REPRESENTATION OF MATERIALISM IN CRAZY RICH ASIANS Movie (2018): A SOCIOLOGICAL PERSPECTIVE

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Abstract
The purpose of this research is to analyze what includes the representation of the materialistic lifestyle of people very rich in the film Crazy Rich Asians, to get an idea of how the materialistic lifestyle can be represented in the Crazy Rich Asian movie and to find out why the director addressed a materialistic lifestyle in the movie. This study uses a qualitative method. In addition to using qualitative methods, the writer also uses a sociological approach to analyze the Crazy Rich Asians movie. In data collection, the writer used document analysis which was done by grouping the data to get the conclusions from the research. The results of his research, after going through several analysis carried out by researcher, it is known that the materialistic lifestyle is reflected in the main and supporting characters.

Keywords: Crazy Rich Asians movie, representation, sociological perspective.

1. INTRODUCTION

Crazy Rich Asians in August 2018, and directed by Jon M Chu. This film is set in a life in Singapore. The existence of this film more or less has an impact on the existing economic status of society in Asia. Like the middle and upper class people whose names are increasingly highlighted, and also the middle and lower class who want to live like the one in the movie Crazy Rich Asians but due to economic limitations, this is only a wishful thinking. Crazy Rich Asians film presents the life of Singaporeans, some of whose citizens are among the richest people in the world. A film that uses the main cast all over Asia, whose scenes feel like reality from the start, with a simple and funny storyline. This
film also discusses social, cultural, family and various other issues. One of the issues discussed is about economic problems or a materialistic lifestyle of pleasure, as well as the conflict between moral class and money. The simplicity and sincerity of a woman who loves a man without looking at any material. The author also wonders why most rich people have their own culture that sometimes seems strange and why love prefers to be problematic with money.

Studies on the Crazy Rich Asians movie can be classified into two groups, namely literary studies and linguistic studies. Literary studies include sociological approach used by Rohmawati (2018), Ulfa Nasution (2019), Kasanah (2021); moral-philosophical used by Andani (2020); and cultural conflict used by Monica et al. (2020). Linguistic studies include semiotics used by Ridwan & Adji (2019), N. Jannah (2019), S. K. Jannah (2020), Arsi & Sobur (2019); pragmatic used by Asmawanti (2019); textual used by Winatian et al. (2019); perspective used by A’Yun (2019); theory of speech acts used by Sari (2019); and theory of politeness strategy used by Aisah (2019).

This research contains the materialistic lifestyle in the film Crazy Rich Asians. This research describes how the representation of this lifestyle in the film Crazy Rich Asians and the reason Jonathan Murray Chu raised the materialistic lifestyle into the film. The authors in this study approached the problem topics to be discussed from a sociological perspective. There is no research that raises the issue of a materialistic lifestyle and this study aims to complement previous research.

According to Wellek & Warren (1956), sociology is an approach to a literary work that is able to consider socially. Meanwhile, according to Faruk, the definition of sociology is a science that is able to connect the results of a human work with the life that already exists in society. In a large dictionary it is also explained that sociology is a source of knowledge about the nature and development of a particular society. The sociology of literature approach which is based on the theory of Marxism, literature is seen as ideology, politics and religion as a part of the superstructure whose existence rests on the economy or infrastructure. The relationship between art and economic structure as
infrastructure, society only understands the strict limits of economic quality. However, when viewed as an ideology, art is considered to have no autonomy because it is determined by infrastructure.

2. METHOD

The type of this study is literary study. This research used qualitative research. The type of data in this research is from a *Crazy Rich Asians* film, which is taken from several dialogues in the film, as well as the scenes, images, and text in the film. Primary data searches were from the film *Crazy Rich Asians*, which was adapted from the novel of the same title and written by Kevin Kwan. Secondary data search is derived from data sources obtained as references to support this research study such as journals related, in addition to the official website for journals, dictionaries, and several journal articles that support and related to this research. The object material of this study is the film *Crazy Rich Asians*. As a formal object in supporting the research undertaken, researchers are also guided by other research that already has been carried out. The technique used in analysing the data is qualitative. This data analysis technique is done by grouping the data in order to find a conclusion. This means that the author uses documents analysis.

