AN ANALYSIS OF HEDONISM AND ITS EFFECT TO PEOPLE IN THREE CLANS KEVIN KWAN ’S CRAZY RICH ASIANS (2013): A SOCIOLOGICAL APPROACH

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Abstrak

Kata Kunci: hedonisme, sosiologi, crazy rich asian

Abstract
This study aims to analyze the issue of hedonism in the novel Crazy Rich Asians written by Kevin Kwan in 2013. The researcher uses the sociology of literature theory and the theory of hedonism in analyzing data. Data analysis aims to determine the factors that cause hedonism, depictions of hedonism and the effects of hedonism in stories. This research is a qualitative research. This study uses 2 types of data collection sources. Namely, as the main source, the researcher used Kevin Kwan's Crazy Rich Asians novel. While supporting sources, researcher use the results of previous research, articles, blogs and other relevant research. The results of this research is that hedonism in character is influenced by internal and external factors. Each characters aims to have them pleasure. Nicholas Young chose Rachel Chu and ignored her family's opinion. Michael Teo asks for a divorce from Astrid Leong because he can't stand the pressure from Astrid Leong's family. Eleanor Young chose to live differently from her in-laws, because she felt disrespected when living together. Hedonism does not only have a material and financial meaning. Hedonism has a broader meaning, namely leaving sadness for happiness.

Keywords: hedonism, sociological, literature, crazy rich asians
1. INTRODUCTION

Having a luxurious life, having power and swaying wealth is the dream of the majority of humans. Having wealth that can be used to manage others is a pride for many peoples. One can have wealth from various ways and sources. Among them are from inheritance, family assets, business, investment returns and others. But what if they are competing in search of wealth and show their wealth. Ownership of diamonds, private aircraft, cruises, islands, all famous fashion brands and others are considered normal in this community.

This community also regulates the way of life. Like where they have to go to school, school majors, life partners, habits that are allowed and prohibited as well as others. The rich community in this novel is located in Singapore, and is of Chinese ethnicity. Which consists of mainland China, China who lived a long time in Singapore. There is also a group of old rich people and new rich people. The author of the Crazy Rich Asians novel is Kevin Kwan, who is suspected of being of Chinese, Singaporean and Indonesian descent.

In this novel have many events that reflect the attitude of hedonism in the rich community. Can be seen from the title of the novel, which hints about the lives of the rich peoples. This novel tells the story of conflicts due to the lifestyle of several wealthy families. The family was divided into Young Clans, T'Sien and Sang Clans. Followed by several families from the ethnic Chinese group of the new rich and the old wealthy. In this novel tells a lot of conflicts received by the main characters or supporting figures. Conflicts divided into several rounds. The first round is when the main character Niholas Young has a Rachel Chu partner whose life history is unknown. The second Astrid broke with Micheal Teo because have different financial.

The author chose the novel Crazy Rich Asians due to several factors. Firstly, the Crazy Rich Asians novel is very interesting, a novel that tells the story of the Asian jet set. The second is that it tells the story of life in a particular community that is not widely expressed in public.
The third the author explanation the implied and explicit of hedonism and consumerism. The next reason for the author is that there are many conflicts that are also accompanied solutions.

Based on the reasons that have been explained by the author in the previous paragraphs. That is what underlies the author to examine the novel entitled *Crazy Rich Asians* written by Kevin Kwan in 2013. Research conducted by researcher with the title "AN ANALYSIS OF HEDONISM AND ITS EFFECT TO PEOPLE IN THREE CLANS KEVIN KWN'S CRAZY RICH ASIANS (2013): A SOCIOLOGICAL APPROACH.

2. METHOD
The study of this research is qualitative research. To analyzing *Crazy Rich Asians* novel researcher using sociological approach and hedonism theory. The object of this study is *Crazy Rich Asians* novel is written by Kevin Kwan. The primary source of data taken by novel itself . The sources of supporting data that are thesis, jurnal on library and on internet, movie version, and researchs that have relation with this research and other sources to support this research. The researcher use library research. The researcher take some steps to collection and analysis data to get the the result of this research. According Miles and Huberman, 2014, analysis data that are involve reduction, display of data, verification and a conclusion of drawing.

