

CHAPTER I

INTRODUCTION

A. Background

Cultural superiority is the phenomenon of considering one's own culture to be superior to other cultures. Cultural groups consider their own culture to be superior starting from habits, language, and religion. This phenomenon of cultural superiority can lead to conflicts between cultural groups, judgment of other cultural groups by their own cultural standards and consider their own culture to be superior, this is called ethnocentrism. Such as research from (Daniel, 2011) states one of the cultural and ethnic conflicts is caused by ethnocentrism

The phenomenon of cultural superiority often becomes conflict because each cultural group has its own interests. As in the book of (Longhurst et al., 2017) states that differences in the interests of community groups, lead to cultural clashes. Cultural superiority is also related to racism as in the book (Longhurst et al., 2017) states that “culture and conflict are also linked in the study of ‘race’ and racism”(p.24). The positive side of cultural superiority is being proud of one's own culture, maintaining traditions from ancestors, keeping culture from fading.

Cultural superiority has a close relationship with power, because this action is carried out by cultural groups that feel the most superior and powerful. The power possessed by a cultural group makes it difficult for the group to accept cultural influences from outside. One of the cultural groups that are difficult to be influenced by foreign culture is Chinese culture. As research from Litke (2013) states “China has a long history of rejecting foreign influence, and the current paranoia espoused by the Chinese Communist Party, leading to internet and media censorship, serves in some ways to continue this trend”(p.168). This attitude is carried out by Chinese cultural groups to maintain their cultural identity. This phenomenon is illustrated in the *Crazy Rich Asians* movie, which was directed by Jon M Chu.

Crazy Rich Asians movie is a film produced by Warner Bros, directed by Jon M Chu or Jonathan Murray Chu. This film was written by Peter Chiarelli and Adele Lim from the novel of the same name by Kevin Kwan and was successfully adapted into a world-famous film. Films that depict relationships with different cultural backgrounds with the romantic comedy genre have succeeded in making the audience aware of the richness and diversity of cultures that exist in the world.

This movie which was released in 2018 tells of a love story that is not approved because of different cultural backgrounds. Nick Young is a man of pure Chinese descent with a family that highly values its culture, falls in love with Rachel Chu, a Chinese-American girl who lives and grows in America. Rachel Chu was rejected in the Young family because of her cultural background and American lifestyle which the Young family did not like, especially her mother, Eleanor Young. Eleanor, who has high power in this family, clearly rejects the arrival of Rachel Chu as her son's lover through her words and prejudice. Not only that, Rachel Chu also has to fight against Nick Young's friends who feel that Rachel doesn't deserve to be part of the Young family. Chinese culture is highlighted in this film, and Eleanor Young felt that Nick Young and Rachel Chu could not get along because of their cultural differences. Based on the problem of the cultural background in the *Crazy Rich Asians* movie, the researchers conducted research on the topic of cultural superiority as reflected in the *Crazy Rich Asians* movie. In reviewing this research, the researcher uses cultural studies which are closely related to power and politics to see the cultural superiority in this film.

Crazy Rich Asians (2018) is broadcast in several countries including the United States, Canada, Singapore, Malaysia, Hong Kong, Taiwan, Indonesia, England, Japan, China and South Korea. This film received a positive response from Singaporean viewers who agreed with the portrayal of wealthy families in Singapore, however, this film received an average response in China because according to Chinese viewers the theme of this film emphasized wealth too much even though China was experiencing an economic slowdown at that time. According to the IMDb web portal, *Crazy Rich Asians* (2018) received a rating of 6.9/10 which was commented on by 180 thousand people.

Reporting from Aljazeera, the *Crazy Rich Asians* film managed to generate more than 230 billion US dollars, the film, which starred many artists of Asian descent, has become a comedy romance film that has been quite in demand lately. In its first week of debut *Crazy Rich Asians* made \$25.3 million at the US box office. *Crazy Rich Asians* (2018) won 14 awards and received 67 nominations at various awards. In 2018 the director of this film, Jon M Chu won an award at the International Film Festival and Awards Macao. And in 2019 this film won an award at the "Critics Choice Award as Best Comedy Movie", in this award Rachel Chu's actor, Constance Wu, was nominated for best actress.

In this film, there is a strong aspect of cultural superiority, this can be seen from the rejection of the Young family because Rachel is of Chinese American descent and the bad

actions of Nick's friends towards Rachel. Based on this problem, the researcher wants to reveal the cultural superiority in this film using cultural studies and circuit of culture analysis.

B. Problem Statement

Based on the background of these problems, the researchers formulate several questions as follows:

- 1) What are indicators of cultural superiority in *Crazy Rich Asians* movie?
- 2) How was the cultural superiority depicted in *Crazy Rich Asians* movie?
- 3) Why was cultural superiority address in *Crazy Rich Asians* movie?

C. Objectives

This research aims to :

- 1) To identify the indicators of cultural superiority in *Crazy Rich Asians* movie
- 2) To describe how cultural superiority depicted in *Crazy Rich Asians* movie
- 3) To reveal the reason why director addressing cultural superiority in *Crazy Rich Asians* movie

D. Significance

Researchers divide the benefits of this study into two parts, namely theoretical significance and practical significance

1. Theoretical Significance

This research is an attempt to examine and understand the superiority of culture in films with cultural studies, which is part of literary studies.

2. Practical Significance

This research becomes a reference for other writers and understands cultural superiority