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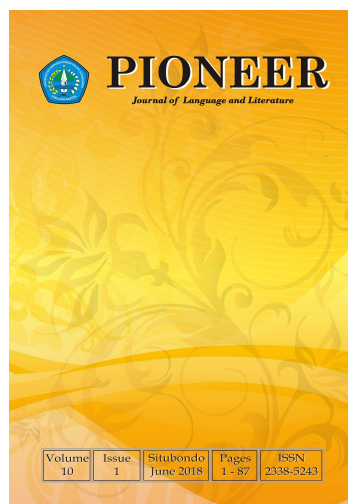
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AN ANALYSIS OF HEGEMONY IN ZOOTOPIA MOVIE

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Abstract: This research is purposed to analyze the structure groups of hegemony and the types of hegemony that happen in Zootopia movie. This research was done using qualitative method. The data were gained by watching the movie, paying attention to the statement and conversation and then analyzed the structures group and the types of hegemony. The data were analyzed by; data reduction, data display and conclusion drawing based on Miles and Huberman's theory. The findings of this research reveal that there are two structure gorups of hegemony in Zootopia movie. The first is dominant group that have two parts, civil society and the state. The civil society in Zootopia is the common citizen who did the hegemony toward the weak characters. The state is people who living under system of government who has a power to do hegemony toward the civil society. The second is the subordinate group, the group that dominated by the dominant group. This research also reveals that hegemony in Zootopia movie has two types; coercive control and consensual control. In coercive control, the dominant force the subordinate group to agree and follow their rule while in the consensual control, the dominant influence the subordinate group by their thought to make them follow their rule. In Zootopia movie, coercive power is the dominant and commonly used by the charaters.

Keywords: hegemony, dominant, subordinate, type of hegemony, movie

INTRODUCTION

Zootopia was an animation movie by Walt Disney. It was produced by Walt Disney Animation Studios and released by Walt Disney Pictures in 2016. Disney films were very popular and had a great influence in America as well as around the world today. Zootopia was one of the animation movies that portrayed the reality of hegemony in society. The characters in this movie were played by animals. The issues that were shown were problems that are still common in society nowadays. In the Zootopia movie, there was the oppression of the strong against the weak. People who had power did everything possible to keep their position.

As in Srinati (2004: 153), an early exposition of Gramsci's ideas said that the hegemony of a political class meant for Gramsci that the class had succeeded in persuading the other classes of society to accept its own moral, political and cultural values. If the ruling class is successful, then this will involve the minimum use of force, as was the case with the successful liberal regimes of the nineteenth century. According to

Booker (1995: 81-82), Gramsci defines hegemony as the ability of the bourgeois or the dominant group in gaining and maintaining their power in society.

Based on that, the researcher conducted this research based on some research problems and objectives. The research problems are: what are the hegemony structure groups found in Zootopia movie? What are the types of hegemony used in Zootopia movie? Moreover, the objective of this study was to describe the hegemony structure groups found in Zootopia movie. Another exploration was to classify the types of hegemony used in Zootopia movie. The analysis can be focused to the hegemony structure groups and the types of hegemony found in Zootopia movie.

The significance of this study is to help the readers to know more about hegemony structure groups and the types that occur in Zootopia movie. Furthermore, the results of this study can be used for the next research development, the study of literature with the theory of hegemony, to examine the hegemony

structure groups and the types of hegemony in Zootopia movie.

REVIEW OF LITERATURE

Movie

Movie or also known as film is a media of communication using audiovisual and also have a message that usually reflected the reality. Films is motion picture as a form of entertainment or an art, usually preceded by showing of one or more motion picture (Asnawir and M. Basyirudin Usman, 2002: 11). Nikolaos & Maria (2010) states that movies combine plastic arts with dramatic arts. The fundamental component of filming is drama and the motion of picture, in contrast to other plastic arts as photography and painting.

Zootopia Movie

Zootopia (also known as Zootropolis in some regions) was 2016 American 3D computer-animated buddy comedy-adventure film produced by Walt Disney Animation Studios and released by Walt Disney Pictures. Zootopia was

the 55th Disney animated feature film. Zootopia was released on March 4 2016 with the genres are action and adventure, animation, comedy. The film was directed by Byron Howard and Rich Moore, co-directed by Jared Bush, written by Jared Bush and Phil Johnston, stars the voices of Ginnifer Goodwin, Jason Bateman, Idris Elba, Jenny Slate, Nate Torrence, Bonnie Hunt, Don Lake, Tommy Chong, J. K. Simmons, Octavia Spencer, Alan Tudyk, and Shakira.

