

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



RESEARCH PAPER

**Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor
Degree in English Education Department**

by:

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2021

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A SOCIOLOGICAL PERSPECTIVE**

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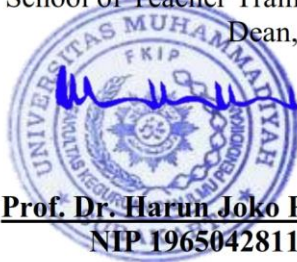
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MOTTO

**“A LITTLE PROGRESS EACH DAY ADDS UP TO BIG RESULTS.
SO, I’M COMING FOR EVERYTHING I DESERVE”**

DEDICATION

I dedicated this research paper to:

1. Allah Subhanahu Wa Ta'ala for all the conveniences and all the blessings given. Also Prophet Muhammad SAW.
2. Myself who keep trying to work hard and never give up.
3. My beloved parents, my mother Siti Farida Laila and my father Wawan Kurniawan who always pray for me and also my little brother Sutan Rafli Badruzaman whose behavior always entertains me.
4. My consultant, Mr. Thoyibi who is very patient and kind in teaching me.
5. All of my beloved friends who always help and support me.
6. My beloved support system, which always helped me complete this research.

RINGKASAN

Dammicha Auli Septiela / A320160239. **Representation of Materialism in *Crazy Rich Asians* Movie (2018): A Sociological Perspective.** Skripsi. Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Surakarta. Januari 2021.

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Tujuan penelitian ini adalah untuk menganalisis apa saja yang termasuk representasi gaya hidup materialistic pada orang yang sangat kaya dalam film *Crazy Rich Asians*, untuk mendapatkan gambaran bagaimana gaya hidup materialistik dapat di representasikan dalam film *Crazy Rich Asian* dan untuk mengetahui alasan sutradara mengangkat gaya hidup yang materialistik dalam film tersebut. Penelitian ini menggunakan metode kualitatif. Selain menggunakan metode kualitatif, penulis juga menggunakan pendekatan sosiologi untuk menganalisis film *Crazy Rich Asians*. Dalam pengumpulan data, penulis menggunakan analisis dokumen yang dilakukan dengan mengelompokkan data untuk mendapatkan kesimpulan dari penelitian. Hasil penelitiannya, setelah melalui beberapa analisis yang dilakukan, diketahui bahwa gaya hidup materialistik tercermin pada tokoh utama dan tokoh pendukung.

Kata kunci: *Crazy Rich Asians* movie, representation, sociological perspective.

SUMMARY

Dammicha Auli Septiela / A320160239. **Representation of Materialism in *Crazy Rich Asians* Movie (2018): A Sociological Perspective.** Skripsi. Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Surakarta. Januari 2021.

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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.

ACKNOWLEDGEMENT

Assalamualaikum Wr.Wb.

Praise is to Allah SWT who always give me blessings, patience and endless strength so I can complete my thesis entitled "**REPRESENTATION OF MATERIALISM IN CRAZY RICH ASIANS MOVIE (2018): A SOCIOLOGICAL PERSPECTIVE**". Prayers and greetings I give to our prophet, the great prophet Muhammad SAW, whom we always await intercession on the last day. I dedicate this research to the people who have helped me in completing this research, thanks to:

1. Prof. Dr. Harun Joko Prayitno, M.Hum. Dean of School of Teacher Training and Education of Muhammadiyah University of Surakarta.
2. Mauliyah Halwat Hikmat, Ph.D., Head of English Department of Muhammadiyah University of Surakarta.
3. Her beloved supervising lecturer Dr. M. Thoyibi, M.S., who from start to finish had a very big role in making this research. Who teaches with great patience.
4. Fitri Kurniawan M.Ed academic advisor who provided me with academic direction and academic guidance.
5. All lecturers in the English Department of Muhammadiyah University of Surakarta for all the knowledge already given.
6. My beloved parents Wawan Kurniawan and Siti Farida Laila and my little brother Sutan Rafli Bz, who always give a lot of prayer, a lot of support and affection so researchers can complete her research well.
7. All of my beloved family who always give a lot of pray and a lot of support.
8. My beloved support system, Gigih Gunamerta S.T which is always a place to complain about my troubles, and always comfort me, give support and prayers. Thank you very much.
9. To all of my friends who ever in my college periods that can not mention one by one.

Wassalamualaikum Wr. Wb.

Surakarta, 31 May 2021

The Researcher,

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