SOCIAL PREJUDICE REFLECTED IN KEVIN KWAN’S
CRAZY RICH ASIANS NOVEL(2013): A SOCIOLOGICAL
APPROACH.

Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor Degree
of English Education Faculty of Teacher Training and Education

by:

HANIFA QURROTA A’YUN
A320156002

DEPARTMENT OF ENGLISH EDUCATION
FACULTY OF TEACHER TRAINING AND EDUCATION
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PUBLICATION ARTICLE

By:
HANIFA QURROTA A’YUN
A 320 156 002

Approved by
Consultant

Yeny Prastiwi, Ph.D
NIDN. 0609017703
ACCEPTANCE
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Accepted by the Board Examiners
English Departement
School of Teacher and Training Education
Universitas Muhammadiyah Surakarta
On October, 2019

The Board of Examiners
1. Yeny Prastiwi, Ph.D.
   (First Examiner)
2. Dr. M. Thoyibi, M.S
   (Second Examiner)
3. Dr. Abdillah Nugroho
   (Third Examiner)

Dean

Prof. Dr. Barun Djoko Prayitno, M. Hum
NIP. 196112281993031001

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Herewith, I truthfully testify that there is no plagiarism of previous literary works which have been raised to obtain bachelor degree of a certain university, nor there are opinions or masterpieces which have been written or published by others, except those in which the writing is referred in manuscript and mentioned in literary review and bibliography. Hence later, if it is proven that there are some untrue statements in this testimony, I will fully be responsible.

Surakarta, 11 November 2019
The Writer

HANIFA QURROTA A’YUN
A320156002
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Abstract

This research aims to investigate the social prejudice in crazy rich asians novel by Kevin Kwan, its relation to the society in the author’s surroundings. In analyzing Crazy rich asians this research uses sociological approach with the three perspective presented by Wellek and Warren (1949). The views of social prejudice that kevin kwan tries to emphasize are cognitive prejudice, affective prejudice and conative prejudice. By investigating the author’s biographical background including the condition of prejudice in his circumstances and its relation to the social prejudice in crazy rich Asians, the result indicates that Crazy Rich Asians gives a clear depiction of social prejudice in the main characters life. Singapore as the origin of the author give 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 lives there.

Keyword : social prejudice, sociological approach, singapore.

1. INTRODUCTION

Social prejudice is an attitude or presumption towards other people who tend to be negative, for example, one considers someone will not be able to reach a certain
level or do something. Although sometimes experts give several different exposures about social assumptions, but almost everyone assumes that social prejudice always lead to the negativity. Social prejudice can be based on gender, race, social status, etc. John E. Farley (1989) classifies prejudice into three categories, they are cognitive prejudice, affective prejudice, conative prejudice. Cognitive prejudice refers to what people believe to be true. Examples of cognitive prejudice can be found, for example, adherence to a metaphysical philosophy or a particular methodology to the exclusion of other philosophies that might offer a more complete theoretical explanation. Affective prejudice refers to what people like and don't like. Examples of affective prejudice can be found, for example, in attitudes toward certain class members such as race, ethnicity, national origin, or belief. Conative prejudice refers to how people tend to behave. This is considered an attitude because people do not act on their feelings. Examples of conative prejudices can be found in expressions of what someone will do if, hypothetically, opportunities arise by themselves. Moreover, prejudice as the issue that the researcher wants to examine because it is a common phenomena in the society. Social prejudice is a social phenomenon that occurs in society and that is part of sociology. Sociology itself is a scientific study community, social relations, and social institutions. Sociology has subject matter to study such as family, crime, social class, culture, literature, and much more. Sociology has a relationship between human life and literary work. Literature is a human expression and defines social Phenomena in society such as novels, drama, poetry, and more. One of examples of literary works studied by sociology are novels. Novels are literary works that describe characters and fictional stories that usually have long and complex prose inside story. Crazy Rich Asian is one example of the novel.

