

1. INTRODUCTION

1.1. Background of the Study

Different from those people who disapprove of popular cultures, people who approve popular cultures see it as a key site for the production and reproduction of the social relations of everyday life (Storey, 1996). Moreover, Stuart Hall describes popular cultures as:

An arena of consent and resistance, it is partly where hegemony arises, and where it is secured. It is not a sphere where socialism, a socialist culture – already fully formed – might be simply ‘expressed’. But it is one of the places where socialism might be constituted. That is why ‘popular culture’ matters. (Storey, 1996. Pg.2-3)

Popular cultures that are mentioned here include popular fictions. Based on this description, I am thinking that *Harry Potter* as a popular fiction can bring productions and reproductions of the social relations of the everyday life. Harry Potter series show the conflict between two groups that usually happens in a society. It shows how the Dominant try to apply the Ideology to the Magical society and how the Marginal responds to the hegemony by the Dominant. The idea of Ideology and hegemony in the story gives us a description about something that usually happens in our society. This is the reason why I think *Harry Potter* story is worth being written for a thesis analysis.

JK.Rowling found her idea about *Harry Potter* during her journey on the train. *Harry Potter and the Sorcerer’s Stone* is not only her first ever published novel, but also it brings her a fortune. She has won several achievements such as the Hugo Award, the Bram Stoker Award, the Whitbread Award for Best Children's Book, a special commendation for the Anne Spencer Lindbergh Prize, and a special certificate for being a three-year winner of the Smarties Prize, as well as many other honors. In addition, she also has been a featured guest on "60 Minutes," "The Today Show," and "Larry King Live." Rowling has also been named an Officer of the British Empire. She is an extraordinary woman, won so many achievements only in a short period (<http://www.scholastic.com/harrypotter/books/author>).

J.K.Rowling's *Harry Potter and the Sorcerer's Stone* (in UK was published as *Harry Potter and the Philosopher Stone*) was published in 1998 in the United State. Unbelievably, the novel became a best seller in the United States. Many children became Harry Potter mania. They read the novel more than once, and dressed and acted like Harry Potter. In the United States, most kids prefer to play than to read, but they read *Harry Potter*. The most interesting thing about this Harry Potter mania is that the adults (more than 20 years old) read Harry Potter books. It was amazing that adults read a children novel. The second and third books of Harry Potter were published in the spring and fall of 1999, the fourth one was published on July 8, 2000, and the last one was published on 2003. The fourth book was sold three million copies in the first 48 hours of release and became 'the fastest selling book in history'. "Unbelievable and remarkable, but it was true. Two movies were made based on the first and second book and the third movie based on the third book will be coming soon. These series has been translated into fifty five languages and distributed in over two hundred countries." (<http://www.scholastic.com/harrypotter/books/author>, 2003).

Harry Potter is not just a children story. It has relations with the author's real life. For example, the character of Hermione Granger is somewhat a reflection of JK Rowling herself when she was at Hermione's age, Ron is a little bit like her oldest friend and Professor Snape is a lot like one of her old teacher. (<http://www.storiesfromtheweb.org/stories/rowling/intro.asp>, 2003). When she was a child, she used to have a gang and in her gang there were two kids who were brother and sister named Potter. She uses this name for Harry's family name (J.K.Rowling, 2003).

On more than one occasion, Joanne has acknowledged her childhood memories as an influence. For her, Hermione is very much herself as a child. And while there was no real-life Harry in her life, she has said that many elements of the character have come from people she knew. And her enemies? They spring to life when Joanne remembers the times when she had to face the school bully and did not know whether she would come out okay. (Shapiro, 2004. Pg. 5-6)

Overall, Harry Potter story is influenced by the author's life. The society that appears in Harry Potter story is similar to the society where the author lives, which is England (Shapiro, 2004). The social value that appears in Magical society is influenced by the English society. Even though it is influenced by English society's values, this story has nothing to do with the English society. Magical society is an imaginary society that is created by Joanne Kathleen Rowling based on her own society.

There are five books of *Harry Potter* so far which are *Harry Potter and The sorcerer's Stone*, *Harry Potter and the Chamber of Secret*, *Harry Potter and the Prisoner of Azkaban*, *Harry Potter and the Goblet of Fire*, and *Harry Potter and the Order of the Phoenix*. JK Rowling says that there will be two other books. JK Rowling never published any books before *Harry Potter* series; these are her first ever published books.

