

HEGEMONY POWER IN GEORGE ORWELL'S NOVEL ANIMAL FARM

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ABSTRACT

This research explores the theme of power hegemony in George Orwell's novel *Animal Farm*, focusing on its portrayal of social class. Through a qualitative descriptive research method, the study examines various instances in the novel where power dynamics based on social class are evident. The findings reveal the presence of coercive power and intensive power as forms of hegemony employed by the ruling class. Coercive power is characterized by fear and intimidation, while intensive power involves promising rewards and privileges to maintain control. The research concludes that *Animal Farm* serves as a vivid depiction of oppression and injustice caused by power imbalances, reflecting the social realities of power dynamics in the real world. The study emphasizes the importance of literature in shedding light on social phenomena and raising awareness about the detrimental effects of hegemonic power structures.

Keywords: *Hegemony, Power, Sociology, Literature.*

INTRODUCTION

Literature and society are inseparable from human life in modern times as it is today. Literature is becoming more and more important. Literary works in their development to be re-seen as creative works aimed at entertaining despite their quite imaginative nature, literary works proved to be possible forums for voicing concerns. It's not just about making a literary work not only useful for the author, but also important for the reader. Literature has the opinion of writers who are proven competent to change the reader's view of something Literature can be said to be a creative activity that utilizes humans. and live as objects. Therefore, literary works will always have an image of life as a social reality, including a form of public expression. This shows that social issues are very influential about the form of literary works.

Literary works are born in society as a result of imagination and reflection on the social phenomena in the author's surrounding environment. In other words, literary works are the outcome of a series of deliberative processes and the author's experiences in facing and exploring their values in life. Literature is always associated with the social class of a specific time and place, and under particular socio-cultural conditions. There is an explanation of the background and situation of the social culture that emerges during the creation of literary works, including aspects such as education, religion, politics, and economics. Literary works that depict social conditions or the social components of a society can be understood through sociological research on literature. This study represents an approach to literary works, considering their social aspects along with textual analysis to understand their structure.

In short, literary sociology is an objective and imaginative study of people in society, examining institutions and social processes. Sociology uncovers how society functions, how it persists, and how it endures. When studying social institutions and various issues like economics, religion, politics, and others (Damono, 2010, p. 9), one noticeable phenomenon in society is social inequality within the society itself. There are differences among groups and ideologies that ultimately create conflicts and give rise to social classes. These classes are related to attitudes and strategies to coordinate power exercised by specific organizations or groups that hold power.

Literary works explore the collective human experience, providing insights into what can be learned in literary sociology. Antonio Gramsci is one of the notable figures in literary sociology theory, known for his ideas on hegemony. Gramsci's concept of hegemony can be understood as the values, norms, and culture of a group of people that eventually become dogma for other societal groups, leading that particular group to consciously dominate others.

The law of power creates two classes in society: the civil society class and the political social class, also known as the proletariat or bourgeoisie. The individuals in civil society (proletariat) are spontaneous, rational, and non-coercive. On the other hand, the political community (bourgeoisie) consists of state institutions such as the military, police, capitalists, and central bureaucracy, who politically act as the ruling class.

An analysis of George Orwell's novel *Animal Farm* through the lens of literary sociology and Antonio Gramsci's theory of power hegemony is highly relevant, as *Animal Farm* can serve as an example of a theory proposed by Gramsci. Furthermore, it can serve as evidence that in reality, a literary work cannot be separated from the society that underlies it and all the social upheavals that exist, such as power and perceived detrimental dominance.

LITERATURE REVIEW

The concept of hegemony, extensively developed by Antonio Gramsci, Provides a profound framework for analyzing how power is maintained in societies through a combination of coercion and coencent. Gramsci's theory of hegemony posits that dominant groups in society maintain their power not merely through force but by securing the consent of subordinate groups through ideological means. This consent is achieved by influencing cultural and social institutions to propagate values and norms that justify the status quo, making the dominance of the ruling class appear natural and inevitable (Gramsci, 1971).

