Sukrisno** has been approved by advisor(s) and the Head of English Department to be examined by the Board of Examiners.

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HEGEMONY AS SEEN IN DAVID ARMSBY'S *BEING PRETTY*, *NO MONSTERS* AND *CHILDREN'S TOYS* SHORT FILMS

An Undergraduate Thesis

By

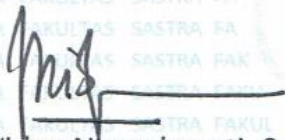
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I, the undersigned researcher of the undergraduate thesis entitled "HEGEMON AS SEEN IN DAVID ARMSBY'S *BEING PRETTY, NO MONSTERS AND CHILDREN'S TOYS* SHORT FILMS", hereby attest and affirm that the material in this thesis has not been previously submitted and published for a degree in any universities, and to the best of my knowledge, any referenced-quotations are shown in the arrangement of citation and bibliography. If later it can be revealed that this research contains partly or wholly plagiarised pieces of other intellectual works of any kinds, the researcher will be ready to accept the sanction.

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Lividia Azhari Sukrisno

MOTTO

Success is not the key of happiness,
Happiness is the key of success.

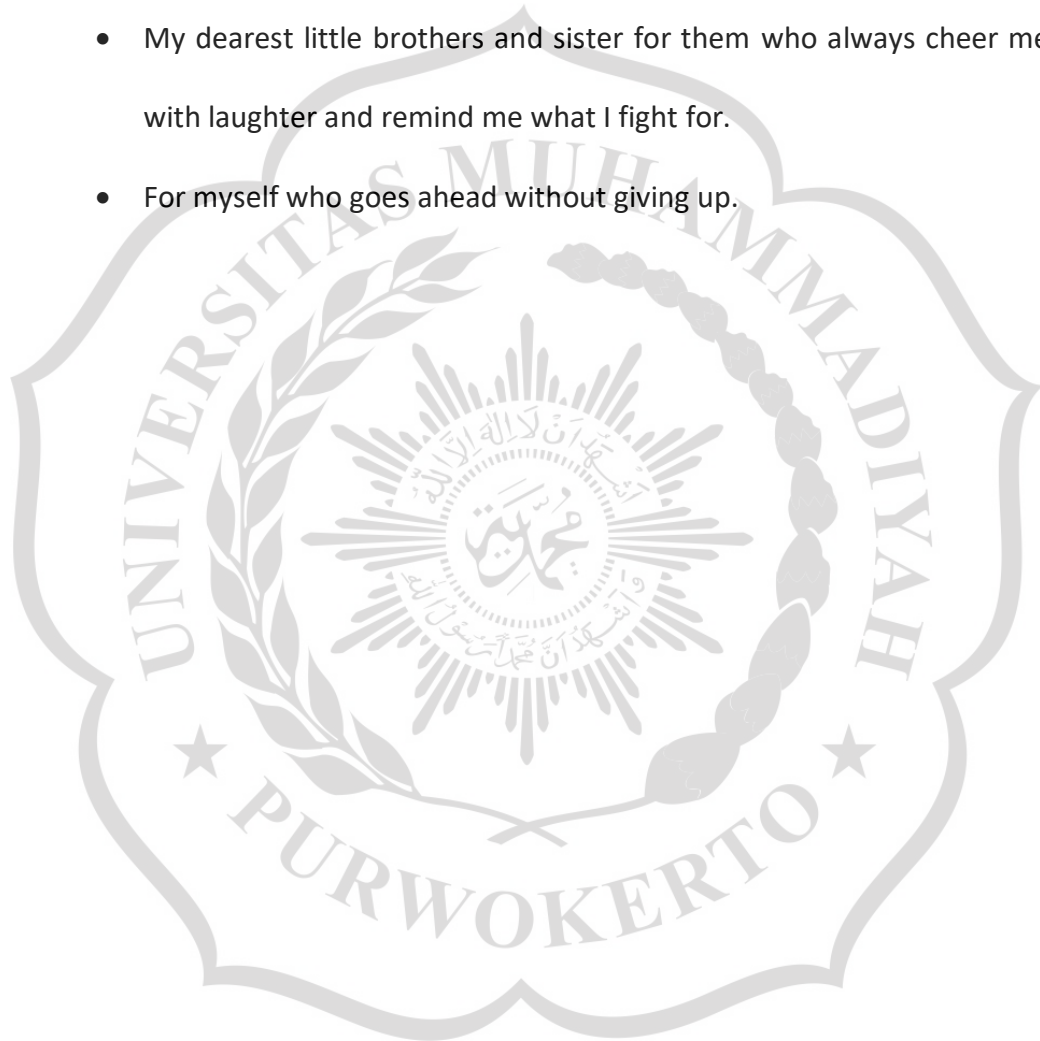
-Albert Schweitzer



DEDICATION

This little piece is dedicated to:

- My beloved father and mother for their countless love and support for me.
- My dearest little brothers and sister for them who always cheer me up with laughter and remind me what I fight for.
- For myself who goes ahead without giving up.



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ABSTRACT

Lividia Azhari Sukrisno 1509010021. 2019: *Hegemony as Seen in David Armsby's Being Pretty, No Monsters, and Children's Toys Short Films*. Undergraduate Thesis for Sarjana Sastra Degree, English Department, Faculty of Letters, Universitas Muhammadiyah Purwokerto.