2. METHOD
This research is a qualitative research. Verbal expression, then, is required in this type of study. Denzin and Lincolin (2000) claim that qualitative research involves an interpretive and naturalistic approach: “This means that qualitative researchers
study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them” (p. 3). Shank (2002) defines qualitative research as “a form of systematic empirical inquiry into meaning” (p. 5). said that By systematic he means “planned, ordered and public”, following rules agreed upon by members of the qualitative research community. By empirical, he means that this type of inquiry is grounded in the world of experience. Inquiry into meaning says researchers try to understand how others make sense of their experience. The writer implements the descriptive method in the research due to the data analysis that is presented descriptively. The type of the data in this research is qualitative data since it is in the form of words and extended text. The primary source of this data is from the novel by Kevin Kwan entitled Crazy Rich Asians. The secondary sources are from journal articles on the internet related to this issue, that is, marriage and related to the object that the researcher wants to examine, that is, Crazy Rich Asians by Kevin Kwan. In order to collect the data, the researcher uses observation as the method. The researcher observes the object of the study by observing the plot of the story, the characterization, and the paper organizations that the novel has. Moreover, the writer first reads and underlines the important things in the novel such as the dialogues and the narration that consist of the information that can support and develop the research. Afterwards, the writer selects the data collected that support the problem that is being discussed. After the data is collected, the writer analyzes the data systematically using sociological approach to answer these questions: what are the effect of social prejudice in the daily life of main character? What are the effect of social prejudice on the main character’s life?

3. FINDING AND DISCUSSION

Adler (1989) stated that “Cognitive prejudice refers to what people believe is true”. An example of cognitive prejudice might be found, for example, adherence to a particular metaphysical or methodological philosophy to the exclusion of other philosophies that may offer a more complete theoretical explanation. In this Crazy Rich Asians novel by Kevin Kwan, the cognitive prejudice is reflected as
In this Crazy Rich Asians novel by Kevin Kwan, the cognitive prejudice can be seen when Nick invites Rachel to accompany him to Singapore. Singapore was his hometown; he wants to introduce Rachel to his family, his family consists of Eleanor & Philip Young as his parents, Shang Su Yi as his grandmother, and other families. It will be important because, in their family’s culture, somebody must have approval about love from their families. In some invitation, Rachel was unsure about the invitation; it is because of New York’s distance with Singapore very far. At the first meet Nick’s family seems like try to look for information about Rachel by asking to her about her job, family business and so on. When Rachel explains that she is blood mixing from America-China some of Nick’s family a little bit shock because they are really shock because they highly uphold the ethnic descendants of the original Chinese not mixed even they consider the Americans are greedy and cunning so that they automatically do not really like Rachel. In the novel of Crazy Rich Asians, Eleanor is one of the characters who refuses Nick to marry Rachel because of his family background. However, in the past when he married Nick’s father, Richard Young Eleanor was also treated the same as Rachel today. Eleanor came from an ordinary family so her mother-in-law, Su Yi, treated her poorly and made her husband and mother-in-law’s relationship unfavorable. He did not want that to happen to his only child, Nick because Eleanor was trying to make Nick’s favorite grandson since he hoped Nick would be the heir to all wealth from his mother-in-law. The are some dialogues that support explanation above as follows:

“Nick gazed at his girlfriend, thrilled that she had so effortlessly charmed his friends. He could still hardly believe that she was actually here with him and that they had the whole summer ahead of them.”

“First of all, you have to realize that my grandmother is exceedingly shy, and sometimes that comes across as being standoffish, but she is an astute observer of people. Second, you do not need to make any sort of impression on her. Just being yourself is quite enough.”
To get rid of Nick’s anxiety about his plan to invite Rachel to Singapore, Nick finally called Astrid (Astrid was not only his cousin, but she was also his closest female confidant) to make sure the plan is excellent. But Astrid even confirmed that Nick would want to continue his relationship especially his age of 32 years. Emotions are assumed to be responses to cognitive appraisals (Frijda, Kuipers, & ter Schure, 1989; Lazarus, 1991; Smith & Ellsworth, 1985). Specifically, appraisals are ways of perceiving people or events according to evolutionarily significant themes, such as attack, loss, or disease.

