

The Depiction of Hegemony in the Animals' Socio-Political Life in Orwell's *Animal Farm*

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ABSTRACT

Power is one of the most wanted things in this world. Many people fight each other to get power. It is not easy to achieve a certain power. The bigger power they want, the bigger difficulties they face. Sometimes, some of them use their cunning to accomplish their desire for power. When they succeed to get it, they will do everything to maintain their positions. This research explores the kind of issues portrayed in George Orwell's novel entitled *Animal Farm*. Furthermore, this thesis focuses on the process of how hegemony takes place in animals' socio-political life in *Animal Farm*. Antonio Gramsci's theory about hegemony is used to analyze the data. The research finds out that hegemony starts from the beginning of the story. Old Major's speech as the organic intellectual on the farm made the animals realized their real condition and triggered the animals to rebel against their master, Mr. Jones. The rebellion of the animals succeeded to expel Mr. Jones and his men from Animal Farm. However, emerged the new supremacy of the pigs. After the rebellion, the pigs became the authority that controlled the other groups of the animals on the farm. Through the leadership of Snowball and Napoleon,

the pigs ruled the animals on the farm using two devices, consent, and coercion. Snowball only used consent to rule the animals. On the other hand, Napoleon used the combination of consent and coercion.

1. INTRODUCTION

Power is one of the most wanted things in this world. Many people fight each other to get power in many kinds of sectors such as economy, culture, and politics. It is not only a rivalry between individuals but also between groups even between countries. They think that when they do not have the power, they will be dominated by the authorities who have power. On the other hand, they believe that when they have the power, they can do whatever they want even controlling people to obey their orders. However, it is not easy to achieve a certain power. The higher power they want, the bigger difficulty they face. "Wherever there is a power there arises resistance to it" (Simon, 1991, p. 85). Sometimes, some of them use their cunning to accomplish their desire to gain that power. When they succeed to get it, they will do everything to maintain their positions.

This phenomenon is a normal occurrence that happens in this world. People compete to dominate each other. The ruling classes try to manage the subjugated classes. The ruling classes will do everything to maintain their powers. They actively make a deal with the subjugated classes to prevent the revolution. Gramsci states that the revolution happens because of the belief of the society. It triggers the ruling classes to use force and consent strategies and then hegemony will emerge. To know that kind of problem, it is worth enough to look at George Orwell's novel entitled *Animal Farm*.

Animal Farm is George Orwell's novel published in August 1945 by Secker and Warburg. This novel is Orwell's satiric fable generally regarded as Orwell's best work of fiction which "transformed Orwell from a respected English journalist and minor novelist into an international best-selling author" (Quinn, 2009, p. 39). Orwell's *Animal Farm* shows the hegemony system that happens in Animal Farm. The research focuses on the process of how hegemony takes place in animals' socio-political life in Animal Farm. From the beginning to the end of the story, Orwell portrays the process of how the ruling class, the group of the pigs, created and then developed a hegemony system to retain their position as the authority in Animal Farm.

The previous researches have discussed many kinds of issues in George Orwell's novel *Animal Farm*. However, none of them talks further about the hegemony portrayed in the novel. In this research, I explore the process of how hegemony happens in the animals' socio-political life on the farm. I use Antonio Gramsci's

theory about Hegemony to analyze the data. I wish the finding of the research can give a deeper understanding of hegemony that takes place in Animal Farm is Orwell's novel, *Animal Farm*.

2. METHOD

The research belongs to qualitative research. VanderStoep (2009) states that qualitative research provides "narrative or textual descriptions of the phenomena" (p. 7) and gives a "richer and more in-depth understanding of the population under study" (p. 8). It presents more detailed descriptions of the thing that we analyze. In addition, Walliman (2011) mentions that qualitative research is a type of research that analyzes qualitative data based on words rather than numbers. Furthermore, Geoffrey R. et al. (2005) states that qualitative research includes studies that do not try to measure their findings through statistical analysis. Moreover, Kothari (1985) explains that qualitative research is "concerned with the qualitative phenomenon, i.e., phenomena relating to or involving quality or kind" (p. 3).