Hegemony

The meaning of hegemony in Greek is 'rule' or 'leadership', whose influence in Cultural Theory is derived from its use in the writings of the Italian communist activist and philosopher Antonio Gramsci (1891-1937) to describe the operation of ideology in modern capitalist societies (Brooker 2003: 132). Gramsci defines hegemony as a cultural and ideological means whereby the dominant groups in society, including fundamentally but not exclusively the ruling class, maintain their dominance by securing the “spontaneous consent” of

subordinate groups, including the working class (Strinati 2004: 153). As in Strinati (2004: 153), an early exposition of Gramsci's ideas says that the hegemony of a political class meant for Gramsci that class had succeeded in persuading the other classes of society to accept its own moral, political and cultural values. If the ruling class is successful, then this will involve the minimum use of force, as was the case with the successful liberal regimes of the nineteenth century.

Structure Groups of Hegemony

In the concept of hegemony, there are two structure group of hegemony, there are the dominant group and subordinate group.

a. Dominant Group

According to Gramsci, as quoted by Hoare and Smith (1999: 145), there are two major levels of dominant group in society: civil society and the state. ...to fix two major superstructural levels: the one that can be called civil society, that is the ensemble of organisms commonly called private, and that of political society or the state.

b. Subordinate Group

According to Williams (1976: 145 in James Lull 1995: 34), hegemony requires that ideological assertions become self-evident cultural assumptions. Its effectiveness depends on subordinated peoples accepting the dominant ideology as normal reality or common sense ...in active forms of experience and consciousness.

Types of Hegemony

According to Femia (1981: 24), Gramsci states that the supremacy of a social group or class manifests itself in two different ways: "domination" (dominio), or coercion and intellectual and moral leadership" (direzione intellettuale e morale).

a. Coercive Control

Coercive control is where the dominant group force the subordinate group to agree about their thought and their rules. They establish sanctions and punishment for people who do not obey their rules. Domination is realized, essentially, through the coercive machinery of the state. Intellectual and moral leadership is objectified in, and mainly exercised

through, civil society, the ensemble of educational, religious and associational institutions (Femia 1981: 24).

b. Consensual Control

Consensual control is where the dominant group does not force the subordinate group to agree about their thought and their rules. The dominant group anyhow make the subordinate group believe that their thought are actually good for their life, so the subordinate group willingly obey the dominant group's rules.

METHODOLOGY

The researcher uses qualitative research to explain the research data by Burns and Grove (2003: 19) with library study by Naim (2009: 35). The data source for this research was the Zootopia movie by Walt Disney Animation Studios released in 2016 by Walt Disney Pictures. Whereas, the research data are the statement and conversation of the characters of the Zootopia movie that have relation with structure group of hegemony theory and the types of hegemony theory. Techniques of data collection in this study are the

researcher watched Zootopia Movie, pay attentions to the statement, and conversation that related with Hegemony theory and then the researcher write down the data about hegemony that found in the Zootopia movie.

To analyze the data, the researcher used Miles and Huberman (1994: 10) which consists of three concurrent flows of activity: data reduction, data display, and conclusion drawing/verification. Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in written up field notes or transcriptions. The researcher sorts the data that related with hegemony theory, such as the structure group of hegemony that found in the movie and the types of the hegemony. Data display is an organized, compressed assembly of information that allows conclusion drawing and action. The researcher displays the structure group of hegemonies found in the movie and the types of hegemony than found in the movie to the column of the two type of hegemony; coercive and consensual

control. After doing the identify of the two types of hegemony, the researcher obtained clear information of the result, and then the researcher withdrew conclusion/verification of the result. Finally, the researcher found out the answer, what are the structure group of hegemonies found in the movie and the types of hegemony used in the movie.

