

## **ABSTRACT**

### **Delineating Gramsci's Hegemony in *Belle's* Film**

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*The ability of film to convey drama and evocate emotion makes film an interesting object to be studied and analyzed. Film has possibilities to portray the true story and issue. One of the unsettling cases that happen in the real life and portrayed in film is the issue related to colored people. Since a long time ago, colored people always have bad stereotye stick on them. From many cases, white people have played the biggest role to create those stereotypes. Even so, white people can be the saviors who erase the bad stereotye as well. Hence, this research aims to reveal the white savior hegemony in the film entitled Belle that was published in 2013.*

*This study used Antonio Gramsci's hegemony theory. By using Antonio Gramsci's hegemony, the researcher wants to investigate the attitude or manner of the ruling class retains power over subordinates with each other's consent. To reveal the existence of hegemony in Belle film, the researcher used dialogues, sentences, scenes, and words from Belle film as the data source. This research used descriptive qualitative method typically library research with textual analysis since the data of this research are in the form of sentences and dialogues.*

*The results of this research shows that the movie depicted the issue of mix race, but the movie shows two different attitude of white people towards colored people. The first is the dominant attitude of Belle's family that shows they have control towards Belle. Meanwhile the second one is the attitude from Captain Sir John Lindsay, Elizabeth Murray, and John Davinier that show the equality for colered people.*

**Keywords: Belle Film, Cultural Hegemony, Gramsi's Hegemony, White Savior**