Adler (2001) stated that “Affective prejudice refers to what people like and dislike”. An example of affective prejudice might be found, for example, in attitudes toward members of particular classes such as race, ethnicity, national origin, or creed. In this Crazy Rich Asians novel by Kevin Kwan, the cognitive prejudice is reflected from Eleanor Young Attitude to Rachel, While in Young’s big house family and Singapore, Rachel and Nick got many obstacles. From the threatening when Rachel went to Samsara Island to celebrate Araminta’s bachelorette party. She got her room mess, her bag filled with mutilated fish. She got threatening by refusing Nick’s plan to marry with her. Eleanor as his mother knows that Rachel was a daughter with a single mother. Nick’s family did not agree with Rachel’s family status. It can be seen as Eleanor stated:

“Save yourself and Rachel the heartache, Nicky. You have to give her up now, before things go any further.
“You have no idea! If you marry Rachel you will be ruining all our lives. Make her your mistress if you need to, but for heaven’s sake, don’t throw away your entire future by marrying her,”

Her response clearly showed that he had a very bad attitude towards people from the ordinary circles. feeling that they are not appropriate and will not be able to balance with his family even he thinks that will only hunt for wealth and power in order to enter the realm of the rich. Dominic Abraham (2010) explained that Prejudice can affect someone's social and their mindset, self-esteem and motivation, and community involvement. In addition, perceptions of equality and inequality are further drivers of existence discrimination, and finally, he
builds, holds principles and maintains equality and depends on understanding and applying it in life.

John E Farley (1989) stated that “Conative prejudice refers to how people tend to behave”. This is considered attitude because people don't really act on their feelings. Examples of positive prejudice can be found in expressions about what a person will do if, hypothetically, an opportunity presents itself. And it can be seen by Kery’s secret Kerry tells his past how she can marry Zhou Fang min. Zhou Fang Min's family is a wealthy family, Kerry is captivated by his good looks and wealth. Even though at that time he was 17 years old. Kerry Chu told the beginning of her love story, the story between Rachel and Kerry are almost the same even though the worse ending. Kerry attracted by Fang Min's handsome; she fell in love with all his appearances. Because of it, she did everything for him, even though she was 17 years old. So ahma treat Nick like a golden boy as ah ma stated:

“I do not give you permission to marry her. Now let’s stop all this nonsense and go home. This girl does not come from a proper family,”

“Imagine wanting to marry a girl from such a family! So disgraceful! Really,

Nicky, what would Gong Gong say if he was alive? Madri, this tea needs a little more sugar.

The response to the status gap depends on whether they care about the difference or not and whether they have the desire to compete and show their superiority or not. Prejudice not always based on a personal interest even when there is no direct conflict between individuals, simply putting someone in a different status is enough to minimize prejudice between individuals and even groups (Tajfel and Turner, 1979)

The Conflict caused by Social Prejudice on the Main Characters The social prejudice has brought some conflicts to the main characters of the novel, Nick and Rachel. The conflict mainly faced by Rachel as the main character of the novel Crazy Rich Asians. Rachel faced many conflicts in the novel. There are some
kinds of conflict undergone by Rachel as the main character in the novel. According to Pia and Thomas, conflict can make a struggle or contest between people with opposing needs, ideas, beliefs, values or goals. The conflict appears when the people communicated with the other people in society. There are two conflict caused by social prejudice, those conflict are External conflict and Internal conflict.

External conflict Since Nick’s family does not like Rachel, the main character in the novel who comes from different social class family from Nick, faces some external problems. The problems appears due to the social prejudice refers to her, such as refusal from Nick’s mother and grandmother of her to marry Nick. The social prejudice indicated by them is in the form of affective prejudice. This form of external conflict occurs when a character struggles against another character. External conflict is a conflict that happens in one character with something outside himself. The external conflict that faced by Rachel is the physical conflict (man vs. man).

