



Cultural Hegemony of English Toward Americans as Seen in Wild Child Film by Nick Moore

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Abstract

The present study aims to depict the hegemony and the way cultural hegemony influences cultural issues in Wild Child film. Therefore, the main data sources were the script of The Wild Child by Nick Moore and the book which tells the contents of the film. To collect the data, the researcher used library research. The qualitative descriptive was used to explore the issues found in this study. Based on the study, it was found that there are some norms found in which the English hegemonies to the American girl of the main character in this film. Those are norms, language, and values. The study also showed that the behavior of the main character "Poppy" was influenced by the Americans. Based on the data result there are two (character, and attitudes) influenced of cultural Hegemony among the Americans and English in this film

Keywords: *Americans 1; Cultural Hegemony 2; English 3; Wild Child Film 4*

Introduction

Culture is one of the things that influence people's thoughts, ideologies, and philosophies. There are many distinctions between one culture and others. However, it is common for one culture to be superior to or better than others; in attitudes, language, philosophy, and ideology. This is known as hegemony. Hegemony is the situation when one culture intimidates another culture to conform to its culture.

According to Culler (1997), the work in cultural studies relies heavily on theoretical debates about meaning, identity, and representation. It is particularly

concerned with problematizing character or identity and how identity is formatted, experienced, and transmitted. It means that the culture in the work shows the identity of the characters in the work. This shows how society in real life is represented in literary works. The literary work depicts culture in characters who have problems in their identity.

The term culture is explicitly earmarked for what most literary academics now regard as a narrowly defined high culture to a particular elite culture. Neither culture can claim authenticity. Although many routinely do, neither culture gives access to truths that lie outside of itself and its own identity.

Furthermore, as explained by Bertens (2001) discourse is discussed in Foucault's terms. As Bertens' said if a culture cannot claim the authenticity of their culture. Then no culture can claim that their culture is right and the other is wrong. Not only that, no culture can declare that their culture is right and the other is wrong, it cannot declare the truth and lies of the culture itself.

Guerin et al., (2005) culture or civilization taken in its widest ethnographic sense is a complex whole that includes knowledge, belief, arts, morals, law, custom, and any other capabilities and habits acquired by man as a member of society. Based on Guerin's explanation here, the culture taken from the ethnography of society is more complex. It also reflects culture including various kinds of culture that show humans as members of society, namely; knowledge, beliefs, arts, laws, customs, and others.

Etymologically, the Latin word "litteratura" comes from "littera" (letter), which is the smallest element in alphabetic writing. Literature can be defined not by whether it is fictional or imaginative. because it distinctively uses language. Literature includes many factual writings, nor does it include fiction. That means literary works include not only the fictional side but also the factual side of social realism in the universe, and to be factual, literary works include not only the factual side but also the fictional or imaginative side of the author.

Each type of literature covers some issues of reality. Like politics, economics, and other issues. The same goes for culture, which has many types, such as race, social realism, morals, religion, language, customs, laws, and others that develop in society. In this study, the researchers used film as the object of research. The researcher used film to analyze the culture depicted in literary works, namely the film.

The objective of this Wild Child film research is a hegemony in a boarding school. The film is about a girl who is different from America and completely different from all of them being bullied by some of the students there. There are many characters that she has to live up to. She has to let go of her own culture there

and follow all the characters in the boarding school.

As realized on *Kajianpustaka* (2012) the film itself creates on 1805 by the Lumiere Brothers. Then on 1899 George Melies start to show film with editing style under the title *Trip to the Moon*. On 1902, Edwin Peter makes film under the title *Life of American Fireman*. In this study, the author used the film 'Wild Child'. *Wild Child* is a film released in 2008 directed by Nick Moore, which is an American, British, and French film.

After watching this film and read the script repeatedly, the writer found some of cultural hegemony. There is cultural hegemony in norm, language, and values. Example of cultural hegemony in norm is when English who was pictured by Harriet. This seen in dialogue below:

Harriet: We meet again. How sublime. Learn the rules. When it comes to right of way, there is a hierarchy. Teachers, prefects, scholars, dogs, vermin, Americans. Kate? See to it she falls in line.

Poppy : What is this place? Hogwarts?

In the dialogue between Harriet and Poppy above, we can see how Harriet is the principal of the school and she is British. A hierarchy is created by Harriet (in this case she is British) to Poppy because she is American, they dominate Poppy because of her nationality.

In the present study, the researchers focused on the cultural issues depicted in the film *Wild Child*. Therefore, the researchers utilised the sociological approach to approach this research and the Hegemony theory as the theory in this research. The researchers are concerned with what happens in the view of culture hegemony and to know cultural hegemony influence depicted in *Wild Child* film.

Literature Review

Hegemony Theory

The writer uses Hegemony theory to analyze this research, *Wild Child* film. When the main character in this film has a different culture from her environment in her boarding school. There were many intimidations that she got in the boarding school. She got intimidated because she was an American, and she had different attitudes, ideologies, philosophy, language, and customs from other students in the boarding school. There were many roles that she has obeyed, and she has released her behavior before.

Hegemony is the political, economic, cultural, or military predominance or control of one state over others. In the 19th century, hegemony came to denote the social or cultural predominance and imperialism of culture. Aware or not, hegemony today still exists in some parts of place in this world. As good as political imperialism, economic imperialism, or cultural imperialism, one states that predominance and power can influence another country.