This research focuses on how hegemony appears in *Being Pretty, No monsters* and *Children's Toys* short films. These short films were chosen because not many researchers have analyzed animated short films and they also contained one of issues that occur in society: hegemony. This paper is aimed to know how the emersion of hegemony seen in the short films. The primary data were taken from the captured pictures and the narrations from the three short films. The data are analyzed by using Hegemony theory by Antonio Gramsci. These three short films present The Handymen as the dominant group (ruling class) dominates the citizens in Autodale city by spreading ideas and concepts about The Pretty, The Ugly and The Exceptional through television, storybooks and toys.

Keywords: Hegemony, Antonio Gramsci, Animated Short Films.

INTISARI

Lividia Azhari Sukrisno 1509010021. 2019: *Hegemoni yang Terlihat dalam Film Pendek Being Pretty, No Monsters, dan Children's Toys* Milik David Armsby. Skripsi untuk memenuhi gelar Sarjana Sastra, Sastra Inggris, Fakultas Sastra, Universitas Muhammadiyah Purwokerto.

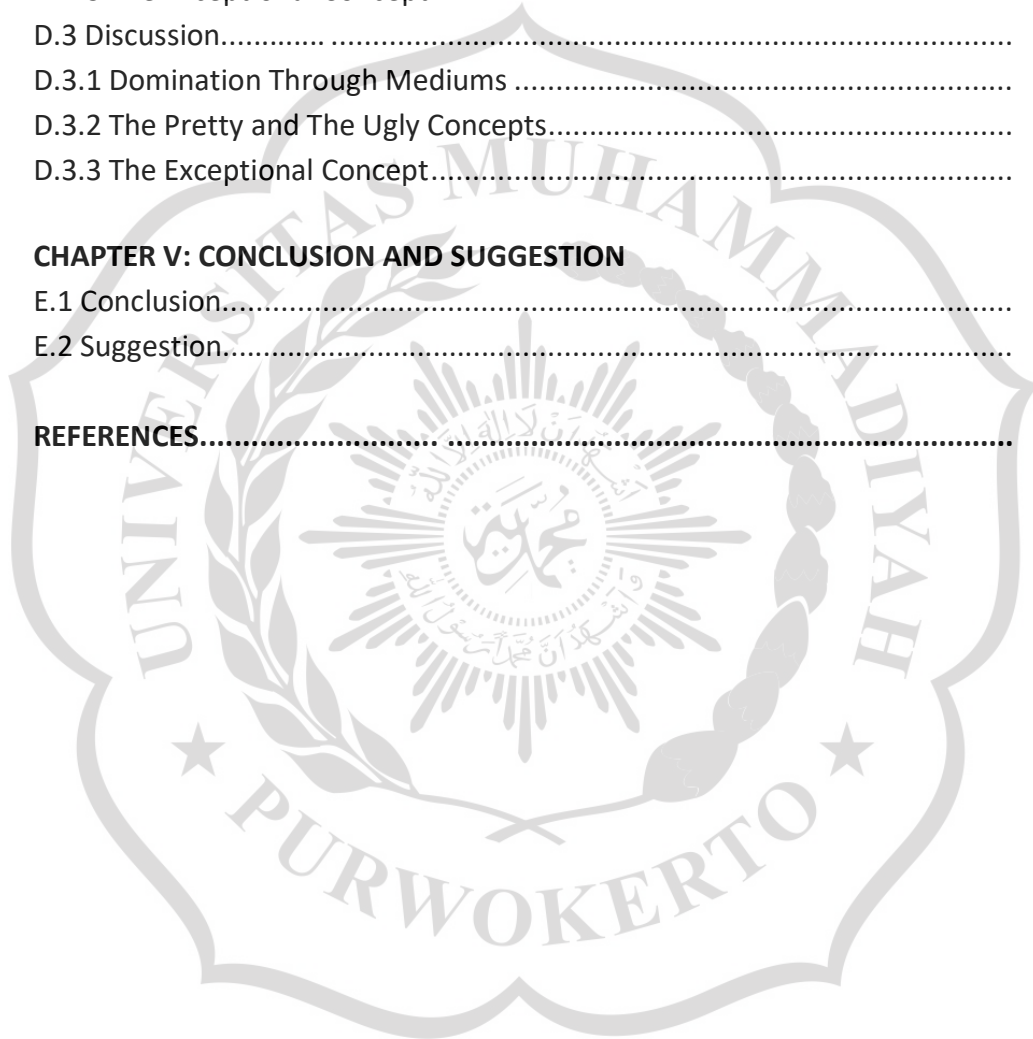
Penelitian ini berfokus pada bagaimana hegemoni muncul dalam film-film pendek *Being Pretty, No monsters* dan *Children's Toys*. Film pendek ini dipilih karena tidak banyak peneliti yang menganalisis film pendek animasi dan mereka juga mengandung salah satu masalah yang terjadi di masyarakat: hegemoni. Penelitian ini bertujuan untuk mengetahui bagaimana kemunculan hegemoni terlihat dalam film-film pendek tersebut. Data primer diambil dari gambar yang diambil dan narasi dari tiga film-film pendek tersebut. Data dianalisis dengan menggunakan teori Hegemoni oleh Antonio Gramsci. Ketiga film pendek ini menghadirkan *The Handymen* sebagai kelompok dominan (kelas penguasa) yang mendominasi warga kota Autodale dengan menyebarkan ide-ide dan konsep-konsep tentang *The Pretty, The Ugly* dan *The Exceptional* melalui televisi, buku cerita dan mainan.

Kata Kunci: Hegemoni, Antonio Gramsci, Film Pendek Animasi.

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