

**HEGEMONIC POWER IN NICOLE PITESA'S AVATAR  
*THE NA'VI QUEST***

**THESIS**

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**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM  
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**HEGEMONIC POWER IN NICOLE PITESA'S AVATAR *THE NA'VI QUEST***

**THESIS**

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IBRAHIM MALANG**

**2022**

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I state that the thesis entitled “Hegemonic Power Nicola Pitesa’s *Avatar the Na’vi Quest*” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, December 23<sup>th</sup>, 2022



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This to certify that Alfian Syahidin's thesis entitled Hegemonic Power Nicola Pitesa's *Avatar the Na'vi Quest* has been approved for thesis examination at Faculty of humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

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This is to certify that Alfian Syahidin's thesis entitled Hegemonic Power Nicole Pitesa's *Avatar the Na'vi Quest* has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra* (S.S.) in Department of English Literature.

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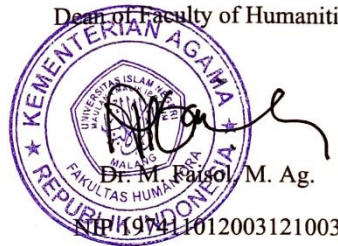
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**MOTTO**

*“The first stage in seeking knowledge is listening, then being silent and listening attentively, then guarding it, then practicing it and then spreading it.”*

- Sufyan bin Uyainah

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Malang, June 12<sup>th</sup>, 2022



Alfian syahidin

## ABSTRAK

**Syahidin, Alfian (2022). Hegemoni Kekuasaan Dalam Novel Berjudul Avatar The Na'vi Quest**

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**Kata Kunci:** Hegemoni, Kekuasaan, Avatar The Na'vi Quest

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Novel merupakan cerminan dari realitas social yang dituliskan oleh penulis ke dalam wujud lain, yaitu karya sastra prosa. Dalam kehidupan sosial, tidak jarang dijumpai adanya pemerintahan yang mengatur kehidupan social masyarakat dan terikat oleh kekuatan tersebut. Hegemoni merupakan suatu bentuk dominasi dari kelompok dominan terhadap kelompok lain yang lebih kecil dan inferior. Penelitian ini bertujuan untuk mengidentifikasi dan mengetahui bagaimana kekuatan hegemoni dalam novel Avatar: Na'vi Quest karya Nicole Pitesa serta mengetahui dampak dampak hegemoni terhadap masyarakat Na'vi dan planet Pandora. Penelitian ini merupakan kajian kritik sastra yang mengaplikasikan metodologi kajian kepustakaan. Sedangkan, sumber data yang dipakai dalam penelitian ini merupakan novel Avatar the Na'vi Quest karya Nicole Pitesa. Pendekatan yang dipakai merupakan teori Hegemoni dari Antonio Gramsci yang mengidentifikasi teks ke dalam konsep kekuasaan hegemoni. Penelitian ini menunjukkan bahwa hegemoni tampak pada masyarakat Pandora yang memiliki pemimpin yang memiliki kuasa sehingga mampu mengontrol masyarakatnya. Selain itu, kelompok tentara Angkatan laut mencoba menghegemoni masyarakat Pandora. Pada level kultural hegemoni, "the Great Mother" merupakan indikasi adanya hegemoni dalam hal kepercayaan yang memiliki kuasa dalam menjalankan praktik hegemoni. Sedangkan, dampak hegemoni yang dihadirkan dalam novel Avatar The Na'vi Quest karya Pitesa terhadap masyarakat Na'vi memiliki dampak positif sekaligus negatif. Namun, di planet Pandora, hegemoni berdampak negatif.



## ABSTRACT

Syahidin, Alfian. (2022). **Hegemonic Power In Nicole Pitesa's *Avatar The Na'vi Quest***. Thesis (Skripsi) Department of English Literature, Faculty of Humanities, Islamic State University of Maulana Malik Ibrahim Malang. Advisor Dr. Mundi Rahayu, M.Hum.

Key Terms: Hegemony, Power, Avatar The Na'vi Quest.

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The novel is a reflection of social reality written by the author in another form, namely prose literary works. In social life, it is not uncommon to find a government that regulates the social life of the community and is bound by this power. Hegemony is a form of domination of a dominant group over other smaller and inferior groups. This study aims to identify and find out how the power of hegemony in the novel *Avatar: Na'vi Quest* by Nicole Pitesa and to find out the effects of hegemony on the Na'vi people and the planet Pandora. This research is a literary criticism study that applies the methodology of literary criticism. Meanwhile, the data source used in this research is the novel *Avatar the Na'vi Quest* by Nicole Pitesa. The approach used is the theory of hegemony from Antonio Gramsci which identifies text into the concept of hegemonic power. This research shows that hegemony is seen in Pandora's society which has leaders who have power so that they are able to control their people. In addition, the Marine group tried to hegemony the people of Pandora. At the level of cultural hegemony, "the Great Mother" is an indication of the existence of hegemony in terms of beliefs that have power in carrying out hegemonic practices. Meanwhile, the impact of hegemony presented in the novel *Avatar The Na'vi Quest* by Pitesa on the Na'vi community has both positive and negative impacts. However, on the planet Pandora, hegemony had a negative impact.

## مستخلص البحث

شاهدين, ألفيان, 2022, هيمنة القوة في رواية بعنوان Avatar The Na'vi Quest

بقلم نيكول بيتسا. بحث جمعي. قسم دراسة الأدب الإنجليزي, كلية الإنسانية, جامعة مولانا مالك إبراهيم الإنسانية الحكومية مالانج. المشرف: الدكتور موندي راهايو الماجستر

الكلمات الرئيسية: الهيمنة ، القوة ، Avatar the Na'vi Quest.

في الرواية هي انعكاس للواقع الاجتماعي الذي كتبه المؤلف في شكل آخر ، ألا وهو الأعمال النثرية الأدبية الحياة الاجتماعية ، ليس من غير المؤلف العثور على حكومة تنظم الحياة الاجتماعية للمجتمع وتكون ملزمة بهذه تهدف هذه الهيمنة هي شكل من أشكال هيمنة المجموعة المهيمنة على المجموعات الأخرى الأصغر والأدنى. السلطة للكاتب نيكول بيتسا ومعرفة آثار Avatar: Na'vi Quest الدراسة إلى تحديد ومعرفة مدى قوة الهيمنة في رواية وفي هذا البحث دراسة نقدية أدبية تطبق منهجية مراجعة الأدبيات Pandora وكوكب Na'vi الهيمنة على شعب للكاتب نيكول بيتسا Avatar the Na'vi Quest الوقت نفسه ، فإن مصدر البيانات المستخدم في هذا البحث هو رواية يُظهر هذا البحث. النهج المستخدم هو نظرية الهيمنة من أنطونيو غرامشي التي تحدد النص في مفهوم القوة المهيمنة بالإضافة. أن الهيمنة تُرى في مجتمع باندورا الذي لديه قادة يتمتعون بالسلطة حتى يتمكنوا من السيطرة على شعوبهم هي "الأم العظيمة" على مستوى الهيمنة الثقافية ، فإن ذلك ، حاولت مجموعة المارينز الهيمنة على شعب باندورا وفي الوقت نفسه ، فإن تأثير. مؤشر على وجود الهيمنة من حيث المعتقدات التي لها قوة في تنفيذ ممارسات الهيمنة له تأثيرات إيجابية وسلبية Na'vi على مجتمع Pitesa من Avatar The Na'vi Quest الهيمنة المقدم في رواية ومع ذلك ، على كوكب باندورا ، كان للهيمنة تأثير سلبي

## **CHAPTER I**

### **INTRODUCTION**

This chapter covers the background of the study, research problems and objectives, the significance of the study, the scope and limitations of the study, and research methods; data sources, data collection and data analysis, previous research, and also the definition of key terms.

#### **A. Background of the Study**

Literary works are essentially the expression of life through imaginative forms of language in the form of texts. Apart from being an imaginative work, the elements in the literary text also have something to do with something outside the text. Elements that are outside the text related to creation, time or environment, Literature or Literature are the expression of artistic and imaginative facts as manifestations of human life (and society) through language as a medium and have a positive effect on human life (Mursal Ensten, 978: 9). Even life problems that arise at work. The author presents events in literary works by presenting values of beauty capable of giving inner satisfaction to the reader through the novel.