Gramsci insight are particularly relevant in the analysis of George Orwell's novel "Animal Farm", which serves as a potent allegory for the dynamics of power and control. In "Animal Farm," the pigs, who initially lead the revolution against the human farmer, gradually become indistinguishable from the oppressors they overthrew. The novel vividly illustrates how the pigs manipulate language and information to maintain their dominance. Through the character of

Squealer, Orwell demonstrates the use of propaganda to distort reality and shape the perceptions of the other animals, ensuring their compliance and acceptance of the pigs' leadership (Georg Orwell, 1945).

The manipulation aligns with Gramsci's concept of cultural hegemony, where control over the means of communication and the dissemination of ideology is critical. The pigs' ability to control education and rewrite history ensures that the other animals remain unaware of their exploitation and continue to believe in the legitimacy of their leaders. This reflects the broader societal mechanisms where ruling classes control educational and cultural narratives to perpetuate their dominance (Forgacs, 1988).

Moreover, the novel also showcases the use of fear and violence as tools to reinforce hegemony when ideological control is insufficient. Napoleon's use of the dogs to intimidate and eliminate opponents highlights the dual aspect of hegemony: coercion and consent. This dual approach is essential for the sustainability of any hegemonic power structure, where ideological dominance is supported by the capacity for coercive force (Jones, 2006).

In summary, the interplay of ideological and coercion in maintaining power, as theorized by Gramsci, is vividly depicted in Orwell's "Animal Farm." The novel serves as a critical examination of how hegemony operates, demonstrating that power is sustained not only through overt force but also through the subtle manipulation of beliefs and perceptions. Understanding this dynamic is crucial for analyzing the persistence of the power structures in various social and political contexts.

RESEARCH METHODS

In this study, the author used a qualitative research method that is descriptive in nature. Qualitative research aims to understand phenomena experienced by research subjects, such as behavior, perception, motivation, actions, and others, in a holistic manner. This understanding is achieved through descriptive means using words and language, within a specific natural context, and by employing various natural methods. According to (Djajasudarma, 2010, pp. 16–17), the data collected is not in the form of numbers but rather words or descriptions of something. Everything collected can potentially be the key to what has been researched. This characteristic aligns with the qualitative label. The qualitative research approach can provide complex details about phenomena that are difficult to uncover through quantitative research.

Based on the explanations above, this study is a qualitative descriptive research, where the researcher diligently and carefully records data in the form of words, sentences, discourses, pictures/photos, diary entries, memoranda, and video types (Subroto, 2007, p. 8)

In this study, the researcher uses a qualitative research method that is descriptive in nature. Qualitative research, according to (Moleong, n.d., p. 6), aims to understand phenomena such as behaviors, perceptions, motivations, actions, and others experienced by the research subjects holistically, by using descriptive means in the form of words and language, within a specific natural context, and by utilizing various natural methods. According to (Djajasudarma,

2010, pp. 16–17), the collected data are not numerical values but can be in the form of words or descriptions. Everything that is collected can potentially be the key to what has been researched. This characteristic aligns with the qualitative label. Qualitative research can provide detailed and complex information about phenomena that are difficult to express through quantitative research. In accordance with this explanation, this research is a qualitative descriptive study in which the researcher carefully and accurately records data in the form of words, sentences, discourses, pictures/photos, diary entries, memoranda, and video types (Subroto, 2007, p. 8).

By using a qualitative descriptive approach, this research aims to provide a comprehensive understanding of the phenomena under study. The collected data, which are detailed and in-depth, enable the researcher to gain insights into various aspects, nuances, and complexities of the research subject. It is expected that this study, employing a qualitative research method, will offer a comprehensive and profound depiction of the phenomena being investigated. The findings of this research can contribute new insights and understanding of the research subject, serving as a basis for further knowledge development in the relevant field.

RESULTS AND DISCUSSION

RESULT AND DISCUSSION

The data provided describes a research on power hegemony in *Animal Farm* based on social class. According to (Soekanto, 2015, p. 92), social status refers to an individual's position in society, their relationship with others, their rights and responsibilities within the social environment. In other words, it can be seen as an economic situation or class based on individuals.