The data of the research are all elements in George Orwell's novel entitled *Animal Farm* which is in the form of all words, phrases, clauses, sentences, paragraphs, and texts. The data source is George Orwell's novel entitled *Animal Farm*. The novel is originally published in England on 17 August 1954 by Secker and Warburg. In this research, the researcher uses Orwell's *Animal Farm* which is included in the collection of George Orwell's novels, *George Orwell: Animal Farm, Burmese Days, A Clergyman's Daughter, Coming Up for Air, Keep the Aspidistra Flying, Nineteen Eighty-Four: Complete & Unabridged*. This edition is published on 1 June 1980 by Octopus/ Heinemann.

To analyze the data, this research employs Gramsci's theory of hegemony as the main approach of the research. Hegemony is seen as a situation when one state runs the international system through its influence and superiority (McNally & Schwarzmantel, 2009, p. 20). Gramsci's main concept of hegemony is that a ruling class controls the subjugated classes using consent or coercion, or the combination of those devices. Crehan (2002) mentions that, according to Gramsci, power relations can be perceived as "occupying a continuum with direct coercion through brute force at one pole and willing consent at the other" (p. 101). Even though hegemony is commonly associated with consent and opposed to forcing or coercion, it can also include force (p. 104).

3. RESULT AND DISCUSSION

Power is one of the most wanted things in this world. Many people fight each other to get power. It is not easy to achieve a certain power. The bigger power they want the bigger difficulties they face. Sometimes, some of them use their cunning to gain the power that they want. When they succeed to get it, they do everything to maintain their positions. Those kinds of the issue are portrayed in Orwell's *Animal Farm*. The novel clearly shows the rivalry between the characters to gain and maintain their power on the farm. To achieve their goals, they try to create a hegemonic system. In this part, I try to explain how hegemony took place in the animals' socio-political life in Orwell's *Animal Farm* using Gramsci's theory about Hegemony.

3.1. The Overthrown of Mr. Jones

Mr. Jones was the previous owner of *Animal Farm*. He was a bad master for the animals on the farm. He did not treat the animals well. Moreover, he was a drunkard. Orwell directly shows his bad habits at the beginning of the story. Even though Mr. Jones was a terrible master, he had been a skilled farmer. He changed to be an evil master after he lost his money in a lawsuit. Furthermore, as time went by, his personality was getting worse and worse so that the animals on the farm could not stand any longer. As a result, the animals overthrew Mr. Jones from his position as the master on the farm. The animals would not succeed to expel Mr. Jones from the farm without Old Major's outstanding merits.

3.1.1. Old Major as The Organic Intellectual

Old Major was one of the most important characters in *Animal Farm*. He gave a big contribution to developing the plot of the story in *Animal Farm*. He was the hero of the animals on the farm. In addition, Old Major was the one who made the animals realized their real condition. With his brilliant speaking ability, Old Major clearly explained that the animals' life was miserable. He said that the men were the reason behind their miserable life. He could convince the animals in the *Animal Farm* that their master named Mr. Jones did not treat them well. Thus the rebellion against the men was the only way to make their life better. "Man is the only real enemy we have. Remove Man from the scene, and the root cause of hunger and overwork is abolished forever" (Orwell, 1945, p. 15).

In addition, Old Major insisted that the animals had to always remember their duty of enmity towards Man and all his behavior. He also warned the animals that even though the animals had conquered the men, they were

not allowed to resemble them. Furthermore, he was the one who set up the ideology of Animal Farm, which was Animalism.

Based on the explanation above, it was crystal clear that Old Major gave a significant influence to develop the plot of *Animal Farm*. Old Major's actions portray the characteristics of the organic intellectuals that had been mentioned by Gramsci. He could feel the emotions, spirits, and what the animals had experienced in their life. He bravely explained that they were tyrannized by the men. He made the more intelligent animals on the farm realized their bad conditions, gave the more intelligent animals a new point of view of life, and emerged the ideas to do counter-hegemony. Unfortunately, he died before the animals could rebel against their master. However, his spirits remained in the animals' hearts. In addition, his thoughts genuinely triggered the animals to fight against their Master, Mr. Jones.

3.1.2. *The War of Movement*

Shortly after Old Major's death, the animals held many secret activities for the next three months. Even though they were not sure where the rebellion would happen, they felt that it was their responsibility to prepare for that rebellion. At this point, the animals were in the second stage of the political development stages. All of the groups of the animals started to realize that they had the same interests. They wanted to be free from the cruelty of the men so that their life would be better. In addition, they also had set up that they could live peacefully and get equal rights after they had abolished the men from the farm. Therefore, they began to recognize that they needed to unite to achieve their goals.