Literary works will be used as a good tool for describing a form of social inequality, as a tool for conveying the aspirations of a writer. Regarding everything that happens in the surrounding life either as a form of life picture or just an overflow of thoughts from the author. Literary works have an important role in efforts to become pioneers of renewal, as well as providing recognition of the symptoms of community.

Describes that literature is a social institution that uses language as a medium. Language itself is a social creation. Literature displays a picture of life, and life itself is the social reality of Sapardi (1979.1). As said before, literature is usually a forum for expressing expressions, outpourings of feelings and feelings and thoughts of authors that overflow, or as an imaginary tool for authors who work with ideas or mindsets that describe their feelings about the symptoms that occur in society. That interesting for a literary work maybe this is the background to the literary creation of the social genre produced by an author.

A novel or often referred to as romance is a fictional prose story of a certain length, which depicts characters, real movements and scenes that are representative in a rather chaotic or tangled plot or situation. Novels have character-dependent characteristics, presenting more than one impression, presenting more than one effect, presenting more than one emotion (Tarigan, 1991: 164-165). Nurgiyantoro (2010: 10) suggests that a novel is a work of fiction built with building elements, namely intrinsic elements and extrinsic elements. This novel is also interpreted as a prose-shaped essay that contains a series of stories of a person's life with others around him by highlighting the character and nature of the perpetrator.

This novel is a type of literary work written in a narrative that contains certain conflicts in the life story of the characters in the story. Usually novels are often referred to as works that tell only part of a person's life. This is supported by the opinion of Sumardjo (1984: 65) that is while the novel is often interpreted as telling only stories about the 12th part of a person's life, such as the period before marriage

after experiencing a period of love; or part of life when a person experiences a crisis in his soul, and so on.

Nicole Pitesa as an Author of the story, and James Cameron as the director of the previously foreseen Avatar film will receive a lot of praise from film critics and observers. In addition, some people who have watched ed movies and novels who argue that it contains veiled messages about anti-war, pro-environment, and even racist.

The novel by Nicole Pitesa is one of those novels that tells about a planet inhabited by the Navi people whose civilization was started by humans. In 2514, man consumed the natural resources of the Earth resulting in an energy crisis. The Power Resource Development Administration (PDA) mines minerals on Pandora. Pandora's atmosphere is toxic to humans d Scientists are using a Na'vi human hybrid Avatar genetically operated fit Jake Sully lumps a former marine in place of his deceased twin brother. Dr. Grace Augustina, head of the Avatar program, explained Sully was an inadequate surrogate but accepted escort duties.

Jake's avatar is attacked by a teaser in which he saves the Na'vi Neytiri woman. Witnessing a lucky sign leads him to the clan where Neytiri's mother, Mo'at, the spiritual leader of the clan orders his daughter to start Jake in their community.

Colonel Miles Quaritch the RDA's chief of forces promised Jake that the company would restore the legs if he gathered information about the Na'vi and the gathering place of a clan called Hometree which is the richest oil reserve. Grace knew that she was going to move, Jake and Nom to the outpost. 3 months later, Jake

became sympathetic to the natives after Jake was initiated in the tribe. Jake explains his change of loyalty as he tries to deactivate a bulldozer who threatens to destroy the holy Na'visite. Quartrich showed video footage of Jake's attack on bulldozers against Parker Selfridge and others, Jake admitting that The Na'vi would never leave Hometree.

Selfridge gives Grace and Jake an hour to convince Na'vi to evacuate before starting the attack. Trying to warn Na'vi, Jake claims to be a spy and Na'vi takes him with Grace arrested. The Quaritch Forces destroyed Hometree killing Neytiri's father and others.

Mo'at frees Grace and Jake but is separated from their avatars and imprisoned by quaritch forces. Trudy Chacon was fed up with Quaritch's brutality to free them. Jake connects the mind with the dragon-like predatory Toruk. Jake finds refugees in the Tree of Souls Mo'at heals Grace.

The clan moved Grace from her human body to her avatar but she died before the process was complete. Jake speaks to gather the clan to fight against the RDA. During the battle, the Na'vi suffered many casualties including Trudy and Tsu'tey but were rescued when Pandora joined the wild.

Quartrich prepares to cut off Jake's avatar's throat but Neytiri kills Quaritch and saves Jake. With the exception of Jake, Norm, and the others all humans are expelled from Pandora who are sent back to Earth after which Jake is permanently transferred to his avatar through the help of the Tree of Souls... The novel is analyzed using the power of hegemony theory.

Hegemony is a theory that describes the rulers of groups who intend to seize and occupy settlements. This characteristic is found in the novel Avatar by Nicole Pitesa, from the presentation, the design thesis of this title is Hegemony of Analysis in the Novel Avatar: The Navi' Quest by Nicole Pitesa.

A novel is a created literature written by an author through a written medium, that is, literature. This novel is a prose fiction that reveals aspects of humanity or experiences that are presented using language as a medium. An author strives to direct the reader to images - images from real life through stories in the novel (Ratna, 2006: 335-336).

According to Gramsci (1976), the social surveillance group expresses itself in two ways, namely as " domination " and as " moral and intellectual leadership ". A group of antagonistic social dominant groups that tend to " destroy " or even conquer with the force of the army or lead the same group with alliances with it (Patria, & Arief, 2009: 117). In human life, there will always be a government and government arranged later to be oppressive if the orders given point to coercion that requires all forms of orders to be followed or the results of the orders to be given. The social group then leads it, the executive leadership must gain power so that it becomes the dominant force and must continue to lead, then it is called Gramsci hegemony (Patria & Arief, 2009: 117-118).

Within the framework of Gramsci's theory of hegemony, literature constitutes a part of a world of ideas, cultures, superstructures that are not only a reflection of the structure of the class of the economy or the infrastructure that is material, but as one of the material forces themselves (Faruk, 2003) Hegemony as a concept

developed by Gramsci (Abercombie, in Kurniawan, 2010: 72) describes that the domination of a class (dominant) over another (subordinate) class occurs due to ideological-political aspects. Hegemony moves from the field of social institutions, intellectual figures, to the social class they are after.

The concept of hegemony is used to analyze cultural processes in their active or constitutive roles. In addition, it is also used to analyze forms of opposition culture and alternatives that may oppose the dominant order, even when those forms are still wrapped or marginalized by hegemonic boundaries and pressures (Williams, in Faruk, 2003: 79). Literary works correspond to Gramsci's concept of hegemony as an expression of ideology channeled by the author through his work to read and understand.

Gramsci's hegemony opened up a new dimension in the study of literary sociology. Literature is no longer seen only as a symptom The second depends and is determined by the class of society as infrastructure, but is understood as a social, political and cultural force standing alone and having a system, although it is inseparable from infrastructure ( Faruk 2003: 78). The culture or culture here as an organization for the attainment of a higher well for itself or in power (Rahayu & Mediyansyah, 2022).

Gramsci's hegemony opened up a new dimension in the sociological study of literature. Literature is no longer seen solely as a second symptom that the class community depends on and determines as its infrastructure, but is understood as a social, political and stand-alone culture and has a system, although it is inseparable



from its infrastructure (Faruk 2003: 78). Culture is present as an organization for higher achievements either for itself or in terms of power.

This suggests that hegemony is concerned with attitudes and strategies in coordinating and acquiring power exercised by certain organizations or groups in the practice of power (Kurniawan, 2010: 72). Power, according to Max Weber (Poloma in Santoso, 2002: 163) is an opportunity for a person or a number of people to carry out his own will in a social action, even if he gets opposition from others involved in the action. Power does not always go smoothly, because in society there must be someone who disagrees or fights either openly or covertly against power (Rahayu, Emelda, & Aisyah: 2014). In order to achieve the goal of power sometimes people will use ideology as a handle to achieve power or maintain its power.

### **B. Problems of Study**

Based on the research background, the researcher compiled two research problems as follows:

1. How is the hegemony represented in Pitesa's novel *Avatar the Na'vi Quest*?
2. How does hegemony impact to the na'vi people and pandora planet?

### **C. Research Objectives**

1. To know how the hegemony of power in the novel *Avatar: Na'vi quest* by Nicole Pitesa.
2. To know the impact of hegemony to the Na'vi people and pandora planet.

#### **D. Research Significance**

This research is expected to be able to provide benefits in the world literature in Indonesia is both theoretical and practical.

##### **1. Theoretical Benefits**

To assist in teaching and learning activities regarding research literature, especially in Gramsci's hegemony analysis in a novel avatar Na'vi quest. The copy can be used as subsequent research material to improve the ability to appreciate literary works.