Hegemony is defined by Fontana (1993) as intellectual and moral leadership whose principal constituting elements are consent and persuasion. A social group or class can be said to assume a hegemonic role to the extent that it articulates and proliferates throughout society's cultural and ideological belief systems whose teachings are accepted as universally valid by general populations. It means a social class or group can assume if they are better than others, they could intimidate other groups or classes because of the differential of their culture and ideological system that teach to other groups and could be accepted generally by other classes or groups.

A dominant social group can influence other classes with their power. A social group or class dominates their culture, such as; language, belief, customs, and attitude. Other social groups or individuals have to follow the dominant class where they live and accept if they are better than their own culture. Today there are still many issues of hegemony that develop in society. Where the power state intimidates other states that are under their power, such as; economic, political, and religious. In a region place, which has different cultures and religions also happened it, the majority influences the minority class to different cultures.

Cultural hegemony denotes the domination of a particular set of cultural beliefs, values and norms that serve the interests of the ruling class. Through education, media and other cultural institutions, the dominant group disseminates its worldview, shaping the way people perceive reality and reinforcing existing power structures. According to Gramsci, there is a distinction between traditional intellectuals (who are associated with formal education and established institutions) and organic intellectuals (who emerge from various social groups). However, he argued that the ruling class maintains hegemony by co-opting intellectuals to spread its ideology, influence public opinion and reinforce societal norms.

The hegemony theory divides society into two interconnected spheres. The state apparatus and civil society. The state apparatus includes formal institutions such as government and law enforcement, while civil society includes informal institutions such as family, education and media. These two spheres play an important role in maintaining hegemonic control.

Social Approach

Sociology is the study of society, everything about society, including interactions between individuals and other individuals, the formation of social groups, and social stratification and culture that develops in society. Many social sciences have studies that intersect with sociology, such as; political science,

anthropology, economics, law and other social sciences. As with other social sciences, the object of sociology is society as seen from human interactions and the process of human interaction in society.

According to Soekanto (1982) sociology is the study of society in general and the relationship between individuals in society. The difference between sociology and other social sciences in studying society is the way of looking at society. Society which is the object of social science can be seen from various parts, ranging from economics, namely economic science that studies human strategies in their lives, political science, this science studies the system of government, the state, and the system of human life in government in a country. Another science is socio-psychology, which is a branch of psychology. Social psychology focuses on the individual, and looks at human attitudes and behaviours created by society.

Culture

According to Taylor and Burnet (1871) Culture can be seen as that complex whole that includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society. Another definition of culture is explained by Schaffe and Richard (2006). Which they explained that culture is the, socially transmitted customs, knowledge, material objects, and behavior,' including 'the ideas, values, customs, and artifacts of groups of people.

A culture is a complex web of beliefs, values, customs, traditions and behaviours that make up the identity of a group of people. It serves as the basis for societal norms, influencing how individuals perceive the world and interact with each other. As explained by Hall (1976) The culture acts as a mosaic that reflects the diversity of human experience. It includes elements such as language, art, music and cuisine, which contribute to the unique identities of different communities. Encouraging cultural diversity promotes understanding and tolerance, breaking down barriers that can lead to discrimination or prejudice. As the world becomes increasingly interconnected, recognising and appreciating diverse cultures is essential to fostering global harmony.

Furthermore, Hofstede (1980) said that culture definitely plays an important role in shaping individual and collective identity. It contributes to a sense of belonging and continuity, connecting individuals to their roots and heritage. With cultural practices, rituals and storytelling, communities pass on values and wisdom from one generation to the next. It creates a stable foundation for individuals, helping them navigate the complexities of life while maintaining a connection to their cultural roots.

In response to that matter, Tromperras & Hampden-Turner (1997) explained that the structure of society is woven by cultural threads, which promote social cohesion and unity. Commonly held cultural values and norms provide a

framework for co-operation and collaboration among community members. Cultural celebrations and festivals provide opportunities for communities to come together, fostering a sense of belonging and strengthening social bonds. In difficult times, a cultural identity can act as a source of resilience, enabling communities to overcome challenges and build collective strength.

American English Culture

Gary Weaver describes American culture as, to some extent, comparable to European culture. The United States is a culturally diverse society. However, there is also a dominant culture and immigrants become part of this culture by letting go of their differences, so they can fit into the mainstream of society. Americans are not Europeans. Some people think that the United States is just a European culture.

However, according to Weaver (2011), the first immigrants who came to America in large numbers were not typical Europeans. Some social scientists even claim that they were exaggerated and immortalized in commerce because of their unique physical and social environment. American religion, religion has always been an important value for Americans. Many of the first statements were formed by specific religious groups that were later marginalized in the US where all religions are valued. American people believe that each individual has their significance, hence their agreement on egalitarianism. Most Americans dislike titles and use first names more often. Americans think everyone has equal status or should at least be given equal opportunities to achieve status through hard work.

Here are some of Americans' customs; Polite Americans eat with one hand while the other one is under the table on their laps. Americans are extremely independent, individualistic, and like to be different from each other. Many people, especially teenagers wear strange clothes and many have tattoos and body piercings. Americans follow the rule of law. Make small talk at the beginning of the conversation. After a few questions, you will be asked, 'What do you do?' (this means what is your job?). It is okay for women and men to hug even if they are not close friends. It is normal for American teachers to sit at a desk. Always call your teacher by his or her name.