The rebellion took place much earlier and easier than they had expected. It happened because the animals could not hold any longer the bad treatments of their Master. Mr. Jones had crossed his line. On Midsummer's Eve, he went into Willingdon and got so drunk at the Red Lion. It made him unable to come back to the farm until midday on the next day. When he finally came back, he directly went to sleep on the sofa in the drawing-room. It made the animals on the farm were still unfed when the evening came. As a result, the animals got their food by themselves. With her horns, a cow broke the store- shed's door and the animals started to get their food. It caused Mr. Jones to wake up from his sleep. He immediately went to the store- shed accompanied by his four men with their whips in their hands. The animals had reached their limit of patience. Without feeling afraid of their master, the animals attacked Mr. Jones and his men. That situation was beyond Mr. Jones's control. He and his men were butted and kicked by the animals from all sides. Consequently, they had to leave the farm to save their life. Finally, the animals succeeded to expel Mr. Jones and his men from the farm.

Based on Gramsci's theory, the rebellion of the animals did belong to the war of movement or war of maneuver because they used physical attack techniques to overthrow their Master. They directly attack their enemies using their physical power. They only focused on their goal to expel their master without thinking anything else. Their successful rebellion could be achieved in a short time. However, their victory did not last long. Even though they succeeded to destroy the dictatorship of their Master, it led to the new dictatorship of the pig's group.

3.2. *The Superiority of The Pigs*

In Gramsci's theory about hegemony, he mentioned two types of class in hegemony. The first one is the ruling class or the dominant class. This class is those who have the power to control or manage the other classes. On the other hand, the other class is called the subjugated class. The people who belong to this type of class were those who do not have any kind of authority so that they have to obey the ruling class. In Orwell's *Animal Farm*, the ruling class or the superior group on the farm was the group of the pigs and the subjugated classes were the other groups of the animals.

3.2.1. *The Pigs as The Ruling Class*

The group of the pigs was the ruling class in Animal Farm. The pigs did not get that title for anything. From the beginning of the story, the pig's group was portrayed as the most intelligent group on the farm. They also had the characteristics to become the authority on the farm. Many pieces of evidence directly show that their intelligence was beyond all the other animals on the farm. For example, when the animals on the farm prepared for the rebellion, the pigs were the ones who manage their activities. It is portrayed at the beginning of Chapter 2 of the story. "The work of teaching and organizing the others fell naturally upon the pigs, who were generally recognized as being the cleverest of the animals" (Orwell, 1945, p. 6). In addition, it was directly portrayed in the story that pigs were the group that had the best reading and writing skills on the farm. For example, in Chapter 2, "the pigs now revealed that during the past three months they had taught themselves to read and write from an old spelling book which had belonged to Mr. Jones's children and which had been thrown on the rubbish

heap" (p. 9). Moreover, the pigs were the group that usually gave the solutions to the problems that the animals faced.

With his intelligence, it became a common sense that the pigs naturally became the superior and the authority group on the farm that always got better treatments in the farm. For instance, the pigs supervised the animals when the animals worked harder to harvest the farm. It is directly shown in Chapter 3 of the story. "The pigs did not work, but directed and supervised the others. With their superior knowledge, it was natural that they should assume the leadership" (p. 22). In addition, the pigs also led the animals to build the windmill. Furthermore, at the beginning of Chapter 5, the pigs were the ones who planned the work of the animals on the farm and the authority of the one who had the supreme position in every meeting.

The explanations above show that the different levels of the animals' intelligence on the farm portray the different levels of the animals' social classes. The pigs were the supreme group on the farm. Their intelligence was incomparable from the other groups on the farm. It made them become the authority group that organized the animals on the farm. On the other hand, the other less intelligent animals became the subjugated class on the farm.

3.2.2. *The Ideology of The Animal Farm*

In his theory about hegemony, Gramsci mentions that the "interest of dominant group presented as an interest of all". I have mentioned that the dominant group or the superior class in Animal Farm is the group of the pigs. It means that the interest of the pigs is presented as an interest of all of the animals on the farm. The ideology of the Animal Farm, "Animalism" which was formulated into Seven Commandments, was made based on the interests of the pigs as the dominant group. Animalism was based on the Old Major's ideas which had been formulated by Napoleon, Snowball, and Squealer, which were from the group of the pigs.

