

**CULTURAL SUPERIORITY REFLECTED IN *CRAZY RICH ASIANS* MOVIE:  
CULTURAL STUDIES**



**RESEARCH PAPER**

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

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**CULTURAL SUPERIORITY REFLECTED IN CRAZY RICH ASIAN  
MOVIE: CULTURAL STUDIES**

**RESEARCH PAPER**

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I declare that the thesis I submit is my own work and free of plagiarism of other work, except those that are written cited in the script and written in the bibliography. If latter the day it is proven that this thesis is the result of plagiarism, I take full responsibility and accept sanctions in accordance with applicable regulations.

Surakarta, 1 August 2023

The Researcher



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ACCEPTANCE

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CULTURAL STUDIES

Research Paper

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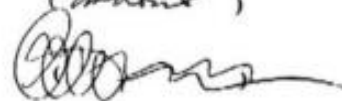

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## **MOTTO**

**“Don't be sad, Allah is always with us!!!”**

**(Q.S At-Taubah: 40)**

## **DEDICATION**

I dedicate this research paper for myself and my parents, especially my mom in heaven. As a sign of my love for them, for my father who always gives love to me, for my brother who always supports me, for my grandfather who always gives love to me, and for my friends who always spread affection to me.

## RINGKASAN

Diajeng Inas Nabilah/A320190144. **CULTURAL SUPERIORITY REFLECTED IN CRAZY RICH ASIANS MOVIE: CULTURAL STUDIES**. Skripsi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Muhammadiyah Surakarta. Agustus 2023. Penelitian ini menganalisis keunggulan budaya yang tercermin dalam Film Crazy Rich Asian. Superioritas budaya dieksplorasi melalui metodologi kualitatif deskriptif yang mengumpulkan data dari berbagai sumber, yaitu literatur dan film. Peneliti menganalisis data dengan menggunakan metode analisis dokumen. Dengan menerapkan kajian budaya Stuart Hall, penelitian ini menyoroti berbagai tindakan superioritas budaya yang dilakukan karena budaya sangat dihargai oleh suatu kelompok dan alasan superioritas budaya yang ditunjukkan dalam film. Penelitian ini menghasilkan tiga temuan; pertama, terdapat empat indikator superioritas budaya, yaitu merendahkan orang lain, perundungan, membandingkan prinsip dan stereotip, dan kebanggaan terhadap budaya sendiri. Kedua, superioritas budaya digambarkan melalui karakter, latar, dan peristiwa. Ketiga, alasan sutradara membahas superioritas budaya adalah untuk menunjukkan kebanggaan orang Asia terhadap budaya mereka. Penelitian ini menyoroti bagaimana sikap masyarakat yang hidup bersama dengan latar belakang budaya yang berbeda, dan sikap kelompok budaya yang masih mempertahankan nilai-nilai leluhur yang mereka jalani.

Kata kunci: budaya, film, superioritas budaya

## SUMMARY

Diajeng Inas Nabilah/A320190144. **CULTURAL SUPERIORITY REFLECTED IN *CRAZY RICH ASIANS* MOVIE: CULTURAL STUDIES.** This study analyzed the cultural superiority reflected in the Crazy Rich Asian Movie. Cultural superiority is explored through a descriptive qualitative methodology that collects data from various sources, namely literature, and films. Researchers analyzed the data using the document analysis method. By applying Stuart Hall's cultural studies, this study sheds light on various acts of cultural superiority that are carried out because culture is highly valued by a group and the reasons for cultural superiority are shown in films. This research produced three findings; first, there were four indicators of cultural superiority, including condescending to other people, bullying, comparing principles and stereotypes, and pride of one's own culture. Second, cultural superiority is depicted through characters, settings, and events. Third, the director's reason for discussing cultural superiority is to show Asian people's pride in their culture. This study highlights how the attitudes of people who live together with different cultural backgrounds, and the attitudes of cultural groups that still maintain the ancestral values they live by.

Keyword: culture, cultural superiority, movie



## ACKNOWLEDGMENT

Assalamu'alaikum Warahmatullahi Wabarakatuh

Allhamdulillahirabbil'alamin, all praises to Allah SWT for all that has happened in my life, so that I can complete the thesis of my bachelor degree entitled **“CULTURAL SUPERIORITY REFLECTED IN *CRAZY RICH ASIANS* MOVIE: CULTURAL STUDIES”**

I dedicated this research to Allah SWT and all the good people in my life, thanks to:

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9. The man who broke my heart.
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