English Cultural Custom

British cultural customs encompass a wide range of traditions, rituals, and behaviors that have evolved over centuries, contributing to the unique identity of British society. These customs reflect the UK's rich history, values, and social norms. According to Kate Fox (2004), English is often associated with a strong sense of politeness. Politeness in speech, including the use of "please" and "thank you", is a

cultural norm. Moreover, the practice of forming an orderly queue (line) is a reflection of social order and consideration for others.

As explained by Kate Fox (2004) many kinds of customs arrange human beings to be polite according to their belief. Here of some customs of English; In England, when greeting most people shake hands when they meet for the first time or in a formal situation. When people are good friends, they will sometimes kiss each other on the cheek to say hello, good bye, and thank you. British have table manners to obey when they eat, in England, it is considered very bad manners to put your elbows on the table and to speak to make a lot of noise when your mouth is full. It is also not polite to make a lot of noise when you eat; chewing and slurping are bad manners in England. The strange people should not stand close to people when you talk to them. English people find this uncomfortable. The word sorry in England is almost a reflex reaction. 'sorry' is not necessarily used to indicate an admission.

Method

The present study used descriptive qualitative to describe the answer to the issues. As explained by Bodgan (1975) qualitative research is a descriptive research method and the result of this research contains quotations from the data to illustrate the presentation. Therefore, the researchers used library research. This is because the researchers will take some data from written sources such as books. In this study, the main data sources were the script and film Wild Child by Nick Moore. The film was produced by Studio Canal, Relativity Media, and Working Title Film.

To collect the data, the researchers used library research. Whereas, there were some steps used by the researchers, such as: 1) the researchers downloaded film and script of "Wild Child film" from the internet. 2) reading the script and watching the film repeatedly, 3) collecting all the data that got from Wild Child film, and other sources which correlated with the case, 4) Marking some problems in The Wild Child film by Nick Moore, 5) processing the data by identifying the issues in the film, and 6) classifying them and then the writer analyzing the classified data.

Thus, the data that has been collected were analyzed through content analysis. In which, the researchers used some steps to analyze the data. first was conducting data identification. In those steps, the researchers focused on the cultural hegemony of the data. Then, the writer classified the data based on the events that were found in the film pictured in Wild Child film. The third step is analyzing, describing, and explaining. And the last one was concluding and explaining the data.

Results

Cultural Hegemony Depicted in Wild Child Film

Cultural hegemony in the film "Wild Child" is made up of norms, language, and values. It starts with norms. In this case, Americans face cultural hegemony. Like when Poppy goes to England, there is a hierarchy that must be obeyed there. Besides the attitudes or ways that the British complain about. Poppy's way of speaking is also hegemonised by them in language. The English language also hegemonises some of Poppy's values. The following is an explanation of some of these matters:

A. Norm

Norms represent cultural products (including values, customs and traditions) that represent individuals' basic knowledge of what other people do and think they should do. This means that norms are basic knowledge about what humans should do. The sociologists describe norms as informal understandings that govern the behaviour of individuals in society. Norms construct individuals in society, how they act, think and should act. Norms have the control to control individuals in doing things in society. To differentiate the control power of norms, there are four definitions in sociology; usage, folkways, mores, and custom.

The different cultures obviously have different norms. Americans usually live in a multicultural country that respects other cultures. They have their own way of acting in society. Because multicultural people gather in one place, they agreed on a new culture as a common culture, namely popular culture. This new culture is growing among teenagers in America. Usually they live as individuals and want to be different from others. They lived independently with respect for each other. However, when Poppy went to England, there was a hierarchy that had to be obeyed there. The dialogue below shows how the British try to make sure Poppy abides by their customs. The dialogue below is taken when the students have finished breakfast and are ready to learn. She meets with Harriet, the headmistress. She says that there is a monarchy of right of way, who can walk first:

Dialogue 1

Kate : *(whisper)* Get out of the way!

Poppy: *Hey, watch the shmere, girlfriend. Two hundred goats died for this.*

Harriet: *We meet again. How sublime. Learn the rules. When it comes to right of way, there is a hierarchy. Teachers, prefects, scholars, dogs, vermin, Americans. Kate? See to it she falls in line.*

Poppy : *What is this place? Hogwarts?*



Picture 1: Harriet made a hierarchy for Poppy

The dialogue and picture 1 between Harriet and Poppy above show how Harriet is the class leader and she is British. The hegemony of the dialogue above can be seen from Harriet's sentence, **'We meet again. So honorable. Learn the rules. In terms of rights, there is a hierarchy. Teachers, prefects, scholars, dogs, fleas, Americans. Kate? Make sure she's in line.'** The lines show that they create a hierarchy that Poppy must adhere to. A hierarchy is created by Harriet (in this case she is British) to Poppy because she is American, they dominate Poppy because of her nationality. This affects Poppy's previous politeness. The British consider Poppy to have an impolite attitude. Therefore, all of the above domination of Poppy is influenced by her American nationality. The researchers can categorize it as hegemony. This is because the way they dominate Poppy is through the hierarchy that Harriet mentioned above. They hegemonised Poppy with her nationality because according to British norms, Poppy doesn't belong in their society.

As Barker explains earlier, an easy way to understand hegemony is how it plays on the power to dominate a social group, be it class, gender, ethnicity, or nationality. As depicted in the film *Wild Child*, the majority social group hegemonises or dominates the minority social group, in this case, Poppy Moore who is an American with different nationalities. The difference in nationality also affects cultural and ideological differences. The dialogue below shows how the British dominate Poppy. The reason is because she has a bad attitude, many things happened when she first entered Abbey Mount school. The English wanted to be the right person for Poppy. They influence Poppy in their own way, customs or what in sociology is called norms.

