

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

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Abstrak

Penelitian ini menganalisis keunggulan budaya yang tercermin dalam film *Crazy Rich Asian*. Keunggulan budaya digali melalui metodologi kualitatif deskriptif yang mengumpulkan data dari berbagai sumber, yaitu sastra, dan film. Peneliti menganalisis data dengan menggunakan metode analisis dokumen. Dengan menerapkan kajian budaya Stuart Hall, kajian ini menyoroti berbagai tindakan superioritas budaya yang dilakukan karena budaya sangat dihargai oleh suatu kelompok dan alasan superioritas budaya ditampilkan dalam film. Penelitian ini menghasilkan tiga temuan; pertama, terdapat empat indikator keunggulan budaya, antara lain merendahkan orang lain, bullying, membandingkan prinsip dan stereotipe, dan kebanggaan terhadap budaya sendiri. Kedua, keunggulan budaya digambarkan melalui tokoh, latar, dan peristiwa. Ketiga, alasan sutradara membicarakan keunggulan budaya adalah untuk menunjukkan kebanggaan orang Asia terhadap budayanya. Kajian 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, keunggulan budaya, film.

Abstract

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.

Keywords: culture, cultural superiority, movie.

1. INTRODUCTION

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, the judgment of other cultural groups by their 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, Smith, Bagnall, Crawford, & Ogborn (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 excellence 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 is 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 film *Crazy Rich Asians* movie, which was directed by Jon M Chu.

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.

Cultural studies are the relationship between cultural, power and politics, which wants change for marginalized social groups. Stuart Hall was the figure who first popularized the term cultural studies; in the 1970s Hall became chairman of the Center for Contemporary Cultural Studies (CCCS) at the University of Birmingham, England. This institution was initiated by Richard Hoggart, E.P. Thompson, and Raymond Williams who aim to study cultural issues at that time. In addition, Hall as leader proposes a mission to paint a picture between "power and power." According to Barker (Sakti Nur Cahyo, 2014), cultural studies is indeed difficult to define its limits if it is assumed to be a coherent and integrated study discipline with clear concepts and methods of substantive topics. According to Barker (2012: 7-10) cultural studies have key concepts, including: Cultural practices in society that produce meaning, representation, materialism and non-reductionism, articulation, power, popular culture, text and reader/audience, subjectivity and identity. In addition Stuart Hall (Murdock, 2016) describes a four-stage communication model. The first is production, meanings and ideas that are framed by utilizing the ideology of society create messages of meaning from the beliefs and values of society. Next is circulation, circulation relates to the production process, the stage of how someone views something, how things are disseminated can affect the audience will receive the message and use it, next is use (consumption) producing meaningful messages, used as discourse and then translated meaningfully and the last is reproduction, individuals interpret messages in their own way based on their experiences and beliefs. The meaning that is interpreted will be a certain effect or action that individuals take when they are exposed to certain messages

British Culture theorists perfected the circuit of culture in the 1990s as a framework or process of cultural analysis (Padmaja, 2019). Stuart Hall framed this cultural analysis by dividing it into five interrelated and complementary processes. The first process is representation, defined as a symbol to understand a meaning in language. In the circuit of culture, representation is used to convey meaning to the audience and convey it through signs from communication or language. In addition representation is also used to reveal social meaning in a work (Padmaja, 2019). Second is identity in identity analysis in the circuit of culture, the writer or director decides what concept and perspective will be in the story, in this case the consumer also determines the identity and meaning of the product that has been presented or reproduced. Third is production In the process of cultural analysis, production creates meanings and characteristics about a culture according to the author of the work, usually according to the culture in which the writer was born or lives. Next is consumption in the process of consumption, especially when analyzing the culture in films, consumption is defined

by the audience and their reactions in consuming the contents of the film. Including how people consume this? Who is the product marketed to? Does this product affect the audience? And the last is regulation defined as formal and informal rules, products are analyzed through rule enforcement, there are several questions such as: Is the product rejected by certain groups because it does not comply with the rules? Who is the institution that legalizes this product? Researchers analyzed the representation and production in this film using the circuit of culture from Stuart Hall. Representation, identity and production have a relationship and are related to each other, in terms of cultural superiority, the representation shown in this film is related to the production of this film. According to research from Leve (2012) to fulfill certain functions and fulfill the role of language construction producers have associated it with representations and ideas of reality.