3. FINDINGS AND DISCUSSION

3.1 Findings

3.1.1 Representations of materialistic lifestyle

Representation is a way of interpreting an image or behaviour that is depicted. In the film *Crazy Rich Asians*, a form of representation of a materialistic lifestyle can be shown as follows.

1) Eleanor Young buys the Calthorpe Hotel

Eleanor was mistreated by hotel employees and managers, and then she called her husband and immediately bought the hotel. This activity is included in the form of a representation of a materialistic lifestyle because it will only be done by the very rich.
2) Flying using the most expensive private plane
   Nick will go to Singapore with Rachel using a very special airlines facilities and very expensive. This includes a materialistic lifestyle representation because only certain people will use the flight, and in real life, the Pacific Asean Airlines is not operated because of its very high cost.

3) Astrid buys millions worth of earrings
   The representation depicts a woman's materialistic lifestyle; only for her pleasure Astrid is willing to buy a pair of earrings at a price of 1.2 million dollars.

4) Dinner at Newton food centre
   Newton food centre is a famous dinner place in Singapore. This place is famous for its Asian cuisine and its high prices, dominated by rich people who eat there. The activities, pictures and language they use show that these activities include representations of a materialistic lifestyle.

5) Mrs. Peik Lin shows her luxurious home
   Mrs. Peik Lin introduced her house from several sides, one of which is the central part which is inspired by the Versailles hall with a gold interior design and the bathroom design is inspired by Donald Trump. Activities that highlight this wealth are part of the representation of a materialistic lifestyle.

6) The tradition of beating the gong
   Beating a gong Cambodia, which is very rare, is only done by wealthy families when welcoming the blooming of the Tan Hua flower. Hit the gong only as a notification of the sequence of events at that time. This representation is clearly done for the sake of pleasure. The lifestyle of rich people who are free to use their money for whatever makes them happy without being afraid to spend it.

7) The tradition of welcoming Tan Hua flowers to bloom
   A tradition carried out by this wealthy Chinese family is a very materialistic representation of a lifestyle because just to welcome the
blooming of a flower, they have a lavish party held by the rich to appreciate the plants.

8) Bernard scatters his money
The representation of the lifestyle of the super-rich is illustrated by Bernard's treatment of being free to use his money for anything without thinking. Bernard represents someone with a materialistic lifestyle that has no ethics, he scatter money on a girl who passes in front of him.

9) Rent a private helicopter
Bernard hired a private helicopter for him and his friends to go to a party on container ship. The representation of the lifestyle of materialistic people is illustrated by Bernard who easily spends his money just to feel happy and look luxurious, no matter what the amount is.

10) The bachelorette party
The materialistic lifestyle can be represented through the party activities. The party that was held to relinquish the single period on the container ship was Bernard's idea. The costs involved in chartering boats, buying fuel, and for parties can be so high that only the rich will do.

11) Shopping massively at fashion boutiques
Araminta's bachelorette party is also a representation of materialistic lifestyles. Activities carried out on the island of Samsara are quite luxurious because apart from free shopping at famous boutiques there are spas and party activities at night on the beach. Representation of these activities is very expensive just for fun and social status can be seen in front of his friends.

12) The tradition of making special dumplings
The tradition of making special dumplings is a representation of the Chinese lifestyle, especially the rich. This activity is carried out during the Chinese New Year because dumplings are one of the mandatory dishes. This dish is considered a symbol of wealth because its shape is like a boat and it is believed that the more dumplings you eat during the Chinese New Year, the more money you will make throughout the year.
13) Wedding ceremony at the CHIJMES building

The CHIJMES building was the building where Colin and Araminta were get married. The representation of a materialistic lifestyle depicted at this wedding ceremony with a garden theme costs up to 40 million dollars. This lifestyle is a representation of a lifestyle that is too luxurious in life.

14) Wedding reception at Garden by the Bay

Colin and Araminta's wedding reception was held at Garden by the Bay with a classic theme but seemed luxurious. His materialistic lifestyle can be represented through these activities, with a luxury style party.