Data 1:

In this data, it falls under the category of Reward Power (Intensive Power), as Snowball allows the sheep, who are supporters of Snowball, to feel superior by stating slogans like that.

“At the meetings Snowball often won over the majority by his brilliant speeches, but Napoleon was better at canvassing support for himself in between times. He was especially successful with the sheep. Of late the sheep had take to bleating “Four legs good, two legs bad” at crucial moment in Snowball’s speeches.” (Orwell, 1945, p. 39).

This data illustrates the dynamics of power and influence between the two main characters, Snowball and Napoleon. In the meetings, Snowball often won over the majority with his brilliant speeches, but Napoleon was more adept at canvassing support for himself between times. His success particularly evident in his manipulation of the sheep, who had recently take to bleating “four legs good, two legs bad” both at appropriate and inappropriate times. They frequently interrupted the meetings with his slogan, especially at crucial moments in Snowball’s

speeches. This reflect how Napoleon use propaganda and social control to strengthen his hegemony, exploiting the blind loyalty of certain groups to undermine his opponent and maintain his dominance within the power structure of the farm.

Data 2:

This statement represents Coercive Power, as Napoleon makes the animals believe that if they don't choose him, they will be forced to work longer hours.

“Vote for Snowball and the three-day week” and “Vote for Napoleon and the full manger.” (Orwell, 1945, p. 41).

Illustrates the strategies used by two characters to garner support from the animals on the farm. Snowball offers a utopian vision of three-day work week, reflecting his promise of welfare and reduces labor gardens. On the other hand, napoleon promises food security with the slogan “Vote for Napoleon and the full manger,” emphazing stability and sustenance. These two slogans highlight their different approaches to gaining and influencing the masses, with Snowball leveraging idealism and hope, while Napoleon relies on basic needs and a sense of security. This analysis reveals how hegemony operates through promises that align with the interest and needs of the audience, and how rhetoric and propaganda are employed to manipulate and control public opinion with the farm’s social structure.

Data 3:

Napoleon calls his dogs to chase Snowball, and the other farm animals can only remain silent and fearful due to Coercive Power.

“In a moment he was out of the door and they were after him. Too amazed and frightened to speak, all the animals crowded through the door to watch the chase. Snowball was racing across the long pasture that led to road” . (Orwell, 1945, p. 43).

Illustrates the use of force by Napoleon to expel Snowball. This event shows how Napoleon not only relies on propaganda and manipulation to maintain his dominance but also uses direct violence to eliminate his rival. The reaction of the other animals, who are shocked and frightened, demonstrates the psychological impact of such coercive actions, reinforcing Napoleon’s control through intimidation and fear. This analysis reveals how hegemony can be maintained not only through consent and agreement but also through coercion and threats, leading to a more thorough and oppressive domination within the farm’s social structure.

Data 4:

Napoleon introduces new regulations by eliminating the weekly meetings, which falls under Coercive Power as it takes away their time for work.

“Napoleon, with the dogs following him, now mounted on the raised portion of the floor where Major had previously stood to deliver his speech. He announced that from now on the Sunday-morning Meetings would come to an end. They were unnecessary, he said, and wasted time.” (Orwell, 1945, p. 44).

Illustrates how Napoleon uses coercive power to consolidate his authority. Accompanied by dogs that serve as tools of intimidation, Napoleon ascends to the place previously revered as a symbol of democracy and collective participation. The announcement to end the Sunday-morning Meetings, which were once a forum for discussion and collective decision-making, signifies a shift from relatively inclusive governance to authoritarianism. This action abolishes mechanisms of participation and emphasizes Napoleon’s absolute control, with the use of dogs as guards reinforcing the threat of violence against any dissenters. This analysis shows how hegemony can be maintained through a combination of propaganda, violence, and the elimination of democratic structures, creating a more comprehensive and repressive domination within the farm’s social structure.

Data 5:

The animals become aware of their unease, realizing that they no longer have dealings with humans, trade, or use money. They recall the initial victory meeting where four protesting pigs are silenced by Napoleon's dogs, highlighting the presence of Coercive Power.