Internal conflict is usually called psychological conflict. Internal conflict is a conflict that a person struggles against some elements which are in their personality, such as with his soul, ideas of right or wrong, physical limitations, choices, etc. (Brooks 57). The psychological conflict that faced by Rachel is about anger. When Rachel getting shocked by her father, who concealed by her mother, she considers avoiding Nick as her beloved and her mother, Kerry Chu. The internal conflict of Rachel where she was uncertain to come with Nick to Singapore can be seen as follow:

The effect of Social Prejudice in the daily lifes of the main character found in Crazy Rich Asians novel by Kevin Kwan such as:

A character is a person represented in a narrative work which is interpreted by the reader through particular moral, emotional, and intellectual qualities based on what they do in action and what they say in the dialogue (Abrams 32). The character is one of the crucial elements of the novel or fiction. Without character, it was once accepted that there could be no fiction.
One of the main characters was chosen is Rachel. Rachel Chu is Nicholas’ girlfriend. She lived in America and economics professor from New York University. She did not have a father and was raised by her mother, Kerry Chu, an immigrant from China. Rachel was 29 years old. For Chinese people, it might be bad news if until twenty-nine years old, she did not get married. It was different from the culture in America and Europe as we can see in the dialogue below

“She had spent the better part of her twenties focused on getting through grad school, finishing her dissertation, and jump-starting her career in academia.”

“Everything about her—from the dewy just-back-from-a-morning-run-on-the-beach complexion to the obsidian-black hair that stopped just short of her collarbone— conveyed a natural, uncomplicated beauty so different from the red-carpet-ready girls, he had grown up around.”

According to Bryne (2004) Self hatred refers to people who are judged for holding members of their real identity groups to a higher standard of behavior than those who are not in that social group. In the academic world, this term is generally interpreted as an internalization of the dominant cultural prejudices against subcultures by members included in that subculture. Adler (2009) “Self-Hatred, self-guilt, and shame are important factors in several or many mental disorders, especially disorders involving perceived self-disability”. Self-hatred is also a symptom of many personality disorders, including mood disorders such as depression. It can also be linked to the actions of someone they think is wrong.

4. CONCLUSION
Prejudice is an unjustified or incorrect attitude (usually negative) towards an individual based solely on the individual’s membership of a social group. Prejudice is typically conceptualized as an attitude that, like other attitudes, has a cognitive component (e.g., beliefs about a target group), an affective component (e.g., dislike), and a conative component (e.g., a behavioral predisposition to behave negatively toward the target group). John E. Farley classified prejudice into three categories such as: Cognitive Prejudice, Affective Prejudice, and
Conative prejudice. Based on the results of the analysis of the research on the social prejudice reflected in novel Kevin Kwan’s Crazy Rich Asian, it was found that the social prejudice in the novel is reflected in three categories as proposed in the theory of John E. Farley, they are cognitive prejudice, affective prejudice, and conative prejudice.

Cognitive prejudice refers to what people believe is true. Affective prejudice refers to what people like and dislike. Conative prejudice refers to how people are inclined to behave. The main characters in the novel Kevin Kwan’s Crazy Rich Asian are Nick and Rachel. The problems experienced by Rachel include external and internal conflict. External conflict is between Rachel and Nick’s family, meanwhile the internal conflict is about Rachel’s decision to marry Nick. In this novel, Rachel is the victim of the attitude on social prejudice of Nick family. The social prejudice in this research refers to an individual-level attitude (whether subjectively positive or negative) toward groups and their members that creates or maintains hierarchical status relations between groups. Kevin Kwan’s Crazy Rich Asian novel has presented story that shows a social phenomenon in real life concerning hierarchical status relations between groups. The social hierarchical status relations between groups is reflected in the main characters of the novel, Nick and Rachel who comes from different social status of family.

BIBLIOGRAPHY


