

CHAPTER I

INTRODUCTION

A.1 Background of the Research

In society, a film can be used to change people's view of life. Various types of life are often portrayed through films such as social, individual, economic and even political aspects. It can help us to better understand our own lives, the lives of those around us and even how our society and culture operate. It also has enough power to influence the viewers to do or believe some certain things towards some issues especially since they can be shared in many different platforms for broader outreach. So, there is no doubt that a film which is a literary work can be a reflection of human life. As what Wellek and Warren said:

“Literature is a social institution, using as its medium language, a social creation . . . literature represents life; and ‘life’ is, in large measure, a social reality, even though natural world and inner or subjective world of the individual have also been objects of literary imitation”

(Wellek & Warren: 1963)

In human social life, there will always be people who control and being controlled which then becomes oppression if a group or person who held the power of leadership which requires other people to follow whatever the command or idea and the result of it. The social group which then leads them, implementing the leadership through moral values and ideas to get the power in order to become the dominant group and continue to lead other subordinate groups, which is called hegemony.

The general meaning of Hegemony is coming from Greek "*hegemonia*", a concept has been used to describe the existence of dominance of one social group over another acquires some degree of consent from the subordinate. It is used broadly to any kind of dominance and to refer to specific cultural and non-military dominance (Badjeri: 2008).

"According to Gramsci (1976) the supermation of a social group expresses itself in two ways, namely as "domination" and as "moral and intellectual leadership". A social group dominates the antagonistic groups which it tends to "destroy" or even conquer with the strength of the army or the group leads the same group in alliance with it."

(Patria & Arief via Badjeri, 2008: 8)

Based on Gramsci's thinking, it can be explained that hegemony is a power or domination over the values of life, norms and culture that the dominant group do to other groups which eventually turns into a doctrine towards other people from the subordinate groups, they consciously follow the ideology from the dominant group as the ruling class. Groups that are dominated by the dominant group do not feel oppressed and feel that is something that should happen. The culture here as an organization for higher achievement both for itself or in terms of power. It shows that hegemony is related to attitudes and strategies in coordinating and obtaining power carried out by certain organizations or groups in power.

The power that the dominant group holds is not always formed from the repressive way but also can be formed from consent. Therefore, power becomes

an important role, because the dominant group needs it to gain full control over other groups. As what Max Weber said:

“Power is an opportunity that exists in someone or a number of people to carry out their own will in a social act, even though they get opposition from other people involved in the action. He defined power as the ability of an individual or group to achieve their own goals or aims when others are trying to prevent them from realizing them.”

(Weber via Richard: 2017)

Power is not always doing well, because in society there must be those who disagree or fight either openly or covertly to seize the power. In order to achieve the goal of power, sometimes people will use ideologies as a tool to achieve or maintain their power.

In this matter, the researcher is interested in analyzing three short films by David James Armsby entitled *Being Pretty*, *No Monsters* and *Children's Toys*, because these short films consist of hegemony practice which is said by Gramsci that hegemony can be formed by infusing ideas about The Pretty, The Ugly and The Exceptional concepts from The Handyman group as the dominant group to the subordinate groups' minds. So, the dominant group will become the ruling class that holds the power and authority towards other groups. The Handymen group the ruling class in these short films, have big role, influence and supremacy to social life in Autodale city.

The films carried dystopian theme. According to Prace (2016), dystopia is an imperfect world in which have characteristics: it has a controlling government, propaganda put forth by the government and the ruling class takes

control of people's minds. These short films tell about a city called Autodale which is occupied by four groups namely The Handymen, The Pretty, The Ugly and The Exceptional. The Handymen is a group of robots who become leaders and rulers of other groups in Autodale. The Handymen as the dominant group aims to create a city with a perfect society by allowing only two groups to live in Autodale, namely The Pretty and The Exceptional groups. So, the ideas that The Handymen as the ruler want to give to people, especially children is The Pretty concept. It is because children become the most important objects in order to create more The Pretty and The Exceptional when they grow up.

For those who have deficiencies, disabilities, or things that deviate from something that is considered reasonable like fat, gay, disfigured, retard, blind and others referred to as 'The Ugly'. The Pretty people are not included in The Ugly categories. While, for the gifted people referred to as 'The Exceptional'. Autodale will take away The Ugly people far from the residence, because The Ugly people do not deserve to be in their perfect society or fit in the city. This is done to keep The Ugly from The Pretty so that they will stay 'pretty'.

