**THE DEPICTION OF HEGEMONY CREATED AND DEVELOPED BY THE GROUP OF THE PIGS IN ORWELL’S *ANIMAL FARM***

***Kenanga Fajar Arifriarni***

*Faculty of Cultural Sciences, Universitas Sebelas Maret*

# Abstract

Power is one of the most wanted things in this world. Many people compete with each other for power. 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 those kinds of issues portrayed in George Orwell’s novel entitled *Animal Farm* (1945). Furthermore, the research focuses on the process of how hegemony takes place in Animal Farm. Antonio Gramsci’s theory about hegemony is used to analyze the data. The research finds out that from the beginning to the end of the story, Orwell’s *Animal Farm* shows the system of hegemony created and developed by the pigs’ group. Old Major’s speech made the animals realized their real condition and triggered the animals to rebel against their master, Mr. Jones. Even though their rebellion succeeded to expel Mr. Jones and his men from the farm, it emerged the new supremacy of the pigs. Snowball only used consent to rule the animals. On the other hand, Napoleon used the combination of consent and coercion to rule the animals.

***Keywords:*** hegemony, rebellion, consent, coercion, *Animal Farm*

**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 have the power they can control people to obey their orders. However, it is not easy to achieve a certain power. “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. According to Karl Marx, when the ruling classes take control of the subjugated classes, by the time the subjugated classes will realize their bad conditions. After that, they try to revolutionize and avenge the ruling classes. When the subjugated classes succeed to overthrow the ruling classes, they will treat them like what the ruling classes did to them to prevent the ruling classes to get back their positions. However, that condition will not happen in a long time. After that, a balanced society will emerge. Classical Marxism, as well as Leninism, argues that power is determined in the state and is under the absolute restraint of the capitalist class (or of a member of that class). The purpose of a revolutionary strategy is to take over power. Socialism’s structure establishes only after the working class conquests power (Simon, 1991, p. 83).

On the other hand, Antonio Gramsci disagrees about the economic determinism of Karl Marx. He states that the situation when the subjugated classes do the revolution and succeed to overthrow the ruling classes does not happen. Gramsci seriously faced the truth that the economic crisis conditions in the numerous western countries had not directed to a political crisis, as Marx’s prediction. The state and capitalism still hold power and authority, regardless of the immense social and ideological turmoil presently happening. The revolution, expected for countries having better capitalist economic formations, had not happened on time (Holub, 1992, p. 4). To know that kind of issue, 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 pigs’ group, created and developed a system of hegemony to retain their position as the authority in Animal Farm.

The issue of hegemony is still related to today’s condition. Actually, in daily life, we are under the control by the one who has power but we do not realize it. We cannot escape from hegemony but we can choose the ideology that we want. We can choose either being controlled by other people or controlling ourselves. Thus, it makes studying hegemony becomes important. However, some people do not like to read about this kind of issue because it is related to a political issue. Therefore, the research aims to give an easier way to understand hegemony using Orwell’s *Animal Farm*.

The previous researches have discussed many kinds of issues in George Orwell’s novel *Animal Farm*. For example, Awan and Raza (2016) explored Totalitarianism, Marxism, and Dystopian Society and discusses the connection between those three terms by analyzing two novels of George Orwell, *Animal Farm* (1945) and *Nineteen Eighty-Four* (1949). Yildiz (2017) compared overlapping points between Orwell’s *Animal Farm* and Zulfu Livaneli’s *Last Island*. He found out that both *Animal Farm* and *Last Island* have the same circumstances. Those stories represent the change of a normal system into a totalitarian. Furthermore, Barkhordar (2017) used colonialism and post-colonialism approach to analyze the novel. He discovered that *Animal Farm* shows the colonial and post-colonial periods.

Besides, Al- Aghberi (2018) used Althusser’s theory of the Ideological States of Apparatuses and Chompsky’s experienced lens to examine the novel. He found out that *Animal Farm* is an iconic story in the twentieth century that summarizes the modern state’s tragicomic crisis. The modern media occur with a thousand possible Squealer’s faces to interpret and made make us know the world around determined by the pigs. It explains how the manipulation of the media could reconstruct our judgment’s sense so that the clearest wrong becomes right and vice versa.

Moreover, the previous researches also discussed the film version of the novel. For instance, Leab (2006) examined the American government and its relation to the filming of George Orwell’s *Animal Farm* in the 1950s. He mentions that Orwell’s book was aimed to show ‘the Soviet myth’. Westphal (2018) studied Chantal Mouffe’s theory of hegemony using the film version of *Animal Farm*. He discovered that based on Mouffe’s discourse theory co-authored with Laclau, the main concepts of the theory were presented, a general idea of the plot of the film was given, and the notions of the theory were shown with the help of individual scenes from the film.