Dialogue 2

Harriet : *(Harriet speaking latin)*
Harriet. Head Girl. You shake the hand of the Head Girl out of respect.

Poppy : *When the Head Girl has earned my respect, then I'll shake her hand, Bitch*

Harriet : *I'm sorry.*

Poppy : *Apology accepted.*

Harriet : *Stunningly horrendous ego desperately seeks a good bashing. Can we oblige? Methinks so.*

Jane and Charlotte : *We think so, too*



Picture 2: Harriet asked Poppy to shake a hand.

The dialogue and picture 5 above were taken when Poppy first entered Abbey Mount school. As the headmistress, Harriet feels honoured by the students in the school, including the new student, Poppy Moore. From the dialogue above, it can be seen that Harriet forcibly took Poppy's hand to shake hands, even though Poppy refused. From the sentence of the conversation between Harriet and her friend above, it somehow feels strange because Poppy has just arrived at their school. It illustrates how a free person like Poppy has to follow their customs. As Barker explains in detail earlier, citizenship is one of the reasons why the majority social group hegemonises the minority class.

The aforementioned dialogue and picture 5 were taken when Poppy first entered Abbey Mount school. As the headmistress, Harriet feels honoured by the students in the school, including the new student, Poppy Moore. From the dialogue above, it can be seen that Harriet forcibly took Poppy's hand to shake hands, even though Poppy refused. From the sentence of Harriet's conversation with her friend above, it somehow feels strange because Poppy has just arrived at their school. However, it illustrates how a free person like Poppy must follow their customs. As Barker explains above, citizenship is one of the reasons why majority social groups hegemonise minority classes.

The foregoing can be explained by mores, Soerjono Soekamto explains

'behavioural systems reflect the living characteristics of human groups that are implemented as a supervisory tool, both consciously and unconsciously. The behavioural system on the one hand imposes an action and on the other hand prohibits it so that it is directly a tool so that members of society adjust their actions to the behavioural system. From Soerjono's explanation, the author can conclude that customs are a way to control the lives of individuals in society. Each individual has different customs, but on the other hand, the community does not accept the customs owned by the individual, so the community demands to follow the customs owned by the individual. As happened in this film, when Poppy has different customs from the British, the British demand Poppy to follow their customs. As the largest group or dominant ethnicity in Abbey Mount school, they are dominated by the British and Poppy is one of the Americans. This is shown in some of the dialogues below:

Dialogue 3

- Matron** : *Welcome back, girls.*
Poppy : *Oh, good, staff. **How quickly can you get all this stuff cleaned?***
Matron : *Is she...*
Josie : ***American***
Matron : ***Oh, yes, we had one of those in 1997.** Not good. Accustom her to my rules, and she should be in the correct uniform for a start. Mobile phones, please, girls. Thank you, Kiki. Thank you, Josie. Thank you, Kate.*

Again, nationality as the criteria of the person acts. From the dialogue above, especially when Poppy said something when Matron came and she could mention who she is, she is an American. Dialogue above showed hegemony of norm, how Poppy act to another person. Dialogue above was the reason Matron hegemony poppy by her nationality. From the sentence which Poppy said to Matron impolite if they looked in English politeness. '**Oh, good, staff. How quickly can you get all this stuff cleaned?**'. From that sentence the writer could conclude the reason why Poppy became object of hegemony. Like as Matron said then, '**oh yes, we had one of those in 1997. Not good. Accustom her to my rules**'. This sentence showed English pictured American has no rules. About this case, Edward (1976) explained about this culture, which was in this part culture is refers to custom of human being. Culture is means medium, there is not one aspect of human life that is not touched and altered by culture, this means personality how people express themselves, the way they think, how they move, and at all of human behaviour.

Based on Hall's explanation above, it can be said that Poppy grew up in her

own environment, in the United States. Everything she does is a result of her own culture, which Hall mentions in his book that Americans are very open to new things other than their culture. However, from the dialogue above, the British think that Poppy's habits are bad, even though it is not her right. They think that everything humans do has rules, so it helps humans not to act without control. In addition to the above ways of intimidating Poppy, there is another way of getting Poppy to follow them. This method is not intimidating, but they use a good way to make Poppy comfortable with her new environment first.

Dialogue 4

- Poppy** : *I didn't start it. It wasn't my fault.*
Mrs. Kingsley : *Go out and close the door.*
Poppy : *But you asked to see me.*
Mrs. Kingsley : *Yes, well, you have to knock before you enter.*
Poppy : *I can't believe it. This is all horse face's fault!*

Dialogue above, it was similar with dialogue before. With the title in this part was a norm. So then dialogue above could see as dialogue before, where there was a problem with Poppy's attitude. In this case, Ms, Kingsley made Poppy learn how she has to obey the rule and did better attitude when she met another people, including older than her. From dialogue above, Ms. Kingsley hegemonize Poppy from Poppy's attitude. The writer could see Poppy was hegemonized by Ms. Kingsley, because her manner was not proper with English. Poppy in that dialogue could be pictured when she came to Ms. Kingsley office to get the clarification of fight between Harriet and her. She opened up the door without excuse to Ms. Kingsley and just spoke up protest to her headmistress. Ms. Kingsley asked her to knock the door first then coming. It was not fair actually when she came to the room without permission first.