##### **2. Practical**

The results of this study can add benefits to readers in appreciating a literary work while providing new experiences to various countries and how to respond to them.

#### **E. Scope and Limitations**

The limitations of this research focus only on one avatar novel by Nicole Pitesa that was used as a source to explore hegemony in the novel. Therefore, in further research it is expected to be able to use more than one literary work to find out how to compare one literary work with another. In addition, subsequent researchers are expected to not only study hegemony as the focus of research but also be able to choose other aspects in the novel Avatar: Na'vi Quest.

## **H. Definiton Key Terms**

1. Novel : The process consists of a hundred more pages of events and has intrinsic and extrinsic elements
2. Hegemony : The influence of leadership, domination and power over a country by using moral and intellectual leadership.
3. Power : The ability to force people as desired.
4. Planet : the celestial body is dark, has no light of its own, and always circulates around the true star, the sun.
5. Na'vi : Countries that have creatures different from humans and have the greatest resources.

## **CHAPTER II**

### **REVIEWS OF RELATED LITERATURE**

This research will analyze the form and impact of the power of hegemony in the novel *Avatar: The Na'vi Quest* by Nicole Pitesa. The actions and habits of the characters in the novel will be studied using the theory of Cultural Hegemony by Antonio Gramsci. This analysis focuses on any evidence that describes the ruler of the group who intends to seize and occupy the highest position.

Literary sociology is a literary approach taking into account social aspects. The sociology of literature in the above sense covers various aspects of life in society (Damono, 1978: 2). However, all these views point to one thing of common concern to literature as a social institution created by the author. No great literary work was created on the basis of trifling and superficial ideas. The creation of literary works is a serious activity. The literature of creation that can be enduring and monumental is essentially moral, both in relation to the source culture and in relation to man. The sociology of art and literature is a formless and obscure discipline, consisting of a number of empirical studies and various experiments on somewhat more general theories, each of which simply has everything that equally deals with art or literature with society (Wolff di Faruk, 2010; 4)

#### **A. Theory of Literary Sociology**

This research uses a literary sociology approach. Literary sociology is research focused on human problems. Because literature often reveals the struggle of mankind in determining its future, based on imagination, feelings and intuition.

According to Faruk (2010), the notion of literary sociology is a science that is able to connect human work with life in society. By using different theories and also research methods but in principle have many similarities in them. Function in the sociology of literature is as a reformer and spearhead of the traditions that society lives in today. Literary sociology also has a function as a medium of comfort for society.

If you trace the meaning of literary sociology, there are two words that basically have a relationship, namely sociology and literature. Sociology is the scientific study of social behavior or human actions in society. Sociology examines society in terms of the relationships between people in society and the processes that result from those relationships. While literature also deals with humans, because literati themselves are human beings and part of society. Literature is the morals and soul of the author based on a number of different patterns of life in his environment, be it social, mental or emotional patterns (Rahayu, Mediyansyah, & Zuhro: 2020).

The relationship between literature and society can be seen from three classifications according to Wellek and Warren (1995), namely: (1) the sociology of the author who disputes about social status, political ideology, and others that concern the author, (2) the sociology of the work that disputes what is implied in the literary work and what purpose or mandate the author wants to convey, (3) the sociology of the reader who disputes about the reader and his social influence on community.

After reaching the reader, the literary work will be read, lived, and enjoyed by the reader and have an impact and social function on the reader and the people around him (society). In relation to the social function of literature, Ian Watt (in Damono, 1979) distinguishes the existence of three views related to the social function of literature.

1. The pedantics of the romanians who regard literature as equal to the work of priests or prophets, so that literature must serve as a reformer and spearhead.
2. The art for art, which sees literature as a mere entertainer.
3. What is compromises, on the one hand literature has to teach something in an entertaining way.

### **B. Hegemony in Literature**

In the perspective of Gramsci's hegemony theory, literature becomes part of a world of ideas, cultures, superstructures that are not only a reflection of the material structure of the economic class or infrastructure, but as one of the material forces themselves (Faruk, 2003: 61-63 ). Hegemony as a concept developed by Gramsci (Abercombie , in Kurniawan, 2010: 72) describes that the dominance of a class (dominant) over another class (subordinate) occurs because of ideological-political aspects. Hegemony moves from the field of social institutions, intellectual figures, to the social class they are after.

The concept of hegemony is used to analyze cultural processes in their active or constitutive roles. In addition, it is also used to analyze oppositional and alternative forms of culture that may oppose the dominant order, even when those

forms are still encapsulated or marginalized by hegemonic boundaries and pressures (Williams, in Faruk, 2003: 79). Literary works correspond to Gramsci's concept of hegemony as an expression of ideology channeled by the author through his work to read and understand.

As a cultural product, literary works are sites of hegemony. In literary works, ideologies occur that hegemony in society is contrary to the ideology of the author. Gramsci (Faruk in Kurniawan 2012: 79) then mapped three ways of spreading ideology, namely first through language, language contains elements that reflect the conception of the world and culture. Second, common sense, the most permissive but unsystematic conception of the world. Thirdly, folklore as a comprehensive belief system, superstitions, opinions and ways to see things with certain actions.

As one of the sites of hegemony, according to Gramsci (Harjito in Nurhadi, 2004) in a literary work, there is an ideological formation. Its formation is a setting with contradictory, correlative and sub-ordinative relationships. To achieve this hegemony, ideology must be disseminated, its spread does not occur by itself but rather through certain social institutions that are at its center (Faruk, 2003: 74).

Literary studies underlying the theory of hegemony include the literary studies of Raymond Williams. Williams applied Gramsci's hegemony to distinguish the cultures involved with power into 3 categories, namely hegemonic or dominant, evoked, sedimentary or residual cultures (Faruk, 2003: 79). This research shows that literature has a function to give strength to people's mindsets through a form of understanding awareness of the mindset of reading people. William (Johnson in Faruk, 2003: 78) considers that the concept of hegemony

transcends the concept of ideology with its emphasis on agreement with the ruling social order guaranteed in that way that social processes are more internalized than imposed by imposing ideas or consciousness by classes on other classes.

Literature in Gramsci's perspective (in Kurniawan, 2012: 84) is seen as two things, namely literature as the first symptom to represent the author's social class ideology in conceptualizing his view of the world. Literature is considered a medium of hegemony and the media identifies ideologies that occur in society. Secondly, ideology in literature can also be identified by understanding literature in the context of its autonomy because it is a form of intuition-imagination of the author (Kurniawan, 2012: 84).

### **C. Gramsci's Theory of Hegemony**

Antonio Gramsci was an Italian thinker influenced by the thought of Marxism and the philosophy of Hegel, although he later revised and criticized the idea (Anwar, 2012: 63). Gramsci (in Anwar, 2012: 63) is also known as a theatre critic in addition to being a political commentator who was later imprisoned alongside 20 other activists on charges of armed insurgency from 1928 to 1937. During this period, he wrote an important intellectual note posted under the title Selection from the prison notebooks (Anwar, 2012: 63). During his time in prison, he wrote down the main points of his thoughts on intellectual roles by revealing organic intellectual concepts. After that one by one came other conceptual thoughts, such as hegemony, the state, and civil society (Hoare and Smith, 2000: v).

This 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: 61). Gramsci's theory of hegemony is a refinement of Marx's class theory that has not yet succeeded in formulating an adequate political theory. The starting point of Gramsci's concept of hegemony is that the class and its members exercise power over the classes below it through violence and persuasion (Simon, 2004: 19).

As an Italian Marxist thinker after Marx, his thinking was largely related to practical political issues so Gramsci's most dominant view was hegemony. Literally, hegemony means "leadership" more often the word is used for political commentators to refer to the idea of domination. However, for Gramsci (Faruk, 2003: 62). Hegemony means something more complex. Gramsci used this concept to examine certain political, cultural and ideological forms, which a part in a society that exists in a fundamental class can build its leadership something different from an interesting domination (Rahayu, Mediyansyah, & Hajar: 2022).

In this case Gramsci formulated his concept that refers to the idea of a socio-political situation, in which the philosophy and social practice of society are united in a balanced state; domination is the concept of reality that spreads through society in an institution and individual manifestations, which can then form morality, customs, religion, political principles and all social relations, especially from intellectuals and things that indicate morality (Rahayu, 2021). So hegemony has always been concerned with the preparation of state power as a dictatorial class (Williams in Patria & Arief, 2009: 121). In other words, Gramsci attributes hegemony to civil society and distinguishes hegemony by agreement with the dictatorial political community. According to Bellamy (in Patria & Arief, 2009:

121) hegemony also refers to the ideological position of one or more groups or classes in another higher civil society. Within the framework of Gramsci's theory, there are at least five key concepts.

