

**HEGEMONY AND COUNTER-HEGEMONY IN LAUREN
WEISBERGER'S *THE DEVILS WEARS PRADA* NOVEL**

THESIS

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FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI
MAULANA MALIK IBRAHIM MALANG
2020**

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THESIS

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2020

STATEMENT OF AUTHORSHIP

I state that the thesis entitled **"HEGEMONY AND COUNTER-HEGEMONY IN LAUREN WEISBERGER'S *THE DEVILS WEARS PRADA* NOVEL"** is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Hereby, if there is an objection or claim, I am the only person who is responsible for that.

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APPROVAL SHEET

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“Nothing last forever, We can change the future”

The Board of Examiners

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DEDICATION

This thesis is proudly dedicated to:

My beloved Mother and Father – Nur Imaroh, Imam Sugianto

People who always pray for my success

My dearest sister – Afifi Inayah

My dearest brother – Afdhol Thariq Umary

Who always motivates me to reach my bunch of dreams

My beloved cousin – Hurrul Fikri, Anas Zidan Nasrullah, Rahmat Arysa,
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Who became an encouragement for me to do my best

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Malang, 10 July 2020

Author



Arief Labib Umary

ABSTRACT

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Keywords : *Hegemony, Power, Counter-Hegemony, Formation, and Intellectual.*

The Devil Wears Prada, written by Lauren Weisberger, was published in 2003 in the United States. The novel tells the story of Andrea Sachs, a graduate student in Avon, who works at a fashion magazine company called Runway. Andrea works for Miranda as a second assistant. Miranda has been known for her authoritarian personality, instilling capitalist values in the public. After that, Andrea's life changed drastically, causing her upheaval. The purpose of this research is to develop knowledge and test the truth of existing knowledge. This research uses the literary criticism method through the Sociology of Literature approach by using Antonio Gramsci's Hegemony theory to analyze the hegemony and counter-hegemony contained in the novel. The results of this study are divided into 2. First, the form of hegemony in the Devil Wears Prada novel. Second, the form of counter-hegemony in the novel Devil Wears Prada.

First, the findings of the form of hegemony. 1. Culture, in the novel The Devil Wears Prada states that Neo-Liberal-Culture requires skills and professionalism to create exploitation and alienation. 2. Ideology, belief and common sense express the dominant view of life and way of thinking based on the hegemonic actor. 3. Power is defined by signs to show that power can influence others to apply hegemony. 4. Intellectuals are hegemonic actors such as traditional intellectuals and organic intellectuals. Second, The findings of a counter-hegemony form. 1. Hard resistance is a Counter Hegemony by face to face with the authorities. 2. Humanistic resistance is a model of resistance to power without violence but by providing alternative reflections. 3. Passive resistance is one of the resistance by not carrying out negative actions against oneself as a form of protest against power.

مستخلص البحث

عمري ، لبيب عريف . 2020. الهيمنة و مكافحة الهيمنة في لورين ويسبرجر الشياطين باستخدام رواية برادا ،) ، البحث العلمي، قسم الأدب الإنجليزي ، كلية العلوم الثقافية ، مولانا مالك إبراهيم جامعة ولاية مالانج الإسلامية.

المشرف : دكتور. هجرية. الاستياد ، ماجستير

الكلمات المفتاحية: الهيمنة، القوة، مكافحة الهيمنة، التنشئة والمثقفون.

الشیطان یلبس البرده، بقلم لورین ویسبرجر نشرت عام 2003 في الولايات المتحدة. تحكي الرواية عن أندريا ساكس ، وهو طالب دراسات عليا في أفون ، ويعمل في شركة باسم مجلة الموضة رون واي. أندريا عملت في ميراندا كمساعد ثان. ميراندا من المعروف أن الشخصية الاستبدادية تغرس القيم الرأسمالية في المجتمع. بعد ذلك ، اتخذت حياة أندريا منعطفًا جذريًا ، مما تسبب في اضطرابها. الغرض من هذا البحث هو تطوير المعرفة واختبار حقيقة العلم الموجود. تستخدم هذه الدراسة المنهج الخلوي الأدبي من خلال منهج علم اجتماع الأدب باستخدام نظرية الهيمنة أنطونيو غرامشي لتحليل الهيمنة والهيمنة المضادة الواردة في الرواية.

تنقسم نتائج هذه الدراسة إلى 2. أولاً شكل من أشكال الهيمنة في رواية الشيطان يلبس البرده. ثانياً ، شكل الهيمنة المضادة في رواية الشيطان يلبس البرده. بعد ذلك ، يتم تقسيم هذه النتائج إلى 5 أطر لنظرية الهيمنة. أولاً ، ينص مفهوم الثقافة على أن الثقافة الليبرالية الجديدة تتطلب مهارات واحترافاً لخلق الاستغلال والاعتداء. ثانياً ، تكشف مفاهيم الأيديولوجيا والعقيدة والفطرة السليمة عن وجهات نظر سائدة في الحياة وأساليب التفكير. ثالثاً ، يتم تعريف مفهوم القوة بعلامات لإظهار أن القوة يمكن أن تؤثر على الآخرين. رابعاً ، العقل هو أساس مفهوم الهيمنة. خامساً ، تتميز الهيمنة المضادة بفصل قيم الهيمنة وبناء منظور جديد للحياة.

ABSTRAK

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Kata Kunci: Hegemoni, Kekuasaan, Kontra-Hegemoni, Pembentukan, dan Intelektual.

The Devil Wears Prada, yang ditulis oleh Lauren Weisberger, diterbitkan pada tahun 2003 di Amerika Serikat. Novel tersebut menceritakan tentang Andrea Sachs, seorang mahasiswa pascasarjana di Avon, yang bekerja di sebuah perusahaan majalah mode bernama Runway. Andrea bekerja untuk Miranda sebagai asisten kedua. Miranda selama ini dikenal dengan kepribadian otoriternya, menanamkan nilai-nilai kapitalis di masyarakat. Setelah itu, kehidupan Andrea berubah drastis, menyebabkan pergolakannya. Tujuan dari penelitian ini adalah untuk mengembangkan ilmu dan menguji kebenaran ilmu yang ada. Penelitian ini menggunakan metode sastra sitisme melalui pendekatan Sosiologi Sastra dengan menggunakan teori Hegemoni Antonio Gramsci untuk menganalisis hegemoni dan kontra-hegemoni yang terkandung dalam novel. Hasil penelitian ini terbagi menjadi 2. Pertama, bentuk hegemoni dalam novel Devil Wears Prada. Kedua, bentuk kontra-hegemoni dalam novel Devil Wears Prada.

Pertama, temuan bentuk hegemoni. 1. Culture, dalam novel The Devil Wears Prada menyatakan bahwa Neo-Liberal-Culture membutuhkan keterampilan dan profesionalisme untuk menciptakan eksploitasi dan alienasi. 2. Ideologi, keyakinan, dan akal sehat mengungkapkan pandangan dominan tentang kehidupan dan cara berpikir para pelaku hegemoni. 3. Kekuasaan didefinisikan oleh tanda-tanda yang menunjukkan bahwa kekuasaan dapat mempengaruhi orang lain untuk menerapkan hegemoni. 4. Intelektual adalah aktor hegemoni seperti intelektual tradisional dan intelektual organik. Kedua, Temuan dari bentuk kontra-hegemoni. 1. Perlawanan keras adalah Kontra Hegemoni dengan bertatap muka dengan penguasa. 2. Resistensi humanistik adalah model perlawanan terhadap kekuasaan tanpa kekerasan tetapi dengan memberikan refleksi alternatif. 3. Perlawanan pasif adalah salah satu perlawanan dengan tidak melakukan tindakan negatif terhadap diri sendiri sebagai bentuk protes terhadap kekuasaan.

TABLE OF CONTENT

THESIS COVER	i
STATEMENT OF AUTHORSHIP	ii
APPROVAL SHEET	iii
LEGITIMATION SHEET	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
TABLE OF CONTENT	xi
CHAPTER I: INTRODUCTION	1
A. Background of the Study	1
B. Research Question	6
C. Objective of the Study	6
D. Scope and Limitation	6
E. Significance of the Study	7
F. Definition of Key Term	7
G. Previous Studies	8
H. Research Methode	10
1. Research Design	10
2. Research Instrument	10
3. Data Source	10
4. Data Collection	11

5. Data Analysis	11
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CHAPTER II: REVIEW OF RELATED LITERATURE 12

A. Sociology of Literature	12
B. Literature in Gramsci's Hegemony Perspective	13

1. Culture	17
2. Ideology, Belief, and Common sense	17
3. Power	18
4. Intellectual Formation	18
a. Traditional Intellectuals	21
b. Organic Intellectuals	22
5. Counter Hegemonic	23
a. Hard Resistance	23
b. Passive Resistance	24
c. Humanistic Resistance	24

CHAPTER III: ANALYSIS 26

A. The Forms of Hegemony	26
1. Culture, in novel The Devil Wears Prada	26
a. Exploitation	27
b. Alienation	30
1) Example for workers alienated from society as a whole	21
2) Example for workers alienated from their nature	32
c. Consumerism	34
2. Ideology , belief and common sense	38
a. System control is done in the workplace through the ID card	39
b. Spreading the value of the bourgeoisie through products	41
c. Maintain body shape to remain ideal through a strict routine diet	44
3. Power	45
a. Competition between magazine heads in the fashion world	45
b. A letter from a girl who admires Miranda	47
c. Identity in representing Miranda's power	48

4. Intellectual Formation	49
a. Traditional Intellectuals	50
b. Organic Intellectuals	50
1) Hegemonic Intellectuals	51
a) Miranda	51
b) Emily Charlton	52
c) Nigel	53
d) James	54
e) Eduardo	54
f) Jeffy	55
g) The Clackers	56
2) Counter - Hegemonic Intellectuals	56
a) Andrea sachs / Andy	57
b) Alex Fineman	58
c) Lily Goodwin	59
d) Christian Collinsworth	60
e) Loretta Andriano	61
B. The Forms of Counter – Hegemony	62
1. Counter-Hegemony	62
a. Hard Resistance	63
b. Humanistic Resistance	64
c. Passive Resistance	65
CHAPTER IV: CONCLUSIONS AND SUGGESTION	67
A. Conclusion	67
B. Suggestion	69
BIBLIOGRAPHY	70
CURRICULUM VITAE	73
APPENDIX	74

CHAPTER I

INTRODUCTION

A. Background of Study

Hegemony is a victory or power obtained not through oppression (domination) of one social class against another class, but by means of consensus (Gramsci, 1971, p.57). This can be interpreted as a way of controlling a group by relying on coercive power, so that the tangible results achieved are called dominance. The theory of hegemony discusses the form of domination of the power of a social class over other social classes that are considered to be lower class, through intellectual and moral leadership which is assisted by domination or oppression. Hegemony as a concept developed by Gramsci illustrates that the dominance of a class (dominant) over another class (subordinate) occurs because of aspects of political ideology. Although political coercion always plays a role, ideology is more significant to get conscious approval from the subordinate class (Kurniawan, 2012, p.72).

Hegemony power is exercised in a "peaceful" and agreed manner. The agreement was obtained through political and ideological leadership mechanisms (Simon, 2001, p.21). A group or social class hegemony other social classes by spreading ideology. The spread of ideology is not by itself, but rather through social institutions that become central. These centers have an important role, namely intellectuals (Faruk, 2013, p.150). Ideology works to cement or bind classes that are contra or antagonistic, into one unit, harmonious (Faruk, 2010, p.135-136; Kurniawan, 2012: 74). Thus, ideology in hegemony leadership has an important role, not just a concept, knowledge, ideas or ideas that must be agreed

upon, but provides awareness and compliance of the subordinate (controlled) over the dominant (controlling) party.

Antonio Gramsci: State and Hegemony (1999) by Nezar Patria is a book that pretty much discusses Antonio Gramsci. In the research community, the essay suggests a radical and sharp idea. Gramsci became a central theme in relation to Hegemony theory. Through this book, this book becomes important to determine which party and ideology they stand for against social class stability, while resistance fluctuations are not seen due to the powerlessness of a group. The dominance is finally better known as hegemony. The ruler or upper social class appears in two ways namely,

1. domination or oppression,
2. intellectual leadership and moral leadership. This last type of leadership is hegemony.

Thus hegemony power is more power through agreement (consensus), which includes several types of intellectual or emotional acceptance of the social political order about class consciousness as the basis of the revolution of the proletarian class against the power of government led by the bourgeoisie as mentioned in the predictions of Marx and Lenin about class consciousness as the basis of the revolution of the proletarian class against the power of government led by the bourgeoisie (Kurniawan, 2012m p.72). The awareness of the proletariat class above actually becomes the starting point of the thought of Gramsci's hegemony which questions the predictions of Marx-Engels. In (Thucer, 1978, p.483) as quoted by Gramsci (Patria, 1999, p.114)

Antonio Prison Records Gramsci (Utomo, 2013) At the beginning of the book. he explained how intellectuals then divided into two categories of intellectuals based on the relationship of an intellectual with a particular social group. Gramsci divides intellectuals into two categories, namely Traditional Intellectuals and Organic Intellectuals. Gramsci realizes that his ideas will be faced with the

dangers of schematization and the need for concrete historical analysis (Patria, 1999, p.159) According to Gramsci, all humans are intellectuals, so that one can said that: but not all people in society have an intellectual function (Utomo, 2003, p.12-13) intellectuals display "organizational and connective" functions both within the realm of civil society or hegemony and in the realm of political or state society (Patria, 1999, p.157 -158).

Traditional intellectuals are those who carry the tasks of intellectual leadership in a given society (Patria, 1990, p.163). This group feels as an "encouraging group" of their historical continuity and special qualifications. Therefore, they place themselves as an autonomous and independent group from the dominant social class (Utomo, 2013, p.11). Then, Organic Intellectuals are intellectuals who come from the bourgeois or proletarian classes. In Taum (2015, p.40) added two intellectual group terms related to their functions and relationships. First, Intellectual Hegemonic. These first intellectuals were responsible for ensuring that the views of the mass world were consistent with the values of capitalism that had been accepted by all classes of society. Second, Intellectual Counter Hegemonic. This second category is responsible for separating the masses from capitalism and building world views according to socialist perspectives.

In this study, the researcher also focused on the Counter-Hegemonic Intellectuals. That can be interpreted as a fight against hegemony. In Gramsci's writings on hegemony, it is not clearly stated what the forms of counter-hegemony are like. The forms of counter-hegemony contained in this research are based on some literature which also uses Antonio Gramsci's perspective. According to Gramsci, consciousness is the main thing to stir up the struggle against the dominant class (counter-hegemony) (Patria, 1999, p.167). In order for the revolution to take place the community must act. Before they act, they must be able to understand the nature and situation of their existence in a system that is being lived. Gramsci acknowledged the importance of structural factors,

especially economics, but he did not believe that these factors alone caused society to resist so that there needed to be a revolutionary idea capable of mobilizing the masses

The Devil Wears Prada is a Lauren Weisberger's novel. It tells about Andrea Sachs, a naive just-graduated in journalism who goes to New York City and gets a job as a co-assistant to the ruthless and merciless executive of the Runway fashion magazine, Miranda Priestly. If she does as an outstanding co-assistant, she can be a member of the magazine and work with many luxury brand designers. But her biggest obstacle is to be accredited by the chief editor-Miranda, her boss. Miranda's fashion style and elegant manners make her be a point during the people. But she is very harsh to the employee and every employee thinks that she is a devil. In the end, Andrea learns that life is made of choices. She chooses love and friendship. After that, she leaves the Runway and finds a new job to begin her new life!