Research on the film and novel *Crazy Rich Asians* on material representation using sociological theory showed that a materialistic lifestyle is reflected in the main and supporting characters (Septiela & Thoyibi, 2018). There are 2 factors that affect hedonism, namely internal and external factors, each character aims to make him happy in a different way, hedonism does not always mean financial and material, while leaving sadness for happiness is also hedonism (Khasanah, 2021). Another study investigates the conflict in the *Crazy Rich Asians* novel using sociological theory and shows that there are conflicts from the five characters in this film (Rohmawati, 2019). Other studies have shown that the novel *Crazy Rich Asians* was written as a vehicle to criticize social prejudices in Singapore, especially the Chinese who live there (A'Yun, 2019). Study by Pahlevi & Sagimin (2020) shows that in this film differences in lifestyle, way of thinking and choosing a partner, as well as social class can be caused by heredity and family background. In additional Salsabila & Thoyibi (2022) Found five indicators of prejudice and two stereotypes, namely gender and ethnic stereotypes.

Syva (2019) found two types of Chinese social class in this film and the last finding is that the domination of social class by the Chinese bourgeoisie is included in Marxist theory, namely the 'remainder' category. Next study by Paramastri (2021) examines the character of each character chosen and the social conflicts in it. The results of the study show that Rachel's character is smart, friendly, and persistent. Eleanor Young is described as classy, jealous, and strict. Astrid Leong is described as a simple, charming and mature woman. Michael Teo is described as a hardworking and disillusioned man. In addition, there are two classes of conflict that are in accordance with the Marxist view. Next study by Ridwan & Adji (2019) investigate the forms of independence of the female characters in this film in dealing with conflict, this

research uses qualitative methods by applying semiotic studies. The results of the study found that female characters are able to control their emotions and make rational decisions

The meaning of cultural identity is found in films through actions, namely the sender, receiver, subject, object, and traitor (Arsi & Sobur, 2019). Identity is represented by a person's cultural background such as research from Deviera (2021) have also found that in this film the cultural symbols of the Chinese ethnicity are displayed through the language, customs and inherited family culture. Different cultural backgrounds are one of the causes of conflict. In this film research by (Chrisnanda, 2019) three conflicts were found, namely conflicts over language differences, conflicts over family traditions and conflicts over differences in population. *Crazy Rich Asians* movie is a popular literary work that has been analyzed by many other researchers using various disciplines and analyzing various kinds of problems. From the previous research above, culture represents Chinese ethnic identity which is displayed through various actions and different cultural backgrounds can cause conflict. In previous research there was no discussion of the phenomenon of cultural superiority, in which there were strong aspects of cultural superiority displayed by producers as a representation of cultural identity. This study analyzes the *Crazy Rich Asians* movie using cultural circuits by Stuart Hall, the author also utilizes cultural studies from Stuart Hall as a theoretical framework. Based on this problem, the researcher wants to reveal the cultural superiority in this film using cultural studies: circuit culture by Stuart Hall. The researcher formulated three problem statements; (1) What are indicator 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 ?

2. METHOD

This research is a literary study that examined the cultural superiority depicted in *Crazy Rich Asians* Movie. The method used is descriptive qualitative, as stated by Peshkin (Njie & Asimiran, 2014) states that qualitative research methods have several purposes and meanings, including revealing a picture of events, uncovering new problems and increasing the knowledge of researchers and providing evaluations effectively. The object of this research consists of two parts, the first is a material object, namely *Crazy Rich Asians* Movie and a formal object in the form of a strong aspect in this film, namely cultural superiority. Researchers used Stuart Hall's cultural studies to gain a deeper understanding of this issue. The main source of data is *Crazy Rich Asians* Movie while the secondary sources are e-books, essays, and literary journals. Researchers collect data by watching movies and taking a note

dialogues and screenshots of images which are related to the topic, and analyzed data using qualitative descriptive techniques with a focus on analyzing the context of *Crazy Rich Asians* Movie.

