

CHAPTER II

REVIEW OF LITERATURE

B.1 Hegemony by Gramsci

In analyzing the three short films entitled *Being Pretty* (2017), *No Monsters* (2017) and *Children's Toys* (2018) by David James Armsby, the researcher uses hegemony theory that generally known as a theory to show the dominance and power of one group to other groups which was initiated by Antonio Gramsci. This theory could reveal the form of hegemony that appears in the short films by looking at the ways that are used by the dominant group in spreading the ideologies to the subordinate groups in the social life of the Autodale city. This is why hegemony theory is needed to analyze hegemony appearances so that the researcher could analyze deeper about the issue in the short films.

Antonio Gramsci was an Italian thinker who was influenced by the thoughts of Marxism. Gramsci was also known as a theater critic besides a political commentator who was later imprisoned on charges of armed rebellion from 1928 to 1937. During this period, he wrote important intellectual records which were recorded under the title *Selection From The Prison Notebooks*. During his time in prison, he wrote down the main points of his thoughts on the role of intellectuals by revealing organic intellectual concepts. (Hoare and Smith: 1999).

His thoughts were mostly related to practical political and social problems, so Gramsci's most dominant view was hegemony. Literally, hegemony means "leadership" more often than that word refers to the notion of domination. However, for Gramsci hegemony means something more complex. Gramsci uses that concept to examine certain political, cultural, and ideological forms in society where there is a fundamental class that can build its leadership something different from forced domination.

Hegemony theory by Gramsci is the result of deconstruction of Orthodox Marxist concepts which emphasize the importance of repression and society based on classes. This theory also assumes that the culture of human life is merely a reflection of the economic basis of society. In practice, in dominating the Marxist Orthodox uses coercion and violence, so it is often described as something negative. According to Gramsci, there are two ways to dominate that can be done, dominating with violence or repressive from one group to the lower group and by persuasively or dominating in a more subtle way to perpetuate dominance.

In this theory, he emphasizes the concept of 'intellectual and moral leadership'. Gramsci's hegemony has the concept called moral consciousness which requires someone to realize what and the purpose of the ruling class' policy, then after realizing they will do whatever ideology made by the ruling class as a dominant group voluntarily, they realize what they do but at the same

time they do not realize that they have been controlled and hegemonized by those in power above them.

Gramsci formulated his concept referring to the notion of a socio-political situation, where the philosophy and social practice of society are united in a balanced state. Domination is a concept of reality that spreads through society in an institution and manifestations individuals, who can then form morality, customs, religion, political principles and all social relations, especially from intellectuals and things that show morality. In other words, Gramsci connects hegemony with civil society and distinguishes hegemony based on agreements with dictatorial political communities.

The theory of hegemony triggered by Gramsci is a view of life and a dominant way of thinking, in which a concept of reality is disseminated in society both institutionally and individually dictates all moral habits, political principles, and all social relations, especially in intellectual and moral meaning.

Therefore, it can be explained that hegemony is a power or domination over the values of life, norms, and culture of a group of people which eventually turns into the doctrine towards other groups of people where the dominated group consciously follows it. Groups that are dominated by the dominant group (the ruling class) do not feel oppressed and feel it is something that should happen.

Thus the dominant mechanism of community control can be explained as the dominant class exercising control over the lower classes using ideology. The

dominant group society manipulates the consciousness of the lower groups so that they are unwittingly willing and support the dominant group's power.

In its implementation, to make people do not feel that they are controlled, there must be a direction to the concept of thought by consensus. Consensus can be through social institutions or in the form of planting ideologies that are disseminated through the available mediums as intermediaries in dominating society.

In short, hegemony is a theory in which other groups agree on the ideological authority of the ruling class in carrying out acts of domination by using the concepts of moral and intellectual leadership. It is also a series of ideas that are used as a dominant group's tool to master the awareness of other groups.

Gramsci also said social control is needed to establish hegemony, like what he said in *Prison Notebooks*:

“The supremacy of a social group manifests itself in two ways, as ‘domination’ and as ‘intellectual and moral leadership’. A social group dominates antagonistic groups, which it tends to ‘liquidate’, or subjugate perhaps even by armed force; it leads to kindred and allied groups. A social group can, and indeed must, already exercise ‘leadership’ before winning governmental power. . . it subsequently becomes dominant when it exercises power, but even if it holds it firmly in its grasp, it must continue to ‘lead’ as well.”

(Gramsci via Badjeri: 2008)

Intellectual leadership in Gramsci's hegemony are comprehensive social strata and carry out organizational functions in a broad sense, so that they can cover the fields of culture and political administration. In the theory of

hegemony, it is commonly called 'Organic Intellectual' which is a moral and intellectual figure who predominantly determines the direction of conflict and discourse politics which is manifested through language manipulation as power.