The researcher found some previous studies which are relevant to this study. The first is a study by Carlos VenansiusHomba (2016) under the title Counter-Hegemony Forms in the novel “Kuil di DasarLaut” by Seno JokoSuyono: Antonio Gramsci's perspective that focuses on analyzing the structure of stories in the novel, intellectual formations, and forms- counter-hegemony form. The second is a study by FransiskaRiniWiharjo (2018) with the title Forms of Hegemony and Counter Hegemony in the novel “Entrok” by OkkyMadasari Perspective Antonio Gramsci. The results of this study are divided into three, namely the structure of the story in the novel, the form of hegemony and the form of counter-hegemony.

The thirdstudy by ShalikhatinPawestri (2015) in the title Hegemony of Power in the novel ‘BibirMerah’ by AchmadMunif aims to describe ideological formations, hegemony forms of power that operate and fictional elements used to represent the hegemony of power in the novel ‘Bibir Merah’.The fourth is by Wahyuni, Sri (2018). From the title Hegemony in the novel “Fi FiSabil al-Taj”

(RembulanMerah) by MusthafaLuthfi al-Manfaluthi (Analysis of Antonio Gramsci's Hegemony Theory) aims to explain the ideological formation that operates in the novel *Fi Sabil al-Taj* and how hegemony practices are carried out. The fifth is AnnisaaNurulAtiqah's research (2019) entitled *The Form and Model of Hegemony in Saga no GabaiBaachan's novel 'Great Granny from Saga'* by Yoshichi Shimada. The purpose of this study is to describe the forms and models of hegemony in the novel. It reflects Gramsci's theory which is examined from its social aspect that leadership can occur to several figures involved in it.

In this study, the research is focused on various efforts made by the main character Andy on the basis of his dissatisfaction with his boss Miranda who has been acting arbitrarily. This made Andy aware of the importance of the initial goal he wanted to work in a magazine office instead of working in the fashion world so that it created stress because of the demands of the job. So Andy felt like to counter (the) hegemony of power carried out by her boss. Then the resistance becomes the final point where Andy starts his new life. They provide a view that connects the upper classes (bourgeoisie / ruler) and the lower classes (proletariat / society) (Patria, 1999, p.163).

Therefore, researchers are interested in analyzing the novel *The Devil Wears Prada* by Lauren Weisberger for several reasons. First, as a novel that was published long enough around 2003. Second, the researcher has the original novel, Third, this novel was filmed with the same title in 2016. Fourth, the researcher was quite interested in Gramsci's Hegemony and Counter-Hegemony approaches so that researchers feel suitable if analyzed with the approach based on the story of the novel. In brief, the hegemony and counter hegemony applied to analyze the novel are interpreted as the relations and power of the dominant class (main character) on the basis of agreement and ideology towards the subordinate class (additional figures). Then the researcher will classify according to the data contained in the novel.

B. Research Question

Based on the background above, the researcher formulates two statements that function as the problem of this study:

1. What are the forms of hegemony in The Devil Wears Prada novel by Lauren Weisberger?
2. What are the forms of counter-hegemony in The Devil Wears Prada novel by Lauren Weisberger?

C. Objective of the Study

Due to the problems stated above, the researchers' hopes, by answering them, to achieve two objectives:

1. To find out what are the forms of hegemony in The Devil Wears Prada novel by Lauren Weisberger.
2. To find out what are the forms of counter-hegemony in The Devil Wears Prada novel by Lauren Weisberger.

D. Scope and Limitation

Researchers used the theory of Hegemony from Antonio Gramsci in analyzing a novel called The Devil Wears Prada by Lauren Weisberger. Data will be present in the form of explicit or implicit narrative texts and dialogues. according to Gramsci, hegemony is defined as something complex, which is at once economic and ethical-political. The supermasi of a social group expresses itself in two ways, namely as "domination" and as "Moral and intellectual leadership". Then the main focus is the Counter-Hegemony of the main character Andy to his boss Miranda and combined with the hegemony of other characters prevailing in the novel

E. Significance of the Study

Theoretically, this research is expected to increase knowledge in literary criticism and contribute to the development of literary studies, especially in the analysis of Gramsci's hegemony in the novel. The document can be used as the next research material to improve the ability to appreciate a literary work

Practically, this research is expected to add insight in distinguishing between hegemony and counter-hegemony theory. Then can appreciate a literary work as well as providing new experiences to various things around us and how to respond to them. In addition, researchers hope that readers can understand the analysis of literary works, especially focusing on the theory of hegemony in social life.

F. Definition of Key Terms

1. Hegemony: The influence of leadership, domination and power on a country using moral leadership and intellectuals.
2. Power: The ability to force people according to one's desire.
3. Counter-hegemony attempts to criticize or dismantle hegemonic power. In other words, it is a confrontation or opposition to the holders of power such as politics, economy, history, media, music, etc. According to Gramsci, it is awareness to awaken the struggle against the dominant class (the holder of power)
4. Formation: An arrangement with a relationship that is contradictory, correlative, and sub-ordinative.
5. Intellectual: people who use their intelligence to work, study, inspire, and dominate. These are divided into traditional intellectuals and intellectual hegemony are those who carry out the task of intellectual leadership in a particular society. Then add two terms of intellectual group hegemony related

to their functions and relationships. First, Intellectual Hegemonics. Second, intellectual counter-hegemony

G. Previous Studies

The researcher found some previous studies which are relevant to the current study. The first is a study by Carlos VenansiusHomba (2016) under the title Counter-Hegemony Forms in the Novel "Temple at the Bottom of the Sea" by Seno JokoSuyono: Antonio Gramsci's perspective There are four forms of counter-hegemony was found in this research, such as 1) Strong Resistance that is done by publishing the petition and demonstration, 2) Passive-Resistance that is done by footprints and penance, challenging death, and seeking solace in aboard, 3) Humanistic Resistance that is done by negotiations with the authority, 4) Metaphysically Resistance that is done by a spiritual journey to the objects of the shrine to seek match revelation against Suharto.

The second is a study by FransiskaRiniWiharjo (2018) with the title Forms of Hegemony and Counter Hegemony in the Novel "Entrok" by OkkyMadasari Perspective Antonio Gramsci. three forms of counter-hegemony found in this research, namely 1) Hard Resistance conducted by searching for demonstrations, publishing news in mass media, and direct resistance. 2) Passive Resistance is done by way of escape to Marni's house, trailer, and surrender to the authorities. 3) Humanistic Resistance is conducted by way of negotiation with the rulers.

The previous third study by Shalikhatin Pawestri (2015) in the title Hegemony of Power in the Novel "Red Lips" by Achmad Munif aims as follows. First, there are some ideological formations in the Red Lip novels such as authoritarianism, feudalism, capitalism, socialism and vandalism. Authoritarianism and feudalism are the most dominant and widely used. Second, the form of hegemony of power that operates creates two areas, namely civil society and political society, each of which carries out hegemony and becomes a victim of hegemony. Third, the fictional elements used to represent the hegemony

of power are the themes, figures, settings and plot where each element contains variants and findings that represent the hegemony of power.

The fourth is by Wahyuni, Sri (2018). From the title Hegemony in the Novel "Fi-Fi Sabil al-Taj" (Red Moon) by MusthafaLuthfi al-Manfaluthi (Analysis of Antonio Gramsci's Hegemony Theory) The results obtained from this research are the formation of an ideology built in the Fi novel Sabil al-Taj (Red Rembulan) which is performed by several figures, namely feudalism, socialism and by the way authoritarian leadership.

The fifth is AnnisaaNurulAtiqah's research (2019) titled The Form and Model of Hegemony in Saga no GabaiBaachan's novel 'Great Granny from Saga' by Yoshichi Shimada. The results of this study are the forms of hegemony and the models of hegemony contained in Yoshichi Shimada's Saga no GabaiBaachan novel 'Great Granny from Saga'. This study uses qualitative research, with a literature review and descriptive analysis using translation novel data sources. In the data source, it reflects Gramsci's theory which is studied from its social aspects that leadership can occur in several figures involved in it.

There is a gap between previous studies and the current ones. Previous object research uses hegemony theory without discussing the 5 frameworks of hegemony theory as researchers do. On the other hand, the current study only uses the novel The Devil Wears Prada with counter-hegemony proportions. In addition, some previous studies of this novel only use the theory of feminism, psychoanalysis, marxism, and hegemony of the media and power. Therefore, The researcher conducts this study because there are several researchers who explored the theory of hegemony in literary analysis.

H. Research Method

The researcher uses the literary criticism method through the Sociology of Literature approach by using Antonio Gramsci's Hegemony theory to analyze the forms of hegemony and counter-hegemony because the object of analysis is still included of power and dominance.

1. Research Design

The researcher uses the theory of hegemony by Antonio Gramsci to conduct research because the object of analysis is still included in the analysis of power and dominance. Thus, the author uses the literary criticism method through the Sociology of Literature approach because of the results obtained in the form of data descriptions in the form of text, datum, narration, paragraphs, and so on. Therefore, researchers will only focus on texts that state the hegemony of the novel.

2. Research Instrument

The research instrument used in this study was the researcher as a participant in all research activities. The researcher himself made the whole concept from planning to reporting the results. In collecting data a number of important information and data to be analyzed requires the understanding and interpretation of the researcher. The researcher noted data from the novel *The Devil Wears Prada* by Lauren Weisberger relating the theory of Gramsci's hegemony.

3. Data Sources

The data source of this research was taken from a novel, book, and related pdf. The researcher has the original novel released in 2003 "The Devil Wears Prada by Lauren Weisberger and the book" Antonio Gramsci theory - State &

Hegemony "theory as a basic reference. The researcher also uses the novel in pdf version. The researcher also has a movie with the same title because the novel was adapted in 2016.

4. Data Collection

In collecting data, researchers use several steps. First, researchers read and understand the story to capture a general description of the data. Second, researchers identify potential narrative texts that indicate the data from the novel and film. Third, the researcher uses the Sociology of Literature approach by using Antonio Gramsci's Hegemony theory to analyze the forms of hegemony and counter-hegemony as a method in examining the status of human groups, an object with the aim of making descriptive, systematic or factual, or descriptive descriptions or paintings of the facts or phenomena investigated (Cevilla, 1993).

5. Data Analysis

To analyze data, researchers will take several steps. First, the researcher reads the novel carefully and repeatedly in a comprehensive manner. Second, The researcher also watches the film to get the accuracy of stories in accordance with the research design. Ketiga, The researcher uses Gramsci's hegemony theory. This research produces a description of the formation of hegemony, and the form of hegemony that operates in the literary work of *The Devil Wears Prada* by Lauren Weisberger. Because of the results obtained in the form of data descriptions in the form of text, datum, narration, paragraphs, and so on. Therefore, researchers will only focus on texts that state the hegemony of the novel.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher will show the conclusions of this research to make it clearer and to make it easier to get an idea from this research. Also, the researcher will elaborate on the theory and related literature used in this study. This chapter includes in Sociology of Literature and Literature in Gramsci's Hegemony Perspective.

A. Sociology of Literature

Sociology of literature is research focused on the object of human studies with the environment. As mentioned Wellek and Warren in general, literature studies with sociology are divided into three namely: author sociology, sociology of literary works, and sociology of readers (Suaka, Nyoman, p.34). The sociology of literature can be said in the study of literature whose main goal is the life of individuals in a society related to social life. Sociology of literature is not much different from the elements there are studies of extrinsic elements of literary works because literary sociology wants to link the creation of literary works, the existence of literary works, and the role of literary works with social reality (Winami, Retno, 2009, p.164). While Wolf gives the definition that the sociology of literature is a formless scientific discipline, not well-defined, consisting of empirical studies, and various experiments on rather more general theories, each of which only has similarities in matters dealing with the relationship of literature with society (Faruk, 2012, p.77). Endraswara stated that the sociology of literature is a branch of reflective literary research (Endaswarsa, S. 2011, p.77). Research in the sociology of literature is much in demand by researchers who want to see the socio-cultural reflection of society through literary works. Ratna stated that the sociological approach, especially for Indonesian literature, both old and modern promises research land that will never run dry (Ratna, Nyoman Kutha, 2013, p.600) Every literary work that appears has social aspects that can be studied through the various social understanding model. Taine (in Nugraheni,

2009: 35) said that literary works are a mirror that can reflect life and nature. According to Lauren and Swingewood, there are three perspectives relating to sociological literature, namely; 1). Research that views literature as a social document in which it is a reflection of the situation at the time the literature was created, 2). Research that reveals literature as a reflection of the author's social situation, 3). Research that captures literature as a manifestation of historical events and socio-cultural conditions (Endaswarsa, S. 2011, p.79)

Novels or other literary works will not be far from the public because in literary works or novels tell and background society. According to Waluyo that the novel can be said to be a chronicle of life that seeks to contemplate and describe life in a certain form with all the influences, ties, and the achievement of humanitarian desires. The author uses the story of human life in society to be the basis for making stories. Therefore the story in the novel cannot be separated from real life and can be seen in real life although it cannot be proven in its entirety (Waluyo, Herman J, 2011, p.3). Endraswara said that the complete research of sociological literature should be related to the socio-cultural background of the community. The critical research of literary sociology should be able to explore the past that is still relevant to the present and future (Endaswarsa, S. 2011, p.93)

B. Literature in Gramsci's Hegemony Perspective

Within the framework of Gramsci's hegemony theory, the literature is a part of the world of ideas, culture, superstructures that are not only a reflection of the structure of the economic class or infrastructure which has material properties but as one of the material forces themselves (Faruk, 2003, p. 61-63). As mentioned by Abercombie (2010) Hegemony as a concept developed by Gramsci (Kurniawan, 2010, p. 72) illustrates that the domination of a class (dominant) over another class (subordinate) occurs because of ideological political aspects. Hegemony moving from the area of social institutions to intellectual figures, to the social class they are targeting. The concept of hegemony is used to analyze cultural processes in their active or constitutive role. As Williams (1994) postulated to analyze alternative and alternative cultural forms that might oppose the dominant

order, even when they are still encased or marginalized by hegemonic boundaries and pressures (Faruk, 2003, p. 79). Literary works according to Gramsci's hegemony concept as an expression of ideology channeled through his work to be read and understood. As a cultural product, literary works are a hegemony site. Because in literature there is an ideology that hegemonizing the society created by the author.

As Faruk stated that Gramsci then mapped three ways in spreading ideology, the first through language, language contains elements that reflect a conception of the world and culture. Second, common sense, the most permissive but not systematic conception of the world. Third, folklore as a whole belief system, superstitions, opinions, and ways of seeing things with certain actions (Kurniawan, 2012, p. 79). As one of the hegemony sites, according to Gramsci (Harjito via Nurhadi, 2004) in a literary work, there is an ideological formation. The formation is an arrangement with relations that are conflicting, correlative, and subordinative. To achieve the hegemony, the ideology must be propagated, such scattering does not happen by itself but through institutions - a certain social institution (Faruk, 2003. P. 74). Literary studies that underlie the theory of hegemony include the literary study of Raymond Williams. Williams applies Gramsci's hegemony to differentiate cultures involved with power into 3 categories, namely hegemonic or dominant, rise, sedimentary, or residual cultures (Faruk, 2003, p. 79).

The study shows that literature has a function to give strength to the mindset of the community through forms of understanding awareness of the mindset of the reading community. As William (Johnson via Faruk, 2003, p. 7 8) postulated that the concept of hegemony goes beyond the concept of ideology with its emphasis on agreement with the ruling social order which is asserted in a way in which the social process is lived up rather than imposed by coercion of ideas or awareness. by one class against another class. Literature in perspective As Gramsci (1971) is seen as two things namely, literature as a symptom of all to represent ideology the author's social class in conceptualizing view of the world (Kurniawan, 2012, p.