15) Proposal for marriage at the Marina Bay Sands hotel

A hotel shaped like a ship with a swimming pool on it and located on the fifty-fifth floor is the hotel where Nick and Rachel made their wedding proposal. This super luxurious party event is a representation of a materialistic lifestyle because just renting a place already requires a lot of money, especially when it is a marriage proposal.

16) Play mah-jong at Cheong Fatt Tze Mansion

Cheong Fatt Tze Mansion is a hotel that Rachel and Eleanor use to play mah-jong and talk about their problems. The representation illustrates Eleanor's opinion that Rachel is not part of the same caste as her. Even though Rachel is of Chinese descent, she and her mother have lived in America since childhood. Mah-jong games are used to interact as well as develop game strategies that can present various backgrounds of different people.

3.1.2 Materialistic lifestyles represented

Materialistic lifestyle in the film Crazy Rich Asians can be represented by the director though four depictions. The fourth depictions include characters, settings, events, and styles.

1) Characters

The characters in the film are divided into two, namely rich characters and not rich characters.

a) Rich characters
The character of rich Asians that is highlighted in the film *Crazy Rich Asians* is dominated by Chinese ethnicity, shown with olive skin, narrow eyes, and has a materialistic lifestyle, feeling free to use their money even in large amounts. These characters are played by Eleanor Young, Nick Young, Astrid Leong Teo, Peik Lin, Colin Khoo, Araminta Lee, and Bernard Tai.

b) Characters who are not rich

(1) Rachel Chu

Rachel Chu is a lecturer in economics at New York University. She represents a kind, simple, and intelligent character. She is the lover of Nick Young. During their relationship, Rachel did not know that her boyfriend is the son of a very rich person. After Rachel found out that her lover was the son of the richest person and Nick's mother did not approve of their relationship, Rachel finally gave up for Nick's happiness. But Eleanor realized that banning their relationship would only hurt her son's feelings.

(2) Kitty Pong

Kitty Pong is Alistair Cheng's girlfriend. Kitty represents a worker in the film so she wants to use her boyfriend to help her become an actress. In order to become an actress, she is willing to sacrifice her self-esteem so that her wishes are fulfilled. For some rich people it is not a difficult thing to spend their wealth as satisfying their desires are fulfilled. People with low economic status can also sacrifice anything including their self-esteem in order to get something they want.

2) Settings

There are six background places in the film *Crazy Rich Asians* which represent a materialistic lifestyle, including Pacific Asean Airlines which was the choice of Nick and Rachel's flights when they went to Singapore, Newton Food Court which is a dinner place which is known to be quite expensive among the lower class, then there is the magnificent Goh
Mansion building which is the home of the Peik Lin family which has a gold nuanced design, there is also a CHIJMES meeting hall which is the venue for Colin and Araminta's wedding, Garden by the Bay is also the venue for Colin and Araminta's wedding reception which has a classic theme but looks luxurious, and the last one is the Marina bay sands hotel which is a luxury hotel with a swimming pool at the top which is where Nick proposed to Rachel's wedding.

3) Events

a) Eleanor afford to buy a hotel

Beginning of the story tells about her past life, Eleanor wants to stay at a hotel; she is rejected by the waiter and the hotel manager because Eleanor is Asian. Then she told her husband about the incident by telephone, until finally the hotel was bought by Eleanor Young's family.

b) Go on a first class flight

At the airport, they met the officers who would carry their luggage and belongings. Nick was asked to register on the first class flight immediately, but Rachel said that they would go on an economy class flight because Rachel did not know that Nick was the son of a super-rich person. During the trip, Nick told about himself and his cousins who were all collectors.

