

# CHAPTER I

## INTRODUCTION

### A. Background of the Research

Prejudice is a negative attitude and feeling toward an individual based solely on one's membership in a particular social group (Allport, 1954; Brown, 2010). Prejudice is common against people who are members of an unfamiliar cultural group. Thus, certain types of education, contact, interactions, and building relationships with members of different cultural groups can reduce the tendency toward prejudice. In fact, simply imagining interacting with members of different cultural groups might affect prejudice. Indeed, when experimental participants were asked to imagine themselves positively interacting with someone from a different group, this led to an increased positive attitude toward the other group and an increase in positive traits associated with the other group. Furthermore, imagined social interaction can reduce anxiety associated with inter-group interactions (Crisp & Turner, 2009).

Prejudice often begins in the form of a stereotype that is, a specific belief or assumption about individuals based solely on their membership in a group, regardless of their individual characteristics. Stereotypes become overgeneralized and applied to all members of a group. For example, someone holding prejudiced attitudes toward older adults, may believe that older adults are slow and incompetent (Cuddy, Norton, & Fiske, 2005; Nelson, 2004).

According to psychologist [Gordon Allport](#) (1954), prejudice and stereotypes emerge in part as a result of normal human thinking. In order to make sense of the world around us, it's important to sort information into mental categories.

Stereotypes and prejudice have a pervasive and often pernicious influence on our responses to others, and also in some cases on our own behaviors. To take one example, social psychological research has found that our stereotypes may in some cases lead to stereotype threat—performance decrements that are caused by the knowledge of cultural stereotypes. Spencer, Steele, and Quinn (1999) found that when women were reminded of the (untrue) stereotype that “women are poor at math” they performed more poorly on math tests than when they were not reminded of the stereotype, and other research has found stereotype threat in many other domains as well.

In one particularly disturbing line of research about the influence of prejudice on behaviors, Joshua Correll and his colleagues had White participants participate in an experiment in which they viewed photographs of White and Black people on a computer screen. Across the experiment, the photographs showed the people holding either a gun or something harmless such as a cell phone. The participants were asked to decide as quickly as possible to press a button to “shoot” if the target held a weapon but to “not shoot” if the person did not hold a weapon. Overall, the White participants tended to shoot more often when the person holding the object was Black than when the person holding the object was White, and this occurred even when

there was no weapon present (Correll, Park, Judd, & Wittenbrink, 2007; Correll *et al.*, 2007).

Stereotypes refer to both positive and negative overgeneralizations or beliefs about the attributes and behaviors of individuals and/or groups. For instance, stereotypes about women include both negative (e.g., overly emotional, unassertive) and positive (e.g., nurturing, empathetic) attributes. Prejudice typically refers to the negative aspects of the stereotype. In this case, associating women with the attributes overly emotional and unassertive would be considered prejudice. Prejudice is also captured by the negative affective reactions one feels toward a group in the absence of any concrete thoughts or beliefs about that group, such as a generalized fear or dislike of Muslims. In other words, prejudice can be just a “bad feeling” that arises without the need for any associated thoughts or beliefs.

Prejudice is an attitude, a tendency to respond or a symbolic response. It may never involve overt action toward members of the minority group, either because no situation presents itself, or in situations where one might show antipathy, because other attitudes inhibit open expressions of hostility. Actually prejudice, stereotype, social distance and discrimination have a very close relationship with each other because the basis for the emergence of prejudice, social distance and discrimination are stereotype.

Stereotype is a condition that can be both positive and negative. Whereas prejudice is more towards negative evaluation. Because of prejudice and stereotype cause social distance between individuals. As a result of prejudice,

stereotype, and social distance tend to lead to acts of discrimination resulting from prejudice. Stereotype can give rise to prejudice, and every person who is prejudiced tends to do social distance and discrimination.

There have been many cases of prejudice, either in the real life or in the story of literature product such as novel. One of the novel which presents stereotype and prejudice in the story is the novel of Kevin Kwan's '*Crazy Rich Asian*'. In the research conducted by Arifah Ulfa Nasution (2019) found social class differences in the *Crazy Rich Asian* novel. The social class holds prejudices against members of other social classes, but social class distinctions serve to incite prejudices based on race and nationality. Research by Hanifa Qurrota A'yun (2019) about *Social Prejudice Reflected in Kevin Kwan's Crazy Rich Asians Novel (2013)* using a sociological approach found that *Crazy Rich Asians* gives a clear depiction of social prejudice in the main characters' life. Singapore as the origin of the author gives an overview of the social prejudice. Thus, the result of the study also indicates that *Crazy Rich Asians* was written as a means to criticize the social prejudice in Singapore especially Chinese who live there.

*Crazy Rich Asians* was written by Kevin Kwan in 2013. Kevin Kwan is a Novelist from Singapore. He was born in Singapore and now lives in America. He has published *Crazy Rich Asians* Novel in 2013. This novel was inspired by the story of his childhood while living in Singapore. Kevin Kwan is a Singapore-American novelist known as the author of the insinuating novel *Crazy Rich Asian*, *Chinese Rich Girlfriend*, and *Rich People Problem*. *Crazy*

*Rich Asians* is about three super-rich, pedigreed Chinese families and the gossip, backbiting, and scheming that occurs when the heir to one of the most massive fortunes in Asia brings home his ABC (American-born Chinese) girlfriend to the wedding of the season.