Furthermore, the Seven Commandments were also formulated by the group of pigs. The other animals did not give a contribution to formulate the Seven Commandments. It became quite obvious that it was made to fulfill the pigs' interests. However, it did not happen directly. It happened slowly but surely. There was nothing wrong with the first version of the Seven Commandments. The content of those commandments still portrayed the principles of Animalism. However, by the time, the pigs started to break those commandments and, finally, the contents of those commandments completely changed when Napoleon led the farm.

First, the pigs moved to the farmhouse and made it their residence. It broke the animals' previous agreement to preserve the farmhouse as a museum and to prohibit all of the animals to live there. Furthermore, the pigs did not only use the kitchen and the drawing-room but also slept in the bed which opposed the fourth commandment. At the first time, the other animals were bothered by it. However, they could do nothing because when they tried to figure out the Seven Commandments inscribed in the wall, they find out the fourth commandment that should be said, "No animal shall sleep in a bed, changed into "No animal shall sleep in a bed *with sheets*".

Second, the most terrible thing happened on the farm, Napoleon killed the other animals which broke the sixth commandment. Primary, he made a policy to sell the eggs. To take the eggs away from the hens was considered murder. Protesting that Napoleon's policy, the hens fought against Napoleon. The flight up to the beam and laid their eggs that broke into pieces on the floor. Because of that, Napoleon stooped their rations and prohibited the other animals to feed the hens if they did not want to be punished by death. Moreover, Napoleon also killed the other animals who committed crimes such as the four porkers which confessed that they had secretly connected with Snowball ever since his expulsion, and a goose which confessed to secretly having six husks of corn in the yesteryear's harvest and then eat them in the night. Even though Napoleon's action to kill the other animals was violating the sixth commandment, once again, the other animals could do nothing. The sixth commandment which previously said, "No animal shall kill any other animal", changed into "No animal shall kill any other animal *without cause*".

In addition, the pigs drank alcohol which opposed the fifth commandment. Few days after the Battle of the Windmill, the pigs drank whisky in the farmhouse until they got drunk. It broke the fifth commandment but the same as the previous one, the fifth commandment had changed into "No animal shall drink alcohol to *excess*". Moreover, as time went by, the pigs started to openly violate the other commandments. They got better treatment from the other animals and they were allowed to wear clothes. The other animals had to stand aside whenever they met the pigs on the path. On Sunday, all of the pigs had the honor of wearing green ribbons on their tail. The pigs also got all barley on the farm. And the most shocking thing was the pigs walked on their hind legs. Finally, the Seven Commandments were completely violated by the declaration that said, "ALL ANIMALS ARE EQUAL BUT SOME ANIMALS ARE MORE EQUAL THAN OTHERS".

From the explanations above, it explains that *Animal Farm* shows Gramsci's statement that "the interest of dominant group presents the interest of all groups". The interest of the pigs, as the dominant group, presents the interest of the other animals on the farm. Snowball and Napoleon got many benefits from it because they were from the dominant group.

3.3. *The Dominant Class' Devices to Rule the Subordinated Classes*

Based on Gramsci's theory about hegemony, the ruling class controlled the subjugated class using one or the combination of two devices, consent, and coercion. I have explained in the previous part that, in *Animal Farm*, the ruling class was the group of the pigs and the subjugated classes were the other groups of the animals. The animals in *Animal Farm* experienced two times of authority. The first one was Snowball's era and the second one was Napoleon's era. Of both of them were from a group of pigs. In this section, I explain this part into two sections. First, the device used by Snowball to rule the farm when he led *Animal Farm*. The second one is Napoleon's devices to rule the farm when he completely expels Snowball from the farm and became the only supreme leader in *Animal Farm*.