84). Literature is considered as a medium of hegemony and the media identifies the ideology that occurs in society. Second, ideology in literature can also be identified by understanding literature in its autonomous context because it is a manifestation of the author's intuition-imagination (Kurniawan, 2012, p. 84).

Antonio Gramsci was an Italian thinker who was influenced by the ideas of Marxism and Hegel's philosophy, although he later revised and criticized the idea (Anwar, 2012p. 63). Gramsci (1971) was also known as a theater critic in addition to being a political commentator who was later jailed with 20 other activists on charges of armed uprising from 1928 to 1937 (Anwar, 2012, p.63). During this period, he wrote important intellectual notes that were posted under the title Selection from the prison notebooks (Anwar, 2012). During his time in prison, he wrote down the main points of his thought about the role of intellectuals by expressing the concept of organic intellectual. After that one- by one thought other conceptual appeared, such as hegemony, state, and civil society (Hoare and Smith, 2000 p. V). In the 20th century, Gramsci was known as the most important Marxist thinker especially in the development of Western Marxism. The roots of thought hegemony by Gramsci is taken by the dialectical through political thought us Italy ranging from Machiavelli to Pareto and some other parts were taken from Lenin and (Patria, 1999, p. 119).

Etymologically the word comes from the Greek hegemony "Egemonia" or "Egemon", which means "leader or ruler in the connotations that relate to the context of the state (Yody 2003, p. 111). Based on Mish (1993, p. 538), the word "hegemony" is defined as' preponderant influence or authority over others (Homba, 2016, p.21). Hegemony according to the Big Indonesian Dictionary (KBBI) in the network, is the influence of leadership, domination, power, in one country over another country. It means that hegemony can be used to describe domination by one party over another party. Although it can describe a dominance, hegemony is carried out without violence in the general public. The complex form is domination between governments in a country, which can occur through economic, political, or cultural negotiations. Many are of the view that

hegemony has various meanings covering social and cultural fields in various aspects of people's lives. Hegemony can be seen as a temporary determination of meaning in favor of the ruling class. Although political coercion always plays a role, ideology is more significant in getting conscious approval from the subordinate class (Abercrombie in Kurniawan, 2012, p. 72).

Hegemony emphasizes the form of expression, the way it is applied, the mechanism that is implemented to defend and develop themselves through its victims so that the effort is successful and influences and shapes their minds. The theory is often referred to as general cultural/ideological theory and is used to understand political, cultural, and ideological forms that are considered to have the power to reform society (Faruk, 2003, p. 61). Gramsci's hegemony theory is a refinement of Marx's class theory which has not yet succeeded in formulating an adequate political theory. The starting point of the Gramsci concept of hegemony is that it is clear and its members exercise power over the lower classes using violence and persuasion (Simon, 004, p. 19). As an Italian Marxist thinker after Marx, his thinking has a lot to do with practical political problems so that Gramsci's most dominant view is hegemony. In literature hegemony, It can be meaning of "leadership" is more often it was used for political commentators to refer to the notion of dominance. However, for Gramsci (Faruk, 2003, p. 62) hegemony means something more complex.

Gramsci uses the concept to examine certain political, cultural, and ideological forms in a society in a fundamental class. So that way, it can build a network of domination that is forced. In this case, Gramsci formulated his concept which refers to an understanding of the socio-political situation, where the philosophy and social practice of society unite in a balanced state; is a domination of the concept of reality that is spreading through society in an institute and a manifestation of the individual, which can then be formed morality, customs, religion, principles of political principle and all social relations, especially from intellectual and things that show the moral. So that way, hegemony is always related to the compilation of state power as a dictatorial class (Williams via Patria

&Arief, 2009 p. 121). In other words, Gramsci connects hegemony with civil society and distinguishes hegemony based on agreements with dictatorial political societies. According to Bellamy (via Patria &Arief, 2009 p. 121) hegemony also refers to the ideological position of one or more group or class society higher civil. Through Hegemony, In the framework of the theory of Gramsci (Munif, 2015, p.14) there are at least five key concepts namely: Culture, Ideology, belief and common sense, Power, Intellectual formation, and Counter hegemony.

1. Culture

According to Gramsci (1971) culture as an organization, one's inner discipline, which is an achievement of a higher awareness (Faruk, 2003, p. 65). It can be said if a person has succeeded in understanding the historical value of themselves, their functions in life, their rights, and obligations. However, through Faruk (Faruk, 2003) similar concepts can not arise spontaneously, through a series of actions and reactions that are independent of one's will. Gramsci showed that only to a certain degree, humanity gained awareness of its value and won for itself the right to cast the organizational patterns imposed on it by the minority (Faruk, 2003: 66). According to Gramsci the ideas concerned with the awareness of the causes of certain conditions and how to turn cultural facts into signals of rebellion and social revolution (Faruk, 2003, p. 66). In other words, the social revolution must be preceded by a cultural revolution or an ideological revolution. The cultural revolution did not take place spontaneously, naturally, but rather involved the sharing of certain cultural factors that made revolution possible.

2. Ideology, Belief, and Common sense

Gramsci (1971) through Faruk (2003, p. 70) there are three ways of spreading ideas or philosophy, namely through language, common sense, and folklore. Common sense, for Gramsci, has a basis in popular experience but does not present an integrated conception of the world as does philosophy. Gramsci has incorporated philosophical concepts and common sense into his generic concepts, namely hegemony that demands cultural contact between "the leader" and the

"leader " (Faruk, 2003, p. 72). Philosophy or conception about the world from Gramsci (1971) is not a question of academics but is a matter of politics, philosophy has become a movement on culture n an ideology in definition spacious (Faruk, 2003, p.73-74). as an implicit concept of the world that manifests itself in art, law, economic activity, and in the lives of individual and collective . As an ideology, philosophy became an integral tool between the forces of social real odds. So that their ideology has been dominated by the values of the ruling class (Dominant) through its intellectuals. The intellectuals have a role as a liaison between the ruling class and the classes below it to accept all the will and beliefs of the ruling class.

3. Power

Power is the ability of a person or group of people to influence the behavior of behavior or any other group in such a way that the action is following the wishes and goals of the people who have the power (Budiarjo 2006, p. 35). Max Weber defines power as an opportunity for someone or some people to carry out their own will in social action, or get a challenge from others involved in the action (Poloma via Santoso, 2002, p. 163). Weber's concept of opportunity (chance or probability), i.e. opportunity can be linked to economics, honor, political parties, or whatever is a source of power for someone. Power does not always run smoothly, because there must be people in the community who disagree or take the fight, either openly or in disguise (Scott via Santoso, 2002, p. 163). AmitaiEtzioni also claimed that power is the ability to overcome some or all of the resistance, to make changes to the side that provides OPOS contents (Poloma via Santoso, 2002, p. 163). Some ideologies that are often related to power are as follows

4. Intellectual Formation

According to the 4th edition of the Big Indonesian Dictionary, the word "formation" implies the structure (staff, management, cabinet, airplane, etc.) '(Sugono, 2008, p. 396). While the word "intellectual" means "(a) intelligent,

intelligent, and clear-minded based on science, (b) (who) has high intelligence; scholars, (c) the totality of understanding or awareness, especially those concerning thought and understanding ' (Sugono, 2008, p. 541). Based on the understanding of the two words, then " intellectual formation " can be interpreted as an arrangement or structure of people who have intelligence and clear thinking of science. Discourse on intellectual formation becomes an inseparable part of Gramsci's concept of thought. Prison Notebooks, which have been translated into Indonesian into Antonio Gramsci Prison Records (Utomo, 2013), deals specifically with intellectual formation at the beginning of the book. Gramsci did not specifically define intellectual formation. However, he explained how intellectuals were then divided into two categories of intellectuals based on the relationship of an intellectual with a particular social group.

Gramsci divides intellectuals into two categories, namely Traditional Intellectuals and Organic Intellectuals. When dividing intellectual formation, Gramsci realized that his idea would be confronted with the cost of schematization and the need for concrete historical analysis (Patria, 1999, p. 159). The intellectual formation then becomes a little complex because of the word "intellectual" actually It has a meaning broad enough to be explained in a simple definition. According to Gramsci, all humans are intellectual, so one can say that: but not everyone in society has an intellectual function (Utomo, 2003, p. 12-13). These problems have clear boundaries. So that way, society is said to be intellectual, and indicators indicate that society has performed its intellectual function. The difficulty of interpreting intellectuals is also questioned by Dhakidae (he termed intellectuals with the word scholar). To separate the intellectual with not scholars thus incised melting so that the dividing line is impossible, like scraping over running water.

Dhakidae mentioned that the actual meaning of a person's intelligence was related to a pattern of relationships. A scholar is determined by a strong subjectivity, especially in a good perception about him, but also that perception gets influence from one's position in the social field (Social Field). A scholar must

be involved in public discourse. The loneliness of a thinker on a mountaintop does not necessarily include him in the intellectual community. Except until he went down the mountain and involved himself in public discourse. His involvement in managing social capital, symbolic capital, and also no less in economic models plays a decisive role. Gramsci also gives clear boundaries regarding the meaning of the word intellectual. The word "intellectual" there must be understood not in the ordinary sense, but rather as a whole social stratum which carries out an organizational function in a broad sense - whether in the fields of production, culture or in political administration. They include groups, for example from junior employees in the army to higher employees (Faruk, 2010, p. 150).

In Gramsci's understanding, the intellectual context is different from the intellectual understanding held by idealist philosophers. Gramsci argued that the different intellectual and emerges from the outside of the relationship - a relationship of production. Intellectuals are independent of understanding based solely on an economic interpretation of reality over the political role of intellectuals. They are also present in the

socio-political field. Intellectuals according to Gramsci it does not always refer to the activity of thinking. This term refers more to a broader definition, which includes those who have the technical ability or those who exercise power in society. The term 'organic' according to Gramsci, actually articulates the world view, interests, goals, and abilities of certain classes. Therefore, intellectual formation is concerned with the division of intellectuals into intellectual categories based on specific indicators. According to Gramsci, the intellectuals referred to were not only those who were educated and referred to purely thinking activities. However, they also have certain abilities and carry the tasks of intellectual leadership in a given society.

Dhakidae then adds that a person can be said as an intellectual when he had filled up a relationship in a field. Patria mentions some idealist philosophers who still hold fast to the concept of mystifying intellectual understanding (199, p. 155-156)]. For example, Croce only continued his opinion in the path of Plato's

tradition that interpreted intellectuals as responsible for presenting a new type of "Aristocratic State". Intellectual - in this case, the philosopher must play a full role in upholding morals over the individuals of his own intellectual group. social. According to Gramsci, the pattern of relationships established by intellectuals is not merely based on an economic interpretation as understood by the socialist movement. However involved they are in the world of production, their relationship is not like the capitalist and proletarian classes, there is always shown a greater or less involvement. In the realm of the superstructure, the intellectuals to show the function of "organizational and connective" either in the region or the hegemony of civil society and political society region or country (Gramsci in Patria, 1999, p. 157-158).

In order to achieve hegemony, intellectuals group became channeling understanding or ideology so as to be deployed, and deployment that does not happen by itself but through institutions of society to be certain that the center (Faruk, 2003 p. 74). Ideology serves to identify the cultural process in the role of active to move from the area of social institutions, took oh intellectuals, to the social class into the target. Then used to give meaning to every aspect of reality, like people, objects, events, to cultural identity. Group I intellectual then dispensed ideology. So it can be understood as a comprehensive social stratum to execute a function of organizational in broad terms-whether in the field of production, culture, or in administration politics (Faruk, 2003, p. 74). Each social group in the economic field creates one or more intellectual strata that give it homogeneity and an awareness of its own function not only in the economic field but also in the social and political field (Faruk, 2003, p. 74). Here these are forms of intellectual formation

a. Traditional Intellectuals

Traditional intellectuals are those who carry the tasks of intellectual leadership in a given society (Patria, 1999, p. 163). This group feels like an "encouraging group" of their historical continuity and special qualifications. Therefore, they put themselves as a group of autonomous and independent of the

class social dominant (Utomo, 2013 p. 11). This group includes all those who show intellectual activity. Those who are included in this group are clergy, lawyers, notaries, and doctors. This group made a limited movement on the environment of the workers and the urban bourgeoisie which were small and not yet included in capitalism. In the modern world, technological education was also associated with industrial labor even the most primitive and do not qualify should form the basis for the type of new intellectual property. Discovering to this, according to Gramsci, intellectual tasks traditionally immediately decided uncertainty attitude and joins the revolutionary classes. Intellectuals should organically ease on the part of the working class considering they have the qualifications to raise public awareness for challenging the ruling ideology.

b. Organic Intellectuals

Organic intellectuals are intellectuals who come from the bourgeois class or the proletarian class. They are organically formed and penetrated to the masses. They provide a view that connects between the upper class (bourgeoisie/ruler) and the lower class (proletariat/society) (Patria, 1999, p. 163). Organic Intellectuals which meant by Gramsci were the intellectuals of the working class or working-class called by the name of the "elite" intellectuals. This group has the provision of education and skills that relate to their function in society, as a thinker and organizer of a certain fundamental social class. Intellectual activity is directed to produce and spread the philosophy, political theory, and economic theory as a coherent worldview to achieve hegemony rival with the authorities. In the organic intellectual group, Taum (2015 p. 40) added two intellectual group terms related to their functions and relationships. First, Intellectual Hegemonic. These first intellectuals were responsible for ensuring that the views of the mass world were consistent with the values of capitalism that had been accepted by all classes of society. Second, Intellectual Counter Hegemonic. This second category is responsible for separating the masses from capitalism and constructing worldviews according to socialist perspectives.

5. Counter-Hegemonic.

According to Gramsci, awareness is the main thing to stir up the struggle against the dominant class (counter-hegemony) (Patria, 1999, p. 167). In order for the revolution to take place, the community must act. Before they act, they must be able to understand the nature and situation of their existence in a system that is being lived. With a background in the context of personality, background, and motivation of characters, allowing counter-hegemony manifested in various forms. Each form comes based on the awareness of the resistance figures against the power and domination they face. The following are examples and forms of counter-hegemony contained in the novel *The Devil Wears Prada* by Lauren Weisberger.

a. Hard Resistance

Hard resistance is a 'face-to-face' resistance to power and takes a stand or action that is contrary to the will of power. The most violent form of resistance among others by questioning and asking for military and civilian personnel, or perform actions that are clearly contrary to the mainstream or "public opinion" which applicable at that time (Taum, 2015, p. 98).

Hard resistance is related to the act of resistance by confronting the authorities and taking an attitude or action that is contrary to the will of power. Forms of strong resistance include questioning and holding military and civilian officials accountable, or taking actions that are clearly contrary to the mainstream or 'public opinion' that took place at the time (Taum, 2015, p. 98). Examples of strong resistance can be seen in the example.

"Fuck you, Miranda. Fuck you." She gasped audibly while her hand flew to her mouth in shock, and I felt not a few Clackers turned to see what the commotion was. They'd started pointing and whispering, themselves as shocked as Miranda that some nobody had assistant just said that — and none too quietly — to one of the great living fashion legends. (Weisberger, 2003, p.261)

In the datum above, Andrea Sachs shows that she has a conflict against herself when she is working as Miranda Priestly's assistant. Later, she is proud of

herself because she can leave Miranda in a bad and shocking condition among the guests of the party. She has a feeling of satisfaction as a result of her freedom

b. Passive Resistance

Passive resistance is resistance by not carrying out the will of the mainstream or act negatively toward himself alone as a form of protest to power and mainstream it (Taum, 2015: 102). The following is an example of a form of passive resistance in the novel *The Devil Wears Prada*

I realized too late that I had made a big mistake. There'd been a sizable blurb in *Page Six* about the whole messy thing a few days after I got home, probably from one of the *Clackers* who'd witnessed my terrible manners. Considering they quoted me exactly, I couldn't figure out who else it could've been. How could I have forgotten that other people might have read that? I had a feeling that Loretta was going to be distinctly less pleased with my story than she was three minutes ago, but there was no escaping now. (Weisberger, 2003, p. 270).