## 1. Culture

According to Gramsci (in Faruk, 2003: 65) culture as an organization, the inner discipline of a person, which is the achievement of a higher consciousness, which with its support, one manages to understand its historical values, functions in life, rights and obligations. However, through Faruk (2003: 65) a similar concept can not appear spontaneously, through a series of actions and reactions that are free of one's will. Gramsci, reality shows that only at a certain level, one stage at a time, mankind gained an awareness of its value and won for itself the right to throw organizational patterns imposed on it by minorities in previous periods in history (Faruk, 2003: 66).

For Gramsci (in Faruk, 2003: 66) ideas related to the awareness of the causes of certain conditions and how to reverse cultural facts into signals of rebellion and social revolution. In other words, a social revolution must be preceded by a cultural revolution or an ideological revolution. Cultural revolutions do not occur spontaneously, naturally, but involve sharing certain cultural factors that occur in the revolution (Faruk, 2003: 66).

## 2. Hegemony

According to Gramsci, hegemony is defined as something complex, that is, economics and ethics. The surveillance of a social group expresses itself in two

ways, namely "domination" and as "moral and intellectual leadership" a social group dominates antagonistic groups that tend to be "destroyed", or even conquered by the power of the army (Faruk, 2003: 68). Or the group leads the same group and has an alliance with it (Patria & Arief, 2009: 117). Through Patria and Arief (2009: 128), Gramsci suggests the level of hegemony proposed by Gramsci, namely; total (integral) hegemony, that is, a hegemony characterized by mass affiliation close to the totality of society indicates a solid level of moral and intellectual unity, this can be seen in the organic relationship between the government and the governed. Decadent hegemony, the economic dominance of modern capitalist society the bourgeoisie faces severe challenges that show a unified potential that can lead to hidden conflicts under social reality (Patria & Arief, 2009: 128).

Furthermore, the minimum hegemony (minimal hegemony) of the lowest form of hegemony compared to the previous two forms, this hegemony rests on the ideological unity between the economic, political and intellectual elites that occurs but will be reluctant to intervene in the life of the masses in a country (Patria / Arief, 2009: 128).

### 3. Common Ideologies, Beliefs, and Habits

For Gramsci, through Faruk (2003:70) there are three ways to disseminate ideas or philosophies, namely through language, common sense, and folklore. Common sense, for Gramsci, has its basis in popular experience but does not present a unified conception of the world as well as philosophy. Gramsci has incorporated the concepts of philosophy and common sense into his generic

concept, that is, hegemony that demands the existence of cultural contact between "those who lead" and "those who are led" (Faruk, 2003: 72). Philosophy or conception of the world for Gramsci (in Faruk, 2003: 73-74) is not an academic problem, but a political one, philosophy has become a cultural movement, an ideology in a broad sense, as a conception of the world that implicitly manifests itself in art, law, economic activity and in individual and collective life as philosophical ideologies become a unifying tool between actually contradictory social forces.

#### 4. Intellectual

To achieve hegemony, ideology must be disseminated and its spread does not occur by itself but rather through certain social institutions that are at its center (Faruk, 2003: 74). Intellectual here is understood as a comprehensive social stratum that performs organizational functions in a broad sense in the field of production, culture, or in political administration (Faruk, 2003: 74). Each social group in the economic sphere creates one or more intellectual strata that provide homogeneity and awareness of its own functions not only in the economic sphere but also in the social and political sphere (Faruk, 2003: 74).

#### 5) Country

Gramsci (in Faruk, 2003: 77) distinguishes the state into two regions in the country namely, the world of civil society and political society. The former is important for the concept of hegemony because it is a field of "agreement", "free

will", while the second region is a world of violence, coercion and intervention. According to Gramsci, the country is complex in its overall theoretical and practical activities in which the ruling class not only justifies and maintains its dominance but also seeks to win the active agreement of those it regulates (Faruk, 2003: 77). Civil society is also an area where groups of owners of capital, workers and other groups are engaged in political struggles and in civil society, there is a competition for hegemony between the two main groups that occurs (Simon, 2004: 103). In a few paragraphs in Gramsci Prison Notebooks (in Simon, 2004: 103), civil society is an ethical or moral society in which the hegemony of the dominant class is built through the mechanisms of political and ideological struggle. For political societies, Gramsci used the term for corrective relations manifested in state institutions - the armed forces, police, legal institutions and prisons, and all administrative departments that manage them that depend on the final efforts of the effectiveness of state monopolies in carrying out coercive actions (Simon, 2004: 104).

#### **D. Authority**

Humans certainly have various desires and goals to be achieved. For this reason, it is often felt necessary to impose his will even on other people or groups, this according to Budiarto (2006) causes a feeling for him that controlling others is an absolute requirement for his own safety. Power is the ability of a person or group of people to influence the behavior of another person or group in such a way that the action becomes in accordance with the wishes and goals of the person who has that power (Budiarto, 2006: 35).

Max Weber defines power as the opportunity that exists in a person or a number of people to carry out his own will in social actions, or to obtain challenges from others involved in such actions (Poloma in Santoso, 2002: 163). Weber's concept of chance (chance or probability), that is, opportunity can be associated with economics, honor, political parties or anything else that is the source of power for a person. Power does not always go smoothly, because in society there must be people who disagree or fight, either openly or secretly (Scott in Santoso, 2002: 163). Even according to Amitai Etzioni, power is the ability to overcome part or all of the resistance, to make changes to those who give opposition (Poloma in Santoso, 2002: 163). Power can be everywhere, it can be about anything although power cannot be easily obtained but power will be something that anyone can have for others for their survival.

#### a. Political Ideology

The term political ideology is usually negatively connoted, in Marx's view, ideology is defined as "The class of expression in which a person finds himself" or the expression of the class in which an individual finds himself (Hari chayono, 1991: 119). According to Marx and his followers (in Hari chayono, 1991: 119), ideology is a very disliked term because it identifies the needs of a certain elite group to protect its economic interests by rationalizing the so-called ideology through a series of theories that are incompatible with the public interest (Hari chayono, 1991: 119). Some of the ideologies that are often associated with power are as follows.

## 1. Authoritarianism

Authoritarianism is an idea or establishment that adheres to authority, power, authority including in the way of life and action (Mangunhardjana, 1997: 174). Authoritarianism adheres to power as a reference in life, using authority as a basis for thinking. This idea relies more on power, its way of thinking is only in the form of instructions which then turn into orders, lectures, directions, instructions then become mandatory coercion for subordinates (Mangunhardjana, 1997: 174-175).

## 2. Feudalism

A social system that glorifies position or position and does not glorify work achievements (KBBI, 2008: 408). Feudalism described the socio-political-economic structure of European society in the middle of the middle ages. Feudal society was characterized by the predominance of large lands by kings, nobles, and landlords. People only borrowed so that he had to pay taxes and tribute. From time to time kings, nobles and landlords could take it if they wanted it so that the lower social and peasants had to submit and respect them. Feudal society is divided into ranks and positions as well as highly respected social status (Swantara, 1989; Ali, 1996: 275).

### 3. Capitalism

Capitalism, in the KBBI System and the understanding of the economy in which capital is invested, industrial activity is based on private capital or capital from private enterprises (KBBI, 2008: 637). The definition of capitalism that proposes an economic system by investing comes from private capital or the capital of private companies with the characteristics of competition in the free market (Ali, 1996: 444).

### 4. Socialism

Socialism, an understanding that requires a change from the current situation to a just and prosperous society so that the state (government) needs to intervene in the economic sphere (Sumantri, 1966: 17). Socialism is divided into two major schools, namely, utopian socialism (about ideals) and scientific socialism. This is socialism pioneered by Karl Marx assisted by Friedrich Engles. Karl Marx was the father of modern socialism, while his teachings were called Marxism (Sumantri, 1966: 20). The doctrine of socialism is a doctrine whose teachings are mainly about the economic and political sphere. One of the ideological differences of this liberalism is that socialism requires justice also in the framework of prosperity or well-being of society. If liberals want state intervention in the economic sphere of their people, then socialists generally demand a heavier state intervention that is equally the life of many people.



## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research Methods**

The method used in this study is literary criticism. This study will analyze, identify and classify data related to the form and impact of the power of hegemony described by each character in the novel *Avatar: The Na'vi Quest* by Nicole Pitesa. The main theory of this study is Cultural Hegemony by Antonio Gramsci. Hegemony has to do with political, cultural and ideological forms in society. Therefore, this study uses literary sociology as an approach.

#### **1. Data Sources**

The source of this research data is the novel *Avatar* released in 2009 by Nicole Pitesa. The data of this study are in the form of unit texts that indicate problems with the power of hegemony. Text units are narratives, characters between dialogues, and commentary characters that show behaviors, thoughts, and actions that indicate problems related to the way of hegemony in the avatar novel.

#### **2. Data Collection**

The data collection technique in this study is the technique of reading and recording . The technique used by means of repeated reading carefully especially in parts related to the hegemony of power, reading texts by making notes that correspond to the research objectives.

### **3. Data Analysis**

This study uses qualitative descriptive because the results are in the form of description data in the form of words, phrases, sentences, paragraphs, and so on. In this study, the researcher used Gramsci's theory of hegemony . This research resulted in the formation of ideological descriptions, forms of hegemony in operated power and fictional elements used to represent power. There are several steps to analyze the data. First, the researcher will classify the data related to the form and impact of hegemony that appears in the novel. Then, linking the evidences to the theory of cultural hegemony by Antonio Gramsci. The last is to make a conclusion based on the results of the analysis.

#### **B. Previous Studies**

Based on observations so far, a paper that specifically examines the novel Avatar: The Na'vi Quest by Nicole Pitesa with the study of hegemony has not been found either in the form of a thesis or other research at the undergraduate level at the Faculty of Culture UIN Malang.

The first is Hegemony in the novel *fi sabil at-taj* (the red moon by Mustafa Luthfi Al-Manfaluthi) using the analysis of Antonio Gramsci's hegemony theory. This study describes the arrest and retention of power contained in the novel *fi sabil at-taj* (red moon by Mustafa Luthfi Al-Manfaluthi. The purpose of this study is to describe the formation of hegemony and other forms of hegemony that operate in the new literature. The second is the analysis of power hegemony in the novel *Factory* by Putu Wijaya. This study describes the phenomenon of childbirth.

Workers are caught up in a conflict of power that is a class struggle. The purpose of this study is to describe the form of coercive power and incentive power. Sylado studied literary sociology, this study describes the army as a symbol of power and power, the army as a form of struggle, the values of Javanese teachings as culture, the purpose of this study describes the form of hegemony, the type of hegemony, and the impact of hegemony.

Next, there is a study conducted by (Fajrul Falah, 2018). In this study, the hegemony discussed is derived from the novel *Ayat-Ayat Cinta* by Habiburrahman el Shirazy. Research on the novel *Verses of Love* by Habiburrahman el Shirazy with an approach to ideological hegemony, as far as the author knows based on internet searches, references to recent online journals (the last 5 years), have not been found. Some of the research related to *Verses of Love* is mostly studied from the aspects of religiosity, proselytizing messages, and religion. This study aims to reveal the ideological hegemony contained in the *Verses of Love*. The study research of this literature, using Gramsci's hegemonic approach. The research method used is descriptive analytic. The results showed that the main character Fahri was constructed by the author with many positive attributes attached to it; handsome, smart, simple, obedient, and kind. These positive attributes and image made most of the female figures (Aisha, Maria, Nurul, Noura, Alicea) interested and admired Fahri, so Fahri also benefited and became the dominant (hegemonic) class. The process of hegemony of these figures went well, because one of them was supported by religious ideology.

The third hegemony research was carried out by (Diki Febrianto and Candra Putra, 2020) who conducted hegemony research on the novel *Koplak* by Oka Rusmini. This study aims to describe the hegemony of power contained in the novel *Koplak* by Oka Rusmini, which deals with dominating and dominated social groups, the supremacy of intellectual and moral leadership, and political groups. This type of research is qualitative research. This research uses a descriptive method of analysis because it performs a depiction that focuses on the situation or process under study or by exploring a phenomenon in a problem. The approach to this study is a twist on literary sociology. The source of the research data is the novel *Koplak* by Oka Rusmini. The data collection technique used in this study is the read and record technique. The results showed that those who occupy positions in the government, are not always the dominating ones, but can also become the dominant ones. In addition, intellectual and moral leadership through religion and education. Political conflicts are shown through the efforts of each candidate for the village head candidate.

The fourth research was conducted by (Latifah and Putra, 2020) who examined the hegemony of power in the colonial era and the new order in the novel *Balada Supri*. This study used a sociological approach to literature with the theory of power hegemony proposed by Gramsci. This research was a type of descriptive-qualitative research. The data in this research are narratives, dialogues, and monologues quoted from the novel *Balada Supri* written by Mochamad Nasrullah. The results of this research showed that in the colonial era, the social structure consisted of colonizer and colonized group whereas in New Order era, there were

government official group, which was supported by the capital owner group, and ordinary people group. In regard with the form of power, colonial era showed the dominance of violence and hegemony that was countered by native resistance through violence as well. Meanwhile, in New Order era, there appeared to be violence and hegemony dominance with the resistance in the form of hegemony over intellectuals. On the other hand, the social structure and the form of power in the colonial era, particularly the dominance of violence, still continued in New Order era and was termed as neocolonialism.

Next, the research was conducted by Irwan (2018) with the title *Hegemony of the Ruling Class Over the Subordinate Class in Ahmad Tohari's Dome Novel (Antonia Gramsci's Review of Hegemony)*. Qualitative data analysis with descriptive presentation of data. Data are obtained through the method of literature study. The findings in this study, namely; 1) The hegemony of the ruling class over the subordinate class is illustrated The position of the figures Margo and Triman as the ruling class by instilling ideology into the Karman figures as lay thinkers or subordinate classes. The impact of the hegemony of the ruling class on the subordinate class has a negative impact. Some story events that have a hegemonic role in the novel have a negative impact on the characters of the story.

Research by Zein et al (2019) examines hegemony in Marguerite Yourcenar's novel *Memories D'Hadrien*. The research focused on elements of Gramsci's hegemony in Marguerite Yourcenar's novel *Mémoires d'Hadrien*. Gramsci's hegemony is a con- sep and mastery strategy based on intellectual leadership and moral consciousness based on approval. The method in this study is a descriptive-

qualitative method. This research technique uses Literature Study and Documentation Study. The population of this study is the novel *Mémoires d'Hadrien*, while the sample of research is an element of hegemony found in the work. Based on the results of the study, emerging hegemonies include: (a) ideological hegemony (b) hegemony of power (c) cultural hegemony (d) moral hegemony and (e) economic hegemony. As for the next, the author's worldview seems to integrate with the story of the characters in the novel.

The seventh study was conducted by Mahdalia (2019) under the title *Hegemony In Seno Gumira Ajidarma's Novel Forbidden to Sing in the Bathroom*. The purpose of the study was to answer the problem of the hegemony of the social class of society described in the short story *No Bathing in the Bathroom* by Seno Dumira Ajidarma. Data analysis is carried out by analyzing and drawing conclusions. The results of the study show the following. First, the social class of the village community dominates the new people present in their environment, such as forbidding to sing in the bathroom on the grounds that the man who listens to it will become orgasmic. Second, social societies that stay longer, can expel newcomers because they are considered to have ransacked their lives.

The last hegemony research was carried out by (Muhammad Suhar et al, 2019) who examined hegemony in the novel *The Land of the Red Heaven* By Arafat Nur. This research is a qualitative research with a descriptive method based on the design of a literary sociology study. The source of the data in this study is the novel *The Land of the Red Heaven* by Arafat Nur. The data collection technique used is the read and record technique. Based on the results of the analysis, it can be

concluded that the hegemoni that occurs within the territory of political society is described through conflicts between the party and the party apparatus against opponents of power and society. In the area of civil society, it is depicted through the influence that the ruler instilled in acehnese society.

## **CHAPTER IV**

### **RESULTS AND DISCUSSION**

This chapter will describe the results of research and discussion on Nicole Pitesa's Avatar novel. The results of this study put forward in detail the results of data analysis on hegemony in the novel Avatar by Nicole Pitesa.

#### **A. Hegemony Pitesa's Avatar the Na'vi Quest**

In the analysis research on the power of hegemony in Nicole Pitesa's Avatar novel, the researcher will describe the text in avatar novel that is in accordance with the formulation and purpose of the research.