3.3.1. *Snowball's Device to Rule the Farm*

Snowball was one of the most intelligent animals in *Animal Farm*. Although he was not officially appointed as the leader, he was one of the pigs who managed *Animal Farm* after Mr. Jones, the master of the farm, had been expelled from the farm. Snowball ruled the farm by getting consent or agreement from the animals. The consent was accomplished by using common sense. Instead of using force to make the animals obey his command, he used consent that he got from the animals by showing his intention to develop the farm. He proved to the animals on the farm that, by using his intelligence, he could develop the farm and manage the farm better than the previous master. The consent that Snowball used to gain and try to maintain his power in *Animal Farm* has been divided into two tactics. First, he used his brilliant speaking ability to persuade and influence the animals on the farm to agree with his speech and to obey his orders. Second, he used his intelligence to get animals' trust by showing his intention to develop the farm and to protect the animals from their enemies.

1) Snowball's Brilliant Speaking Ability

Snowball was the leader of *Animal Farm* who had the excellent speaking ability. He was able to persuade the animals to obey his orders and to agree with his ideas with his brilliant speech. His brilliant speaking ability was directly shown in Chapter 2 of the story. "Snowball was a more vivacious pig than Napoleon, quicker in speech and more inventive, but was not considered to have the same depth of character" (p. 18). This proof does not mean that Snowball talked about trivial things too much. However, it shows that Snowball was better at giving an argument than the others. In addition, even though Napoleon was also the leader of the farm, Snowball was the one who gave orations and commands to the animals on the farm. It means that Snowball was better at giving speeches and orders directly to the animals even without getting rejection by them. His brilliant ability in giving speeches and orders is portrayed in several scenes in the story.

First, Snowball could convince the animals on the farm about the principles of Animalism. In Chapter 2, when Snowball, Napoleon, and Squealer spread the principles of Animalism, they found many kinds of stupidity and apathy from the animals at the beginning. In that situation, Snowball could ensure the animals about it. For instance, he could give good answers to the stupidest questions asked by Mollie. He was able to manipulate Mollie's point of view. Even though Mollie was still in doubt, she agreed with Snowball's answers. Snowball answered Mollie's questions with short and logical arguments. Furthermore, it made it easier for Mollie to catch his points.

Second, he succeeded to convince the animals on the farm about the Seven Commandments. It is described in the last part of Chapter 2 of the story. Snowball read the Seven Commandments aloud so that the animals could understand the content of those commandments. All of the animals on the farm nodded in complete agreement and the smarter animals started to learn the Seven Commandments by heart (p. 21). Even though the animals agreed about the Seven Commandments, some of them, especially the stupider animals, they were unable to understand the Seven Commandments. To solve that problem, he stated that the Seven Commandments could be reduced to a single maxim, 'Four legs good, two legs bad, which contained the fundamental principles of Animalism. After heard that maxim, the birds protested because they also had two legs. In this case, Snowball showed his capability to give a reasonable answer to the birds. He explained that a bird's wing was "an organ of propulsion and not of manipulation. It should therefore be regarded as a leg. The distinguishing mark of man is the hand, the instrument with which he does all his mischief" (p. 25). The birds accepted Snowball's explanation, even though they did not understand Snowball's the ong words. In addition, all of the humbler animals started to learn that new maxim by heart.

Third, Snowball was the one who created the flag of *Animal Farm* and the one who explained the meaning of it. The *Animal Farm's* flag was made of Mrs. Jones's old green tablecloth which had been painted a hoof and a horn in white on it. He explained that the green color symbolized the green fields of England while the white hoof and horn represented "the future Republic of the Animals which would arise when the human race had been finally overthrown" (p. 23- 24). Moreover, like I have mentioned

previously that Snowball and Napoleon were always on different sides when the animals held the meeting. Both of them "disagreed at every point where disagreement was possible" and each of them had his follower. Using his brilliant speaking ability, Snowball frequently won over the majority at the Meetings (p. 30).