In the quotation above, Some media publish news about Andrea action to Miranda when in paris. Including the *Page Six* newspaper for his harsh words to Miranda. In other words, Andrea has done something bold about the values that were instilled in *Runway*. However, there are still many people who want to work for Miranda. Because *Runway's* position is still at the top.

c. Humanistic Resistance

Humanistic resistance is a struggle against power without violence but by providing alternative reflections, whether mainstream attitudes and actions are considered appropriate (Taum, 2015: 104). The following are examples of humanist resistance carried out by

—So sorry, Miranda, I announced in a normal voice that for the first time since I'd landed in Paris wasn't shaking uncontrollably, —but I don't think I'll be able to make it to the party tomorrow. You understand don't you? I'm sure it'll be lovely, so please do enjoy it. That's all. And before she could respond, I hitched my bag higher up on my shoulder, ignored the pain that was searing from heel to toe, and strutted outside to hail a cab. I couldn't remember feeling better than that particular moment. I was going home. (Weisberger, 2003, p. 261)

Andrea has worked for Miranda for eleven months and during that time she always wears high heels at work. During that time, he also always ignored painful feelings. This reveals the sacrifice women must pay when they talk about fashion, and style: to look beautiful despite ignoring pain. Andrea Sachs stopped working for Miranda in the hope of enlightening Miranda to better respect her subordinates.



CHAPTER III

ANALYSIS

In this chapter, the researcher will elaborate the analysis, using the theory above. This chapter will describe the discussion of research problems that have been formulated in the initial chapter. The research result is presented in the form of descriptive analysis. The analysis describes the position and role of influential figures, according to Gramsci's perspective in novel '*The Devil Wears Prada* by Lauren Weisberger'. In short, the analysis addresses 5 theoretical frameworks of hegemony such as:

A. The Forms of Hegemony

1. Culture, in novel *The Devil Wears Prada*

'*The Devil Wears Prada*' reflects the concept of *Neo-Liberalism- Culture* as the first capitalist strategy . which demands skill and professionalism . The '*neo-liberalism culture*' is a culture that revises a person as a producer from a certain community to become a consumer for the world market "(Comaroff and Comaroff, 2011, p.13). The study of '*neo-liberalism culture*', according to Comaroff and Commaroff, is not only more complex and diffused than the study of political-economic policies and production practices in certain companies, but also can be felt directly in the practice of daily life, and especially in the process of consumption (for example; media consumption and the practice of gaze on the streets (Comaroff and Comaroff, 2011, p.13). Foucault also connects this type of subjectivity into the realm of consumption. In this case he sees, "a consuming human ... is a producer. What is he produces? He produces his own satisfaction "(Foucault, 2004, p.226).

The term *Neo-Liberalism- Culture* not only discusses consumerism but also becomes a capitalist strategy that demands skill and professionalism. This

expertise is used to work professionally and provide benefits to the company. The novel is told about the *Neo-Liberalism- Culture* occurs because of the hegemony of a leader, which is Miranda Priestly as a chief editor at Runway . On the other hand, the understanding of capitalism and socialism become part of the rise of cultural ideology in the Williams category (Faruk, 2003, p.80); Hence, are practices, meanings and new values, relationships and that are not only concerned with the characteristics which is merely new to the dominant culture. In addition, it is substantially an alternative to and contrary to it. In this study, examples of capitalist values are also applied, such as exploitation and alienation is used to examine and identify social phenomena of this novel. Accordingly, Exploitation and alienation are terms that mostly discussed in capitalism. Thereupon in this thesis, the both terms will be used to analyze the relationship between a superior and his/her subordinate in work relations.

a. Exploitation

As a result, *Exploitation* is making use in an unfair portion and deriving benefits done by an unfair way. As Woodfin and Zarate (2008, 37) explain that *exploitation* is "the ability and willingness of some people to take advantage of others" (Nora Rohwani, 2011, p.14).. *Exploitation* is described as the way the *superior* uses the subordinates to take more advantage and profit. Therefore, to make more profit, the superior exploits the subordinates through certain ways. The common way of *exploitation* is presented through extended working hours. In order to make more profit, the working-hour has to be longer so that the use of workers' man power is getting more. Consequently, the more working hours are extended, the more workers are exploited. As Kautsky (1892, ch.2) argues The longer the time is extended , ..., the larger is the per cent of exploitation to what these workmen are subjected (Nora Rohwani, 2011) . The *exploitation* worsens the workers and makes them more miserable because of unjust wages workers get. Similarly, workers who are exploited paid with unjust wages. As explained, workers have to work longer in order to make more profit

but the wages they get are not adequate with the man power they spend. Moreover, The *superior* does not give the extra wage for the extra work so that the production expense can stay low. The lower the expense of the production is, the more the profit is reached. Therefore, profit is getting higher. Such conditions are profitable for the superior but often lead to workers' feeling alienated. In this novel, an assistant is exploited by her boss to show her competence in working. The Runway magazine company requires workers to have the skills and competencies to make it 'culture'. The exploitation system made Andrea a new slave to Miranda, and it was recognized by Mickey, a man behind the security desk in the Elias Clark building. He suddenly called her one of Miranda's new slaves to Andrea when she came to the office. for her first day working at Runway. Mickey said that because he knew the personality of Miranda who did anything to her subordinates.

"And I'm sorry!" he roared, throwing her round head back with glee. "Just call me 'Sorry for You!' Hah! Hah! Hah! Hey, Eduardo, check this out. She's one of Miranda's newslaves! Where are you from, girl, bein' all friendly and shit? Topeka fuckin' Kansas? She is gonna eat you alive, huh, huh, huh!"

(Lauren Weisberger, 2003, p.27)

For this purpose, the influence of Miranda's hegemony could be demonstrated as a prominent person in Elias Clark's building due to Andrea is inexperienced. She asked Andrea to do some work that was not related to the Runway. Miranda was told to pick up a small green Porsche at Miranda's dealership and pick Madelaine, a Miranda's beloved bulldog that had just been bathed at the vet. Previously, Miranda did not tell in detail what type of car she was referring to, Andrea was also not told who Madelaine she was to pick up. Although, Andrea was confused then she asked the maid Miranda, Finally Andrea called Cara, she is Miranda babysitter, so then she tells Andrea location of the car that should she pick and Madelaine which was a Miranda's bulldog. Subsequently, Andrea must confirm the twin daughters of Miranda to always go to school and she must do it every day. Therefore, It happens if Emily as a senior assistant was

busy or she has another job on Runway. Although, Miranda has babysitter, she does not trust her babysitter; thus Andrea must also help manage the assignments and the twins' homework exams. Too much work will get them stressed and have a mental health disorder.

"I leaped out of my seat and ran as fast as it was possible on plush carpeting while wearing five-inch heels and standing before her desk. "I left the car with the garage attendant and Madelaine with your doorman, Miranda," I said, proud to have completed both tasks without killing the car, the dog, or myself." (Lauren Weisberger, 2003, p.7)

Besides picking up Madelaine, Andrea answered the call from Miranda, who was furious because of her delay on the way driving. "Ahn-dre-ah" is one of Miranda's expressions to express her annoyance, she also said "Whatever " rudely and then interrupted the conversation to deny Andrea's reasons. When driving Miranda's car, Andrea also almost hit someone and other vehicles on the road due to her lack of experience in driving a car. For this reason, she said proudly when reporting. Otherwise, Miranda did not tolerate her steps because she should have parked the car in front of Elias Clark's office not in her apartment and brought Madelaine to the office immediately.

"Oh, well, actually, I thought you said that you wanted them to—" "Enough. The details of your incompetence interest me very little. Go get the car and the puppy and bring them here. I'm expecting we'll be all ready to leave in fifteen minutes. Understood? "

Fifteen minutes? Was this woman hallucinating? It would take a minute or two to get downstairs and into a Town Car, another six or eight to get to her apartment, and then somewhere in the vicinity of three hours for me to find the puppy in her eighteen-room apartment, extract the bucking stick shift from its parking spot, and make my way the twenty blocks to the office. (Lauren Weisberger, 2003, p.7)

On one hand, Andrea was really tired because of the Miranda's attitude who did not care about her struggle. Her mood became chaotic and her hands trembled,

somehow to pick up the car and Miranda's dog needed at least a few hours but instead Miranda dominated to force her within 15 minutes. Although, it can be able to describe a domination. Hegemony that made by Miranda, It happened without any violence but intellectual dominance. The complex form is dominance in the corporate system. In summary, The organizational culture in Runway magazine company shows the dominance of the higher classes to the lower classes. 'Culture' of another organization could be shown in some of the following points to create attainment is higher for Miranda and companies : .

b. Alienation

Alienation is a concept that describes the isolation of workers. Dupré (1983 p.15) argues that *alienation* as "feelings of isolation from the culture of one's society" (Nora Rohwani p.15). Afterward, Exploited workers often feel that they are bordered and no longer free. This is because of the demands of their work. The job requires them to focus on it. Their time and attention are taken by them that they don't have it for other things. Booker (Brooker, 1996: 473). defines *alienation* as "the process by which individuals become distanced and alienated from the products of their work, from the world around them, from others, and ultimately from themselves" (Nora Rohwani p.15). Therefore, there are many types of *alienation*. However, there will be two types of alienation analyzed in this thesis, alienation from the nature of workers and *alienation* from society. First, workers are alienated from their nature. The statement is shown in the words of Woodfin and Zarate (2008 p.35) "we (workers) are alienated from the nature of our species". As explained above, long working hours limit them. This requires a workforce that is not satisfied. The need to be a normal human being cannot be fulfilled. For example, like many other humans, workers need to have enough time to rest. They can't get it because of work. Examples of the other is the need for a vacation. That is also not fulfilled. The works did not allow them to enjoy the holidays. The need to have good social interaction is also a basic human need that cannot be fulfilled. Second, alienation from society

occurs. As Brooker (Brooker, 1996, p.73) said Workers become "alienated from society as a whole because they only participate in a small part of it" (Nora Rohwani p.15).. They can no longer be involved in society. Their work takes up all the time so they don't have much time at home where they can socialize with people around. They can not participate much in the event of anything else that held society. They do not even have enough time for their family. Both types of alienation are the consequences of working in industrial companies. Thus, quoting Marx, Sim & Loon (2004, p.167) explained that "individuals are alienated from each other by the process of dehumanizing industrial labor" (Nora Rohwani p.15). Workers do not realize alienation first. They think it's the same as what their work does. However, actually it was formed by the upper class to satisfy their interests. When they finally realize it, they will fight it.

1) Example for workers alienated from society as a whole

"Um, Dad? Hi, it's Andy Guess where I am now? Yes, if the course I'm at work, but that happens to be in the backseat of a chauffeured car cruising around Manhattan. I've al ready been to Tom my Hilfiger and Chanel, and after I bought this computer game, I'm on my way to Oscar de la Renta's apartment on Park Avenue to drop all the stuff off. No, it's not for him! Miranda's in the DR and Annette's flying " (Lauren Weisberger, 2003, p.25)

In three months, Andrea felt a big change inside her. Andrea's work takes a lot of time so she doesn't have much time at home where they can socialize with people around . As in the above discussion between Andrea and her father. She also did not have time to spend with her boyfriend, family, and friends . The change is actually a consequence of any work that only the labor force will have to spend a little time with the family or most of the time spent at work because.

2) Example for workers alienated from their nature

“Lily and I had planned a movie marathon weekend. I was exhausted from work and she was stressed out from her classes, so promised to spend the weekend parked on her couch and subsist solely on beer and Doritos high five. No Snacks. No Diet Coke. And absolutely no black pants. Even though we didn't all of the time, we hadn't spent any real time to avoid that I'd moved to the city.” (Lauren Weisberger, 2003, p.61)

Based on Andrea and Lily's conversation, it is an example workers alienated from nature. Such as that described above, the long working hours restrict them so that makes it not satisfied with her job. Because the need to be a normal human being can not be fulfilled. For example, It is not like many human, to do, Andrea did not get enough time to rest. Therefore, she complained of fatigue on the job. she must spend 14 hours to work and no less than five hours to sleep at night. Usually, a worker spends eight hours a day and works from 9 am to 5 pm.

Leadership influences the formation of organizational culture and impacts on commitment to the organization (Nurjan, 2008). Spreitzer (1999) explains that the role of a leader is effective. If able to provide responsibility to the team based on the capabilities of the work team in order to create productive and proactive working conditions. So then, The satisfaction of job and employee commitment to the organization can be achieved. The culture in this novel has reflected to the Miranda's hegemony as a leader in corporate organization. Runway has a strategy in maintaining its status in the community, seeking benefits, and spreading its values. Strategies are needed to secure the capitalist position in society. It is clarity of company's purpose. In this case, Runway is a company that has a clear purpose based on the background of a fashion company and has values that have become a culture in its work environment. It can be called as organizational culture to influence the company's performance (Brahmasari & Suprayetno, 2009). This is illustrated by the culture in Runway, which requires that employees always appear, but are trendy and *fashionable*. It demands that employees to always be creative to create the latest fashions so that the company's goal is to

always be the largest Fashion magazine in America and become a fashion reference in the world.

“Emily had just been promoted to the position of senior assistant, leaving the junior assistant position open for me. She explained that she would spend two years as Miranda's senior assistant, after which she'd be sky rocketed to an amazing fashion composition at Runway. The three-year assistant program she'd be completing was the ultimate guarantee of going places in the fashion world The promises were true: people who worked for Miranda got places.” (Lauren Weisberger, 2003, p.29)

From the narration above, *Culture* emphasized by Americans is related to innovation, work performance, work performance and productivity. Emily was promoted to senior assistant because of her good performance for several years replacing Allison. Runway as magazine company adheres to the organization of capitalism, which fosters leadership that prioritizes the difference in dignity among the higher-ups and the dignitaries, bosses and employees; likewise that might explain the problem why Miranda needed two assistants and the junior assistant always alternates at least twice a year. The senior assistant always tells the junior that if he can last for one year, Miranda will promote her to a higher level or put where her assistant wants to be. The first assistant uses the term 'defense' to symbolize that the work of being an assistant to Miranda is a struggle. When the junior assistant cannot fulfill her duties and she cannot survive, she will be stressed and have depression. So that way, she gets fired from her job as Miranda's assistant. The words about '*millions of girls willing to die for their work*'. It reflects on how hard to work as Miranda's assistant, which sometimes causes mental health disorders. As a result of exploitation and demands of work assignments.