FINDINGS AND DISCUSSION

Findings

Hegemony Structure Group

1. Dominant Group

Datum 01

Stu Hopps : “*Judy, you ever wonder how your mom and me got to be so darn happy?*”

Young Judy : “*Nope*”

Stu hopps : “*Well, we gave up on our dreams and we settled, right Bon?*”

Bonnie Hopps : “*Oh yes, that’s right, Stu. We settled hard.*”

Stu Hopps : “*See, that’s the beauty of complacency, Jude. If you don’t try anything new, you’ll never fail.*”

The civil society in Zootopia movie can be found in the image of the parents toward their children. Stu Hopps and Bonnie Hopps always told to their daughter, Judy Hopps that

have a dream was impossible for them. They also told Hopps that she should give up on her dream and became a carrot farmer like other rabbit. The conversation above showed the hegemony of Stu and Bonnie Hopps to Judy Hopps. Stu and Bonnie Hopps were type of parent who didn’t believe in dream and they never fail in life because they didn’t try anything new in their life. They said that they give up on their dream and it makes them so happy.

Datum 02

Bellwether : “*This is so exciting, actually. Well, you know, I never get to do anything this important.*”

Judy Hopps : “*But you’re the Assistant Mayor of Zootopia.*”

Bellwether: “*Oh, I’m more of a glorified secretary. I think Mayor Lionheart just wanted the sheep vote...*”

Meanwhile, the representation of the domination of the state can be seen on the image of the Mayor of Zootopia. He was a lion namely Lionheart. The conversation above showed the use control of Mayor Lionheart to Bellwether and sheep. In the statement of Mayor Lionheart above, she said that she never do

anything related to her job as Assistant Mayor of Zootopia because Mayor Lionheart make Bellwether do things like she was a secretary of Mayor. Mayor Lionheart thought if he make Bellwether as his assistant, surely he got all the sympathy and the support of all the sheep and even the other prey animal.

2. Subordinate Group

Datum 01

Major Friedkin: “Just quit and go home, fuzzy bunny!

Stu Hopps: “There’s never been a bunny cop.”

Bonnie Hopps: “Never

Stu Hopps : “Never

Gideon grey: “Just a stupid, carrot farming dumb bunny.”

The statement above showed how the practice of hegemony has controlled the thought of Judy Hopps. The voice that sounded in her head made Judy Hopps try harder to through all the obstacles in the Police Academy Training Facility. In Police Academy Training Facility, Judy Hopps struggle through the sand, failed at swings across the bars, sprint toward the wall, and in the ring when she fought with a big bison.

Datum 02 Nick

Nick: “I learned two things that day. One, I was never gonna let anyone see that they got to me.”

Hopps: “...And two?”

Nick: “If the world’s only gonna see a fox as shifty and untrustworthy, there’s no point in trying to be anything else.”

The conversation above showed how the hegemony of the mean kid animal has influenced of how Nick thought about his life as a fox. The way that kid animals treaten Nick when he was young influence on how Nick think about him being a fox. Nick said that he would acted like how others expect him to be, as a shifty and untrustworthy fox. It also clarified why in the beginning when Nick met Judy for the first time, Nick was being a shifty fox.

Types of Hegemony

1. Coercive Control

Datum 01

Judy Hopps: “I will find him.”

Mrs. Ottertonn: “Oh, thank you! Bless you, bless you little bunny!”

Bogo: “You’re fired.”

Judy Hopps: “What? Why?!”

Bogo : “Insubordination. Now, I’m going to open this door and you’re going to tell that otter you’re a former meter maid with delusions of

grandeur who will not be taking the case.”

Judy wanted to help Mrs Otterton to find where was Mr Otterton who has been missing since all the detectives were very busy. However, Bogo disagree with Judy’s decision and even decided to fired her from her job as a police. Chief Bogo thought that Judy insubordination because the case he gave to her was a parking duty instead of find someone missing. The situation above classified as coercive control because Chief Bogo gave Judy a command to put tickets on parked cars instead of helped Mrs Otterton to find her husband. Because Judy broke his command by trying to help Mrs Otterton, Chief Bogo gave her punishment by fired her.

2. Consensual Control

Datum 02

Bellwether : “We’re on the same team, Judy. Underestimated. Underappreciated. Aren’t you sick of it? Predators! They may be strong and loud, but prey outnumber predators ten to one. Think of it. 90% of the population, united against a common enemy. We’ll be unstoppable.