c) Nick proposes to Rachel and they finally get married

At the end of the story, they have a party in a hotel that is in the shape of a ship with a unique swimming pool above it, a celebration that seems luxurious is Nick and Rachel's engagement party. While everyone was happy to welcome the party, Eleanor seemed to be smiling seeing Nick and Rachel happy.
4) Styles  
   a) Mise en scene  
      (1) Actors  
      Constance Wu who plays Rachel in the film is a smart, humble person, but sometimes lacks confidence so that the audience can empathize with her character. Meanwhile, Henry Golding who plays Nick is a kind person and not arrogant, a good role in presenting as a rich Asian. With her iconic light blonde hair, Awkwafina is able to portray the character Peik Lin who is a rude, talkative, and wealthy person from her family. She was able to play the role which made the atmosphere of the film even more exciting with his comedy.  
      As an actor of Eleanor, Michelle Yeoh displays an elegant character. Michelle makes Eleanor appear as a cynical character, but still has a mother's instinct to protect her child. Her role is so visible and appropriate that it makes the audience feel like she thinks Eleanor is evil. Gemma Chan plays Astrid, Nick's beautiful cousin and a style icon. Gemma's acting brings Astrid's character well, but it is not clear in the film why she could become Nick's favourite cousin. And at the end of the film, it can be seen that she was meeting a man at a wedding that was not explained who the man was, only the audience who had read the novel knew who the man was.  
      (2) Costumes and property  
      The costumes and property used by the players are very luxurious because they are very expensive. In the film, one example can be shown in Rachel Chu's outfit which is becoming an attractive fashion, namely a blue prince tulle gown. And then, the properties that stand out in the film are a pair of earrings that Astrid bought at a very high price that is Burmese pearl earrings for $ 1.2 million.
The change in atmosphere in this scene is also glamorous with the dim light and relaxing song.

(3) Lightings
The lighting shown at the start of the film during flashbacks at the legendary hotel uses dim light to give the impression that the film was shot in the past. Meanwhile, the lighting inside the boutique looks brighter. The change in feeling in this scene is blissful because of the bright lighting and the energetic song. At the time of the party, the lighting looks a little dim but colourful.

(4) Audios
Audio is very influential in accompanying the storyline in the film. As for the clip when Rachel tries on several selected dresses and accompanied by the song Material Girl it looks good, but still clichés.

Then during the wedding ceremony, Kina Grannis sang a song entitled Can't Help Falling in Love, the song brought a beautiful impression and made the audience carried away. Throughout this film, there are also a number of pop songs sung by Asian singers that can add colour to the film and can add to the impression of joy.

(5) Symbols
The symbols in the film convey the impression of Chinese family culture. This can be represented as when using a red dress. In Chinese culture the colour red means bringing good luck. Rachel's mother aims for Rachel to give a good first meeting impression because Rachel is a Chinese-American. Rachel's mother is afraid that if her daughter is perceived as less Chinese, Rachel's mother makes the first impression Rachel's meeting with Nick's family seems perfect.

Another symbol is represented through a tradition, namely when making dumplings. In the scene at Young family is making
dumplings with Rachel. Dumplings are a typical Chinese cultural food that must be preserved by them. Dumplings are a symbol used by this film to show the identity of Chinese people.

b) Cinematography
Cinematography is a technique of capturing and combining images into a series of images that have the ability to convey ideas or stories.
In this film used long shot, medium shot, and medium long shot.

3.1.3 The reason of Jonathan Murray Chu addressing of materialistic lifestyles
Jonathan Murray Chu is the person behind the success of the film Crazy Rich Asians. Jon M Chu is a director who has successfully portrayed and brought Crazy Rich Asians to life through the glamorous style and appearance shown in Hollywood films, joined by novelist Kevin Kwan.

The reason Jon M Chu is a part of Crazy Rich Asians who greets the materialistic lifestyle is because his story is closer to reality. The theme taken by the director looks simple, but the conflict he faces shows a strong Asian culture, because the film director and novelist are of Asian descent. The film looks like it's talking about him. So, he shows the experience of an Asian American who is living life and meeting Asian people and then realizing that we are not just one Asian group, it means a lot to him.

Jon M Chu thinks of his family if his children have lived a real life with the hope that they will become strong and independent people, such as representatives of Asian people who can live independently without needing men in their lives to fulfil their life's needs so that they have the right to do whatever they want.