Picture 3: Poppy is asked to come by Ms. Kingsley

Picture 3 explained of dialogue 4 above, when Poppy came to Ms. Kingsley office did not permit before. She protested why Ms. Kingsley asked her to come but neither did Harriet. Ms. Kingsley asked to go out and knock the door before enter to her room.

During the time Poppy is in Abbey Mount school, she learns about English culture. Hall explained in his book that anthropologists made three characteristics of the culture. It is not innate, but learned; the various facets of culture are related – you touch culture in one place and everything else is affected; it is shared and in effect defines the boundaries of different groups. Like the explanation above, culture is not innate but learned. That is the way English hegemony the American, Poppy Moore. They introduced their culture by making up closer to Poppy and showing their own culture. Then Poppy will learn and then follow up on them.

B. Language

Besides the attitudes or ways of complaining by the British, Poppy's way of speaking also hegematizes them. This is a part of Poppy's speaking style. She is slightly different from the dominant people around her in terms of the way she talks to others. Some of Poppy's language may not be polite in England. Some of it sounds strange to them. Whereas, it proves on the dialogues below:

Dialogue 5

Drippy : *And when you think about it, Poppy would never say "term". She calls it a bloody samosa or something.*

Kiki : *"Semester."*

Drippy : *Whatever. Anyway, to check the reality, I had a sneaky look in her diary for Friday's entry.*

Kate : *Don't do that.*

Drippy : *Shut up and listen. "I think, deep breath, I kind of love them like proper friends I've known forever. They've made me say words like "horridious" and "herbal." Which is sort of whack, and I'd probably hate them if I wasn't one of them. But I like that I am now one of them." Apart from some atrocious spelling mistakes, it's all a bit more kosher, don't you think?*

Kate : *And now she's going to get thrown out*

"They make me say words like "horrible" and "herbal". Which is pretty torturous, and I would probably hate them if I wasn't one of them. But I'm glad that I am now one of them". The sentences Poppy wrote in her diary show that she's embracing her new environment. It can be seen from her speech. She probably speaks the way the other girls speak. The dialogue below shows that Poppy's way of speaking is not using English. The dialogue sentence above shows how Poppy is then influenced by the English language when they speak, and some of the words they use. The word that shows the difference between Poppy and English from the dialogue above is; Poppy says 'term' is semester and English say 'term'. It is different, however, from the dialogue snippet mentioned in the diary above, Poppy is very interested in the English language, including when they use strange words for Poppy. **"They made me say words like 'terrible' and 'herbal'.** This sentence is written in Poppy's diary. In this case, the researchers can conclude that Poppy was influenced by the English language. These sentences show that Poppy was asked to follow their language.

Dialogue 6

Poppy : *Whoa! Hands off, mama. I said, hands off.*
(poppy questioning in spanish)

Matron: *I am Scottish, not remedial.*

Poppy : *Good, then you understand. Line dry, press, no starch, and no creases.*

Matron: *How dare you? No mufti for a week.*

Poppy : *Fine. Mufti may be your thing, lady, but it sure ain't mine.*

- ..
- Matron** : *Language! Two Sunday's detention. For the whole dorm.* (girls sighn)
- Poppy** : *I'll deal with this. Look, hey. Hey. Here's a Ben Franklin. Why don't you go out and buy yourself...? Well, anything. Whatever you get will be a serious improvement.*

Dialogue between Matron and Poppy when Poppy first came in that school, showed Poppy used impolite language according English. Might for Poppy was usual language that she was used in America, but in English they have to honour the oldest person when they speak. It was happened when Matron collect hand phone of the student, and also, she took Poppy's phone. **'Whoa! Hands off, mama. I said, hands off. (poppy questioning in spanish)'**, those sentences showed Poppy asked to matron did not take her phone, but Matron did, she spoke in Spanish and asked to Matron dried her clothes. This sentence **'Good, then you understand. Line dry, press, no starch, and no creases.'** Poppy asked to matron to clean her clothes, surely with impolite language. The word what Poppy used to speak of was not polite in that school, the impact of his language manner was no home clothe, a punishment, it could show in matron said to Poppy, **'Language! Two Sunday's detention. For the whole dorm'** this sentence, it was the one way to make Poppy obey the whole rule of the school, when clearly it was different with Poppy's habitual culture.

Be a part of different culture which there was many manners to obey. It made different between US and English as European, some people thought American was simple than Europeans society. Some social scientist would even claim they were exaggerated and perpetuated in America because of its unique physical and social environment. Dialogue below showed poppy calmer than before she first come and adapted in her new environment. In this dialogue showed how two different cultures can share at all. As indirect two cultures.

Dialogue 7

- Mrs. Kingsley** : *The Honour Court will decide, but I suspect you'll understand that it's just a formality at this point.*
- Poppy** : *The weird thing is I really did try to turn it around.* *I didn't want to disappoint you. I'm so sorry.*
- Mrs. Kingsley** : *I'm so sorry, too.*
- Poppy** : *Do you think maybe you could give this to Freddie for*

me?