The synopsis of this story is about life in the year 2154. In the futuristic world of Avatar, Jake, a wounded ex-marine is thrust into an elaborate scheme to mine an exotic planet for its rare and valuable natural resources. Scientists have created Avatars – bodies designed to look like the planet's alien inhabitants that have to be operated by a human consciousness. Walking in his Avatar body, Jake finds himself drawn to the planet's way of life. But as the threat of war grows ever closer, Jake finds himself torn between his human roots and the new friends he wants to protect.

From the novel Avatar by Nicole Pitesa above, it can be seen the hegemony as follows.



## **1. Hegemony of the Powerful Class**

Based on the concept presented by Nicole Pitesa, it can be concluded that hegemony is mastering with moral and intellectual leadership. Where power is only an instrument to maintain the stability of power against the ideology, morals, and culture of the ruler. Thus it can be seen hegemony based on the quotations contained in the novel Avatar by Nicole Pitesa, as follows.

### **a) Hegemony Exercised Over Earth Citizens by Its Leaders**

The hegemony of the ruling class that occurs in the novel, is depicted in the characters of the leaders of the company who hype the people of the earth who come as research materials and the marines protecting the researchers. Pandora's people live inside the wilderness with hundreds of strange and dangerous animals that are not commonly seen on earth. Inside Pandora, there is a black mineral stone at a price of 20 million dollars perkilo. This makes shareholders eager to exploit Pandora's natural wealth. This is contained in the novel excerpt said by Parker Selfridge in the novel Avatar, as follows:

*"This stone has a value of twenty million dollars perkilo. This is my only reason for coming here."* (Parker Selfridge, Page 16)

This was later confirmed by Colonel Miles Quaritch who said:

*"We're going to get it all, if the citizens of Pandora don't listen to us to get out of place immediately, then we're going to get them to leave forcefully."* (Miles Quaritch, Page 17)

From the two quotations, it can be known that the two strongest people who hold shares in the company only came to exploit to obtain rocks at a high price. In addition, it was also pointed out by Colonel Miles Quaritch that there would be no rejection from the citizens of Pandora. Even if there is resistance

from the Pandora community, then they will expel the Pandora society by force. This shows that there will be strong forced leadership and cannot be resisted by any party.

*"The people of Pandora live behind the bush – the bush, they will shoot with poisoned arrows if they see one of us, therefore we must remain vigilant. There are also wild animals out there. Here everything is dangerous, you are not on earth, danger around you." (Miles Quaritch, Page 24)*

From this quote, it can be concluded that the marines must continue to be aware of the dangers of Pandora's natives and also the animals on Pandora. This shows the magnitude of the hegemonic power in the Indigenous Pandora led by their chieftain, Eytukan. The people of Pandora will always archery every earthman who comes according to the orders of their chieftain. Whereas the human beings cannot refuse and must obey orders to always be careful to live in the Territory of the territory close to the indigenous People of Pandora.

From the above, it can be seen that the way the leader hyphenates the citizens of the earth is to give orders forcibly and absolutely irresistibly. And for the power he possessed, his whole people could not resist and could only follow what the leader commanded.

#### **b) Hegemony Exercised By Neytiri's Parents Over Neytiri**

The hegemony that occurs in the character of Neytiri is illustrated from several quotes in the avatar novel. In one incident in the novel, there is a moment where Neytiri's father loses his life. As the son of the chief, Neytiri was certainly required by his father to protect the people. In this case Eytukan exercised hegemony over his daughter and his daughter Neytiri could not refuse Eytukan's

request. This is in accordance with the novel excerpts of Eytukan's dialogue section, namely:

*"My daughter, you must protect the people of Pandora. Protect the people of Pandora."* (Eytukan, page 111).

From the quote, it can be concluded that Eytukan gave Neytiri a great responsibility to protect the people of Pandora. In addition, Neytiri was also completely unable to resist because it was the father's order as well as the order of the chief who led him. In addition, at the beginning of the story when Jake has just entered Pandora and is a guest of the na'vi, there is a time when Neytiri is ordered to teach Jake Sully how Pandora's people live. The following is contained in the following excerpt:

*"Teach him how we live, Neytiri. And we see how smart these celestial beings learn it. The decision has been made, and you are the one responsible for teaching him."* (Mo'at, page 48).

From the quote, it can be seen that the decision to give Neytiri the responsibility of teaching Jake Sully has been made and it is absolute. Neither Neytiri nor anyone else can resist it. Even at that time, almost the entire Pandora community did not accept the existence of Jake Sully, but because the chief allowed Jake to stay, all could not do anything.

From the above, it can be seen that Neytiri's parents who are chieftains and also fortune tellers in Pandora have absolute power. Hegemony is carried out by giving absolute orders that Neytiri cannot refuse, where in the above, Neytiri's parents order her to teach Jake how to live the people of Pandora and also ask Neytiri to take care of her people when his father dies. In this case Neytiri could not refuse and had to be willing to accept the orders of his parents.

## **2. Cultural Hegemony**

In the avatar novel by Nicole Pitesa, there are several cultural beliefs held by her characters. In this novel, three cultures are found that are believed by the Pandora community, namely the Pandora people's belief in the existence of the Great Mother or in other words a god with the form of a tree and named Eywa. In addition, the people of Pandora also have confidence in the prophecies – future prophecies given by the wife of the chief named Mo'at. Finally, there is great confidence in the people of Pandora and is trusted by all clans, they believe in everything that the Toruk Macto is directed at. The explanation and evidence of pandora people's belief in culture as mentioned is as stated.

Hegemony is a social order that is controlled by the power of a few people or groups to dominate other parties. Hegemony in corporations involves seeing things, and convincing people that this way of seeing is "natural" and correct. The power of corporate hegemony results when economic interests become the dominant interest in society and all other independent institutions become a means to promote economic interests (Dugger, 1989) hegemony, as defined by Gramsci (1971), Dugger (1989) and other critical researchers, to provide an understanding about environmental conditions in the United States in the 1990s. This looks like what is described in Nicole Pitesa's novel *Avatar: The Na'vi Quest*. In the novel, three types of power – coercion, agenda setting, and “made” agreements – are used in that decade to promote a neocolonial agenda. The researcher discusses coercive power briefly, but focuses on agenda setting power to highlight how some corporate policies and powers are able to control militaristic power.

In the novel, you can see the company. Has an economic goal, namely to get a lot of profit by exploiting Pandora; our goal is to show that despite neoliberal rhetoric, self-serving individuals (company managers) unduly benefit from such manipulations of financial reporting, and governance systems, not least individuals, fail. Gramsci (1971, 1985) examines 19th century forms of hegemonic culture, such as newspapers, novels, and theatre; he notes that to be effective, these cultural forms require widespread literacy and advances in technology. He suggests that these forms of bourgeois culture serve to control the working class by making their interests appear tied to those of the dominant class.

The data describe hegemony as the organization of different social forces under the interests of the corporate, political, intellectual and moral leadership of certain social forces with their funding capabilities. In Gramsci's view, the use of the term hegemony to reflect "artificial consent" is generated through cultural control and leads to voluntary subjugation of non-elite classes. On the other hand, understanding the importance of ideas in empowering power. Ironically, the corporate elite seems to be the only group of people who want massive exploitation in order to gain more economic power, through colonialism with the help of the military.

In sociology, society is arranged in classes or forms a pyramid. The upper class is the elite class, both economically, educationally, politically and culturally. This social stratum is usually referred to as the "social pyramid". Within a social group, of course, we already know that there are roles, rights, and obligations that must be complemented by one another so that order can occur and goals can be

achieved. Even though there are many differences within these social groups, these differences must be integrated so that conflicts do not occur. Social structure plays an important role in facilitating the integration process.

#### Social Structure Functions

the function of the social structure related to the role of community groups as social control. With the existence of a social structure, there is anticipation of violations of values/rules within community groups, so as to create order in society. As an identity for community groups. The social structure functions as an affirmation of the existence of a distinctive identity/characteristic in a community group. Instills discipline for community groups. The social structure also assists the community in instilling discipline, so that each member of society has awareness and behavior that reflects their community group. As a differentiator of functions and class of a community group. Social structure also plays a role in grouping the functions and roles of a member of society.