3. FINDING AND DISCUSSION
After analyzing *Crazy Rich Asians* novel, the researcher finds some findings that in to order to answer problem statements bellow :

3.1 FINDING
3.1.1 Factors causing of hedonism
The researcher found indicators of the causes of hedonism in Kevin Kwan's *Crazy Rich Asians* Novel that are internal and external factors.

Attitude will have an effect in deciding choices. Dissatisfaction in the self, will tend to encourage hedonism behavior.
From the example of pages 62 – 63, page 62 of the last paragraph and page 63 on first paragraph. The conversation between Astrid Leong and Eleanor Young conveys Astrid Leong who likes to spend money on fashion and holidays, but Astrid Leong only does shopping in Paris once a year every April. Then on the other sentence page 219 paragraph 2. It's about Bernard who likes to spend money on negative things including to buy alcohol, drugs, comfort women etc.

From the explanation above, internal factors, namely attitudes, also have differences. Namely Astrid prefers to spend money and time shopping for fashion and vacations. Meanwhile, Bernard tends to choose negative pleasures. Experience and observation have an effect on making decisions, choosing, using and enjoying things.

“Are you these the most intricately detailed bracelets you’ve ever seen? They look like they could have been inspired by the botanical drawings of Alexander von Humboldt. (Kwan, 2013, pg 119)

In the above conversation, they recognize a classy art level. So they use and perform carefully selected art. They do not see price of money for art, but prioritize who is a painter and the quality of art. Alexander von Humboldt was a famous botanical figure in 1790. The above painting is very ancient and has great value. The more experience the more comparisons to choose the best. Personality will affect attitude. Personality will affect the characters of hedonism as in the conversation below.

As on pages 235 and 210 explain the personality of Eddie Cheng and Aramitha. Eddie is arrogant in wanting to appear luxurious. Eddie looked down on his wife, Fiona, because the clothes she wore weren’t as beautiful as those of Astrid. Meanwhile, Aramitha has a good character, in the page it explains that Aramitha spends things for her friends. Aramitha bought expensive things for her friends. Both have different characters and this behavior is influenced by personality.

Self concept is the way one's view and attitude towards one's self. Self-concept is at the core of a person's personality and is very instrumental in determining and directing the development of one's personality and behavior in his or her environment.
“Araminta, this is just too much! Is this your dad’s new plane?” one of the girls asked incredulously. (Kwan, 2013, pg 211)

Aramitha has a private plane. Aramitha also provided accommodation for his friends. Aramitha spend money for his friends. According to researcher this includes hedonism that Aramitha was not aware of habits and self-concept can fuel hedonism. The motive is the basis or goal to justify hedonism.

“Daddy’s one of the most famous heart surgeons in the world! You are Singaporean royalty! What’s wrong with flying on a private plane?” Eddie shouted in frustration, his hands gesticulating so wildly that he almost hit the waiter behind him, who was about to place a huge stack of bamboo steamers on the table. (Kwan, 2013, pg 56)

In the conversation above that was said by Eddie. Eddie felt that his family was very rich but being stingy. His father was a famous surgeon. Eddie wanted to use a private plane for a wedding trip because he felt have rich family. Excessive attitudes to pleasure without regard for distress include hedonism. The perception of considering himself rich and sufficient for all things, can be the cause of hedonism.

“I don’t know about this, Bernard. Colin and I cannot risk being caught at some illegal dogfight right before the wedding, Nicholas said.

“Alamak, are you a member of Greenpeace? You’re witnessing a great sporting tradition! These dogs have been bred for centuries in the Canary Islands to do nothing but fight,” Bernard huffed, squinting his eyes. (Kwan, 2013, pg 222)

In the first sentence, Nicholas doubts the event held by Bernard. Nicholas felt this wasn’t fun. In the next sentence, Bernard has the opposite opinion. Bernard thought this was pleasure.

From the explanation above, perception can influence decisions and lifestyle. Specifically, both choose pleasure and leave distress. Although in a different way.