Based on the dialogue between Ms Kingsley and Poppy above, she said that she was trying to change for the better as they wanted. Kingsley and Poppy mentioned in the dialogue above, she said that she was trying to change for the better as they wanted her to. 'I tried to change her' This sentence shows that Poppy changed during her stay. It is on both sides, the British who hegemonise Poppy who is an American, and Poppy herself who then accepts and learns their way of acting, and their habits. This can be said to be the impact of the hegemony that Poppy experienced during her stay at the school. For example, she felt concerned about the fire incident at Abbey Mount School. Poppy's attitude is influenced by her daily interactions with other students and the entire staff of teachers and principals. The dialogue shows that she is afraid of being expelled from the school, as she already feels comfortable in the school. Because of that, she feels regretful, the researchers concluded that Poppy's attitude changed to follow her new environment. Which it influenced her.

C. Value

In ethnicity, values denote the degree of importance of something or action, intending to determine what actions are best to do or what way is best to live, or describe the significance of different actions. Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what 'ought' to be. Types of values include moral values, ideological, social values and aesthetic values. Values related to the norms of a culture, but values are global and abstract norm. It means values organize right or wrong, yes or no of someone or an individual act.

The origin of values is not biologically but it is social production while living in society the value develops. Values depend upon of culture. Culture varies from society to society and thus values are different in every social situation. Values are what we like and what we say will in our society values are the good idea and thinking of a person. It means, Values was not developed by the psychologically of individual, but values built by the society in their environment. Everything values was built by the environment, including manner, attitude, and belief in God.

There were rules to build the values of individuals which built in society. Like as in this film research, Poppy has built her new environment, in Abbey Mount School of her manner and attitude. Dialogue below shows how the environment built someone's values.

Dialogue 8

Poppy : ***I didn't start it. It wasn't my fault.***
Mrs. Kingsley : ***Go out and close the door.***
Poppy : *But you asked to see me.*
Mrs. Kingsley : *Yes, well, you have to knock before you enter*

Values here controlled everything right and wrong, yes or no. It controlled the manner, attitude. The way the individual act and thought in social environment. It was clearly could see in the dialogue above, when Poppy came to Ms. Kingsley office. She entered to Ms. Kingsley without permission first, it was impolite manner were looking from the English. First thing Ms. Kingsley asked to Poppy was entered with permission first. It was one of the ways to control poppy and the writer could say hegemony Poppy. Poppy has to learn everything in Abbey mount school as cultural where exist in that environment. Dialogue between she and Kate when she first coming in her new school.

Kate : *You will never get away with that uniform, for start, and FYI, no drinking, no smoking, no alcohol. No fireworks, no dangerous weapons, no illegal drugs. If you have a problem with someone, no random bitching. Structure your point. No Web surfing, no bullying. So, if you behave like an arsehole, we all suffer, so do not get us in your shit or we will break you.*

Poppy : *Oh, I'm scared*

As explained in the previous dialogue between Kate and Poppy, Dialogue showed Poppy has to obey the rules of Abbey Mount School. There were many kinds of right and wrong in that school. As the individual who lived in a social environment that controlled everything individual acts. Poppy learned everything norm in her new environment. She must obey and follow everything that society says to her. The rule of Abbey Mount School for some was like a joke, but some were not. That was the rule that Kate mentioned above in the dialogue, which was all students have to obey it including Poppy Moore. In this case, the writer looked at Kate clarifying all the rules that Poppy must obey and following all the traditions in that school. It was English from the rule that school is the way to dominate Poppy, how was Poppy act to in her new environment. In this case, if the writer could look from the dialogue above English hegemony Poppy in her manner values, what poppy has to act and controlled Poppy as well as the student in Abbey Mount school.

Cultural Hegemony influence the Americans and English as seen in *Wild Child*

After conducting this study, the hegemony of English to American in *Wild Child* film much influences both American and English. There were influences of the hegemony of American in this film. To Poppy herself, who was in this film was became an object of hegemony of English in Abbey Mount school, in other side the English themselves, there are some of English influence by Poppy's behavior. Even the last, Poppy showed she changed her own habitual when she first come to Abbey Mount school, the other, her roommate also a little impact how the way Poppy act before, they followed Poppy as well, and so did Poppy. Here some influences of cultural hegemony in *Wild Child* film:

A. American

Poppy as the object this hegemony absolutely has influenced more of her custom; how they way Poppy act, the way Poppy speak before changed when she interacts with English. Like as Hall explanation above, culture is not innate but learned. Poppy learned as they introduced their culture to Poppy which they thought Poppy has a bad thing she brought in herself. They thought their own culture was better than American. In this research, the writer eventually used word 'culture', culture was so general if the writer talked about that. The writer has limited this research in custom, the part of culture itself. The writer analyzes the culture; how some social group hegemonized American in her custom; the way she acts, the way she though and the way she speaks. Doing hegemony in this film impacted to Poppy character. As the object of the hegemony in this film she had some impact, such as:

Stress

The first she came to Abbey mount school, she felt stress of all of the rule and activity in Abbey mount school. Hard to Poppy to adaptation there, she tried to avoid everything about rule and activity in Abbey mount. She did everything to make she was showing up to the head mistress. As a girl who usually with there is no rules in her day, she made some different act to contravene. Dialogue below showed her run from the daily activity in Abbey mount.