The research explores the process of how hegemony takes place in Animal Farm. The research uses Antonio Gramsci’s theory about Hegemony to analyze the data. The researcher wishes the finding of the research can give a deeper understanding of the system of hegemony created and developed by the pigs’ group in Animal Farm in Orwell’s novel, *Animal Farm*. Besides, after reading the research, the researcher wishes that the readers can realize their real condition and can determine their own choices.

**RESEARCH QUESTIONS**

The main research problems in the research are:

1. How was Mr. Jones ousted from his power in Animal Farm?
2. How did the groups of the pigs have supreme power in Animal Farm?
3. How did the dominant class rule the animals in Animal Farm?

**METHODOLOGY**

The type of this research is library studies or documentary studies. Besides, 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. Walliman (2011) mentions that qualitative research is a type of research that analyzes qualitative data based on words rather than numbers. Moreover, Kothari (1985) explains that qualitative research is “concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind” (p. 3).

Gramsci’s theory about hegemony becomes the main approach in 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 force or coercion, it can also include force (p. 104).

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*](http://93.174.95.29/_ads/C3A9AB4408AA0024518F7755399BC008). This edition is published on 1 June 1980 by Octopus/ Heinemann.

The data in the research are collected using a close reading technique. The researcher applies the following steps to collect the data from Orwell’s *Animal Farm*. The first step is reading the novel multiple times to understand the content of the novel. The second one is highlighting the important information from the novel. The last step is texting that important information in a Microsoft Word document. The instrument of data collection method is the device to collect the data. In this research, the instrument of data collection method is the researcher. Lincoln and Guba (as cited in VanderStoep, 2009) firmly convinced that human is the best instrument to collect the data for qualitative naturalistic inquiry.

After the data from Orwell’s Animal Farm have been collected, the analysis is conducted through the following steps.

1. Classifying the data based on certain categories, such as the characters and the characterizations, the settings, and the events in the novel.
2. Examining the data based on hegemony theory. For example, the intellectuals, the type of revolution, the type of class, and the dominant class’ device to rule the subjugated classes.
3. Concluding.

**FINDINGS AND DISCUSSION**

1. **The Overthrown of Mr. Jones**

Mr. Jones was the previous owner of the Animal Farm. He was a bad master for the animals on the farm. 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 personalities were 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.

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*. Old Major’s actions portray the characteristics of the organic intellectuals that had been mentioned by Gramsci. According to Gramsci, organic intellectuals express the world view of the proletariat or of any other class that desires power. Thus, all classes that aims to achieve or maintain economic, political, and ideological power use and, if necessary, train a social group of organic intellectuals (Francese, 2009, p. 13).

Old Major shows the characteristics of organic intellectuals. 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 in the farm realized their bad conditions, gave the more intelligent animals the 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. Furthermore, his thoughts genuinely triggered the animals to fight against their Master, Mr. Jones.

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 that rebellion. At this point, the animals were in the second stage of the political development stages. The second stage is when the awareness of the common interests of all members of the class has emerged, but still only in the economic area. At this stage, the problem of the state is already put forward. However, it is just in conditions of winning the official and political equality with the subjugated group: to partake the legislation and administration, the right is insisted, but inside the existing primary structure (Simon, 1991, p. 34). 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. 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. Based on Gramsci’s theory about hegemony, the rebellion of the animals belonged to the war of movement or war of maneuver. Adamson (1980) explains that war of movement or war of manoeuvre in an active revolution is a physical war that is more applicable for the less developed East. The term war of movement is also defined as a frontal attack strategy. The result of manoeuvre is not always gratifying because destroying the dictatorship instantly will lead to a dictatorship. On the other hand, the war of position in a passive revolution is a revolutionary strategy that is more suitable for the contemporary West. It is simply described as a revolutionary strategy suitable in an advanced society. The animals’ strategy to expel Mr. Jones is called the war of movement because they used physical attack technique 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 pigs' group.

1. **The Superiority of The Pigs**

The pigs had the characteristics to become the authority on the farm. Many shreds evidence directly show that their intelligence was beyond all the other animals on the farm. For example, when the animals on the farm prepared the rebellion, the pigs were the ones who managed their activities. It is portrayed at the beginning of Chapter 2 of the story. “The work of teaching and organising the others fell naturally upon the pigs, who were generally recognised as being the cleverest of the animals” (Orwell, 1980, p. 18). Besides, it was directly portrayed in the story that pigs were the group which had the best reading and writing skill on the farm. Moreover, the pigs usually gave 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 on the farm.

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 became 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. Both Snowball and Napoleon were lucky because they were from the group of the pigs. They got many benefits from it. The animals became unconsciously accepted the orders of Snowball and Napoleon because they were from the superior group on the farm.

Moreover, as the dominant group on the farm, the interest of the pigs presented as the interest of all of the animals on the farm. It shows Gramsci’s statement that “the interest of the dominant group presented as the interest of all”. The ideology of Animal Farm, “Animalism” which was formulated into the Seven Commandments, was made based on the interests of the pigs. 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 the 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.