“In signing my contract at Elias-Clark, I'd agreed to go with Miranda for a year — if I didn't get fired, which at this point seemed like a big if. And if I fulfilled my obligation with class and enthusiasm and some level of compensation A stint in Miranda's office was considered to be the ultimate way to skip three to five years

of identity as an assistant and move directly into meaningful jobs in prestigious places.”
(Lauren Weisberger, 2003, p.54)

According to the narration above, Andrea has a dream to work at The New Yorker as a journalist. However, working in a quality place like The New Yorker is difficult because of the competition of applicants, so She sent applications to all major magazine publishers. She wanted to be an assistant editorial and gain writing experience. She ended up in publisher Elias Clark who was looking for an assistant for Miranda Priestly, a head of Editor's fashion magazine that Andrea had never heard before and Andrea also hadn't read the magazine either. However, Miranda promised that Andrea could work wherever she wanted after working for her at least one year, Andrea accepted the job. Her life then changed drastically. However, she was demanded to be professional and she tried to survive. She is required to always be ready for every situation. Her readiness affected the little time she had with her relatives because Miranda called him whenever she wanted Andrea to fulfill her needs at that time. Andrea's free life had changed rapidly earlier - professionally working with a system of exploitation that truly framed her in a small space. This was Andrea's first job after graduating from college and he did not seem ready for this change; she keeps complaining about how difficult her work is because he doesn't have time to spend with her relatives. For her clothes, she had to change her clothing code for jeans and old-fashioned sweatpants for stilettos and Gucci pants. For her residence, he moved Avon, Connecticut, to New York, a big city for big people and big opportunities. For her work, he must spend 14 hours to work and no less than five hours to sleep at night.

c. Consumerism

Consumerism culture is an understanding that serve as a lifestyle which considers luxury goods as a measure of happiness, pleasure and self-gratification, the culture of consumerism can be regarded as an example of a bad lifestyle.

Lauren shows how women in the Runway magazine are crazy about all famous fashion brands. Runway has become the center of all fashionable women in the world, because they can wear branded goods or the latest products from branded companies. The lives of upper class people (bourgeois) , like Miranda are driven by drivers with luxury limousines because of the popularity of Miranda Priestly which is above the celebrities. *Neo-Liberalism- Culture* by Commaroff and Commaroff, not only more complex and spread of the economic study, policy-political and production practices in company specific but also be perceived as directly in everyday, in the production process (job and labor) and especially in the process of consumption (eg, media consumption and the practice of staring on the streets (Comaroff and Comaroff, 2011: 13)

"Good luck!" she called as the elevator doors closed, a genuine smile taking up the most of her face. "You're lucky to have such an awesome job!" Before she could say it, I found myself mentally finishing the sentence-a million girl 's would die for it.And for that moment, having just seen a famous designer's studio and in possession of Thousands of dollars worth of clothes, I thought she was right." (Lauren Weisberger, 2003, p.34)

From the narration above, Andrea starts her work as Miranda's assistant. It is a dream that many people dream of, the girls hope to have a job like her. Andrea realized her position because of her work, she met many famous people and world celebrities. And he sometimes gets free clothes from famous designers. However, due to Andrea's background who is not interested in fashion, he only considers it normal and not a standard of happiness. It's very different from Emily, who loves expensive products. Andrea, who has an interest in writing since college. He considered working beside Miranda for one year only a stepping stone to become a writer in the future. According to Gramsci (via Faruk, 2003: 65) culture as an organization, one's inner discipline, which is the achievement of a higher awareness , which with its support, a person succeeds in understanding his or her historical value , function in life, rights and obligations .

“Basically, It involved tossing her Gucci wallet and her Motorola cell phone that Fendi bag that she kept abusing. The past few weeks, the \$ 10,000 bear had been served as Cassidy's school bag and many of the beads to just throw out. I'd proudly resisted all the temptation to tell her the thag was unfixable so I could keep it and instead had a leatherworker repair for her for a twenty-five dollars.” (Weisberger, 2003, p.226)

In the text above, Runway produces people like Miranda to spread the values of the bourgeoisie. The theory of capitalism by Marxism states that the capitalist mode produces the bourgeoisie (Storey, 2001). According to Marxism, the bourgeoisie is the middle class that has the most wealth in a capitalist. Because Miranda is editor in chief at Runway, she must represent Runway as the most prominent fashion magazine in America wherever she is. As a bourgeoisie, it was not difficult for him to buy \$ 10,000 for school bags damaged by her children. As a tool for Rway, he spread values as a bourgeoisie to him. He can buy as many bags as he wants . He challenged Andrea to fix the bag or throw it . To get money is very easy for Miranda, she gets money from Elias Clark who facilitates her by supplying money for dry cleaning, Hermes scarves, trips to Europe, and breakfast. He also spent Elijah Clark's money to order skirts, bags, or jewelry for Runway property. That was no problem for him because Elias Clarke supported him. This novel reveals that life as a bourgeoisie is wasteful. However, many people adore Miranda and want to be like her. That shows that Miranda succeeded in spreading the value of the bourgeoisie to others around her. They saw the luxury of Miranda's life and millions of girls would die to work with her. The employees of Miranda's subordinates finally accepted the values instilled by Miranda voluntarily and considered this as something natural. One of the strengths of hegemony is how he creates certain dominant ways of thinking or discourse, which are considered right, while other discourses are considered wrong. If the culture of consumerism becomes a lifestyle, it will create a need that can never be satisfied by what is consumed and makes people continue to consume. Currently, many among the people who have not been able to prioritize the items that must be met by mere desire.

“I knew nothing when I went for my first interview and stepped onto the infamous EliasClark elevators, those transporters of all things in vogue . I have no idea that the city's most well-connected gossip columnists and socialites and media executives are obsessed over the flawlessly made-up, turned-out, turned-in riders of those sleek and quiet lifts. I have never seen women with such radiant blond hair... “

(Lauren Weisberger, 2003, p.8)

As quoted from the text above, on the first day of Andrea's interview, she did not understand at all about Runway and Fashion. She was only wearing a black knee-length skirt, light blue sweater , black boots and a black canvas bag that looked old-fashioned so that people on Runway were laughing at him. Andrea's simple character becomes a scoff because of her appearance that is less 'luxurious' or attractive; thus, pressure like this changes Andrea's idealism to follow the lifestyle of her work environment, so she can last long there. She should not change her simple appearance, but because of environmental demands, she tried to change into a glamorous figure. A few weeks later she finally realized her position, because of the demands of her job he finally changed her appearance. Runway has a business cult that places great emphasis on fashion models that are always up-to-date. Runway is a fashion-magazine-company which is very famous and not only in America but to the whole world. Likewise. being a famous magazine becomes a reference for Paris as a reference for western fashion. If you pay attention, Runway has a clear goal of having a very strong organizational culture where the value elements applied in the company. Consequently, those are very attached to Miranda's leadership pattern which has the *power* to control all of its employee performance systems. In addition, employees also have a strong commitment to work together in an effort to achieve company goals. This strong commitment arises as a result of Miranda's leadership role which is very task-oriented without tolerating the slightest weakness of her subordinates. Subsequently, this is also a culture in the company where every employee in appearance and dress must be able to follow *a trendy style* and always look fashionable.

2. Ideology , belief and common sense

Antonio Gramsci's theory of hegemony is a dominant way of life and way of thinking, in which a concept of reality is disseminated in society both institutionally and individually, (ideology) dictating all cultures, popular beliefs and *common sense* and all social relations. Accordingly, Gramsci (in Ratna, 2010 p.181) states that "the hegemony will occur if the way of thinking of the oppressed groups, especially the proletariat is obsessed and accepts the thinking of the dominant group". So then, Hegemony as a concept developed by Gramsci illustrates that the dominance of a class (dominant) over another class (*subordinate*) occurs due to ideopolitical aspects. Although political coercion always plays a role, ideology is more significant to get conscious approval from the *subordinate* class (Abercrombie in Kurniawan, 2012: 72) For this reason, these influences are spontaneously accepted by the lower class (proletariat) because their consciousness and ideology have been mastered by class values the ruler through her intellectuals. Through hegemony, the ideology of dominant group can be spread, values and beliefs can be exchanged. However, in contrast to manipulation or indoctrination, hegemony actually looks natural, people accept it as natural and voluntary .

"I smiled and nodded my head. Contrary to all common sense, I found myself looking forward to the next forty-eight hours with my family more than I had in the four years since I'd left home. Thanksgiving was my favorite holiday, and this year I was set to enjoy it more than ever." (Lauren Weisberger, 2003, p.53)

A couple of weeks after returning to the office, Miranda had handed Emily a list of designers whose books she'd like to see. As the usual suspects rushed to get their books put together for her — On the first go-round of fittings, I'd walked by the Closet just in time to hear Nigel shouting, "MIRANDA PRIESTLY! TAKE THAT RAG OFF THIS SECOND. THAT DRESS MAKES YOU LOOK LIKE A SLUT! A COMMON WHORE! " (Lauren Weisberger, 2003, p.166)

From the datum above, Thanksgiving is a celebration expected by all of Miranda's subordinates, especially Andrea; hence she realized that that day was

the only opportunity to be able to reunite with her family after such a long time . Therefore, she can forget her tiring work for a moment. Conversely, after her vacation was over, she was now busy again with her work. Likewise, Runway employees who were preparing to welcome Miranda to the office in the morning. All employees are required to appear as attractive as possible when meeting Miranda . If not, then it will be blasphemed directly or the worst fired. For this reason, why everyone is afraid when dealing directly with Miranda. So then, the influence of Miranda is indeed very prominent to launch a corporate culture. That is the reason why Miranda needs 2 assistants beside her to prepare her personal needs at work. As usual Andrea and Emily prepared Miranda's personal needs such as food, daily to-do list and magazine to be reviewed, even Nigel and the accessories editor were also busy choosing clothes to wear Miranda. Miranda works for Runway as a capitalist who presses and controls her subordinates through ideology, beliefs and general habits . Therefore, Runway has strategies in maintaining status in society to spread capitalist ideology. These strategies are needed to secure the capitalist position by reflecting ideologies, beliefs and general habits such as: The first strategy is the control system carried out at work through ID Cards, the second strategy is to spread the value of the bourgeoisie through branded and well-known products , the third strategy is to maintain body shape to stay ideal through a strict routine diet .

a. System control is done in the workplace through the ID card

ID card is an indirect tracking to check the professionalism of each worker. They control everyone because they have power and authority. On one hand, the control system frames them in limited space and that is also a kind of exploitation that can cause depression. People who work on Runway will not get freedom. Everyone must work professionally, that is fast, clean, orderly and efficiently because they are monitored by the camera all the time. So that employees almost no one makes mistakes. On Runway, the control system is the key to monitoring workers in the Elias Clark building. Therefore, Elias Clark provides Runway workers with an identity card to find out their position inside

the building, each time climbing the floor with an elevator or entering a room. ID card is useful to find out the position of employees when working, so that no one is negligent from work. Elias Clark also facilitates buildings with many CCTV cameras to prevent theft. Because Runway has a Closet (Home Dressing Room) that is full of fancy dresses, stilettos, accessories, jewelry, and bags, which are expensive.

.... "They just appear," she'd said ominously. "They just appear and try to trick you into saying something juicy about Miranda or Runway. Just be aware. " Between that and the tracking ID cards, I was quite sure that Runway's surveillance put the mob to shame. The Paranoid Runway Turn around was back .(Lauren Weisberger, 2003, p.87).

“..... As usual, I'd forgotten my electronic ID card — the very same one that tracked all our movements, purchases, and absences in the building — and had to break onto the front. Sophy didn't come in until nine, so I had to bend down under her desk, find the button that would release the glass doors, and sprint from the middle of the reception area to the doors and yank them open before they snapped locked again “.(Lauren Weisberger, 2003, p.95).

Elias Clark uses ID cards to track absences, purchases, and transfers in the office to everyone who works in the building. Actually, It is not only Runway magazine located in the magnificent Elias Clark building but there are several companies that use the same system under the auspices of Elias Clark. For Runway. Instead, this card is used to monitor the performance of employees when entering the room. Likewise, this card is also a debit card and worker's identity which can be accessed via the internet. ID cards store history data to track the activities of workers, This is a method to show Runway workers who work professionally. The control system frames them in confined spaces and that is also a kind of exploitation that can cause depression. As the leader of Runway, Miranda is an example of a perfectionist who has never tolerated any mistakes from her subordinates. Miranda is so concerned with market demand that many people adore her. Thus, Miranda often calls her assistants to arrange appointments, revise magazines, confirm the photography process, set a daily agenda and schedule a meeting to attend fashion weeks around the

world. Moreover, Miranda does not work for herself; she did that for Runway. she could not tolerate when there was a phone call, so he ordered her assistant to always be near the telephone. she did not want to postpone her work so she worked as soon as she received a call. It can be concluded, As Faruk (2003, p.61) argued the theory is often referred to as a general cultural/ideological theory and is used to understand political, cultural, and ideological forms that are considered to have the power to inform society. In essence, the control system is the influence of the hegemony created in the Runway.

b. Spreading the value of the bourgeoisie through products

In other words, Runway tries to spread the value of the bourgeoisie. The theory of capitalism by Marxism states that the capitalist mode produces the bourgeoisie (Storey, p. 001). According to Marxism, the bourgeoisie are middle class people who own most of the wealth in capitalists. In this novel, the bourgeoisie is represented by Miranda. Correspondingly, Runway produces people like Miranda apparatus that is used to spread the value of the bourgeoisie. In this case, Miranda as chief editor at Runway, she must represent Runway as the most prominent fashion magazine in America wherever she is. As a bourgeoisie, In *The Devil Wears Prada*, women need to strengthen their identities such clothes are made by famous designers. This is to make their identity as Miranda's subordinates stronger in the eyes of the public. Therefore, people do not want to see Andrea wearing clothes that are not fashionable because she works as Miranda's assistant. Therefore, Nigel as Runway fashion authority helps Andrea to wear un-branded clothes from the Closet (Home dressing room) on Runway. because if Nigel doesn't help him it will put Runway's identity at risk, as illustrated in the narrative below. In this case, fashion plays an important role in holding an institutional identity, such as Barthes' theory in Language and Fashion (Barthes, p.006).

“The Closet wasn't really a closet at all. It was more like a small auditorium. Along the perimeter were walls of shoes in every size and color or style, a virtual Willy Wonka's factory for fashion, with dozens of sling backs, stilettos, ballet flats, high-heeled boots,

..... The bags! There were totes and bowling bags, backpacks and under-arms, over-shoulders and minis, oversized and clutches, envelopes and messengers, each bearing an exclusive label and a price tag of more than the average American's monthly mortgage payment. And then there were the racks and racks of clothes — pushed so tightly together it was impossible to walk among them — that occupied every remaining inch of space..” (Lauren Weisberger, 2003, 129-130)

“..... yes, Miranda Priestly, and yes, it was indeed for her personal use— was looking for a particular item. Within minutes, every PR account executive and assistant working at Michael Kors, Gucci, Prada, Versace, Fendi, Armani, Chanel, Barney's, Chloé, Calvin Klein, Bergdorf, Roberto Cavalli, and Saks would be messing over (or, in some cases, hand delivering) every skirt they have in stock that Miranda Priestly could conceivably find attractive “ (Lauren Weisberger, 2003, p.33)

From the narration above, Miranda can spend \$ 40,000 for a red dress from Chanel, \$ 30,000 for a snake skin belt, \$ 16,000 to send a Christmas gift to Miranda's relatives and relatives, and \$ 10,000 for a Cassidy school bag. The fashion industry will get more benefits from sales and they continue to influence people with their values. These people are not aware that they have done it controlled by capitalists for the fashion industry. Identically, Runway also takes an important role as a fashion magazine that advertises products to consumers. People like Miranda will only worry about values because money is no longer the problem. In this novel, Miranda is presented as a woman who really loves the brand. In this case, Runway sells Armani, Versace, Prada or Chanel products. Moreover, Runway also uses photography services for its products, starring famous models or celebrities that are packaged into magazines. Runway Magazine also often offers readers to buy cosmetic products, to be more beautiful, after giving tips on how to care for, brighten, and nourish the skin. These tips are incorporated into magazine strategies to get the interest of readers, which ends with promotions such as advertising luxury products / According to Zou and Chua, people look for luxury to get social status; However, it ends in self-directed pleasure (Chua & Zou, 2009). bourgeois identity by wearing these brands but also they seek protection, pleasure, warmth, recognition and quality.

