



**ORATORY AS AN INSTRUMENT OF TOTALITARIAN  
REGIME'S HEGEMONY IN ORWELL'S *ANIMAL FARM***

**a Final Project**

**Submitted in partial fulfillment of the requirements for the degree  
of Sarjana Sastrain English Department**

**by**

**Tomí Adi Pramono Putro**

**2250407052**

**PERPUSTAKAAN  
UNNES**

**ENGLISH DEPARTMENT**

**FACULTY OF LANGUAGES AND ARTS**

**SEMARANG STATE UNIVERSITY**

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## ABSTRACT

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This final project is aimed at analyzing sociological political issue existing in George Orwell's novel *Animal Farm*. It describes how totalitarian regime exists, how hegemony is employed, and how oratory is applied as the instrument of achieving hegemony.

The object of study is the theme in *Animal Farm* related to the study about totalitarian regime, hegemony and oratory. This study is descriptive qualitative study with new criticism as the approach. The data of the study are in the form of words, phrases, sentences, and utterances which contain both explicit and implicit meaning. The data of this study were collected by doing the following steps: reading, identifying, inventorying, classifying, and reporting into appendix. The analysis was done by several techniques including exposing, explaining and interpreting, and concluding as suggested before.

This investigation results in several findings. The first, Oratory skill is illustrated in some *Animal Farm* characters. Oratory in the novel employs devices such as credibility, strong message, persuasion methods as its persuasive elements. The second, *Animal Farm* society portrays a government system namely totalitarian regime. Totalitarian regime in the novel employs hegemony as a means to defend its legitimacy to reign. Hegemony in totalitarian regime is protected by the amour of coercion. Hence, it signals a form of integral state. The third, oratory employing persuasion becomes an effective consensual media to achieve hegemony. Oratory formulates messages which are the view of the dominant group to be received by the dominated group. I found in *Animal Farm* that totalitarian regime using coercive and consensual control as the means of establishing hegemony finally succeeds in defending its legitimacy to reign.