

CHAPTER I

INTRODUCTION

A. Background Of Study

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 Crezy Rich Asian novel is Kevin Kwan, who is suspected of being of Chinese, Singaporean and Indonesian descent.

A life that is competing shows wealth causes hedonism in every individual and society in particular. Hedonism can have many effects on personal life as well as social life. Excessive hedonism can have adverse effects on the mentality of the offender as well as relationships with other individuals. Hedonism can also have a good effect, when individuals can manage it appropriately. For example they scramble to show the richest by making large-scale charity events. The individual who donates the most money is considered the richest. So indirectly, the poor society get benefit from hedonism habit.

Many sources that explain the definition of hedonism can be found, such as books, websites, articles, and other media. Hedonism comes from the

ancient *Greek*, hedone which means pleasure. According to KBBI Hedonism is a view of life that assumes that people will become happy by seeking as much happiness as possible and avoiding painful feelings whenever possible. Hedonism is a teaching or view that pleasure or pleasure is the purpose of life and human action. Another opinion is from Collins Gem (1993: 97), according to Collins Gem, the understanding of hedonism is a doctrine that states that pleasure is the most important thing in life. In other words, hedonism is an understanding shared by those who seek solely for the pleasure of life. Meanwhile, according to Sarwono (1989: 14) the definition of hedonism is a self-concept, where one's lifestyle is lived in accordance with the understanding in his mind. For example, a sportsman, usually a healthy lifestyle is a principle of life and become their own pleasure. So that it can be concluded hedonism is a behavior to fulfill the pleasure of his life or body, can be in the form of material, movement, behavior, physical body and others - and try as much as possible to avoid pain and disappointment.

In this novel many events that reflect the attitude of hedonism in the community of the rich. Can be seen from the title of the novel, which hints about the lives of the rich. This novel tells the story of conflict 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 character or supporting figures. Conflict is 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 half when Astrid broke off her fiance, and married Micheal Teo in the military. Round three of the relationship between Alistair Cheng and Kitty Pong, Hong Kong porn actress. The fourth round is when Bernard caught cheating with Kiity Pong.

The author choose the novel *Crezy Rich Asians* due to several factors. Among them are very interesting novels, which tell stories about life that not everyone is aware, give lessons about hedonism and consumerism, many

contain interistic and interistic elements as well as many conflicts along with their solutions that can be used as learning. Firstly, the Crazy Rich Asians novel is very interesting, a novel that tells the story of the Asian jet set, perfectly describing the friction between the old and the rich, as well as between Overseas China and mainland China.

The second reason is that it tells the story of life in a particular community that is not widely expressed in public. Many opinions, the story in the novel Crezy Rich Asians is the original story of the author, Kevin Kwan. Which is rewritten in the form of science fiction novels. This novel tells the life of a wealthy community, especially Asian people living in Singapore. They settled for years and built a family business. They call themselves by the name Overseas China. They live in clans, continuing business from one generation to the next.

The third reason the author choose is the implied and explicit explanation of hedonism and consumerism. Hedonism and consumerism behavior can be seen in many behaviors in the Crazy Rich Asians novel. Among them, Astrid has a variety of expensive clothing collections. Collection of diamonds from various centuries. Philip Young and Eleanor Sung own apartments and private fishing in Australia. Alistair Cheng has the latest release of private aircraft used for holidays with Kiity Pong (his new girlfriend). Edison Cheng bought a hundred million suit to go to the wedding of Aramitha and Collin. Next, the single party conducted by Aramitha and Collin. Aramitha invited all her female friends to go to the island. Aramitha provides 5-star lodging facilities, provides a place to shop for free fashion, which comes from international designers. Collin invited all his male friends to party on a luxury cruise ship and very complete facilities.

The next reason for the author is that there are many conflicts that are also accompanied by solutions, so that they can be used as learning. Like the conflict with the main character, Nicholas Young and Rachel Chu. Early in the introduction to the family, Rachel Chu was rejected by Nicholas Young's family, but finally Rachel was well received in the Nicholas Young family.

Astrid's problems with Michael Teo they want a divorce. But finally they realized that this problem was only a misunderstanding and selfishness. Examples of other problems are between Ah Ma with Eleanor Sung, Alistair Cheng with Kiity Pong, Edison Cheng with his family.

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 KWAN'S CRAZY RICH ASIAN (2013): SOCIOLOGICAL APPROACH.

B. Limitation Of Problems

Limitation of the problem is needed in this study, aimed that research is not widespread and only focuses on the object of research. This research only focuses on the hedonism and effect to three clans on the novel Kevin Kwan's *Crazy Rich Asians*.

C. Problem Statement

Considering the background above, the main problem in this research is how the hedonism that implemented in *the novel Kevin Kwan's Crazy Rich Asian (2013)*: The researcher formulates research problems as:

1. What are the factors causing of hedonism in novel Kevin Kwan's *Crazy Rich Asian* ?
2. How is the hedonism depicted in novel Kevin Kwan's *Crazy Rich Asian* ?
3. What effects hedonism to main character and figurans characters novel Kevin Kwan's *Crazy Rich Asian* ?

D. Objectives Of The Study

Based on the research problem above, the researcher has the objective study as follows:

4. To identify what are the factors causing of hedonism in novel Kevin Kwan's Crazy Rich Asian.
5. To analysis of effects hedonism to main and figurans character novel Kevin Kwan's Crazy Rich Asian ?
6. To describe how the hedonism depiceted in novel Kevin Kwan's Crazy Rich Asian ?

E. Benefits Of The Study

This study has two benefits, the benefit of the study can be defided into :

1. Theoretical Benefits

It can be used as the reference fot the next researchers who will conduct the relevant, research and give new knowledge about hedonism and effects for peoples in three clans. The finding of this research is also expected to increase the awareness of people. That hidonism have bad impact not only for personal person but also for community. It can also have impact in relations among peoples include family. Furthermore, this research also can give understanding about hedonism system in ethnics China. Also give contribution in the information, to give a larger knowledge particularly in the literary studying on the *Kevin Kwan's Crazy Rich Asians novel*.

2. Practical Benefits

This study is beneficial for the future researchers who want to conduct the same topic of the research or the same object. This research can be used as one references to conduct other reserch, especially for students of English Departement who manages themselves to increase their knowledge in analyzing *Kevin Kwan's Crazy Rich Asians Novel*.

F. Research Paper Organization

The paper consists on five chapters and each of them are subdivided into subsequent division.

Chapter 1 is Introduction that are, background of study, limitation problems, problem statements, objective of study, benefits of study. Then Chapter 2 is Literature review that are Underlying theory and previous study. Underlying theory explain about theory which use in research and previous study is explanation of the theory, research results and methods conducted by previous researchers. Chapter 3 is research methods that are consist on type of the study, object of the study, type of data and data source, technique of collecting data, and technique of data analysis. Chapter 4 there are explains and answer about problem statements, and discussion. Chapter 5 there is conclusion, suggestion and implimentation of educaion.