"So sorry, Miranda," I announced in a normal voice that for the first time since I'd landed in Paris wasn't shaking uncontrollably, "I don't think I'll be able to make it to the party tomorrow. . You understand don't you? I'm sure it'll be lovely, so please do enjoy it. That's all. And before she could respond, I hitched my bag higher up on my shoulder, ignored the pain that was searing from heel to toe, and strutted outside to hail a cab. I can't remember feeling better than that particular moment. I was going home." (Weisberger, 2003, p. 261)

Based on the narrative above, the women who work on Runway use stilettos or high heels. Stiletto is considered to highlight the beauty of women. The use of stilettos has several advantages. The first advantage is to make women look taller. 5-6 inches. As an illustration, stilettos can make women look taller and fulfill the pretensions of short women look tall. The second advantage is a stiletto that can give women beautiful legs. When they wear miniskirts or shorts and sandals with heels of 5-6 inches, they will look charming with good leg shape. This helps them to have good posture. The third advantage is a stylish look, especially when they wear branded stilettos. Wearing a dress and a pair of stilettos can enhance the image and style of a woman's beauty. However, compared to its strengths, stilettos have several disadvantages that are considered harmful to women's health. This also revealed Andrea's feelings, complaining about the pain caused by the stiletto but she always ignored it because of the Runway rules. First, wearing high heels can force your ankles to bend forward and movement will change the circulation of blood pressure in the leg area. So that it can cause the Achilles tendon, a disease of the calf muscles. Second, giving the knee extra pressure on the inside because the legs are bent constantly and it is very tiring. Third, although the body looks sexy because it is curved, women will feel pain in the back because the spine is swinging unnaturally so that it can cause fatal back disease (Beil, 2013). At this level, women are already hegemony by lifestyle even though it is difficult to leave the habit because of the demands of work. The proletariat or workers finally accepted the bourgeois ideology as a *common sense* .

c. Maintain body shape to remain ideal through a strict routine diet

Hegemony can also be demonstrated by the routine diet by Runway workers. They are competing to maintain the ideal body shape. Looking slim and sexy is the dream of all women. As a rule, it will be more value when wearing clothes that are fashionable with an ideal body, if one day the body gets fat, it will cause the clothes to not fit anymore. To sum up, the image of beauty will be reduced, as one of the capitalist values that adores the ideal body shape, as an investment in health. As Emily's example, she went on a strict diet by only drinking a can of Diet Coke and eating raisins for her lunch every day (Weisberger, 2003, pp. 118, 120, 186). Both snacks only contain fewer calories that are not balanced for their daily needs. As Miranda's assistant, Emily had to work hard to meet Miranda's needs and spend most of her time in the office. He has little time to sleep. In addition, she wants to be slim and stay thin, and that makes him drink Diet Coke and eat raisins. The impact was that she had mononucleosis (Lauren Weisberger, 2003, p. 212) and he could not join Miranda in Paris. Mononucleosis is a disease that attacks the immune system, causing swollen glands, fever, and sore throat. The doctor suggested that Emily should stay at home to rest for several days. This is the devastating effect of the routine diet and the intense work done by Emily. As shown in the narrative below.

“Emily had just returned with a can of Diet Coke and a package of raisins for me. This was supposed to be the snack to not over lunch, and of course there wasn't a single calorie or gram of fat or ounce of added sugar in the whole thing. She dropped them on her desk when she heard Miranda calling and ran over to shut her French doors. “
(Lauren Weisberger, 2003, p.118)

The same condition also applies to other Runway girls. They are very slim and thin. (Lauren Weisberger, 2003, pp. 12, 54, 130, 211, 259). On Runway, women with slender bodies will look Cantika because they are trying hard to maintain their body shape. In the early weeks, Andrea thought it was ridiculous to think that a woman's standard of beauty depended on being slim. However, after working for Miranda for several weeks. He finally realized that, Slenderness became an important aspect of beauty and perfection for Runway workers. Many

of Andrea's relatives said that Andrea was like a drug addict because she was very thin after she worked at Runway. Andrea did not realize that she had been hegemonyed. That means hegemony goes unknowingly. Hegemony can also be spread through magazines. In brief, Runway always advertises several branded products with tips to take care of the body more ideal. For example, the magazine tells readers about how to have brighter skin, how to look beautiful, how to go on a healthy diet, etc. Under the tips, the magazine also tells and advises readers to buy certain brand shoes, after giving advice on how to make legs look slimmer. This is Runway's strategy to spread capitalist values. Everything is neatly arranged in a magazine, causing hegemony in the community. In summary, the media is considered inadvertently spread to the general public, and become a tool to spread the values or discourses that are considered dominant so that it permeates every group. In short, these values have become commonplace for people to consume every day.

3. Power

Runway intends to maintain the leading position of magazine fashion in New York through the representation of Miranda and the workers with the capitalist system. In this novel, as the most common role, Miranda is appointed as an authoritarian leader. As the chief editor of Runway magazine, Miranda considers career as power the most important thing for the company's progress. She controls and can even make waves in the fashion world. In any case, It explains that everyone in the office was afraid of Miranda. Because of one mistake, the designer must change everything. She is the queen of the fashion world with absolute power. No one can defeat and replace her. That maintaining Runway is needed to secure the postal contents so that Runway's position will be safe from other fashion magazines. The following are signs that Miranda has to show power that can affect others.

a. Competition between magazine heads in the fashion world

It is said in the post that Miranda Priestly and Anna Wintour do not like each other. That's because Anna Wintour is the chief editor of Vogue fashion magazine which means they are rival. As a capitalist, Runway needs power to control people

and market demand . In other words, to gain strength, Runway must be a very prominent fashion magazine in New York; Hence, It might explain the problem why Miranda needed two assistants, Emily and Andrea. Thus, people like Andrea and Emily who have been hegemonyed by Runway will not let Runway fall below Vogue magazine level, they will secure the Runway position.

"Well, I'm not saying you don't have to babysit at all tonight, because I plan on needing lots and lots of attention. But I think it'll be a better night than you'd anticipated. Wait right here. " He kissed me on the cheek and disappeared into the crowd of partygoers, mostly distinguished-looking men and sort of artsy, fashionable women in their forties and fifties, what appeared to be a mix of bankers and magazine people, with a few designers, photographers , and models thrown in for good measure" (Lauren Weisberger, 2003, p.245)

In the text above, Anna Wintour and Miranda both compete to be the best. Anna is the editor-in-chief of Vogue magazine, who is often paired with Miranda. They are both influential people in the world of fashion. In this novel, Anna Wintour is not told in detail in terms of leadership. Instead, she is only explained through a few fleeting conversations as in the narrative above. When compared to the two magazines, Runway is still one level above the vogue magazine. Runway will set high prices and target the bourgeoisie to consume brands. In fact , Runway readers are not only from the bourgeoisie or from the high class. Readers also come from the middle class or working class, such as the letter Anita sent to Miranda

b. A letter from a girl who admires Miranda

“Dear Miranda, My name is Anita and I am seventeen years old and I am a senior at Barringer HS in Newark, NJ. I am so blessed of my body even though everyone tells me I'm not fat. I want to look like the models you have in your magazine. Every month I wait for Runway to come in the mail even though my mama says it's stupid to pay all my allowance for a fashion magazine but I want you to know that even if you throw this letter in the garbage, I will still be a big fan of your mag azine because I love the models and the clothes and everything, and of course I love you too.

Sincerely,

Anita Alvarez“ (Lauren Weisberger, 2003, p.184-185)

Based on the datum above, Andrea once found a letter for Miranda written by a girl named Anita who sent a letter to Miranda. The point of this letter is, Anita wants to be a model as beautiful as Runway. Nevertheless, she is not rich or from the proletarian class. She can spend all her pocket money to fulfill the dreams and fantasies he gets from reading Runway. Her mother said that he was stupid because he spent her allowance only to buy Runways every month. However, Anita had a 'dream' since she was little and she thought that Runway could help her to achieve her dreams. She consumes capitalist products to be beautiful women. It can be concluded, Anita had been hegemonyed by Runway through a magazine, he tries to look pretty on an ideology Runway . The values that Runway spread through the media have been consumed by Anita since she was a child. Runway offers beauties, dreams and fantasies. Particularly, expensive stilettos, glamorous dresses or sparkling handbags. For Anita, It is almost impossible to have luxury items such as those of Runway girls, because of that , she can only satisfy her by dreaming about Runway magazine. Event hough, she comes from an ordinary family or worker . She accepted the values that Runway 'spread about the beauty and appropriateness of women. In other words this is exploitation by capitalists. She is a representation of Americans, especially girls who introduce their dreams to magazine fashion and have an obsession with magazines and everything to them. Then It analyzed the obsession that occurs in women caused by Runway. Even though their products have high prices and are very expensive but they assure consumers that their products are not imitated by other companies. Therefore consumers will no longer be imitated by others, Big

brands like Hermes, Prada, or Calvin Klein usually produce their goods in limited quantities but at high prices. They are trying to get more consumers and benefits by offering good quality and exclusive prices. According to Afsar, the products that are difficult for competitors to imitate are the best products and they will provide benefits to the company (Afsar, 2014).

c. Identity in representing Miranda's power

Famous people like Miranda certainly have an identity to show power, He has an identity in representing herself and Runway. In short, 'MP/Miranda Priestly' is significant in the fashion, modeling, photography and publishing industries. Signatures have power. People will be more concerned with letters or emails with the 'MP' signature underneath. People already know that 'MP' represents Miranda Priestly and they will try to fulfill Miranda's request. something _MP 'and mentions Pri Miranda Priestly' can create emotions in people who read and know the meaning. Emotions or feelings can be frightening, especially for Miranda's assistants, because they contain Miranda's demands and they must fulfill them immediately. That emotion can be awe, especially from people who adore Miranda. In this novel, Marion, a Starbucks manager, is one of the people who adore Miranda. No wonder if Marion was amazed when he knows that Mir you order coffee from cafenya every day, therefore, Andrea Miranda who ordered coffee to be treated special by Marion even trying to fulfill orders Miranda immediately.

"Ohmigod, are you kidding? Do you work for Mi Miranda Priestly? And she drinks our l rates? A tall? Every morning? Unbelievable. Oh, yes, yes, of cou rse! I'll tell everyone to help you right away. Don't worry about a thing. She is, like, the most powerful person in fashion, "Come on gushed as I forced myself to nod enthusiastically." (Weisberger, 2003, p. 100)

Marion was surprised to find out that Miranda was drinking her cafe-made latte. Though Starbuck is the tavern famous coffee in the world, and impossible if New York only having one Starbuck's coffee shop. It gave Marion recognition as a privilege, even though only Andrea ordered a latte. Enthusiastic feelings of people who heard the word "MP/Miranda Priestly" became recognition of Miranda's identity.

Miranda's other signature is from her scarf. He likes to wear white Hermes Scarves everywhere and leave them everywhere. This is how Elias Clarke also supports her identity as editor in chief at Runway. Elias Clarke provides Miranda with more Hermes scarves than she needs because Miranda has a scarf obsession. HER identity was copied by those who worshiped her, like Emily. The scarf is Miranda's identity and also it is validation that wearing the scarf is elegant and it is the right fashion to be stylish and fashionable. Emily and Allison also reminded Andrea to bring a scarf during her trip to Paris with Miranda. Presenting Miranda's signature wearing a scarf will reinforce the identity of Miranda's assistant and be considered by others

"She always, always, always wears a single white Hermès scarf somewhere on her outfit. Mostly around her neck, but some times she'll have her hairdresser tie one in a chignon, or occasionally she'll use them as a belt. They're like, her signature. Everyone knows that Miranda Priestly wears a white Hermès scarf, no matter what. How cool is that?" (Lauren Weisberger, 2003, p.40)

As an identity, Miranda really needs a signature wherever she is. For this reason, It means the scarf has become a necessity that must be fulfilled. This scarf is spending money because Hermes is considered an expensive brand. Elias-Clark spent hundreds of dollars buying scarves. As a result, This activity is evidence of hedonism due to high consumption needs. This activity to always expose the goods of luxury into pleasure becomes Miranda's habit. Miranda always wears the Hermes white scarf wherever she goes just to expose luxury items to her inner satisfaction as said Zou and Chua earlier. On the contrary, Se spends a lot of money on dresses or bags. As in the previous points, Miranda showed off the luxurious facilities that were her signature; Green Porsches, Hermes white silk scarves, Starbucks lattes, Gucci snakeskin trenches, and Chanel dresses. She tried to gain status as a powerful bourgeoisie, Even though, she had other competitors like Anna Wintour who worked as an editor in chief at Vogue magazine.

4. Intellectual Formation

Ideology dictates all tastes, moral habits, religious, political and cultural principles, as well as all social relations, especially in the intellectual and moral sense. The following are 2 main terms which identified as intellectual

formation in a social formation that forms the basis for the conceptualization of hegemony,

a. Traditional Intellectuals

Traditional Intellectuals are autonomous and independent intellectual categories. Besides, they do not enter into system ties and acknowledge their relationship with certain social systems. After analyzing the characters in this novel, none of the characters fall into the Traditional Intellectual category. For this reason, Traditional Intellectual category is caused by two phenomenon. First, Not all figures can be said as intellectuals. According to Gramsci, a person's indicators can then be referred to as intellectual or scholar must have a certain leadership function in a given society, has a 'connection' function between the needs of the government or the dominant class (Utomo, 2003, p.12-13) . Secondly, Although no figures in the novel is included in among intellectuals, they have been categorized in the class of Intellectual Organic. including being an organic part of the company or community system, Gramsci explained, capitalists can pressurally carry intellectual functions or pay other people for their interests. In fact, The role is determined by its place in the social relations of production. In this study, Gramsci stated that all people are intellectuals, but not everyone has an intellectual function in society (Patria & Arief, 2009, p.157). The Traditional Intellectuals feel as an "encouraging group" of their historical continuity and special qualifications. Therefore, they place themselves as an autonomous and independent group from the dominant social class (Utomo, 2013, p.11).

b. Organic Intellectuals

Organic intellectuals are an integral part of both the authorities and the oppressed. For this reason, in order to create something more assertive, the terms Intellectual Hegemonic and Counter-Hegemonic Intellectual are used. In perpetuating power, many Traditional Intellectuals are assimilated into the Organic Intellectuals of the authorities. Likewise, the ruling class relies on its intellectuals to maintain its power through the spread of values to society. Organic

Intellectuals will carry out their role to spread the values of the ruling class to master the most basic elements of society such as their outlook on life or ideology..

1) Hegemonic Intellectuals

This type of intellectual has the responsibility to guarantee that the views of the masses are consistent and consistent with the values that have been disseminated by the authorities and accepted by most members of the public. So then, This category is an organic part of the authorities. The figures who become an organic part of hegemonic intellectual figures such as

a) Miranda Priestly

Miranda is a beautiful and elegant woman. She is an authoritarian leader to his subordinates by spreading capitalist values for the progress of the company. Before working at Runway her name was Miriam Prinçek. So then, Miriam Prinçek became Miranda Priestly after succes, pouring out her ethnic name as bourgeois. Nevertheless, She was born from a poor family as a Jewish farmer, She used the savings that her brother kept to go to school. At the age of 17 She graduated and got a job as an assistant designer in London who was on the rise. At the age of 24, She got a job as a junior editor at FrenchChic magazine in Paris before moving to Runway magazine. Thereupon, She rose quickly. She jusy spends ten years at the chief of the French Runway. Subsequently, Miranda moved to Elias Clark, She worked at the number one spot in the American Runway. Hence, She got the highest achievement by starting new era at Runway magazine as the years Priestly . People are amazed at her persistence, intelligence, consistent tone of voice, and love of her work for years , so that almost no one can match Miranda.