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. In the beginning, 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 in the farm, Napoleon killed the other animals which broke the sixth commandment. Even though Napoleon’s action to kill the other animals violated the sixth commandments, 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”.

Besides, the pigs drank alcohol which opposed the fifth commandment. Few days after the Battle of the Windmill, the pigs drank whiskey in the farmhouse until they got drunk. It was broke the fifth commandment but the same as the previous one, the fifth commandment had changed into “No animal shall drink alcohol to excess”. 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 his 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”.

1. **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. In *Animal Farm*, the ruling class was the group of the pigs and the subjugated classes were the other groups of the animals. After the expulsion of Mr. Jones, the animals in Animal Farm experienced two periods of authority. The first one was Snowball’s era and the second one was Napoleon’s era. Both of them were from the pigs’ group. Snowball only used consent to rule the animals. On the other hand, Napoleon used the combination of consent and coercion to rule the animals.

Snowball ruled the farm through getting consent or agreement from the animals. The consent was accomplished by using common sense. He proved to the animals 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 rule the animals was 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.

Snowball was the leader of Animal Farm who had excellent speaking ability. He was able to persuade the animals to obey his orders and to agree with his ideas through his brilliant speech. Even though Napoleon was also the leader of the farm, Snowball was the one who gave orations and commanded the animals on the farm. It means that Snowball was better at giving speeches and orders directly to the animals even without getting a rejection from them. His brilliant ability in giving speeches and orders is portrayed in several scenes in the story. For example, 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.

Moreover, 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, did not 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 long words. In addition, all of the humbler animals started to learn that new maxim by heart.

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. As 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 establishing and organizing the Animals Committee. 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 got 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. Besides, 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.

Different from Snowball, Napoleon used two types of devices to rule the animals on Animal Farm, consent and coercion. The consent or agreement was divided into four tactics. First, he took advantage of Snowball’s intelligence. Second, he made Snowball as 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. Besides, the coercion or force that Napoleon applied is using nine fierce dogs as weapons to force the other animals on the farm to obey his commands.

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 let 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 succeeded to expel Snowball from 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 Snowball had been expelled from the farm, he took over those amazing plans. Those shreds of evidence explain how cunning Napoleon was to take the credits 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 time to completely achieve his power.

Napoleon did not only take advantage of Snowball’s actions but also ruined Snowball’s image in front of the animals on the farm. After the expulsion of Snowball, Napoleon did not just let him go and be forgotten. However, Napoleon slandered Snowball for the problems on the farm. 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, he blamed Snowball for the damage to the windmill. Moreover, he declared that Snowball was a traitor even he would give reward for the one who could capture Snowball. Second, Napoleon accused Snowball whenever anything went wrong. Third, Snowball was accused that he wanted to poison Napoleon. Moreover, he was blamed that he had spread a bad rumor about Mr. Frederick.

Next, Napoleon used Boxer as a motivator to boost the animals’ loyalty to their leader and animal’s working spirits. Boxer was known as a hard-working and loyal horse in Animal Farm. Boxer was the admiration of the animals on the farm. His faithfulness toward the leader of the farm and his spirit of work hard would remain even though he had gone. Knowing how important Boxer was for the animals, Napoleon took advantage of it. He decided that Boxer’s mottos, “I will work harder” and “Napoleon is always right” would be the maxims of the animals in the farm. He was very cunning in seeing a good chance in front of him.

Napoleon also had Squealer in his side. He maximized Squealer’s brilliant speaking ability to brainwash the animals’ minds so that they accepted all of Napoleon’s commands. 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 the debate when the meeting was held. However, contrasting with Snowball who frequently showed his excellent speaking ability, Napoleon infrequently showed his good speaking ability. He rarely spoke in front of the animals when he completely became the leader on the farm. His ability to convince the other animals on the farm was not as good as Snowball.

To solve those problems, he used Squealer as his spokesperson and as the one who convinced the animals that he worked harder to the wealth of the animals and made 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.

Besides using consent to rule the animals on the farm, Napoleon used coercion or force. In this case, he used nine fierce dogs as his weapons to force the animals to obey his orders and to 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. He commanded his dogs to chase even attack Snowball in the middle of the meeting, especially, when Snowball finished explaining his plan to build 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.

**CONCLUSION**

Orwell’s *Animal Farm* portrays Gramsci’s theory about hegemony. It shows the process of how hegemony takes place 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. He also started to set up the ideology of the animals on the farm. 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 in the farm. The ideology of the farm, “Animalism” formulated into “The Seven Commandments”, was made based on the interests of the pigs as the dominant group. Furthermore, 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 the 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 consent and coercion. He skillfully saw the circumstances around him and made it beneficial for him. Moreover, he also had a skillful talker, Squealer, in 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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