

ABSTRACT

Baitya Nur Azizah. 210511100020. English Study Program. Nory's Struggle Against the Hegemony of Conventional Magic in *Upside-Down Magic*.

This study aims to analyze the forms of hegemony and counter-hegemony experienced by the Upside-Down Magic students in the novel *Upside-Down Magic*. This study focuses on how conventional magic, as the dominant group, constructs and maintains power, and how Nory and the Upside-Down Magic students resist that domination. The analysis is conducted using Antonio Gramsci's theory of hegemony and counter-hegemony.

This study employs a qualitative descriptive method with a textual analysis approach. The primary data source for this study is the novel *Upside-Down Magic* by Sarah Mlynowski, Lauren Myracle, and Emily Jenkins. The research data consists of words, sentences, dialogue, and narrative in the novel *Upside-Down Magic*. Data was collected through close reading and note-taking, then analyzed through a process of categorization and interpretation based on Antonio Gramsci's theories of hegemony and counter-hegemony.

The results of this study show that hegemony in the novel is constructed through the dominance of conventional magic, which sets the standard for magical abilities considered normal and ideal. This study also identified four forms of counter-hegemony practiced by Nory and the Upside-Down Magic students: intellectual, conventional, cultural, and institutional counter-hegemony. Through these various forms of resistance, they challenge the assumption that their abilities are flawed or inferior and fight for recognition of their identities. These findings indicate that the novel *Upside-Down Magic* represents the struggle of a subordinated group in confronting domination and creating space for the acceptance of diversity.

Keywords: Antonio Gramsci, children literature, counter hegemony, hegemony, *Upside-Down Magic*.

ABSTRAK

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Penelitian ini bertujuan untuk menganalisis bentuk hegemoni dan kontra-hegemoni yang dialami oleh siswa *Upside-Down Magic* dalam novel *Upside-Down Magic*. Penelitian ini berfokus pada bagaimana sihir konvensional sebagai kelompok dominan membangun dan mempertahankan kekuasaan serta bagaimana Nory dan siswa *Upside-Down Magic* melakukan perlawanan terhadap dominasi tersebut. Analisis dilakukan dengan menggunakan teori hegemoni dan counter-hegemoni dari Antonio Gramsci.

Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan analisis tekstual. Sumber data utama penelitian adalah novel *Upside-Down Magic* karya Sarah Mlynowski, Lauren Myracle, dan Emily Jenkins. Data penelitian berupa kata, kalimat, dialog dan narasi dalam novel *Upside-Down Magic*. Data dikumpulkan melalui teknik membaca cermat dan pencatatan, kemudian dianalisis melalui proses pengelompokan dan interpretasi berdasarkan teori hegemoni dan kontra-hegemoni Antonio Gramsci.

Hasil penelitian menunjukkan bahwa hegemoni dalam novel dibangun melalui dominasi conventional magic yang menetapkan standar kemampuan sihir yang dianggap normal dan ideal. Penelitian ini juga menemukan empat bentuk kontra-hegemoni yang dilakukan oleh Nory dan siswa *Upside-Down Magic*, yaitu kontra-hegemoni intelektual, konvensional, kultural, dan institusional. Melalui berbagai bentuk perlawanan tersebut, mereka menantang asumsi bahwa kemampuan mereka bersifat cacat atau inferior serta memperjuangkan pengakuan terhadap identitas mereka. Temuan ini menunjukkan bahwa novel *Upside-Down Magic* merepresentasikan perjuangan kelompok subordinat dalam menghadapi dominasi dan membangun ruang bagi penerimaan terhadap keberagaman.

Kata kunci: Antonio Gramsci, hegemoni, kontra-hegemoni, sastra anak, *Upside-Down Magic*.