2) Snowball's Intelligence

Besides using his brilliant speaking ability to persuade and influence the animals to agree with his ideas and to obey his commands when he led the farm, Snowball used his intelligence to get the animals trust by showing his seriousness to build the farm and to protect the farm from the men, their enemies. I have mentioned previously that Snowball was more inventive than Napoleon. He was a very creative and imaginative pig. To get the animals' trust, Snowball used his inventiveness to develop the farm to be better than Mr. Jones' time. First, he showed his sincerity to the education of the animals on the farm by organizing the Animals Committee. Chapter 3 of the story describes that Snowball untiringly busied himself to organizing the other animals into Animal Committee. By establishing and organizing Animal Committee, Snowball showed his attention to the education of the animals on the farm. It shows that he wanted to build up the farm by making the animals literate first so that it would be easier to make the farm better than Mr. Jones's time. When the animals were educated, they could easily understand what Snowball said. He could effortlessly make them get his ideas without any further explanations as he did previously. Second, Snowball showed his inventiveness to the animals on the farm by declaring his plan to build a windmill that could operate a dynamo and provide electricity for the farm. It "would light the stalls and warm them in winter, and would also run a circular saw, a chaff-cutter, a mangel-slicer, and an electric milking machine" (p. 31). In addition, Snowball became the leader of the Battle of Cowshed. He could bring the animals to win the battle. Using his intelligence, he could direct the animals to protect the farm from their enemies, the men. He did not just command the animals to attack the men. However, he had a well-planned strategy to fight against the men.

3.3.2. Napoleon's Devices to Rule the Farm

Napoleon used the combination of two types of devices to gain and try to maintain his power in Animal Farm. The first one is consent or agreement and the second one is coercion or force. The consent was divided into four tactics. First, he took advantage of Snowball's intelligence. Second, he made Snowball a Scapegoat. Third, he used Boxer as a motivator for the other animals to be loyal to his leader and to work harder. The last one is using Squealer as a reliable person who solved the problems that could harm Napoleon's position. In addition, the coercion that Napoleon applied is using nine fierce dogs as weapons to force the other animals on the farm to obey his commands.

1) Napoleon took Advantages from Snowball's Intelligence

For real, after Mr. Jones was expelled from the farm, Napoleon did not give a big contribution to developing Animal Farm. Even though he was also the one who managed the farm, he did not show his sincerity to increase animals' welfare. He just took advantage of Snowball's actions which were concerning to build up the farm. First, Napoleon lets Snowball explain the principles of Animalism to the other animals on the farm. Napoleon did not use big effort to ensure the animals about the ideas of Animalism. He just let the Snowball do it. Second, Napoleon let Snowball lead the Battle of Cowshed. He also did not protest when the other animals gave the title "Animal Hero" to Snowball. However, when he could expel Snowball from the Animal Farm, he was the one who had that title without struggling against their enemies in the Battle of Cowshed. Third, Napoleon treacherously took over Snowball's plans about the windmill. At first, when Snowball planned to build a windmill to decrease the workdays of the animals, Napoleon rejected it. However, when he succeeded to expel Snowball from Animal Farm and took over those amazing plans. The evidence above explains how cunning Napoleon was to take the benefits from Snowball's actions without getting tired to do it. His ability to read the situation around him was brilliant. He waited for the right moment to completely achieve his power.

2) Napoleon made Snowball as A Scapegoat

After the expulsion of Snowball, Napoleon did not just let him go and be forgotten. However, Napoleon slandered Snowball for the problems that the animals faced. He did not want Snowball to come back to the farm and take over his power so that he made a Snowball as a scapegoat. First, in the last paragraphs of Chapter 6, he blamed Snowball for the damage of the windmill. Moreover, he declared that Snowball was a traitor even he would give a reward for the one who could capture Snowball. Second, Napoleon accused Snowball whenever anything went wrong. Chapter 7 of the story explains that it was a common thing to accused Snowball when everything went wrong. Third, Snowball was accused that he wanted to poison Napoleon. Moreover, he was blamed that he had spread the bad rumor about Mr. Frederick.

3) Boxer as a Motivator

Boxer was a hard-working and loyal horse in *Animal Farm*. He was nearly eighteen hands high cart-horse with a white stripe down his nose that somewhat gave him a stupid appearance. However, he was commonly regarded for his calmness of character and marvelous powers of work. He was a powerful gigantic beast who was as strong as any two average horses put together (p. 1). He was very loyal to his leader and he was a very hard-working animal. Knowing Boxer's personality, Napoleon indirectly used him as a motivator to the animals on the farm to make them work harder and gave the best things that they could give to the farm.

4) Squealer as a Reliable Person

Napoleon's speaking ability was quite good, even though his speaking ability was not as brilliant as Snowball's. For instance, he was active in debate when the meeting was held. However, contrasting with Snowball who usually used his excellent speaking ability, Napoleon infrequently used his good speaking ability. He rarely spoke in front of the animals when he completely became the leader of the farm. In addition, Napoleon was not connected to the other animals. His ability to convince the other animals on the farm was not as good as Snowball. Moreover, Chapter 7 shows that, towards the end of January, Napoleon rarely appeared in the public even, frequently, he did not appear on Sunday mornings.