While Badjeri (2008) said:

"Moral leadership is the characterization of the intellectuals to form hegemony in society. Moral leadership can do with behavior and attitude application that can be applied directly to the society. Behaviour here is the deed or words to the society by showing the position of the person who does it, whereas attitude is the application of behavior which shown physically."

(Badjeri, 2008: 15)

Based on the explanation above, that intellectual leadership and moral leadership are two things that influence and relate to each other to achieve the same purpose to form hegemony in society, so the dominant group that has these two things will easily hold the power to rule other groups.

B.2 Review of Related Researches

This research focuses on the form and activities of hegemony that appear in the three short films entitled *Being Pretty* (2017), *No Monsters* (2017) and *Children's Toys* (2018) by David James Armsby. This research uses hegemony theory to support the findings. Furthermore, the study does not only require theory of hegemony, but it requires other references related to this research. The references may be researches that have been done before. The references are the researches that consist of similarities with the theory or topics that are used.

The first is a journal written by Kristen Hoerl, entitled '*Cinematic Jujitsu: Resisting White Hegemony through the American Dream in Spike Lee's Malcolm X*' and published in 2008. Spike Lee's film *Malcolm X* (1992) presented Malcolm X's life story using the narrative framework of the American Dream myth central to liberal ideology. This research analyzed the data using Gramsci's notion of common sense in the process of hegemony. As the result, she explains in her journal how Lee appealed to this mythic structure underlying American popular culture to give a platform to Malcolm X's controversial ideas.

The same theory also used in Meysam Ahmadi's journal entitled '*Cultural Hegemony in Charles Dickens's A Tale of Two Cities*' that was published in 2014. The research focuses on delineates the use of cultural hegemony in Charles Dickens's *A Tale of Two Cities* (1859) to clarify domination of the ruling class overruled class including the presentation of cultural hegemony, domination, consent, and the mapping of language and intellectuality in hegemony. This research uses Gramsci's ideologies about cultural hegemony manifest the supremacy of bourgeoisie imposes their power over the lower class and diffuse their ideologies, opinions, and values. As the result, this research reveals that most of the novel's characters are dominated by the political power of aristocrats who impose their culture and beliefs to the commoners in order to keep their aristocracy and to maintain their position and strength over other groups below them.

The third is a thesis written by Dian Iriani entitled *'The Reflection Of Western Hegemony In Landon's Anna and The King of Siam'* and published in 2015. In her thesis, she focused on the social power relationships between majority and minority languages and language groups as the larger concept of hegemony insight into various aspects of social power relations. This research explains how linguistic hegemony is achieved when dominant groups create a consensus by convincing others to accept their two language norms and usage as standard or paradigmatic. As the result, this research reveals the western ideology spread and form of Western hegemony in Siamese society, especially through education to gain moral leadership. Education taught the children the value of discipline, social cooperation, tolerance and sacrifice. In order to get more power and safety, Siam was trying to imitate the West.

In the thesis entitled *'The Many Faces of Power: The Portrayal of Hegemony in Fight Club by Chuck Palahniuk and American Psycho by Bret Easton Ellis'* written by Nella Pihlajaniemi and published in 2017, she analyzed the different ways hegemonic power is depicted in the societies of *Chuck Palahniuk's Fight Club* (1996) and *Bret Easton Ellis' American Psycho* (1991). The three different levels of power that she focuses on the methods capitalist corporations use to control and influence people's consumer behavior for their benefit, how some people use power to rebel against the control of the corporations and how people use power inside the society to gain control over other people. As the result, this research finds out about different hegemonies present in *Fight Club*

and American Psycho society. The capitalism hegemony gives anybody unsatisfied feeling with the way their life has turned out and insecure about themselves regardless of class, status or wealth. The main character of Fight Club is not so rich and living an average life as a white-collar worker. However, he can afford to indulge himself with IKEA furniture. While Bateman, he is a wealthy man but he can not get the special treatment with IKEA like the main character has. Even so, both of them have similar feel something is lacking in their life.

The journal that published in 2015 and was written by Larisa Arnold and McKenna Seidl entitled '*Hegemony, Gender Stereotypes and Disney: A Content Analysis of Frozen and Snow White*' focuses on gender roles, gender expectations, and social norms in Disney films even though Disney has made changes in their films by removing some gender stereotypes from the films. The researchers studied *Snow White* as the old Disney movie and compared it with *Frozen* as the most recent one to draw distinctions and similarities between them. The data suggests that hegemonic principles can be applied to the most recent Disney film *Frozen*. As the result, this research explains that Disney has hidden traditional gender norms under the guise and oppositional ideology. *Frozen* fell under the standard criteria of men obtaining the most dominant in Disney films. Anna and Elsa's characters do not have their own independent personalities and roles, instead they acquire male characteristics and dependency.