#### Characteristics of Social Structure

understanding and function of social structure. social structure in society, it is necessary to know its characteristics first. The following are the characteristics of the social structure. It is dynamic. It means that this social structure consists of community groups. When we deal with society or society, of course nothing is stagnant, there must be changes and developments. Could be due to various factors. That is why the first characteristic of social structure is that it is dynamic. Having vertical and horizontal dimensions, social structure has vertical and horizontal

dimensions. For the vertical, the position of community members in each layer is not equal, there are levels in it. Meanwhile, for the horizontal dimension, even though there are differences, they are still considered equal or parallel. So, there is no group that is superior and inferior. Has a broad scope of social structure has a broad scope. Previously, we discussed the functions of social structure, one of which is social control. Of course, this scope is broad. Because, it contains the relationship between community groups which includes social norms and values in society. Forming community group unity. In the social structure of society, when each individual community forms a social group based on the similarity of characteristics and characteristics. Then, from there, many other social groups will also be formed. Thus, a social group/community unit is formed. It includes culture in society. The existence of social groups means that there is continuous interaction between members of the community. Thus, habits, behaviors, tastes, and beliefs are created in their culture.

#### Forms of Social Structure

Talking about social structure means also talking about the position of society. Some of these positions are vertical, some are horizontal. The following is a form of social structure that exists in society

#### Social Differentiation

Judging from its name, it means that this form explains the difference (different). Thus, social differentiation is a form of social structure that is horizontal or parallel to certain differences. So, there is no such thing as a level or caste

between one community group and another. For example ethnicity, religion, race, profession, and gender.

#### Social Stratification

Strata means that there are levels of wealth, power, or education. This social stratification is a form of vertical social structure. So, there are levels or castes in it. For example, the president has a higher level than other community groups. There are closed and open social stratifications. That is, closed stratification means that there is no shift in position between community members. Meanwhile, open stratification means that it is possible to move positions to other levels (up or down).

#### **a. The Trust Hegemony of Pandora's People to Eywa**

Pandora's people believe in the existence of a God who gives life. The deity was named Eywa. Eywa is symbolized by a tree that has pink decomposed leaves and can emit light when there is a bond between Eywa and the residents of Pandora. Even Jake Sully was accepted by the citizens of Pandora because he had been chosen by Eywa. This is in accordance with Neytiri's remarks when he first brought Jake to Pandora, as follows:

*"I was going to kill him, but Eywa gave a sign, he was chosen by Eywa, he was the one wanted by Eywa." (Neytiri, Page. 46)*

In the quote, in order to gain the trust of the people of Pandora that Jake Sully is not dangerous, Neytiri assures them that Jake is Eywa's choice. But on that quote Neytiri did not lie. The seeds of the sacred tree called Eywa did indeed come over and sheathe Jake's body entirely.



In this case, it can also be concluded that the people of Pandora really believe in the existence of Eywa. They didn't even ask anything more about Eywa's "choice" presented by Neytiri. For the People of Pandora, Eywa is their great mother, who gave them life, who shaped and brought the entire Pandora to life. Even the roots of the entire tree on Pandora are all related and the center is the Sacred Tree of Eywa. Therefore, the people of Pandora really protect their forests and strongly reject the exploitation of forests carried out by the citizens of the Earth who come. Pandora's people insist on always protecting Pandora and Eywa like Eywa always maintains stability and security in Pandora.

In addition, there is a part of the story where Grace was shot while silently helping the people of Pandora from the greed of shareholders who wanted to cut down all the trees on Pandora. When Grace is injured, Jake brings Grace's body and avatar to Pandora. He asked the entire Pandora community for help to help Grace. At that time, Mrs. Neytiri placed Grace's body and avatar under the Eywa tree. Then the whole society began to recite mantras that sounded like prayers to their kindred. The prayer of prayer made the tree of Eywa light up, in a short time Grace opened her eyes in a weak condition and said:

*"I'm with him, I see him, he sees me. Jake, Eywa is real, he is real."*

(Grace, page 125)

From the quote, it can be concluded that the beliefs of the Pandora people are also felt to be real by Grace, who is an earth society with modern civilization. Generally, people of modern civilization will not believe such things, but the

words from Grace seem to be aimed at proving the fact of Eywa as the great mother of Pandora society.

Furthermore, there is a scene, where during the battle to defend Pandora, Jake Sully is seated in front of the Eywa tree the night before. At that time he connected himself and the tree Eywa then spoke to the tree for help, as follows:

*"If Grace is there - see in her memory - she can show you the world we came from. There is no green there. They killed their Mother, and they would do the same here. More Sky People are coming. They will come like a never-ending rain. Unless we stop them. They chose me for something. I will stand up and fight. You know I'll do it. But I need a little help here."* (Jake Sully, page 129).

From the quote, it can be concluded that Jake Sully who belongs to the modern person, where previously he was a marine from the earth began to speak and believed in the help of Eywa. In addition, he also seems to believe that Pandora is centered on Eywa. Jake Sully believes that Eywa is the root of all life that exists on Pandora.

#### **b. Pandora's Society's Hegemony over Mo'at**

Mo'at is one of the characters in the avatar novel where she is the mother of Neytiri. She was the wife of the chief. But on the other hand, he is also a fortune teller who is believed to be able to understand and see Eywa's will in his prophecy. Pandora's people strongly believed in the decisions made by Mo'at. This can be seen when the moment Jake Sully just came to Pandora was brought by Neytiri. At that time, all the people of Pandora were so angry and wanted to attack Jake Sully. But at the same time Neytiri said that Jake Sully was Eywa's choice. However, at that time no one believed Neytiri's words, they

all wanted to attack Jake Sully anyway. But it became different when Mo'at appeared and said:

*"Calm down everyone. I am a fortune teller here. Let me see how this person of the sky can be chosen and wanted by Eywa." (Mo'at, page 47).*

In the quote it can be noticed that Mo'at had the power to foresee whatever would happen on Pandora. In addition, Mo'at is also believed to be able to fully communicate with Eywa. After Mo'at said this he then walked around Jake Sully who was standing next to Neytiri. After a while, Mo'at declares that it is true that Eywa wants Jake Sully to be one of them. Eventually Mo'at orders Neytiri to guide Jake.

From this, it can be concluded that it is true that the Pandora people believed Mo'at's words and his predictions about Pandora's future determined by Eywa. But not only that, at the end of the story of the novel Avatar by Nicole Pitesa, there is also one moment where Jake Sully wants to fully live in his avatar's body and not return to his human form. At that time, Mo'at performed prayers in front of the Eywa tree, at which time all the people of Pandora followed the prayers – prayers offered by Eywa simultaneously.

Not stopping there, the novel ends with Jake Sully opening his eyes in his avatar's body. The ending is made to hang as if there will be a second sequel to this avatar novel. But with such an ending, it can also be concluded that the author wants to leave an impression of the truth about Mo'at's ability to be considered capable of communicating with Eywa. Not just communicating, Mo'at can even ask Eywa to transfer the life of a human from the original human body to the body of his avatar.

### c. Pandora's Hegemony of People's Trust in Toruk Macto

In the beliefs of the people of Pandora, there is one of the most dangerous predators. Even the people of Pandora themselves avoid this animal because it is very dangerous. The animal is called Toruk, its shape is like a huge flying dinosaur with large strong wings, long and strong hooves and fanged teeth that look strong. In the history of Pandora, the last toruk that can be conquered has occurred two generations before this generation. After that there was no longer anyone who could conquer Toruk. In this case, the person who can conquer Toruk and make Toruk his vehicle is considered to be a person who has a high heart power and such a great power that it can connect with Toruk. The person who can conquer Toruk is called the Toruk Macto.

Before the war between earth's marines who wanted to exploit Pandora, Jake Sully deliberately targeted one toruk who had once nearly killed him. He deliberately targeted the toruk to gain the trust of the clansmen throughout Pandora. Jake Sully's efforts to conquer toruk were not in vain, because after he was able to conquer toruk, he came into the community of Pandora's society again. All bowed down and respected the presence of Jake Sully as Toruk Macto. At that time, Jake Sully ordered the people of Pandora to gather all the existing clans, even to the end of the planet Pandora to come and join the war.

This is stated in the citation, as follows:

*"The Sky people have sent us a message... that they can take whatever they want. That no one can stop them. Well, we'll send them a message. You have to drive as fast as the wind can take you. Notify other clans to come over. Tell them the call of Toruk Macto to them! You are flying now, with me! My brothers! Sibling! And we're going to show the People of the Sky... that they can't take whatever they want! And this... this is our land!"* (Jake Sully as Toruk Macto, page 123).