“Once again the animals were conscious of a vague uneasiness. Never to have any dealings with human beings, never to engage in trade, never to make use of money—had not these been among the earliest resolutions passed at that first triumphant Meeting after Jones was expelled? All the animals remembered passing such resolutions; or at least they thought that they remembered it. The four young pigs who had protested when Napoleon abolished the Meetings raised their voices timidly, but they were promptly silenced by a tremendous growling from the dogs.” (Orwell, 1945, p. 52).

Illustrates how Napoleon employs coercive power to suppress dissent and maintain his control. The animals' uneasiness about the abandonment of their initial principles reflects their internal conflict and the erosion of their collective memory, manipulated by the ruling power. The timid protests of the four young pigs, quickly silenced by the menacing growls of Napoleon’s dogs, demonstrate the use of intimidation and fear to stifle opposition. This use of force and threat of violence ensures that any challenge to Napoleon’s authority is swiftly and effectively quelled. The analysis highlights how hegemony is sustained not only through ideological

manipulation but also through direct coercion, reinforcing a repressive and authoritarian regime within the farm's social structure.

Data 6:

Intensive Power is demonstrated when other farm animals discover that the pigs sleep in human beds, and lower-ranking animals inform them that sleeping in a shed is no different.

“You have heard then, comrades”, he said, “that we pigs now sleep in the beds of the farmhouse? And why not? You did not suppose, surely, that there was ever a ruling against beds? A bed merely means a place to sleep in. A pile of straw in a stall is a bed, properly regarded.” (Orwell, 1945, p. 55).

This speech reflects how intensive power works to manipulate and control the preceptions and beliefs of the farm animals. The pigs, who initially promised to uphold justice and equality, begin to rhetoric to rationalize their actions, blurring the meaning of “bed” to suit their interests and maintain their power without inciting direct resistance. This manipulation of language is an example of how intensive power is applied, creating a consensus that actually favors the rulers, in this case, the pigs. This analysis shows that hegemony operates and manipulation of meanings, allowing the rulers to maintain their dominance in a subtler and more effective manner.

Data 7:

Coercive Power is evident as Napoleon forces the farm animals to believe that the perpetrator of the windmill destruction is the war hero "Snowball."

“Comrades,” he said quietly, “do you know who is responsible for this? Do you know the enemy who has come in the night and overthrown our windmill? SNOWBALL!” he suddenly roared in a voice of thunder.” (Orwell, 1945, p. 57).

This speech illustrates how coercive power is used to maintain dominance and control the masses through fear and threats. By accusing Snowball of being the enemy and the cause of the windmill's destruction, the pigs employ scapegoating tactics to divert attention from their own failures and reinforce their grip on power. The sudden loud roar is intended to intimidate and manipulate the animals, creating a common enemy that unites them in fear and hatred against Snowball. Through this coercive strategy, the pigs reinforce their hegemony in a more direct and repressive manner, ensuring that no one dares to question their authority or the policies they implement. This analysis reveals that hegemony relies not only on subtle

ideological control but also on the use of threats and violence to maintain power and dominance.

Data 8:

Napoleon's ego-driven leadership is reflected as he no longer wants to be called Napoleon, coercively imposing a new nickname on all the animals, such as "Father of All Animals," demonstrating Coercive Power.

"Napoleon was now never spoken of simply as "Napoleon." He was always referred to in formal style as "our Leader, Comrade Napoleon," and this pigs liked to invent for him such titles as Father of All Animals. Terror of Mankind, Protector of the Sheep-fold, Ducklings friend, and the like." (Orwell, 1945, p. 74).

This passage highlights how coercive power operates through the imposition of formal titles and the creation of grandiose honorifics to reinforce Napoleon's authority and elevate his status above the other animals. By mandating that Napoleon be addressed with such reverence and grandeur, the pigs establish a cult of personality that demands unquestioning loyalty and suppresses dissent. The use of elaborate titles serves to intimidate the animals, making them feel insignificant and powerless in comparison to their leader. This strategy of coercive power enforces obedience and submission not only through the threat of violence but also by psychologically manipulation the animals into accepting their subjugation as natural and inevitable. Through this analysis, it becomes clear that hegemony is maintained by both overt coercion and the subtle imposition of ideological dominance, ensuring the ruler's absolute control over the community.