“After saving the small bills her older siblings would slip her whenever they were able, Miriam promptly dropped out of high school upon turning seventeen — a three months shy of graduation — to take a job as an assistant to an up-and-coming British designer, helping him put hisget shows each season. After a few years of making a name for herself as one of the darlings of London's burgeoning fashion world and studying

French at night, she scored a job as a junior editor at the French Magazine in Paris”
(Lauren Weisberger, 2003, p.28)

The narration above is a very important part of the novel because it tells about Miranda's childhood. From the narration above, Miranda has a life that is not easy since childhood. On the contrary, She was born as Miriam Princhek in London's East End. Likewise, She came from an orthodox Jewish family. Her misery began with the story of the poor family. Her father was just a Jewish priest who made a living from community assistance. Her biological mother died while giving birth to Miriam. On one hand, eleven of his brothers followed his father as a priest, and only a few studied only to meet with their partners. Instead, Miriam chose to start her first career as an assistant British designer. Therefore, Miriam chose a different path from her own family to achieve success. After success he changed his name to Miranda Priestly. Hence, Miranda uses her intellectuals to overcome her anxiety of being a poor girl who comes from a poor family. In essence, Miranda is the focus of the creation of hegemonic intellectuals in this novel.

b) Emily Charlton

Emily is Miranda's senior assistant. However, Emily and Andrea have a conflicting relationship. Emily's appearance looks very fashionable because it is influenced by Miranda Priestly. The way Emily greets and pays attention to something very similar to what Miranda did. When she first saw Andy's figure. Emily was influenced by 'Miranda's impact'. He regards Andy as a new slave, as Miranda did. In short, 'Miranda's impact' had an impact on those around her

"Oh, well, I, uh, I want to let you know that if there's, like, anything else I can do - or any of us here - free to call, you know? We love Miranda here, and you'll, like, uh, want to help with any of this we could? "

"Nope. I have no idea what she's talking about, and apparently, neither does anyone else in this city. I've spoken to someone at every Manhattan paper she reads, checked online, talked to archivists, It still wasn't yet nine in the morning, and already the headache had spread to my neck and shoulders." (Lauren Weisberger, 2003, p.183)

The narration above shows how respectful and loyal Emily to Miranda. Emily really loves Miranda except Andrea. Charisma Miranda gives her employees a sense of responsibility towards their work. Besides, Emily told Andrea to lighten up her work. Andrea must successfully get reviews about the best restaurants to satisfy her boss. Andrea has asked all the newspapers in Manhattan, online media, and almost everyone who works in restaurants in Manhattan via the internet but he still hasn't got the answer. Although, Andrea looks miserable but he still tries to devote the best to Miranda. This is how the assistant works even though Miranda is not around. Miranda's perfection became standardization for her subordinates indirectly in spreading capitalist values, Miranda's capacity became a quality control for the progress of the Runway.

c) Nigel

Nigel, a British man who acts as Runway's creative director. He often appears on television as a fashion consultant. Therefore Andrea knew him before he knew Nigel worked at Runway. Nigel was the only person who could criticize Miranda's personal clothing choices because he was a confidant of Miranda Priestly. He has worked under Miranda for 18 years. In addition, He has high trust in his coworkers. He once helped Andrea by giving him a few lectures, to improve Andrea's attitude towards Miranda and her work on Runway.

"BABY BOY, FASHION IS NOT FOR ADVERTISING YOUR FAVE SEX ACTS ON YOUR SHIRT. UNH-UNH, NO IT'S NOT! YOU WANNA SHOW A LITTLE SKIN? THAT'S HOT! YOU WANNA SHOW SOME OF THOSE TIGHT, YOUNG CURVES OF YOURS? THAT'S HOT. CLOTHING IS NOT FOR TELLING THE WORLD WHAT POSITION YOU PREFER, BOYFRIEND. NOW DO YOU UNDERSTAND? IS ASSIGNED TO WEAR. GO ON NOW, SHOO. BUT BE SURE TO COME BACK HERE AND SHOW ME WHAT YOU LOOK LIKE! "

(Lauren Weisberger, 2003, 165)

As in the quotation above, Nigel is one of Miranda Priestly's most valuable editorial staff members. He is a stylist with a high sense of responsibility. His knowledge of the fashion industry is beyond doubt and his work ethic is second to none. Nigel has a loyal and diligent personality. Hence, the researchers categorize

him as a hegemonic intellectual because he helps Miranda. Nigel knew that Runway magazine without Miranda would be nothing.

d) James

James works in the beauty department, he is a male Clacker on Runway. James is a person who is open to coworkers and friends. He always dresses in style yet he sometimes came to visit Andrea and Emily in the office, whenever Miranda was not working. On one occasion he came to Miranda's room but he immediately ran away because Miranda was there. He is the main source of comfort for Andrea. Similarly, He always jokes with Miranda's assistants to break the ice.

“ the test It was the girl of all current It girls, was downright short. Of course, it would've been even nicer to discover that she was secretly squat, too, or had a major acne problem that had all been airbrushed out in her gorgeous cover shoots, but I'd settle for short. All in all, it hasn't been a bad hour and a half sofa, (Lauren Weisberger, 2003, p.80)

In the narration above, James invites Andrea to come to his party, after Andrea decides not to spend the night with her boyfriend Alex. James knows that Andrea doesn't like his job, For this purpose, he held a party, he hopes the party can get rid of her tension. Thereupon, Andrea can work optimally on the Runway. This action shows the intellectuality carried out by James, It shows appreciation for maintaining the quality of Runway to face the top position, because if you see Andrea constantly complaining it will affect the people around her, including Runway

e) Eduardo,

Eduardo is a security guard in the Elias-Clark building. sometimes he upsets Andrea or Runway employees. For doing some kind of checking before letting them enter the building

“I quickly flashed him my best nasty look, the one that said, quite simply, Just die! but it didn't work today. Maintaining full eye contact, I swiveled around to the next turnstile

in the line, swiped my card lightning-fast, and lunged against the bar. He'd managed to lock it just in time, and I stood there as he let the Clackers go through the first turnstile I'd tried, one by one. Six in all, and I still stood there, so frustrated I thought I might cry. Eduardo was not sympathetic" (Lauren Weisberger, 2003, p.113-114)

Based on the text above, Eduardo checks even when Andrea is in a hurry, the action irritates Andrea when she should know that being an assistant to Miranda is very difficult, Andrea must race against time when dealing with Eduardo. The security system is the most important part of Runway to create comfort and prevent crime. This explains the Runway capitalist system which demands work to be professional under any circumstances.

f) Jeffy

Jeffy is the one who oversees the famous "Closet" Runway. The closet is full of clothes borrowed from famous fashion designers. Runway uses these clothes in ad shoots. He was responsible for changing Andrea's clothes so that he could enter between the fashionable hallways of the Runway office.

"..... Every morning Jeffy would pull out all the racks of dresses and bathing suits and pants and shirts and coats and shoes and everything else that had been called in as a potential item to shoot for one of the fashion spreads. He lined up each rack against a wall, weaving them throughout the entire floor so the editors could find what they needed without having to fight their way through the Closet itself." (Lauren Weisberger, 2003, p.129)

Jeffy was tasked with guarding the Closet or Runway wardrobe, Nigel invited Andrea to change the style of his clothes that were old-fashioned and not fashionable. Then he invited Andrea to meet with Jeffy to help him. Luckily Jeffy agreed to that, Jeffy understood what Runway needed for people like Andrea. He chose fashionable clothes for Andrea. It explains Jeffy's actions as a hegemonic intellectual to preserve the values of the Runway. So that people continue to understand that Runway contains bourgeois people dressed in fashionable and well-known brands.

g) The Clackers

The clackers is a term Andrea uses for people who wear stilettos, they make noise on the marble floor inside the Elias Clark building. Some people included such as Allison (beauty editor), Lucia (fashion department), Jocelyn (e- tutorial), and Stef (accessory).

“The women, or rather the girls, were individually beautiful. Collectively, they were mind-blowing. Most appeared to be about twenty-five, and few looked a day older than thirty. While nearly all of them had enormous, glimmering diamonds on their ring fingers, it seemed impossible that any had actually given birth yet — or ever would” (Lauren Weisberger, 2003 p.30)

The people who work for Runway have all been hegemonyed by the capitalist system. They are competing to look luxurious and beautiful. This explains the actions of Runway women who do not hesitate to seek inner pleasure, they are hegemonyed to look extraordinary to the public by consuming expensive items. Here, the bourgeois values instilled by Miranda play an important role in maintaining the Runway's capitalist values. Their presence in Miranda's power had a positive influence on the sustainability of the company's capitalist system. They are a very important part of economic, social, political, and cultural life for Runway.

2) Couter-Hegemonic Intellectuals

This type of intelligence has the task of separating the masses from the influence of the values of the authorities and building a worldview according to a socialist perspective. This category is part of the oppressed party. More clearly, that what is categorized as the rulers in this novel is only the leadership of Miranda. The novel clearly illustrates Miranda's leadership, not that of Elias Clark or Vogue because they were not involved in the story. Counter-Hegemonic intellectuals in this novel are represented by Andrea. Nevertheless, Andrea did not have a function to spread a new awareness to community members to fight together. Therefore, She became a kind of representative to oppose the hegemony carried out by Runway based on Miranda's leadership. However, Andrea is ready

to bear the risk of her resistance. Organic intellectuals do not only belong to the authorities. Instead, Organic intellectuals can also come from the oppressed class. These intellectuals are those who are able to feel emotions, enthusiasm, and what is felt by the oppressed, take sides with them, and express what is experienced and the objective tendencies of society. It has the meaning that Organic Intellectuals will present the voices of the interests of the lower society with high cultural language. So, the worldview, values, and trust of the lower classes extends to the whole of society and becomes a universal language. If this stage is successful, then the road will be wider for the lower classes to make revolutionary changes, namely seizing or overthrowing political power. The following are Counter Hegemonic intellectual figures

a) Andrea Sachs/Andy

Andrea Sachs, a recent graduate of Brown University with a degree in English, moved to New York City with her best friend, Lily, a graduate student at Columbia. Andrea hopes to find a career in publishing to be closer to her dream of working for The New Yorker. However, she got a surprising interview at the Elias-Clark Group as a junior assistant for Miranda Priestly, editor in chief of Runway fashion magazine. She got a lot of pressure while working there. The demands of his boss sometimes make no sense so she needs to stop working on the Runway.

“In the past three months, Loretta had become my mentor, my champion, my savior. We'd hit it off in that first meeting and she'd been nothing but wonderful to me ever since. As soon as I'd walked into her spacious but cluttered office and saw that she was — gasp! — Fat, I had a weird feeling that I'd love her” (Lauren Weisberger, 2003, p.272)

Based on the narrative above, the pressure caused by Andrea's work demands to change her simple appearance. As a natural law, every action must have a reaction. In response to capitalist exploitation, Andrea rebelled in the 11th month of her career, fulfilling conditions where she was unable. Miranda humiliated her and that was Andrea's turning point. As a form of resistance, she

humiliated Miranda when she resigned from Runway. Shee tried to leave the Runway system and it was considered a form of hegemony. In the end, She tried to abandon the Runway ideology. She decided to leave his job at Runway. After leaving Runway, she tried to put many of his writings in many publishers. she hopes one of them will publish it and pay for it. Finally she met Loretta who was able to pay for the article. Andrea is very happy about it. she hopes his new career will succeed for Seventeen Magazine. At Counter Hegemony, people who become Intellectuals only focus on Andrea. Whereas the people around him only helped create a new ideology for Andrea's life after quitting work on the Runway.

b) Alex Fineman,

Alex is Andrea's girlfriend, who teaches in an elementary school in the South Bronx through Teach for America. After Andrea worked on Runway for several months, Alex saw a big change that happened to Andrea. Alex is not happy with Andrea's latest outfit. Increasingly, Alex learned that Andrea refused to hang out with her best friend Lily, and family for work. That made her even more unhappy with Andrea. His relationship with Alex was completely destroyed after Andrea broke up but she was still friends.

"What? What are you saying? You want to break up? " I asked, realizing much too late that he was very, very serious. Alex was so understanding, so sweet, so available, that I'd begun to take for granted that I'd always be around to listen or talk me down after a long day or cheer me up when everyone else had felt free to take a swing The only problem with all of this was that I wasn't exactly holding up my end of the deal.

"No, not at all. Not break up, just take a break. I think it would help both of us if we reevaluate what we've got going here. You sure don't seem happy with me lately, and I can't say I'm thrilled with you. Maybe a li tt le time away would be good for both of us. "
 " (Lauren Weisberger, 2003, p.218)

From the narration above, Alex conveyed his feelings to Andrea. He decided to break up with Andrea. Alex knows that Andrea will go to Paris for her work. Alex is worried because Andrea will be getting away from his side. Based on the story, Alex has long advised Andrea to quit his job. He saw Andrea more

miserable because of Andrea's heavy work. This also became the background of Counter Hegemony conducted by Andrea after breaking up with Alex. In the midst of heartbreak that made him stressed, she was faced with fulfilling his job as Miranda's assistant in Paris.

c) Lily Goodwin,

Lily is Andrea's best friend, she is a graduate student of Russian literature at Columbia, she has a free life as an alcoholic. While in paris, Andrea mend apat emergency call from Alex and O rang her. Andrea was asked to return to New York . Andrea learned that Lily was in a coma after driving in a bad state and damaging a car.

"Honey, I don't mean to interrupt you, but something's happened. We got a call today from Lenox Hill Hospital, which is on Seventy-seventh Street, I think, and it seems that Lil has been in an accident. " And although it's quite conceivably the most clichéd expression in the English language, my heart stopped for just a moment. "What? What are you talking about? What kind of accident?" (Lauren Weisberger, 2003, p.252)

Based on the narration above, although his family and Alex urged Andrea to go home, she told Miranda that she would honor his commitment to Runway. Miranda was pleased to see Andrea's response, Miranda said her future would be bright in magazine publishing. At the end of the opportunity, Andrea argued about the passport with Miranda because the time limit had expired. She had to extend his passport as soon as possible amid Andrea's raging feelings. In the end, Andrea could not fulfill Miranda's guidance, she felt that it was not her fault. Andrea decided that her family and friends were more important than her job. She realized that he had become like Miranda who was more concerned with his career than his loved ones. She refused to comply with Miranda's outrageous requests. In conclusion, the researchers found that the lily position here also triggered the counter-hegemony by Andrea.

d) Christian Collinsworth,

Christian is a handsome young writer who met Andrea at a party. They develop an interest in each other. At a celebrity party, Andrea meets Christian Collinsworth, a charismatic Yale graduate who is considered one of the rising writers of their generation. They are attracted to each other, which complicates his relationship with his girlfriend, Alex.