The reason why I think *Harry Potter* is suitable to write as a thesis is because it is not only an ordinary children story. The author did not write it as completely children novel, she wrote a children story that, according to her, she would read it as an adult. That is why there are some social issues that can be found in this story. Harry Potter story is influenced by the Ideology of the author.

JK Rowling is a person who is realist, liberal, and somewhat radical who was studying in a rather conservative university" (JK Rowling: *The Wizard behind Harry Potter*, 2004. Pg. 43).

Ultimately the thing that caused Joanne the most concern was the tone of the books. From the beginning, Joanne was torn between writing the typical children's book, which often condescended to the reader, or simply writing the book that she would choose to read as an adult. Joanne chooses the latter course. (Shapiro, 2004. Pg. 57-58)

It was said that from the beginning, JK Rowling was torn between writing the typical children book or the book that she would choose to read as an adult and she choose the last (JK Rowling : *The Wizard Behind Harry Potter*, 2004. Pg.58), which is why even though Harry Potter is considered as a children story, the content is very complex. Many things can be studied from adult's perspective such as the social issues.

There are two different groups in the Magical society. I call them the Dominant group and the Marginal group, the Dominant group consists of pure-blood people and the Marginal group consists of impure-blood people. The reason why I group the pure-blood people as the Dominant even though their number is smaller, because they are the natives of the Magical world; that is why the one who sets the law in the Magical world and rules the Magical world is the Dominant group. The Marginal group, even though their number is bigger, they are considered as immigrants. The Magical world has a political institution called The Ministry of Magic. Most of the Ministry of Magic employees are pure-blood people, and The Minister of Magic is a pure-blood too. As far as I can see in five books of *Harry Potter*, important persons in the Magical world are always pure-blood.

I will use all five books of *Harry Potter* because I am discussing about the Ideology and hegemony that appear in the magical society. I cannot discuss about Ideology and hegemony using only one book. First of all, I analyze the Magical society and not the characters; therefore, I cannot use only one book. Second of all, I cannot break the chain from one book to another book because the story in these five books is connected. Since *Harry Potter* story is not finished yet, anything could happen in the next two books. My discussion is limited only to these five books.

Harry Potter story has something interesting about the conflict between two social groups. The Dominant want to apply their Ideology to the Magical society because they think that their Ideology is the best for the whole community. The Dominant think that people in the magical world should have the same Ideology with them. Meanwhile, the Marginal thinks that it is not necessary to have the same Ideology with the Dominant. The reason why I choose this topic is because I think it is interesting that a children story like *Harry Potter* carries such kind of social conflicts. It is interesting to find out what happens in the Magical society between the Dominant and the Marginal, how something like hegemony can occur in a story that is considered as a children story.

1.2. Statement of the Problem

I want to know about the Dominant's Ideology, how the Dominant exercises the hegemony, the response of the Marginal group toward the hegemony, and the result of the Marginal fight over the hegemony.

1.3. Purpose of the Study

I want to identify The Dominant's Ideology that appears in The Magical society, how The Dominant applies the hegemony, The Marginal response toward the hegemony, and the result of The Marginal fight over the hegemony.

1.4. Significance of the Problem

By doing this study, I want to encourage other students to study more about social life related to this topic. Not only by studying from the 'old' novels but also the 'new' novels, so that they can understand more about the social problems that can happen in our life.

The social problems happening in this story is a reflection of the society that we have in this world nowadays. I hope this thesis can give other people a new way of seeing and facing their social life.

1.5. Scope and Limitation

This discussion will focus on the Ideology of the Dominant and the hegemony over the Marginal. The discussion will only use the Magical world point of view, so there is nothing to do with the common world. I will talk about the Magical society and not the characters; it has nothing to do with magical power. Magic here is only a tool and not part of the discussion.

1.6. Methodology

In this analysis, I will use cultural approach and focus on the theory of Ideology and hegemony. I choose the theory of Ideology and hegemony because these theories talk about the social life with the problems and the reason. I will be using library research by searching on the internet and some related books.

1.7. Organization of the Study

The paper will consist of four chapters. Chapter one is about the introduction, chapter two is about review of related literature, chapter three is the analysis, and chapter four is the conclusion. The appendix will consist of the synopsis of the book and the brief biography of the author.