3.1.2 External factors

“There’s a camera embedded in this mirror that takes a picture of you and stores it, so you can see every single thing you’ve ever worn, organized by date and place. This way you’ll never repeat an outfit!” Eddie stared at the mirror in amazement. “Oh, I’ve seen that before,” he
said rather unconvincingly as the envy began to coarse through his veins. (Kwan, 2013, pg 81)

In the initial sentence Leo displays his new object, a mirror equipped with a sophisticated camera that can store the resulting image, which allows mirror users not to wear the same clothes. The next sentence described Eddie Cheng as jealous and influenced by Leo. According to researcher this can trigger hedonism. Eddie Cheng, who in fact doesn't need the things that Leong has, will compete to have things that are better than Leong's.

Families are influential in the formation of habits, ways of thinking and taking attitudes/decisions.

“I just came from Nicholas Young’s grandma’s house.”
“So?” “You should have seen the size of the place.”
“Dua geng choo, ah?”* Wye Mun said. “Dua doesn’t even begin to describe it. The house was huge, but you should have seen the land. Do you know that there is an enormous piece of private land right next door to the Botanic Gardens?”

“Papa, I’m telling you—the property was immense. It was like the Istana. The driveway itself went on for miles.” “Cannot be! Two or three acres I might believe, but fifty? No such thing, lah.” (Kwan, 2013, pg 177-178).

From the above conversation, the researcher concluded that Young's family was very rich. The Young family owns the largest palace and land in Singapore. This influenced Young's family in selecting candidates for in-law. The Young family doesn't respect Rachel as their son-in-law. Young's family is hedonistic, that is, putting aside Nicholas Young's sadness to make Rachel his wife and prioritizes the fun and honor of his family by rejecting Rachel as Nicholas Young's wife.

3.1.3 Social class

Social class becomes a factor of hedonism. When joining a social class that likes luxury, someone will be influenced to follow luxury. Vice versa when in an ordinary social class, its members will behave normally. The one of data:

But there were a lot of VIP cars in the driveway. I saw quite a few diplomatic license plates. Old Rolls-Royces, vintage Daimlers, that type of car. These people must be loaded beyond belief. (Kwan, 2013, pg 151).
These three Clans have a very high social class. The above conversation was delivered by Peix Lin when delivering Rachel to Grandma Nicholas Young’s house for the Jaya Wijaya flower party. In the car park, Peix Lin observes the wrecked car and she confirms that the luxury car is only owned by the elite.

### 3.1.4 Culture

Culture is a habit that is carried out continuously and is considered normal. Culture can be done in the family, community, society, or a larger association.

One of the sentence that is

*Every Sunday afternoon, the Cheng family would come together without fail for lunch at the CAA. No matter how busy or hectic the week had been, everyone knew that Sunday dim sum at the Clubhouse, as they called it, was mandatory attendance by all family members who were in town.* (Kwan, 2013, pg 53)

In the sentence, it is explained that each family members will attend the lunch together at AAC. It was explained even though they were very busy they would still attend the event. In accordance with the initial understanding of hedonism is to leave trouble for pleasure. They will leave busy work (trouble) for dim sum at the clubhouse (pleasure).

At this stage, the researcher found a hedonistic attitude towards the characters in the *Crazy Rich Asians* novel. By using the theory of Well and Tigert (Engel, 1993) which has been described in the previous chapter. At this stage the researcher displays a hedonistic attitude in the main and supporting actors. Namely, the Young Clan, Philip Young and Eleanor Young, Nicholas Young, Harry Leong, Felicity Young and Astrid Leong. Second, the Shang clan, namely Edison Cheng, Fiona Tung, Alistair Cheng, Nancy Tan, Bernadette Ling, Sir Leonard Shang. Third, the T’sien clan, namely Richard T’sien, Nancy Tan, Oliver T’sien. As well as Charlie Wu and Peix Ling.

Philip Young is the son of Shang Su Yi (Ah ma). The heir to the wealth of Shang Su Yi.