The situation above classified as consensual control because Bellwether influences Judy using the predator-prey case so that Judy can affect easily to join together against the predators. Prey that inhabit Zootopia were more than the predators. Prey were the majority of Zootopia so Bellwether wanted to control and overpowered the Zootopia. Bellwether wanted to overpowered Zootopia City because she felt the underestimated from Mayor Lionheart. Mayor Lionheart made her the Assistent because he wanted all the sheep in the Zootopia to vote him to became the Mayor. In the discussion, the researcher found the hegemony structure group; the dominant and the subordination group and the types of hegemony; coercive and consensual power based on the statement and conversation of the characters.

The structure group of hegemony in Zootopia Movie has two groups, the dominant and the subordination group. The dominant group divided into two part, there are civil society and the state. The

researcher found the representation of the dominant of civil society are the characters who have a power to do a hegemony. It can be shown in the parents character in the Zootopia movie that has done a hegemony to their child. The prey animal also done a hegemony to the predator, such as Judy who accidentally made a mistake and said that predator could become savage. It makes other prey animal treat the predator in a bad way, like asked them to back to the forest. The dominant of the state could be shown by the character of Mayor Bellwether who used her power to do hegemony. It can be seen toward Judy Hopps by influence her that she and Judy can join together to against the predator.

The subordinate group of the Zootopia Movie was Judy and Nick. The subordinate character in this Zootopia Movie are the character who have different physical appearance and different species from their environment. It can be found in Nick character when he was young, his prey friends treat him bad because Nick was different from his friends.

There are two types of hegemony found in the Zootopia Movie. The first is coercive control; used a force to make the other obey the rule and the second is consensual control; used their thought and ideology so the other obey the rule willingly. In the type of hegemony in Zootopia Movie, the researcher found that the use of coercive control are more than the use of consensual control. The coercive control has been done by the character because the subordinate group did not follow their will and they give a punishment to them because of that. The consensual control also reflected on the character where they influence other by their words nicely to make them follow their rule willingly. Like Judy's parents who didn't force their will to make Judy be a carrot farmer, and Bellwether who influenced Judy by her words to make Judy on her team so they can against the predator together. Those characters were usually gave their opinion and spoke soothingly to make Judy follow their opinion unconsciously.

Discussion

After finding the result of data analysis, the research compared it with the result of previous researches. There are two previous researches, the first is from Elmira Primananda's research entitled *Analyzing Hegemony: Faction System in Veronica Roth's Divergent* (2015). In her research, she found that the author of the *Divergent* novel reveals the two anomalies or the mysteries of the story into linear order. She also concludes that the effect of hegemony that is done by the dominant group in the story causes people to live with the stereotype. While in this research, the research found that there are two structure group in *Zootopia* movie, subordinate and dominant group that has a power in society.

The second previous researches is from Muhamad Yudi Suparta entitled *Maintaining American Hegemony through Fictions: Analysis on Independence Day, and Transformers* (2012). The research findings in his research is different with this research. His research showed that America

covertly and overtly delivered its positions as the world leader through *Independence Day* and *Transformers*. His research finding is different with this research finding. He explains the way of *Independence Day* and *Transformers* films influence the audiences to agree with American hegemony while this research identify the types of hegemony based on the statement and the conversation of the characters of *Zootopia* movie.

CONCLUSION AND SUGGESTION

Conclusion

Based on analysis of the structure group of hegemony and the types of hegemony in *Zootopia* Movie, the researcher make a conclusion of the research. The structure group of hegemony have two group, there are dominant and subordinate group. The dominant group divided into two, civil society and the state. Civil society is the common citizen in *Zootopia* while the state is people who living under system of government. In *Zootopia* Movie, the civil society characters did the hegemony toward the weak

character and its characters are different from the others, such as Judy Hopps who is different with other police of Zootopia Police Department. The state characters who did the hegemony is the character of Mayor who has a power to do hegemony toward the civil society. Furthermore, the types of hegemony in this Zootopia Movie are the coercive and consensual power. The coercive power used by the characters more than the consensual power. It means the hegemony that mostly used by the characters are coercive power that use force to make others obey the rule.

Suggestions

Based on the conclusions above, the researcher proposes some suggestions as; by using the theory of hegemony, this research expected to be the reference on other research related in hegemony theory. For the future researcher who want to investigate on hegemony theory would better find another type of data source, e.g. other movies, and novels. In addition, there are many other aspects of hegemony that can be

analyzed beside the hegemony structure group and types of hegemony, such as its impact and the functions of hegemony.

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