

## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

The materialistic lifestyle is very influential in life and has become part of the lifestyle in Indonesian society today. The materialistic lifestyle is a view of life that solely seeks pleasure and wealth in life. Materialistic is a trait or view that considers an item that is owned and makes it feel happy and it is an important thing (Schiffman et al., 2004). Materialistic is an orientation that is individual in nature which makes it mastering the ownership of goods and materials as the main purpose of life and makes the nature of that ownership a very important thing for this life which can also foster personal satisfaction in the person.

Materialistic lifestyle is a discussion that has often been discussed in everyday life in newspapers, magazines, radio, television, and even in one's daily conversations. Materialistic is also referred to as a personality that is distinguishing between individuals who consider the possession of goods to be very important in their lives, and including people who consider the nature of achieving this happiness as secondary. People who think life is just a pleasure will look for something that can make themselves feel satisfied and in the end can lead to extravagant behavior. The nature of materialistic lifestyle can also be found in Indonesia, seen from the ownership of a luxury item which has shifted the existence of a caste and class rank in Indonesian society, such as the example of luxury car ownership. A person can be said to be a materialist and has a high degree if they can afford a luxury vehicle, so that they will do various ways to be able to own this item in order to increase their status. However, this behavior is not only for adults, but has become

common throughout society, including students or students, as seen from the point of view of using gadgets, vehicles, even fashion and others.

The materialistic lifestyle is not only about people, who are businessmen and their relevance of the life of a religious figure, but also one of the novelists, Kevin Kwan, who is a Singaporean with Chinese descent living in the United States, he is someone who comes from a wealthy family but basically he is a humble person. He wrote the novel when he was down because he had to leave his job as a consultant but unexpectedly the novel was successful. Through this novel, Kevin Kwan wants to provide information to the outside world about how the life and culture of Chinese-American descent in Asia, especially in Singapore. The success of the *Crazy Rich Asians* novel has attracted the interest of the film industry to adapt it to the widescreen.

The materialistic lifestyle when viewed from the phenomenon of film, there is a film company in America, namely Warner Bros., which released a film called *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.

This *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.

*Crazy Rich Asians* tells the story of the love of two people with different social status whose relationship is not approved by their family. Rachel Chu, played by Constance Wu, is a lecturer in economics at a university in New York. Rachel was invited to Singapore by her boyfriend Nick Young, played by Henry Golding. They went to Singapore with the aim of coming to Nick's best friend's wedding, as well as to introduce his girlfriend to Nick's family and also to his friends. As long as they were dating, Rachel did not know that Nick was a wealthy person in Asia. Their arrival in Singapore was immediately greeted by Nick's friends who were getting married. They also visited a place that sells typical food there, especially Malay food. In addition, they meet Nick's mother, but Rachel does not get a good reception by him.

Rachel was considered by Nick's mother as someone who was not from a Chinese family who was born out of Chinese culture. Eleanor is one of the parents who still practice all the rituals, culture, and way of thinking as a Chinese. Eleanor treats Rachel like that because when she got Nick's father, Eleanor was also not approved by Nick's grandmother, and it was difficult to get Nick's grandmother's heart so Eleanor thought that Rachel Chu also didn't deserve her child. However, Rachel never gave up on fighting for her mother's heart, even though she received bad treatment from various people because of her family background. Over time, Eleanor invited Rachel and Nick to marry, especially since Nick had proposed to Rachel before.