From the brief description above, it can be concluded that the reason for Jon M Chu to raise the film Crazy Rich Asian with a glamorous lifestyle is that the story is very close to the real life of Jonathan Murray Chu who is a representation of Asian people.

3.2 Discussion
Based on the above findings that have been found, it can be explained in the discussion. In this study, the researcher concluded that the sociological
aspect is important to build this story, where this film is a representation of real life. The materialistic lifestyle can be represented by Nick Young's family who do not agree to marry Nick to Rachel because it is considered shameful to marry a lower class. However, Nick wanted to marry his girlfriend because he fell in love with Rachel not for money. Meanwhile, the lifestyle representations of Araminta Lee, Colin Khoo, Astrid Leong Teo, and Bernard Tai also represent a materialistic lifestyle, prioritizing happiness for pleasure and wanting to be the centre of attention in the community. The researcher uses a sociological literary approach theory because it is considered to be in accordance with the issues in the film. The materialistic lifestyle is a form of problems that exist in society.

This research complements the sociological approach research that has been researched by Kasanah (2021) who have discussed the issue of hedonism and its influence in using the same film. Researchers show a hedonistic behaviour that is influenced by external factors as well as internal factors, including from the family. This study also complements the data on research conducted by Ulfa Nasution (2019), which discusses the problems of social class and its conflicts in family life. The research only focuses on differences in social class that cause conflicts in life. This research complements a previous study on Rohmawati (2018) research which discusses a family conflict of several main characters in the same story. The research conducted is complementary to previous research with the content of research that discusses the form of materialistic lifestyle representations that occur in the film Crazy Rich Asians.

4. CLOSING

The researcher analyzed the materialistic lifestyle in Crazy Rich Asians movie. Based on the findings and discussion in the previous chapter, it can be concluded that the researcher found several conclusions in this study.

Firstly, it is found that the representation of materialistic lifestyle is reflected in the main character and supporting characters can be represented in
the film clearly. It can be proven in the main character, when Nick went to Singapore by using the most expensive flight with luxurious facilities. Nick also hires a helicopter when he and Colin escape from a bachelorette party. Rachel's character in the film doesn't really stand out for her materialistic lifestyle. She is a simple, independent, and hardworking woman. The materialistic lifestyle is reflected in every supporting character, including Eleanor Young who bought a hotel because she was insulted by the hotel manager. Astrid Leong Teo, who bought expensive jewellery and became a fashion icon. Ah Ma who made a big party for the Tan Hua flowers to bloom. Araminta Lee, who has held a bachelorette party with complete facilities such as shopping at fashion boutiques, free spas, and lodging on a private island owned by her parents. Peik Lin which has a unique fashion style but looks luxurious. Bernard Tai who throws a bachelorette party on a container ship with complete facilities inside.

Secondly, this film is presented with a representation of a materialistic lifestyle though four depictions, namely characters, settings, events, and styles. Characters are divided into two, namely rich characters and who are not rich characters. Rich characters such as Eleanor Young, Nicholas Young, Astrid Leong Teo, Peik Lin, Colin Khoo, Araminta Lee, and Bernard Tai. Meanwhile, the cast of characters who are not rich like Rachel Chu and Kitty Pong. Then the setting has six backgrounds where it has been clearly represented. There are also events, which are divided into eleven which are briefly described. And styles are divided into two, namely mise en scene and cinematography. Mise en scene consists of actors, costumes, lighting, audio, symbols. In the cinematography where there are shots taking pictures.

Finally, the reason the director in this film uses a materialistic style and appearance is because the film's story is inspired as if it were talking about himself in real life. He shows his experience as an Asian-American when he meets Asian people and he has the hope that we will all become strong and independent people in real life. So in conclusion, the director raised this film with a glamorous and materialistic theme because it is very close to the real life
of the director who is an Asian society. This film has a storyline that is fun and easy to understand that allows the audience to imagine the feelings of a crazy rich man with a little comedy that makes this film even more interesting. Based on this, the researcher states that the research carried out is in accordance with the sociology of the author which is part of the sociology of literature, where the materialistic lifestyle representation is part of social reality in society.

**DAFTAR PUSTAKA**