Dialogue 9

Matron : *Lights out, girls. Everyone into bed.*

Kiki : *Night, Matron.*

Kate : *Night.*

Drippy groaning)

Kate : *Hey, switch that off!*

Poppy: *No wireless. Should have known.*

Kiki : *Internet is only allowed in the computer room.*
Josie : *Whoa! We are not allowed out of bed after lights out.*
Poppy: *Oh, look. They're not out.*
Kate : *Hey! What are you doing?*
Kiki : *Come back.*
Kate : *Get back into bed!*
(Poppy goes to computer room)
Poppy : *"Dear Ruby, oh, my God. Two weeks in this place and I'm going out of my mind. These girls are all ugly losers who think a mani-pedi is some kind of Latin greeting.*

Dialogue above showed Poppy in her first coming in her new school. She contravened about the rule including the bed time. She went to the computer room when the light was out, it means time to bed. She sends an email to her friend in America to know how she there and the student there. After she leaved the computer room the dormitory did the fire exercise. She also avoided the exercise and went to the other room apart of the school.

Dialogue 10

Poppy: *Sorry, I'm new here.*
Freddie: *Yes, that's obvious. But weren't you listening in physics class? Fire tends to be hot, and the point is to avoid it.*
Poppy: *Okay. Where do I go?*
Freddie : *Out the door, turn left, and down the stairs.*
Poppy : *Run towards the bright orange flickery thing. Right?*
Freddie : *Oh, and try not to get caught.*
Poppy : *Excellent point, sir*

Poppy when the fire practice she went to the strange bath room, when the other one still taking a bath there. Dialogue above showed when Poppy avoided the fire practice. She just dilemma when she came in the Abbey Mount school with there are many rules in that school. It looked she did not accept everything about she was in Abbey Mount. She just made other confusion in that school. Dialogue below showed Poppy just to refuse all things that rule in that school. She had fight with Harriet until she called up by Ms. Kingsley

Dialogue 11

- Poppy** : *I didn't start it. It wasn't my fault.*
- Mrs. Kingsley** : *Go out and close the door.*
- Poppy** : *But you asked to see me.*
- Mrs. Kingsley** : *Yes, well, you have to knock before you enter.*
- Poppy** : *I can't believe it. This is all horse face's fault!*
(Knocking the door)
- Mrs. Kingsley** : *Who is it?*
- Poppy** : *Jesus Christ!*
- Mrs. Kingsley** : *Oh, dear. We were led to believe you had a beard and sandals. Now, we'll have to change that stained-glass window in the school chapel.*
- Poppy** : **Look, I didn't start it, it wasn't my fault, and if this were America, I would sue. That girl is a grade one a-hole with a severe attitudinal problem.**

Dialogue between Poppy and Ms. Kingsley above there were many troublesome the way Poppy speak to. She just came in without any alert like knock the door first, the she was angrier to her head master, said something impolite way 'Jesus Christ!' when she came in again, and she spoke in louder voice. Until the Ms. Kingsley said, she was a smart girl when she wanted to learn anything.

B. English

English was who as the protocol of cultural hegemony of Poppy Moore who was an American in this film also had influenced from that issues. Because there were more than one culture, they interacted each other, indirectly influence each other. Even the object cultural hegemony was Poppy Moore an American, English also influenced by the interaction of both cultures. They were Poppy roommate they followed like Poppy did. Like as when they shop for costume party.

Dialogue 15

- Poppy** : *Unbelievable. This season Marni. It's sophisticated, it's elegant.*
- Drippy** : *Hot to trot?*

Poppy : *Check. If we could just call this stuff vintage and add three zeros to the price tag, I could totally get into it.*

Kate : *Perfection. Operation Freddie is well and truly underway.*

Poppy : **Malibu moment. Remember what I taught you guys?**

All : **Who are we?**

They followed some of Poppy behaviour. It normal happened because two of different cultures met and they were interacted each other. They also followed some word what Poppy used that they never used. The other side Harriet also Influenced of this issue, when Poppy first coming to Abbey Mount, she dominated Poppy to obey everything in Abbey Mount. Because she was a head girl, she could do everything including dominate Poppy.

1. Angrier

Harriet, who was the student with good record, she must kick out from Abbey Mount because she burned the school. She made Poppy in her trap; she burned the kitchen with Poppy's lighter. As the protocol of hegemony, the English, especially Harriet felt angry of Poppy attitude. She never looked good in Harriet eyes. Even Poppy tried to make something trouble with her friend, but school never took the punishment for Poppy. There were jealous of Poppy, and Harriet made something to trap Poppy as the fault one.

Dialogue 16

Harriet : **It's a black-and-white case. She has to be expelled. The girl set fire to the school, endangering all our precious lives. She walked in there, lighter at the ready, and tried to burn the place down.**

Jane : *Lighter?*

Harriet : *Not now, Jane. Have respect for court protocol.*

Charlotte : *What lighter, Harriet?*

Harriet : *Jesus, Charlotte, how daft can you possibly be? That ridiculous "I heart LA" lighter of hers. She left it behind, for God's sakes.*

Jane : *Except, how do you know that, Harriet? No one's mentioned a lighter before.*

Harriet : *What? Yes, they have. Objection.*
Jane : *Actually, Harriet, they haven't*

It took in honour court of Poppy, when Poppy said if she burned the schoolkitchen. In fact, was Harriet did that. She got jealous of Poppy when she became a good girl with a good manner than before. Poppy also took her position as a captain in lacrosse team of their school. Poppy also could bring wine to her school. That was long time ago when Abbey Mount as a champion. It made Harriet angrier about, and planned to release Poppy of Abbey Mount, when Poppy herself had comfortable there. **'And finally, in news as shocking as the fall of the Berlin Wall, our under-18 lacrosse team has gone through to the second round of the county championships for the first time since 1976. To sign up for extra practise, please see Harriet... My apologies.** No, it seems you should see Poppy Moore.'