*Crazy Rich Asians* release date varies from country to country. *Crazy Rich Asians* premiered on August 7, 2018 at the TCL Chinese Theater in Los Angeles. In the United States, this film aired on August 15, 2018. In Singapore and Malaysia it was shown on August 22, 2018, while in Hong Kong on August 23, 2018, and in Taiwan on August 24, 2018. In the same month, in Indonesia, this film aired on 11 September 2018, while in English 14 September 2018, and on 28 September 2018 it was shown in 75 Japanese theaters. However, in South Korea it aired on 25 October 2018, then in China on 30 November 2018. This film has duration of 2 hours 1 minute. *Crazy Rich Asians* falls into the Box Office category with an estimated \$ 30,000,000 budget. Weekly opening in USA on August 19, 2018 for \$ 26,510,140. Meanwhile, the Gross USA is \$ 174,532,921, and the Cumulative Worldwide Gross is \$ 238,538,736. (Chu (director), 2018)

*Crazy Rich Asians* movie received 2 Golden Globes, as well as getting 13 wins and 60 other nominations. Victory among which African-American Film Critics Association in 2018, then the Art Directors Guild in 2019, the Broadcast Film Critics Association Awards in the same year, the Casting Society of America in 2019, there were also Costume Designers Guild Awards, Golden Trailer Awards, and Hollywood Film Awards 2018, Hollywood Makeup Artist and Hair Stylist Guild Awards 2019, International Film Festival & Awards Macao 2018, Latino Entertainment Journalists Association Film Awards 2019, National Board of Review USA 2018, Reframe Stamp feature Warner Bros 2019, Teen Choice Awards 2019. (Chu (director), 2018)

*Crazy Rich Asians* received many positive responses to the work, but also not a few people liked the storyline. Various responses from this film were taken from [www.imdb.com](http://www.imdb.com) at *Crazy Rich Asians* movie. The positive response from *Pandora Borrego* as the audience stated that

the film was gorgeous and entertaining, and worth seeing again, he liked the use of very smart film graphics. Another response from *Gerald-koh99* said that the film has an entertaining look at wealth, identity and cultural tradition. There was also another response from the audience, namely *Greggs\_nbacon*; he said that the film was basic, but well done. Apart from positive responses, some negative responses also came from the audience, such as an account called *Con-fan*; he criticized the film as stupid, boring and annoying. He argued that a group of superficial and foolish rich people had nothing interesting to say. The response from *Taelyn Kennedy* reviewed that the film supports the message about materialism and gold digging is nasty. Moreover, another audience member, *OmarCheChe*, commented on superficial materialism and extreme greed. He also said that the stereotypes in the film are much exaggerated. A portrait of a rich family is always everyone's dream, having a luxurious life has become a dream, or maybe we just love seeing the story of a rich person. (Chu, 2018)

The *Crazy Rich Asian* film does invite us to dream. It is not only to feel the pleasures of life as a rich man with abundant wealth, but also the difficulty of living that is only centered on wealth. Therefore, the writer is interested in bringing back and explaining the meaning that exists in the film because this film contains a lot of fun-loving values.

From the explanation, researchers are interested in analyzing the materialistic lifestyle in the film *Crazy Rich Asians*. This research will be analyzed using a sociological perspective. Then, this research is entitled **REPRESENTATION OF MATERIALISM IN *CRAZY RICH ASIANS* MOVIE (2018): SOCIOLOGICAL PERSPECTIVE**

## **B. Research Question**

Based on these descriptions, the authors can formulate the focus in this study as follows:

1. What are the representations of materialistic lifestyle characteristic of *Crazy Rich Asians* movie?
2. How is materialistic lifestyle represented in *Crazy Rich Asians* movie?
3. Why did the director address materialistic lifestyle in *Crazy Rich Asians*?

## **C. Objectives of the Study**

The author conducted this research with the following objectives:

1. To identify materialistic lifestyle characteristic of *Crazy Rich Asians* movie
2. To describe how materialistic lifestyle represented in *Crazy Rich Asians* movie
3. To discover the reason of addressing of materialistic lifestyle in *Crazy Rich Asians* movie

## **D. Benefit of the Study**

This research can be useful for:

1. Theoretical benefits

The author conducted this research with the hope that it can provide information to other researchers, especially those related to the film's research.

## 2. Practical benefits

This research is intended to be useful as a reference for other research, so that it can be collaborated and help complete the research. On the other hand, this research can provide information to students of Muhammadiyah University of Surakarta who are currently taking their thesis or other students who are interested in the literary study of literature from a sociological approach.