These three indie short films by David James Armsby were published in his Youtube account by name Dead Sound. The first short film '*Being Pretty*' was published on 31 August 2017, the sequel '*No Monsters*' on 11 November 2017 and the trilogy '*Children's Toys*' on 20 July 2018, show some symptoms that the films bring the ideas of hegemony practice.

Until 13 February 2019 the short film entitled 'Being Pretty' has been watched by 4.773.046 views from 13 August 2017, while there are 4.371.211 views for 'No Monsters' since it was uploaded on 11 November 2017 and 572.466 views for 'Children's Toys' from 20 July 2018. The number of the viewers are always increasing and those are not such a few numbers, from the intentions of its viewers; we may assume that these have the potency to be influential works.

In these short films, it has the society which can distinguish in four categories they are The Handymen group, The Pretty group, The Ugly group, The Exceptional group. The four of them have different roles in Autodale's social life. In these short films The Handymen group as the government and a dominant group, they can do many ways to get supremacy by spreading their ideologies to the citizens and applied the system in the city to the subordinate groups as they please.

Since these short films are formed in animation, they can more influential to children since the main characters of these short films also children. As what Sharmin said:

"Children are attracted to the cartoon content much more than the academic traditional ways of learning, due to the well written scenarios, audio & visual effects and colors. These factors are enough to cause the child to absorb information dozens better than that absorbed from a teacher in a classroom."

(Sharmin via Habib: 2015)

This is also supported by the viewers of these films which have quite a large number of viewers. These films have dark messages and also might be a work to spread the ideas and doctrine about hegemony towards the children. Also, no one has analyzed these short films as discussion material before, by using the same theory or not. That is why the researcher wants to analyze deeper about the short films entitled *Being Pretty* (2017), *No Monsters* (2017) and *Children's Toys* (2018) by David James Armsby.

To analyze these three animated short films, the researcher uses Hegemony theory from Antonio Gramsci to find out how is hegemony appeared in these three animated short films. This theory is also used in a journal that was written by Elmira Primananda and I.M. Hendrarti (2016) to analyze the concept of hegemony and in Faction System that happens in *Divergent* novel by Veronica Roth, as what she said:

“The interest toward the concept of hegemony that is applied in science fiction, the writer wants to give much attention to further analyze the formula of science fiction and the concept of hegemony in *Divergent*.”

(Primananda and Hendrarti: 2016)

As we realized that literary works are the reflection of life and had never been separated from problems that occurred in real life, including in social factor. That is why, analyzing books or films is also an attempt to observe social patterns in society. This is because in society there will be the groups which have their respective roles and the theory of hegemony is needed to explain how they

influence each other and how they do it. Therefore, knowing about hegemony is important

A.2 Problem of the Research

How is hegemony seen in *Being Pretty* (2017), *No Monsters* (2017) and *Children's Toys* (2018) short films by David James Armsby?

A.3 Objective of the Research

This research aims to analyze the hegemony appeared in three animated short films entitled *Being Pretty* (2017), *No Monsters* (2017) and *Children's Toys* (2018) by David James Armsby using hegemony theory by Antonio Gramsci. To collect the data, the researcher will capture the scenes and narrations that contain hegemony appearances to analyze. The results of the analysis using hegemony theory would be data to analyze how is hegemony appeared in the short films. This result is what the researcher really hopes, so that the research would be useful and beneficial for everyone.

A.4 Significances of the Research

Generally, this research has theoretical and practical significance. Theoretically, it is expected to give contribution in analyzing a literary work uses Gramsci's hegemony theory and to find out how is hegemony appeared in the three short films entitled *Being Pretty* (2017), *No Monsters* (2017) and *Children's*

Toys (2018) by David James Armsby, this is because there are no studies that use these films as the research object. Practically, this research aims to generate new information and knowledge for readers and expected to be a reference for other researchers to make some new researches regarding the application of hegemony theory into literary works especially films.

A.5 Limitation of the Research

This research focuses on Hegemony theory by Gramsci in the three short films entitled *Being Pretty* (2017), *No Monsters* (2017) and *Children's Toys* (2018) by David James Armsby.

A.6 Organization of the Research

This thesis is organized into five chapters. The first chapter consists of background, research problem, research objective, the significance of the research, limitation and thesis organization. The second chapter consists of literary review and the related research dealing with hegemony theory. The third chapter contains research methodology, technique and procedure of data analyzing. The fourth chapter is the analysis of the three short films entitled *Being Pretty* (2017), *No Monsters* (2017) and *Children's Toys* (2018) by David James Armsby. The last chapter is the conclusion, the researcher concludes all the analysis and discussion explained previously. Finally, the researcher draws suggestion based on the research that has been done.