Speech of Ms. Kingsley above made Harriet angrier than made trap for Poppy to make Poppy shoot out from Abbey Mount. But it made she released from school. When Poppy first coming, she just made Poppy obey to Abbey Mount role because her bad attitude. They thought Poppy's attitude was worse and she has no manner. Because of that Harriet dominate Poppy to follow everything custom there.

Dialogue 17

Poppy : *Freddie found the lighter before anyone saw it. How could you possibly know unless... Unless you were there?*

Harriet : *This is absurd. I refuse to sit here and listen to these wild...*

Poppy : *I had put it out. And I heard footsteps. It must have been you. Oh, my God. You restarted the fire, didn't you?*

Mrs. Kingsley : *Harriet, is this true?*

Harriet : *Of course not.*

Poppy : *It all makes sense now. I knew it. I think I'm innocent.*

Charlotte and Jane : *We think so, too.*

Haarriet : **You're not! You awful bitch! You've turned this school upside down. You've ruined everything. You started it. I only finished what you started!**

Mrs. Kingsley: *Harriet? My office, now.*

Dialogue above showed Harriet must leave the school after she burned the school kitchen. Poppy brought her team as a champion in lacrosse tournament. Cultural hegemony in Wild Child film influences both of culture which met and did interaction each other. Even though, American was as an object of the cultural Hegemony there. Poppy Moore was an American girl, who brought free act, when she did something. It was really different with English which dominantly there, the way they act, the way they speak, and the way they thought. Poppy taught her new custom in her new environment, and became good girl like the English thought.

2. Proud

As the object of the hegemony Poppy influenced the English people. As indirect Poppy also made changing to her new environment. He could bring the win to her school in tournament. There were many influenced to Poppy herself until she got the right way in everything. And the impact of that hegemony was felt by the English. Dialogue below that issue influenced to the English too.

Dialogue 18

Mrs. Kingsley : And finally, in news as shocking as the fall of the Berlin Wall, our under-18 lacrosse team has gone through to the second round of the county championships for the first time since 1976. To sign up for extra practise, please see Harriet... My apologies. No, it seems you should see Poppy Moore. (Girls murmuring, girls grunting)



The speech of Ms. Kingsley above showed if Poppy had changed to be better when she could bring the Abbey mount teams as the winner. The hegemony issues which did by the English made Poppy aware and took better attitude. Other

dialogue took after Poppy got trouble by Harriet. She could bring the team to the win.

Dialogue 19

Gerry : *Where's Poppy?*
Mrs. Kingsley : *She's right there. She's the spitting image of her mother, isn't she?*
Gerry : *She most certainly is.*
Poppy : *Come on, Abbey Mount! Take it out there. Come on. Come on, Abbey Mount. Let's go!*
(Referee whistling)
Stowe coach : *We're two-nil up. They've got no possession whatsoever.*
(Girls laughing)
Poppy : *All right, ladies. There's only one thing for it. Let's go. Who are we?*
Girls : *Abbey Mount!*
Poppy : *Who are we?*
Girls : *Abbey Mount!*
Poppy : *What are we?*
Drippy : *A leading single-sex school admitting boarders at age 11.*
Poppy : *Wrong! We're winners!*
(Fast upbeat music playing, girls screaming)
Girls : *Come on! -*
(Girls grunting)
Poppy : *This is our last chance. Let's make it count! Kiki!*
Kiki : *Drippy! Why would you pass it to me?*
Drippy : *Oh, my God. Okay. Somebody, help me. Where is everyone? Who do I pass it to? Jane! Jane! Where are you?*

Long dialogue above showed how was the interaction of two culture influence both of them. Dialogue above told when final tournament and Poppy and her team brought the win to their school. Even the object of hegemony was Poppy Moore, but the English also got the influence from the Poppy's changing. Like the sociologist explain, good interaction can bring good impact to the individual or

group which doing interaction. In this film, Poppy as the object of hegemony was influenced by the English and little by little changed like the English wanted her like to. And the other side, Poppy also brought the other part of her culture and made good impact to her environment.

Conclusion

The study describes some cultural Hegemony as depicted in the Wild Child film. There is some culture in which English hegemonies to an American girl, Poppy. Those are norms, language, and values; the way Poppy thinks, the way Poppy acts, and the way Poppy speaks. Because of Poppy is American, and she was in England and majority English. Poppy's behaviourism is different from that girl in that school. Poppy Moree was a free girl, then when she was there, her act and her way of speaking as stated by the English were worse. They dominate Poppy by some way, in a hard way and a soft way. Some of them dominate by intimidation and some of them dominate by giving a please to her.

Based on the data result there are two influences of cultural Hegemony among the Americans and English in this film. for instance, the American being played by Poppy is the protagonist. She becomes an object of the hegemony. of course, she gets the influence of it. Hegemony itself influences Poppy to her character and her attitude She is stressed at first but happy later. She changes from her first coming to Abbey Mount with Arrogant and less manner. She becomes a good girl from an English perspective, she is also a captain of lacrosse in her school. Other influence is English, because of two different culture met in one place, of course there is an interaction each of them. Poppy, absolutely to be an object of the hegemony. But the English get some of Poppy behaviourism, because they are having interact with Poppy.

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