To solve those problems, he used Squealer as his spokesperson and as the one who convinces the animals that he worked harder to the wealth of the animals and to make them obey Napoleon's commands. However, Squealer was not only Napoleon's spokesperson, but Squealer was more like Napoleon's reliable man who was always sent to solve the problems that could harm Napoleon's position. Napoleon could maximize Squealer's ability. Besides using Squealer as his reliable person or trusted man to convince the other animals to obey Napoleon's orders, Napoleon also used Squealer to protect Napoleon's good image in front of the other animals.

5) Nine Fierce-Looking Dogs as Weapons

Besides using consent to gain and try to maintain his power, Napoleon also used coercion or force. In this case, he used nine fierce dogs as his weapons to make the animals on the farm obey his orders and punish them when they disobeyed him. Primarily, Napoleon used his dogs to completely gain his power by expelling his ultimate rival, Snowball, from the farm. It is directly portrayed in Chapter 5 of the story. He commanded his dogs to chase even attack Snowball in the middle of the meeting, especially, when Snowball finished explaining his plan to build a windmill. His dogs obeyed Napoleon's orders right away. They cruelly chased Snowball who was running across the long pasture that headed to the road. They almost succeeded to catch Snowball if Snowball did not slip through a hole in the hedge. After that, Snowball was seen no more. Watching that terrible accident before their eyes, the animals on the farm were terrified. At this point, Napoleon showed the severe ability of the dogs as his secret weapons that he privately kept. He warned the other animals on the farm that they would have the same ending as Snowball once they disobeyed Napoleon's orders. From now on, Napoleon used his gigantic dogs to guard him whenever he gave his orders and his new policies to make them afraid so that they would obey his commands without any further questions.

4. CONCLUSION AND RECOMMENDATION

Orwell's *Animal Farm* is one the most legendary novels in this world. Even though this masterpiece is controversial, it successfully attracts various readers. Behind its popularity, Orwell properly disguises the dark content of this novel with his brilliant capability in writing. Superficially, this novel looks common. However, once the readers have dug further into the deeper content of the novel, they will find out the true face of this novel. Orwell's *Animal Farm* portrays Gramsci's theory about Hegemony. It shows the process of how hegemony takes place in the animals' socio-political life in *Animal Farm*.

At the beginning of the story, *Animal Farm* depicts the starting point of the hegemony that happened on the farm. Old Major as the organic intellectual succeeded to make the animals realized that their miserable life was caused by the evil men. He could trigger the animals to do counter-hegemony. In addition, Old Major also started to set up the ideology of the animals on the farm. Furthermore, the animals began to be aware that they need to unite so that they could achieve their goals. Shortly after Old Major's death, the animals successfully overthrew their master, Mr. Jones, from the farm using a frontal attack tactic called the war of maneuver. Though their rebellion was successful to destroy the authority of their previous master, it instantly led to the authority of the pigs.

After the rebellion, the pigs became the ruling class that controlled the subjugated classes, the other groups of the animals. Their incomparable intelligence made the group of the pigs naturally became the authority of the farm. Their interests presented the interests of all groups on the farm. The ideology of the farm, "Animalism" formulated into "The Seven Commandments", was made based on the interests of the pigs as the superior group.

In addition, the policies on the farm were also made for the pigs' welfare. It did not happen in a short time. However, it happened gradually and certainly. Consequently, the other animals did not easily realize that they were controlled by the group of pigs.

Through the leadership of Snowball and Napoleon, the pigs ruled the animals on the farm using two devices, consent, and coercion. In Snowball's era, he only used consent to rule the animals. He used his brilliant speaking ability and his intelligence to get the animals' trust. His intention to build the animals and to protect the animals from their enemy succeeded to make the animals willingly obeyed his commands. Different from Snowball, Napoleon used the combination of consent and coercion. He skillfully saw the circumstances around him and made it beneficial for him. Moreover, he also had a skillful talker, Squealer, on his side. The collaboration of that supreme duo successfully controlled the animals on the farm. Furthermore, Napoleon's nine fierce dogs could force the animals to obey his commands without rejections.

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