“Do you work in Sydney, Mr. Young?” Rachel asked. “Work? No, I moved to Sydney not to work. It’s far too beautiful a place for work. You get distracted by the weather and the sea, the long walks and the good fishing.” (Kwan, 2013, pg 289)

Philip Young has two places as his home. When Philip Young was tired of living in Singapore, he would go to Sydney and vice versa. Philip Young
went to Sydney just for vacation and fulfilled his hobby of fishing. Philip Young can go and come back at any time for two different countries.

Eleanor Young, surname Sung. Husband of Philp Young. Eleanor is a rich heir to the Sung treasures and has many properties and assets.

The automatic blackout curtains in my bedroom aren’t dark enough. I’ve had to sleep in one of the guest bedrooms on the other side of the flat for more than a month now because the curtains are on back order from France.” (Kwan, 2013, pg 288)

Eleanor Young prioritizes comfort in everything including her sleep. Eleanor Young buys curtains from France. Nicholas Young is the son of Philip Young and Eleanor Young. As well as Rachel Chu's boyfriend. Nicholas will inherit wealth from Shang Shu Yi and from his parents. Nicholas work as a lecturer in America.

“Mehmet and I have chartered a Cessna Citation X. It’s all fueled up and waiting for us in Hong Kong. From there, it’s a surprise,” Nick said. “The Citation X. Isn’t that the plane that flies at six hundred miles per hour?” Alistair asked. (Kwan, 2013, pg 268)

In a matter of minutes Nicholas Young ordered a very expensive plane (a high speed plane). In the previous paragraph Nicholas Young chartered a Helicopter for his escape from the cruise ship. Nicholas Young and his friends left a bachelorette party on a cruise ship that was deemed uncomfortable. Then they go in search of new happiness.

Harry Leong is Shang Su Yi's son-in-law. Husband of Felicity Young. Harry Leong owns the great wealth of the Leong clan. Harry Leong has a huge business and legacy.

“This is it. You are no longer allowed to drive. You are going to get rid of that lousy Japanese car of yours and I am going to assign Youssef to you from now on. He can use one of the Vanden Plas,” Harry declared. (Kwan, 2013, pg 257)

When he found out that Astrid Leong had an accident, Harry Leong immediately gave Astrid Leong a driver and a new car. Harry Leong shows an characteristics of Hedonism, prioritizing safety and comfort for the family more than others.
Astrid Leong is the last child of Felicity Young and Harry Leong. Astrid Leong has a husband named Michael Teo and a son named Cassian. Astrid has many assets, from her inheritance and her own business. Astrid has the most luxurious and beautiful clothes compared to other siblings. Astrid loves shopping.

Whenever Astrid felt in need of a pick-me-up, she would pay a visit to her friend Stephen. Stephen had a small jewelry shop on one of the upper levels of the Paragon shopping center, tucked away from all the other high-end boutiques in a back hallway. (Kwan, 2013, pg 117)

Astrid finds happiness by visiting Stephen's jewelery shop. Astrid is prioritizing pleasure to satisfy her mind. By visiting and buying jewelry Astrid feels more better.

Shang Su Yi or often called Ah Ma is the grandmother of three rich clans in Singapore. Namely Young, Shang and T'sien. Shang Su Yi inherited wealth from Shang Loong Ma and Wang Lan Yin. Also inherited from her husband Sir James Young.

My grandmother decided to have a small party, all arranged at the last minute, apparently, because her tan hua flowers are going to bloom tonight.” (Kwan, 2013, pg 162).

Grandma Nicholas threw a party for the Jaya Wijaya flowers to bloom. Without preparation and planning, Shang Su Yi threw a party and invited many people. This was done to fulfill Shang Su Yi's desire to be happy. Rachel Chu is a native Chinese who lives in America. Rachel Chu lives ordinary wealth with her mother. Rachel Chu is a lecturer at the same University as Nicholas. Rachel Chu is Nicholas Young's girlfriend.