In the quote, it can be concluded that, by becoming a Toruk Macto he gained the trust of the entire clan that existed on the planet Pandora. And sure enough, with the call, the entire clan flocked to come and help the war process to defend the planet Pandora the next day. This proves that being a Toruk Macto will greatly affect decision-making and having power. Even then, Tsu'tey, who was the next would-be ruler, also looked down in front of Jake Sully, who was considered the Toruk Macto.

In addition, Tsu'tey's beliefs that seem to represent the magnitude of the beliefs of the Pandora people are reflected in the quote when Jake Sully says:

*"Tsu'tey, Ateyo's son. I stand in front of you ready to serve the Omaticya People. You are Olo'eytan, and you are a great warrior. I can't do this without you."* (Jake Sully as Toruk Macto, page 120).

Then, Tsu'tey, who is one of Pandora's people who really hates Jake Sully, replied:

*"Toruk Macto, I'll fly with you"* (Tsu'tey, 120).

From the quote, it can be seen that not only ordinary people, but someone who was supposed to be the successor of the ruler in the Omaticya clan also bowed down and obeyed in front of Toruk Macto. This proves that people's trust in the power of toruk Macto is very large so that people who have important positions still keep their eyes down in front of Toruk Macto.

## **B. The Impact of Hegemony in Novel Avatar The Na'vi Quest**

In the analysis of the impact of the hegemonic power in the novel Avatar by Nicole Pitesa, the researcher will describe how the impact of hegemony in the novel avatar the navi quest according to the formulation and purpose of the study.

### **1. The Impact for Na'vi People**

Based on the book Pitesa's Novel, the existing hegemony has a negative as well as a positive impact. The negative impact of hegemony is the change in the lifestyle of the na'vi people. At first the na'vi were a peaceful and orderly society. However, due to the hegemony of the earth's leaders over their citizens who forced destruction, war broke out. In this case, the originally very peaceful na'vi society became disturbed by its peace.

*“...I was a warrior who dreamed he could bring peace. Sooner or later though, you always have to wake up..” (p. 128)*

*The Sky People have sent a message that they can take whatever they want, and no one can stop them. (p.123)*

In this section, it shows how great the hegemonic power of The Sky People (earth humans). The data excerpt above shows that Jake Sully, as the head of the Na'vi tribe and a former The Sky People, the existence of earth creatures with all their advanced technological prowess, has hegemony the Pandora people so that the existence of The Sky People has disrupted the peace of the Pandora world, especially the Na'vi tribe people. Therefore, Jacke Sully wanted to fight against the hegemonic power of The Sky People who wanted to colonize Pandora. Jake Sully's words hint at the negative impact of The Sky People's hegemony on the people of Pandora, so he wants to fight to protect and create peace on the planet Pandora.

The bad impact of the sky people also includes arrogant actions towards their colonies. “*they can take whatever they want*”, interprets that the people of heaven have a bad impact on them, because humans intend to do anything on Pandora. The Sky People are shown as do-anything entities on Pandora, in the sense that The Sky People want to do things that could threaten the stability of the planet Pandora. In other words, The Sky People also want to colonize for exploiting nature on planet Pandora.

*“The Sky People have sent a message that they can take whatever they want, and no one can stop them. But we will send them a message. Ride out, as fast as the wind can carry you, tell the other clans to come. Tell them Toruk Macto calls them. Fly now with me brothers and sisters! Fly! And we will show the Sky People that this is our land!”* (p. 123)

The data above shows that Jake Sully is giving encouragement to the people of Pandora that the Earth Man has sent a message to show his power over the avatar society. Even though humans are supported by sophisticated equipment, the Na'vi people are not afraid to face the sky people. This courage arose as a result of Toruk Macto's hegemonic power over the Na'vi people. This can be seen from the quote "Tell them Toruk Macto calls to them", which implies that Toruk Macto has hegemonic power that is strong enough to be able to make other clans unite against the sky People. This is reinforced by the last fragment of the data above "show the Sky People that this is our land" showing that the power of Toruk Macto makes people have great motivation to unite to defend their land (planet Pandora). Consequently, the positive impact of the hegemony which is the trust in Toruk Macto made the entire race in Pandora reunited. Initially the Na'vi with you of other races separated because of the absence of a highly upheld leader. However, with the existence of Toruk Macto, all races want to be together and united.

## 2. The Impact for the Pandora Planet

The impact that hegemony exerts on Pitesa's novel *Avatar the Na'vi Quest* on the planet Pandora is a negative impact. The existence of power hegemony on the planet Pandora caused a war, where the war damaged the biota and life and beauty on the planet Pandora. The war that existed due to selfishness and hegemony of power caused the originally very beautiful and peaceful Pandora to be chaotic. The statement above can be proven in the data excerpt below.

*“MORE DOZERS and TRACTORS advance nearby, crushing the forest before them. Trees are slashed down by the PLASMA CUTTERS. Terrified animals flee before the onslaught.*

*POWERSUITS and TROOPERS stride through the ravaged forest, blasting anything that moves. A trooper sees Jake on the dozer.*

*THE DOZERS advance, obliterating the sacred site, leaving only mud and wood splinters in their path.” (p.95)*

The data above explains that with the hegemonic power of The Sky People, they are able to damage nature by exploiting and using force to start wars. Humans (The Sky People) destroy nature which was originally beautiful, to be damaged by using various advanced technologies such as dozers, tractors, and plasma cutters. Technologies such as *“powersuits and troopers”* are sophisticated technologies that The Sky People have to attack the Na'vi nation. The forests are described as ravaged by the war troops of The Sky People. In fact, the existence of technology is said to have scared the animals and ran to avoid attacks from The Sky Army.

In addition, the quote above, *“obliterating the sacred site”* describes how cruel the actions of The Sky People were to life on Planet Pandora. In fact, The Sky People dared to damage the most protected and sacred site by the people of Pandora. It is also explained in the novel that the site was damaged by a dozer so that it was



leveled to the ground. The data above shows how strong the power of The Sky People is to deploy their soldiers to destroy a sacred place. Therefore, from some of the explanations above, it can be concluded that the negative impact of the hegemonic power of The Sky People was able to damage the natural beauty of the planet Pandora due to attacks by war equipment and advanced technology used by humans (The Sky People).

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

Based on the results of the analysis and discussion of the power of hegemony in the novel Avatar by Nicole Pitesa, the researcher can formulate the following conclusions:

The sense of hegemony that occurs in the Pandora community with a subtle form of domination occurs with the leadership of the chieftains in Pandora's own territory. In addition, there is also a hegemony that occurs in researchers and mariners from the earth led by Colonel Miles Quaritch. The cultural Hegemony that occurs, includes cultural elements, namely cultural hegemony based on the belief of the Pandora people in the existence of the Great Mother or their god, there is also a belief in future forecasting carried out by Moat and also a great and high belief in the existence of Toruk Macto as the person who is considered the most powerful and has a determined heart. This power becomes a material force directly or indirectly in carrying out hegemony. The impact of the hegemony present in Pitesa's novel Avatar The Na'vi Quest on the Na'vi people has a positive as well as a negative impact. Meanwhile, on the planet Pandora, hegemony has a negative impact.

#### **B. Suggestion**

The research hopes to provide many benefits for the development of science, especially researchers who will conduct research in the future. The researcher hopes that this research can become reference material for future researchers who will use

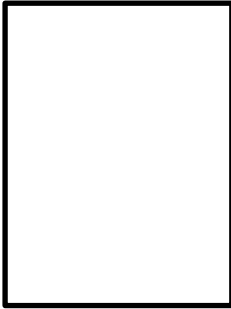
the study in the form of the novel Nicole Pitesa's *Avatar the Na'vi Quest* as the research focus. Researchers understand that this research can still be developed and studied more deeply, especially on aspects of ideological hegemony, politics, and other theoretical approaches.

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## **CURRICULUM VITAE**



Alfian Syahidin was born in Malang on October 4, 1995. He graduated from Graphic Vocational High School, Malang in 2014. While studying at the Vocational School, he actively participated in several extracurricular activities, namely futsal and Osis. He started his higher education in 2015 at the Department of English Literature at UIN Maulana Malik Ibrahim Malang and finished in 2022. He has participated in several organizations such as E-Sport on campus. During college, several times became group leader such as KKN 207 Pujon and Jasa Yasa apprentice in the tourism sector and worked in wedding decorations until now.