Data 9:

Coercive Power is observed as a new slogan emerges, with a similar meaning but with additional emphasis to promote a specific group of farm animals.

"There was nothing there now except a single Commandment. It ran; ALL ANIMALS ARE EQUAL BUT SOME ANIMAL ARE MORE EQUAL THAN OTHER. After that it did not seem strange then next day the pigs who were supervising the work of the farm all carried whips in their trotters." (Orwell, 1945, p. 109).

This passage demonstrates how coercive power is employed to maintain dominance and control over the other animals on the farm. By altering the commandments, the pigs establish a new social order that justifies their superiority and legitimizes their oppressive actions. The introduction of the revised commandment creates a framework of inequality that is accepted as the new norm. This manipulation of ideology is coupled with the physical manifestation of power, as the pigs carrying whips symbolize the enforcement of their authority through

intimidation and potential violence. The use of whips serves as a direct tool of coercion, reinforcing the pigs dominance and deterring any resistance. This analysis reveals that hegemony in the context of coercive power relies on both the distortion of ideological principles and the application of physical force to ensure the subjugation and compliance of the oppressed. Through these mechanisms, the ruling class consolidates and perpetuates its control over the community.

Based on the findings of the research above, the researcher argues that the discussion of this research demonstrates the presence of power hegemony based on social class in George Orwell's novel *Animal Farm*. The story depicted by George Orwell is, in essence, a portrayal of human attitudes and behaviors, both in the present real world and in parallel worlds. The lack of humaneness in the fantasy story, parallel world, or even in the real world, prompts the author to convey his message through the characters presented in each story. There are numerous events that create injustice for the lower-class society, who are always oppressed by a group of upper-class individuals. This is the form of power hegemony that can be extracted from George Orwell's novel *Animal Farm*.

In relation to literary works, the issue of power in George Orwell's novel *Animal Farm* takes the form of Coercive Power and Intensive Power. In this research, the researcher discusses the forms of power hegemony, namely Coercive Power and Intensive Power, based on social class within the novel.

CONCLUSION

The conclusion of this research reveals that George Orwell's novel *Animal Farm* vividly portrays the oppression and injustice of power towards the weak and the workers. Through its strong narrative, George Orwell highlights various forms of hegemonic power that influence the social dynamics within the story.

One of the forms of hegemonic power evident in the novel is coercive power. Napoleon, the main character representing authoritarian power, uses his influence to command the farm animals through fear and intimidation. The animals are instructed to obediently submit to Napoleon, and they dare not challenge his will due to the fear of consequences. Coercive power creates injustice and oppression against those who do not align with Napoleon, undermining the spirit of equality initially championed by the animal revolution.

In addition to coercive power, intensive power also serves as a tool of hegemony exploited by Napoleon. He promises rewards to his supporters, offering them comfort and a better life on the farm. By leveraging the needs and aspirations of the animals, Napoleon creates a positive image of their existence as a means to maintain his power. Intensive power establishes a manipulative system where certain individuals are granted advantages and privileges while others remain oppressed.

Through the analysis of *Animal Farm*, this research demonstrates that power within the context of social class can be utilized as an instrument to create and sustain hegemony. Those who possess access and control over power can manipulate situations and control narratives that benefit themselves, while the weaker and vulnerable become victims of their dominance.

This conclusion also highlights the relevance of *Animal Farm* to the social realities of the real world. In many cases, the power structures present in society generate significant disparities between those who hold power and resources and those who lack equal access. Oppression, injustice, and manipulation become inseparable components of social dynamics that often favor the stronger group and disadvantage the weaker.

This research provides profound insights into the role of literature in depicting social phenomena and critically examining power that perpetuates injustice. *Animal Farm* serves as a mirror that underscores the importance of awareness and vigilance towards forms of hegemonic power that can have detrimental effects on society.

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