3. FINDINGS AND DISCUSSION

3.1 Findings

3.1.1 Indicators of cultural superiority in *Crazy Rich Asians* Movie

a. Condescending other people

This attitude was shown when news of Rachel and Nick spread to Singapore. Nick's friends find out about Rachel and spread the news throughout Singapore, this raises several comments from Singaporeans or Nick's friends. Among them are chest comments that call Rachel very ABC which means American-born Chinese, besides that there are many hateful comments towards Rachel



Figure 1 "Looks ABC" comment from Nick's friend (0.07.05)

This condescending act occurred because Rachel was not a native Chinese descendant as evidenced by the comment "Looks ABC" and Rachel was not a rich person. In Singapore, girls were fighting to become Nick's partner, the sole heir to the Young family.

Next dialogue (0.32.00)

"Rachel: 'Yeah, I thought red was a lucky color, right?'"

"Peik Lin father: 'Yeah. If you are an envelope. Zing! Nailed it!'"

This condescension was shown by the Peik Lin family to Rachel, at that time all of Peik Lin's family members laughed at the red dress Rachel wore to the Young family meeting. While their intentions were good in telling them that the dress wasn't suitable for a party, the way they conveyed it came across as condescending and likened Rachel to an envelope.



Figure 2 shocked expression (0.43.02)

When introduced to the people closest to the Young family, Rachel Chu gets various questions that lead to herself, her wealth, work and family. In this scene Jacqueline asked Rachel about Rachel's father's job, and when Rachel answered that her father had died and was only a Chinese laborer, Jacqueline's expression immediately changed and seemed to condescend to Rachel.

b. Comparing principles and Stereotypes

Dialogue (0.29.02)

“Peik Lin’s father: ‘I mean, take a look at her. She’s American? Really skinny. You want to look like that’”

These were the words spoken by Peik Lin's father. He told Peik Lin's twin sister to eat a lot so that she would not have a thin body like Rachel Chu, and this was said in front of Rachel Chu. Even though it was just a joke, it could be seen from the look on Rachel's face that Rachel was not pleased with those words. And those words were stereotyped because Peik Lin's father explained to his twin daughters that Americans are thin.

The Next attitude was shown by Eleanor Young to Rachel Chu. Eleanor Young is the mother of Nick Young. When he first came to Ah Ma's house (Nick Young's grandmother), Nick introduced Rachel to Eleanor. There Rachel introduced herself and told a little about her mother. Eleanor answered as in the dialogue (0.40.21)

“Eleanor: ‘Pursuing one's passion. How American. Well, your mother's very open-minded, not like here, where parents are obsessed with shaping the life of their children.’”

In this dialogue, Eleanor clearly sees Americans only pursuing their passions. Eleanor also stated that Rachel's mother was very open-minded and compared her to the parents in the Young family. Through the word "How American" Eleanor generalized that all Americans have the

characteristics mentioned earlier, including Rachel Chu's mother who has lived in America for a long time and it is called a stereotype. Indirectly, Eleanor also compared her culture with native Chinese descent and Chinese-American descent, said Eleanor with a smile as if hinting that her culture was superior to other cultures.

c. Bullying

This attitude was seen when Rachel Chu attended Araminta's bridal shower, where Rachel was bullied by several of Araminta's friends, one of whom was Amanda. Amanda and her friends put bloody dead fish on Rachel's bed and wrote on the mirror "CATCH THIS, YOU GOLD-DIGGING BITCH!"



Figure 3 the scene where the bloody dead fish is in Rachel's bed (1.02.23)

This bullying was done because Colin's friends who were also Nick's friends thought that Rachel was just a material girl who only wanted the Young family's treasure. This veiling must have been done by someone who felt they had power and felt superior to that person.

d. Proud of one's own culture

The pride for their own culture was also shown by the Young family when they held a meeting to see the "Tan Hua" flower bloom, this event was held at Ah Ma's house and was attended by the extended family. It is the tradition of the Young family every time Tan Hua blooms they gather and witness the beautiful flowers that only bloom at night. As in the scene:



Figure 4 the tradition of family gatherings on the night of tan hua blooms (0.48.50)