"He continued talking, but I'd already tuned him out. Holyshit. I recognized the book description immediately from a New Yorker article I'd just read. It seemed the entire book was eagerly anticipating his next contribution and couldn't shut up about the realism with which he depicts his female heroine. In the impossible event that his literary success did not — a lifetime of success with the ladies." (Lauren Weisberger, 2003, p.88)

"Christian kissed me." "So what's the problem? Was he a bad kisser? Oh, that's it, isn't it? No quicker way to ruin a good fraction than— " "Lily! Good, bad, what's the difference? " What about Alex? I don't exactly go around kissing other guys, you know. " (Lauren Weisberger, 2003, p.177)

Based on the text above, Christian Collinsworth is a handsome, full of charm and confidence to make Andrea interested in him. Christian was a genius who first published books from the Yale library. Critics have been infatuated in his first book, They call it one of the most significant literary achievements of the twentieth century. He then followed up by creating two more books since then. New Yorker has held an interview for Christian. That made his name even more famous in the book industry. Based on the influence of Christian inflicted on the world of writing. Andrea tried to find an advantage to be close to Christian. She hopes to achieve his ambition to work at New Yorker. Therefore, the researcher concludes Andrea's motives as a form of counter-hegemony through Christian influence in the book industry.

e) Loretta Andriano

Loretta is an editor who works at Seventeen Magazine. She bought a short story written by Andrea. After Andrea left Runway, Loretta became her mentor. Incidentally, Loretta, who also hated Miranda after hearing Andrea's story. In the end, Loretta helped Andrea by contacting other magazines so that Andrea could publish her work. For months, Andrea felt she had been free and enjoying her new life, even though sometimes she was still afraid of Miranda's existence because of the trauma of her job last year.

“Loretta had agreed to buy four pieces — one blurb, only slightly larger than a pull quote, two 500-word pieces, and the original 2,000-word story. But even more exciting was her bizarre obsession with helping me make contacts, her eagerness to get in touch with people at other magazines who might just be interested in some freelance stuff. which is exactly what put me on that Starbucks on that overcast winter day — I was headed back to Elias-Clark“ (Lauren Weisberger, 2003, p.273)

Loretta had called her roommate in college first, Loretta's friend who happened to be editing the Buzz community section. Loretta told her friend that she had found the writer. Some days, Andrea headed to the Elias-Clark building for an interview. She saw the Clackers crowd in the middle of the lobby. Andrea sees that nothing has changed in the 5 months after she stopped working at Runway. At the end of the story, Loretta is described as a savior to Andrea, she has been instrumental in helping to eliminate her downturn. She also managed to separate the capitalist values experienced by Andrea while working on the Runway. It can be concluded, Loretta became the most important part of the story to counter Andrea's hegemony.

B. The Forms of Counter-Hegemony

1. Counter-Hegemony

The highlight of Andrea's relationship as Miranda's assistant was when they went to Paris for a week. As editor in chief, Miranda had to fulfill her job to attend a week-long fashion party in Paris. Therefore, she needs one of her assistants to accompany and help. Emily had to work hard to meet Miranda's needs, but she was affected by mononucleosis or an invading disease (Weisberger, 2003, p. 212) because she had little time to sleep and caused the adverse effects of dieting. That made Emily unable to join Miranda to Paris. Although the event he was looking forward to but Miranda told him not to participate and had to rest at home. In the end, it became Andrea's chance to represent Runway with Miranda in Paris. All went well according to plan before the fashion show incident, Andrea's first fashion show in Paris as illustrated in the narrative below.

“Did I understand her? Hmm. A very good question indeed. I was thoroughly unable to understand how it was my fault that her ten-year-olds had expired passports when they, theoretically, had two parents, a stepfather, and a full-time nanny to oversee such things, but I also understood it didn't matter” (Lauren Weisberger, 2003, p.260)

On the other hand, Miranda's twin girls will fly to Paris. Unfortunately, their passports had expired for a week, whereas they only found out at the last minute before they flew. Miranda considered, It is a serious problem because she did not let her twin children miss the party at night. She intimidates Andrea by blaming her for an expired passport. Miranda ordered Andrea to renew her children's passports as soon as possible. So they could fly to Paris to attend the party the following night. In the end, Andrea realized she could not do anything. All the inner stresses that Andrea experienced peaked at one point. She was in a difficult position without anyone else knowing. All of his feelings overflowed remembering Andrea who had just broken up with his girlfriend Alex, remembering the accident suffered by his best friend Lily and remembering Miranda's unreasonable demands. This led to a rebellion against the authoritarian

leadership of Miranda. These forms of upheaval can be characterized by Andrea's actions trying to dispel the values that Miranda instilled in Runway for herself. According to Gramsci, awareness is the main thing to raise the struggle against the dominant class (counter-hegemony) (Patria, 1999, p.167). To create a revolution, the community must act. They must be able to understand their nature and existence in a system that is being undertaken before acting. With a background in the context of personality, background and motivation of characters, creating opportunities for counter-hegemony in various forms. Below are a few examples and counter-hegemony forms found in the novel *The Devil Wears Prada* by Lauren Weisberger.

a. Hard Resistance

Hard resistance is a Counter Hegemony by face to face with the authorities. In the end, it creates actions that are contrary to the will of power. "The hard resistance form includes questioning and asking the military and civilian authorities or taking actions that are clearly contrary to the mainstream or public opinion 'that prevailed at that time (Taum, 2015, p.98).

"Fuck her. Fuck Paris and fashion shows and marathon games of "I'm so fat." Fuck all the people who believed that Miranda's behavior was justified because she could pair a talented photographer with some expensive clothes and walk away with some pretty magazine pages. Fuck her for even thinking that I was anything like her. And most of all,"

"fuck her for being right. What the hell was I standing here for, getting abused and belittled and humiliated by this joyless she-devil? So maybe, just maybe, I, too, could be sitting at this very same event thirty years from now, accompanied only by an assistant who loathes me, surrounded by armies of people who pretend they like me because they have to."

"Ahn-dre-ah, you realize what you're doing, do you not? You do know that if you simply leave here like this, I'm going to be forced—" "Fuck you, Miranda. Fuck you." She gasped audibly while her hand flew to her mouth in shock, and I felt not a few Clackers turn to see what the commotion was. They'd begun pointing and whispering, themselves as shocked as Miranda that some nobody assistant had just said that—and

none too quietly—to one of the great living fashion legends. (Lauren Weisberger, 2003, p.260-261)

In the narration above, Andrea left Miranda because of her inability to renew her passport. So Andrea chose to resign from Runway. She returned to New York to visit his family and her bestfriend who had just had an accident the night before. Andrea felt it was not her fault when the passport of Miranda's child had expired. She thought that Miranda could not blame her for the problem. The twins still have a father and mother, even a caregiver, and Andrea doesn't understand why an expired passport is her fault. Supposedly, Miranda blamed herself because she was the twins' mother. Problems that previously piled up, making Andrea lose control, mental collapse and stress, he acted differently from usual. In the end, Andrea could not respond politely to Miranda, so Miranda was angry at that remark. This is the impact of Miranda who continues to exploit Andrea. He had humiliated Miranda in public so he got a feeling of satisfaction.

b. Humanistic Resistance

Humanistic resistance is a model of resistance to power without violence but by providing alternative reflections, whether mainstream attitudes and actions are considered appropriate (Taum, 2015: 104). Following is an example of the humanist resistance carried out by Andrea,

“Except for the dress, the tight and very sexy D&G jeans, and the utterly classic, quilted, chain-handle purse I’d given to my mom as a gift (“Oh, honey, this is beautiful. What’s this brand again?”), I sold every last filmy top, leather pant, spiked boot, and strappy sandal. The woman who worked the register called the woman who owned the store, and the two of them had decided it would be best if they just closed the shop down for a few hours to evaluate my merchandise” (Lauren Weisberger, 2003, p.273)

Based on the text above, Andrea stopped working on Runway. She wants to get rid of the depression he experiences by selling branded goods and clothing. Moreover, wearing these items reminded Andrea of her trauma as Miranda's assistant. In fact, Andrea had contacted Emily to get her things, especially those

she got in Paris, as well as Allison. In the end, She decided to sell these items. So that way, Andrea gets a big profit by selling it even enough to pay rent for a house and meals for one year. In essence, Andrea wants to relieve suffering while working on the Runway by selling her goods and clothes that she has used.

“So sorry, Miranda,” I announced in a normal voice that for the first time since I’d landed in Paris wasn’t shaking uncontrollably, “but I don’t think I’ll be able to make it to the party tomorrow. You understand, don’t you? I’m sure it’ll be lovely, so please do enjoy it. That’s all .” And before she could respond, I hitched my bag higher up on my shoulder, ignored the pain that was searing from heel to toe, and strutted outside to hail a cab. I couldn't remember feeling better than that particular moment. I was going home. (Lauren Weisberger, 2003, p.261)

Based on the narration above, Andrea admitted she spontaneously said something rude to Miranda. That makes Miranda disappointed, Andrea did not think long to say it. Although on the other hand he regrets what he said, she hopes Miranda will realize to change his arbitrary attitude to his subordinates on the Runway. A few days later, after Andrea collaborated with Loretta. Shee returned to Elias Clark to do an interview with The Buzz. However, the capitalism system is still adopted by Runway workers in the Elias Clark building. Even though Andrea stopped working at Runway. However, he saw no change after a few months, especially Miranda's attitude towards his new assistant. Here, Andrea is a representation of the existence of people who are hegemonyed by the system. Based on Andrea's hegemony counter, he tried to create a new ideology for himself or return to ideology before he worked on Runway.

c. Passive Resistance

Passive resistance is one of the resistance by not carrying out the will of the mainstream or carrying out negative actions against oneself as a form of protest against the power and the mainstream (Taum, 2015: 102). The following is an example of a form of passive resistance in the novel *The Devil Wears Prada*

“I realized too late that I had made a big mistake. There’d been a sizable blurb in Page Six about the whole messy thing a few days after I got home, probably from one of the

Clackers who'd witnessed my terrible manners. Considering they quoted me exactly,” (Lauren Weisberger, p.270)

Based on the narrative above, a few days after Andrea decided to stop working for Miranda on Runway. A number of media published news about Andrea's actions to Miranda when in Paris. Including the Page Six newspaper for her harsh words to Miranda. In other words, Andrea has done something bold about the values that were instilled in Runway. However, there are still many people who want to work for Miranda. Because Runway's position is still at the top. When Andrea came back to the Elias Clark building to work in another publication, Andrea's actions showed that although she tried hard to break away from the capitalist system, she could not do it easily. She was afraid to meet Miranda or Runway workers (The Clackers). She accidentally saw Miranda's new Assistant who was in a hurry to bring Miranda's belongings. Andrea saw that as her old self. She had been a slave to Miranda for 11 months. It shows evidence that being Miranda's assistant is a form of hegemony of an authoritarian leader. The culture of exploitation is still reflected in the movement of Miranda's new assistants, Runway still instilling capitalist values for expensive products. Life's view of beauty standards still applies to the progress of the company. This concludes that the people who work in Runway are willing to be hegemonyed by becoming part of the bourgeois position.

CHAPTER IV

CONCLUSIONS AND SUGGESTION

This chapter contains two parts including conclusions and suggestions. Then, researchers will present conclusions and suggestions. The conclusion will summarize the results based on the findings and discussion described in the previous chapter. Also, the conclusions are designed based on the research problem formulated in chapter one. Therefore, some suggestions for future researchers or readers for future researchers who have similar similarities in the same field as current researchers

A. Conclusion

In this study, the researcher used the Theory of Hegemony by Antonio Gramsci and used the novel *The Devil Wears Prada* by Lauren Weisberger as the object of research. Finally, the researcher obtains the results and findings that are packaged in the analysis in chapter III based on Gramsci's perspective. This research uses the method of literary criticism through the Sociology of Literature approach by using Antonio Gramsci's Hegemony theory to analyze the hegemony and counter-hegemony contained in the novel. First, the findings of the form of hegemony. 1. Culture, in the novel *The Devil Wears Prada* states that Neo-Liberal-Culture requires skills and professionalism to create exploitation and alienation. 2. Ideology, belief, and common sense express the dominant view of life and way of thinking based on the hegemonic actor. 3. Power is defined by signs to show that power can influence others to apply hegemony. 4. Intellectuals are hegemonic actors such as traditional intellectuals and organic intellectuals. Second, The findings of a counter-hegemony form. 1. Hard resistance is a Counter Hegemony by face to face with the authorities. 2. Humanistic resistance is a model of resistance to power without violence but by providing alternative reflections. 3. Passive resistance is one of the resistance by not carrying out negative actions against oneself as a form of protest against power.

The researcher found 2 figures who played a dominant role in the formation of hegemony and counter-hegemony in the novel. For this purpose, Miranda's character plays the role of a person who is a hegemony of subordinates and society by instilling capitalist values on the Runway. The Runway capitalist system forces them to do the best for the company by being professional without mistakes. Also, the Hegemony occurred because of the distribution of Runway magazine to the public. People read Runway magazine as the best Fashion reference. Finally, they are affected by hegemony, consuming expensive products distributed by Runway. Everyone knows that the fashion company known as Runway would be meaningless without Miranda even though she is an authoritarian figure. Runway instills bourgeois values to its subordinates as capitalist representation. Therefore, Runway became the number one fashion company in New York. Later, Andrea / Andy's character becomes counter-hegemony for Miranda. Initially, Andrea was not at all interested in fashion. She doesn't even know to look beautiful like a woman who follows the latest fashions because he is a simple figure. However, after working on Runway, she changed drastically, he was demanded to look beautiful by wearing designer goods such as clothes, dresses, stilettos, bags, and others at very expensive prices. In contrast, Andrea considers working on Runway just a stepping stone to achieving her goal as a writer at the New Yorker and she has never been interested in fashion at all. Also, Andrea doesn't like her time working as Miranda's assistant on Runway. Then, it becomes the upheaval of Andrea's ideology towards the Miranda ideology. Everything ended when they attended the fashion festival in Paris.

B. Suggestion

The Researcher wants to share advice with other researchers in the future who use the same theory or the same research object with current researchers. First, researchers are now suggesting to use this research as a comparison, direction, and additional references to other researchers in the future. Second, current researchers also suggest other researchers in the future to elaborate more deeply about theories and research objects than current researchers. Third, the researcher suggests that other researchers in the future be able to complete this research by outlining more about the character and content of the story. Besides, the researcher knows that hegemony is a general theory developed by Antonio Gramsci. Furthermore, hegemony does not have a strict representation, so researchers and readers can develop the representation itself.

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CURRICULUM VITAE



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APPENDIX

The Plot Summary of The Devil Wears Prada

Andrea Sachs, a fresh graduate college girl from small town in America, get job in famous fashion magazine, Runaway. Hired as the assistant to Miranda Priestly, the most prominent magazine editors in the world, she is surprised with her new working place that has close relationship with glamorous fashion. Every day she should familiar with many fabulous fashion brands such as Prada, Armani, and Versace. Besides, she should work together with stylish women and beautiful men who wear sophisticates clothes when they work. She finds many things that she never finds before in her hometown. Firstly she is doubt with her new job. She assumes that everything about Runaway Magazine and people who work there are weird. However, she tries so hard to stand there because she knows that her job is a job that a million girls would die for. She believes that if she works there at least one year perfectly Miranda will promote her to a new working place and position that she wants. Unfortunately, she never knew that her job is so terrible. Miranda always gives her a really unpredictable jobs such as sending the latest, not-yet-in-stores Harry Potter to Miranda's children in Paris by private jet, locating an unnamed antique store where Miranda had at some point admired a vintage dresser, serving lattes to Miranda at precisely the piping hot temperature she prefers, Andrea is sorely tested each and every day—and often late into the night with orders barked over the phone. It is not easy for Andrea to adapt with this difficult situation. She tries so hard to adapt with the new fashion world. She struggles to do all of Miranda's order. She even changes her appearance and becomes a fashionable woman. She realizes that her new appearance is really effective to make Miranda and people in Runaway Magazine accept her presence there. She is not only smart but also confident and fashionable. However, when she wants to prove Miranda that she is a hard worker by trying to obey all of her commands, she starts to leave her friends and family. In the end, Andrea begins to realize that the job a million girls would die for may just kill her. And even if she survives, she has to decide whether or not the job is worth the price of her soul.