In 2014, Kwan received the title "Five Writers for Watching" on the list of the most popular Hollywood writers by The Hollywood Reporter. In 2018, Kwan entered the Time list of 100 of the world's most influential people and entered The Asian Hall of Fame. This book tells about the life of the Chinese people in Singapore, where ethnic Chinese dominates Singapore even though they are immigrants. Even in the "Pacific Current's" book written by Evan s Medeiros, it was explained that seventy-eight percent of the population in Singapore is ethnic Chinese. He also argues Singapore as one of the major commercial and financial centers of Asia and as an important security partner of the United States, plays a role disproportionate to its size in maintaining security and stability in South Asia. (2008: 162). The story is about Rachel Chu, who is an economics professor at New York University who was born in China but migrated to America, was invited one day by her boyfriend Nick Young who is also a professor at the same place as her hometown of Singapore to come to her friend's wedding at the same time introduce Rachel to her extended family.

Rachel who come from a middle class family does not know that her lover has turned out to be a child of a wealthy person in Asia who would have been the target of many women. In America, nobody knows about the true

identity of Nick. Arriving in Singapore everything seems to be getting more complicated and the problem begin when Nick's mother, Eleanor does not like Rachel's presence in Young's extended family. However, this is where Rachel's love for Nick is tested further. Not only that, one by one from Nick's female friends also tried to interfere with Rachel so that she will no longer be with Nick.

Rachel is not only required to use her good attitude and educated status as a professor to be accepted into Young's extended family. But Rachel also has to use her abilities in managing strategies to get out of these difficult situations. Rachel and Nick have a fight with each other. Nick tries to convince him to stay with him, stating that he no longer cares about the community and his family expected of him. Rachel didn't believe it, and claims that no matter what their efforts they will never be separated from Nick's family culture. She told Nick that he wanted his children to be valued and loved by their relatives as their own family did, not being raised with the primary family attention was their own wealth, family inheritance, and the kinds of rich people they knew. As a result Rachel decides the relationship between her and Nick.

In this connection, it can be seen that literary works are a reflection of the society. Having the fact that Crazy Rich Asians was published in 2013, stereotype and prejudice is a presumption or social prejudice to other people or groups who tend to negative things without having strong evidence or knowing the facts. This can happen due to the differences that are in their

midst and this phenomenon often occurs in the midst of society which often causes extraordinary conflicts. Considering this, the researcher is very confident and believe that Crazy Rich Asians is a novel that truly reflects the phenomena of stereotype and prejudice in the society that always appear from time to time.

Based on the above background of the research, the researcher is interested to conduct a research entitled **“PREJUDICE AND STEREOTYPE IN KEVIN KWAN’S CRAZY RICH ASIANS 2013 SOCIOLOGICAL APPROACH”**.

#### **B. Limitation of the Research**

This research presents a description of the background which underlies the study on prejudice and stereotype in *Crazy Rich Asians*. In accordance to the purpose of this research, the researcher limits the analysis on the indicators of prejudice and stereotype appears in the novel by Kevin Kwan’s *Crazy Rich Asian* and how it is depicted. Then also the reasons of Kevin Kwan address prejudice and stereotype in *Crazy Rich Asians Novel*. The analysis of the research is based on sociological approach.

#### **C. Statement of the Problem**

Based on the background of the research stated previously, there are some research problems proposed by the researcher, as follow:

1. What are the indicators of prejudice and stereotype in Kevin Kwan's Crazy Rich Asian?
2. How are prejudice and stereotype depicted in Kevin Kwan's Crazy Rich Asian?
3. Why did Kevin Kwan address prejudice and stereotype in Crazy Rich Asian Novel?

#### **D. Objective of the Research**

Based on the research problems proposed by the researcher, the research objectives can be formulated as follow:

1. To identify the indicators of prejudice and stereotype in Kevin Kwan's Crazy Rich Asian.
2. To describe prejudice and stereotype depicted in Kevin Kwan's Crazy Rich Asian.
3. To reveal the reasons why Kevin Kwan address prejudice and stereotype in Crazy Rich Asian Novel.

#### **E. Significance of the Research**

By this research, the researcher hopes that it can give some significances to all parties, both theoretical and practical significances. They are as follows:

1. Theoretical Significance



This research can give some contributions to the body of knowledge, especially literary study on Crazy Rich Asians Novel and Film by Kevin Kwan. The results of this research also can give more understanding on the study of sociology for literature.

## 2. Practical Significance

The results of this research can give more insight to the present researcher related to the knowledge of sociological approach to literature, especially about prejudice and stereotype. Studying sociology about literature is useful for understanding social situations, political issues, worldviews and creativity of the researcher. This research is also expected to be useful for the present researcher to pursue the degree in language studies.

## **F. Research Paper Organization**

This research paper is organized into several chapters in order to make it easier to understand the contents of this research, the content of the research is divided into five chapters. Chapter I is introduction. It concerns with background of the research, problem statement, objective of the research, limitation of the research, significance of the research, and research paper organization. Chapter II is review of related literature. This chapter discusses literature review and previous study. Literature review explains theories

related to this research such as Novel, Sociology of Literature, Prejudice, and Stereotype. Chapter III is research method. This chapter presents type of the research, subject of the research, object of the research, data and data source, method of collecting data, technique for analyzing data, and the last is data validity. Chapter IV is research finding and discussion. In this chapter, the findings and discussion covers the stereotype appear in the novel Kevin Kwan's Crazy Rich Asian, the form of prejudice in the novel Kevin Kwan's Crazy Rich Asian, and the prejudice reflected in the novel Kevin Kwan's Crazy Rich Asian. Chapter V is conclusion and suggestion. This chapter presents the conclusion of this study and purposes the suggestion for future studies.