Rachel’s Dickensian childhood was replaced by teenage years growing up in the affluent Bay Area. She went to school at two of the nation’s top universities—Stanford and Northwestern. Now she lived in America’s most expensive city, where she mingled with the academic elite.(Kwan, 2013, pg 196-197)

Rachel Chu tries hard to achieve happiness. Rachel had lived in poverty and was then able to live a prosperous life favor to her and her mother's efforts. Rachel strives to attend two of the top universities in America. Rachel Chu left all the fun on her teenage years, in order to achieve greater happiness in the future.
3.2 Discussion

In Kevin Kwan's novel Crazy Rich Asian, published in 2013, it tells the story of a group of rich people from Asia. This novel tells of three wealthy clans who come from Shang Loong Ma (China) and have a wife Wang Lan Yin (Singapore). Both have many children but only three are treated, namely Shang Su Yi, Alfred Shang and T'sien Tsay Tay. In this novel, it focuses on the Shang Su Yi family and Sir James Young.

Shang Su Yi and Sir James Young have 5 children, namely Felicity Young, Catherine Young, Philip Young, Victoria Young and Alexandra Young. Has grandchildren including Astrid Leong and Nicholas Young. Nicholas Young went to America to study, then Nicholas continued working in America. Astrid attended French school then returned to Singapore after getting married.

In this novel Nicholas Young and Rachel Chu are the main characters. Nicholas brought his girlfriend who met in America to be introduced to his Singaporean family. Nicholas was going to marry her but did not get approval from her family due to differences in background. The author uses hedonism analysis because it is very appropriate to the problem. Hedonism is prioritizing happiness and leaving sadness behind. The hedonist lifestyle according to Solomon (2007: 131) is a person's behavior or habits individuals to spend time just for the sake of having fun with friends with the game and wants to be the center of attention in their environment. Nicholas Young's family disapproved because it would be considered shameful to marry a poor person. Meanwhile, Nicholas Young wanted to marry Rachel Chu because he fell in love with Rachel Chu. Nicholas Young's happiness is not treasure but with Rachel Chu.

The researcher uses the sociological approach theory of literature because it is considered in accordance with the issues in the novel. Hedonism, wealth, and deficiency are problems in real society. As stated by Rene Wallek and Austin Warren (1956: 84). Issu in novel literature can be used as a mirror in real life. Used as learning in real life.
4. CLOSING

This section explains the conclusion of the analysis results in previous chapters. Hedonism cause two factors that are internal and external factors. Internal Factor there are attitude, observations and experiences, personality, self concept, motive, perseeption. While exsternal factor that are reference group, family, social class, and culture.

Hedonism is reflected in the main cast and supporting roles. Nicholas Young took the most expensive planes when he returned to Singapore. Chartered helicopters and planes while escaping from Collin's bachelorette party. The character of Rachul Chu is not so striking about the nature of hedonism. Rachel explained that she was trying to find her father in China to fulfill her curiosity. Rachel Chu ignores her mother's sadness. Hedonism is depicted in every supporting role. Among them Sang Su Yi or Ah Ma who threw a big party for the blooming of a flower. Aramitha threw a bachelorette party with full accommodation on a private island. Astrid Leong always shops in Paris every season for the latest collections. Philip Young, who always moves to Australia - Singapore, Australia is his home while Singapore is his place of work. Eleanor Young, order special curtains from France to get sleep satisfaction. Harry Leong bought a hotel because his family was insulted by the hotel manager. Eddie Cheng bought clothes that were specially ordered for Collin and Aramitha's wedding and borrowed his friend's plane to get praise from many people. Arriving in America Peik Lin immediately took a luxury car, clothes and jewelry because she considered American thing very cheap. When as a couple, Charlie Wu bought all the expensive clothes for Astrid Leong. Buy very large diamonds and other assets.

Hedonism has an effect on the main characters and supporting characters. Main characters Nicholas Young and Rachel Chu do not receive the family's because financial differences. Rachel Chu did not come from a wealthy family, whereas Nicholas Young's family only accepted rich son-in-law. The characters Astrid Leong and Michael Teo do not have a harmonious marriage due to financial differences. Eleanor Sung is not on good terms with Shang Su Yi,
because Eleanor is not the daughter-in-law she expected. Aramitha and Colin throw a very lavish party with the hidden purpose of expanding their business.

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