The journal that was written by Primananda, Elmira and I.M. Hendrarti, entitled '*Analyzing Hegemony: Faction System In Veronica Roth's Divergent*', and published in 2016 also used hegemony theory by Gramsci to analyze the concept of hegemony and the formula of science fiction in Faction System that happens in *Divergent* novel by Veronica Roth. The analysis of intrinsic elements is used to analyze the formula of science fiction, while the analysis of extrinsic elements is used to apply the concept of hegemony by Antonio Gramsci. The Faction System is a kind of system that controls the life of people in the story. As the result, this research explains the dominant and subordinate group shown in the novel. The dominant groups are shown in each faction, one of them is in the picture of parents to their children as a mother is considered to be superior to their children. While the subordinate group can be shown in the image of sixteen-year-old teenagers. They have no chance to express what they really want and they also can not act freely, so they need to be careful of their action.

Hegemony theory was also used In the Salmin Badjeri's thesis entitled '*Hegemony As Seen In Nathaniel Hawthorne's The Scarlet Letter*' published in 2008. This thesis focuses on domination class society as seen in *The Scarlet Letter* novel. This research also explains social classes and their roles and functions in a community system in the novel. As the result, the research reveals about three social classes in the novel, there are bourgeois, intellectual and proletariat class. Each of them has a different role in society and all of its base on the class they are in.

The journal entitled '*The Resistance of Hollywood Movie Hegemony in Indonesia: Gramscian Analysis on Indonesian Tax of Imported Movies*', that was written by Andre Ikhsano and Yolanda Stellarosa and published in 2015 used Counter-hegemony Gramscian to examine the phenomenon of the spread of Hollywood influences, including its movies that dominating Indonesia and distinctive amongst the liberal and capitalism issues as this perspective includes the crisis of hegemony within hegemony class. This research draws the attention to how unprepared the government is, towards the challenge and the pressure, both from local Indonesian public and Hollywood industry hegemony. As the result, this research finds about government unpreparedness of facing the pressure, both from the people themselves and the Hollywood hegemony. This causes hegemony goes even more smoothly along the time.

By using both hegemony theory by Gramsci and Comparative Literature, the journal that was written by Edi Pramono entitled '*Women's Silent Resistance Against Hegemony In The Scarlet Letter, Berkisar Merah, and Belantik: A Comparative Analysis*' and published in 2013, tries to reveal two protagonists' (Lasiyah from *Berkisar Merah* and *Belantik* novel) and (Hester Prynne from *The Scarlet Letter* novel) similar silent resistance against the gender-biased hegemonic values in their society. These hegemonic values give more benefits for men but disadvantages for women. As the result, this journal shows that both protagonists have similar societies' hegemonic values and express their silent resistance driven by their dignity, determination, pride and love. They were

considered as weak creatures yet at the same time, they were stronger even than men.

By using the Socio-Literature approach and Hegemony concept by Antonio Gramsci, the journal that was written by Rangga, Suyitno and Herman entitled '*Hegemony Among Characters in Berkisar Merah Novel By Ahmad Tohari*' and published in 2018 focuses on analyzing the interaction and pattern of relationship that happened among the characters, especially those which resulted in the existence of social inequality in *Berkisar Merah* novel by Ahmad Tohari. As the result, there is inequality that shows in the interaction among the characters in the *Berkisar Merah* novel. It shows from the groups that are superior to other groups, they hold more power and because of that, they can control other groups below them. People who have hegemonic power acquire the hegemony in simple ways without involving patterns of violence and coercion, such as authority, speech ability, and material possessions. The hegemonic power possessed by some of the characters in the *Bekisar Merah* novel through their interactions toward each other, because the unequal relationship is a hegemonic relationship.

In analyzing the objects, the related studies above use hegemony theory, but none of them use animated short films as objects. Therefore, this research uses animated short films as the object and only focuses on analyzing hegemony practices that appear in every scene in three short films entitled *Being Pretty* (2017), *No Monsters* (2017) and *Children's Toys* (2018) by David James Armsby.

The researcher also uses hegemony theory by Antonio Gramsci to make this research understandable and accurate in analyzing data, so it could answer the problems of this research as well as possible. The related studies above have a function to help the researcher to strengthen data and analysis to make it more valid. The references will make the author's research more objective and accurate to provide the best and strongest analysis results.