The pride for their own culture is also shown by the Young family, especially Eleanor when the scene makes dumplings together. It is said that the tradition of gathering and making dumplings must be carried out continuously in order to maintain their culture. And Eleanor said that she was proud that she took care of her family. As in the scene:



Figure 5 making dumplings with the Young family (1.07.46)

3.1.2 Depiction of Cultural Superiority

Cultural superiority is described through three parts, the first is through the characters, the second is through the setting and the third is through events

a. Through Characters

1) Young Family

Seen in the dialogue in the film (1.08.33)

“Felicity: ‘We taught you so you'd know the blood, sweat and tears it took to raise and feed you monkeys’”

“Alix: ‘Not like the ang-mohs microwaving macaroni and cheese for their children. No wonder they put their parents in the old folks home when they all grow up’”

“Eleanor: ‘Ah Ma says if we don't pass traditions down like this they will disappear’”

From the conversation of the three women from the Young family, it shows their pride in the tradition of making dumplings which has a philosophy about raising a family. But in this conversation, Alix compared her culture with foreign culture (Caucasians) with the assumption that Caucasians are not very capable of raising a family. It is not surprising that parents are placed in nursing homes. This was said to be because Alix felt her culture was superior and considered the Caucasian culture to be no better than hers, because the Young family judged other cultures by their own cultural standards.

Next dialogue (1.10.11)

“Eleanor: ‘I chose to help my husband run a business and raise a family. For me it was a privilege. But for you, you may think its old-fashioned’”

In this dialogue, Eleanor indirectly assumes that Rachel is unable to act like herself and the culture she lives in, namely taking care of her family. Eleanor said that Rachel considered culture like that old-fashioned, but Eleanor thought it was a very special thing, here it can be seen that Eleanor is too proud of her culture to compare it with seeing Rachel as a woman who does not want to raise her family and thinks that Rachel is only pursuing her personal dreams, Eleanor upholds her culture, Eleanor shows pride in her culture and feels that her culture as a housewife is superior to Rachel who only pursues her personal dreams, as in the dialogue (1.10.21)

“Eleanor: ‘Its nice you appreciate this house, and we being here together wrapping dumplings. But all this doesn't just happen. Its because we know to put family first, instead of chasing one's passion’”

Ever since Rachel's first arrival, Eleanor had shown her distaste and always made snarky remarks as if Rachel were a Chinese-American who only thought and pursued her own desires. From the beginning, the phrase "Chasing one's passion" was shown by Eleanor for American culture, this expression she brought to Rachel and her mother, and considers Eleanor's culture to take care of family like that of Chinese descent, better than Rachel's culture.

Next Dialogues (1.12.50)

“Eleanor: ‘Because i had no idea the work and the sacrifice it would take. They were many days when i wondered, if I would measure up. But having been through it all. I know this much. You will never be enough’”

“Celine: ‘I heard she told Tini that Nick is a good catch. So typical. She’s not even that pretty. Its like she’s never heard of plastic surgery’”

In this scene, Celine said the word right when Rachel passed next to him. This was done by Celine on purpose so that Rachel heard what he said and gave up on her and Nick's relationship. This was done for the beautification of Amanda, who was Nick's friend since childhood, she felt she was more worthy and superior because she had been with Nick since childhood, rather than Rachel who came from a different background.

b) Through Setting

The settings in this film are Singapore and America, but most of the scenes are shot in Singapore. Rachel is Nick Young's girlfriend whom he knows in America and is a Chinese-American Professor of Economics. Rachel grew up in America and coming to Singapore was something new for her. Differences in lifestyles and cultural superiority are seen in the film Crazy Rich Asians in Singapore, which takes place at the Tan Hua blooming party

“Nick: ‘I thought you might be excited that the first girl that I bring home is a Chinese professor.’”

“Eleanor: ‘Chinese American’”

c) Through Events (Colin and Araminta's wedding party)

At Colin and Araminta's wedding, Eleanor uncovers Rachel's true family background witnessed by Ah ma, who also rejects Rachel for fear that her grandson will be damaged because of Rachel's ambitions. Eleanor felt superior that she could find all the information about Rachel Chu's family and reveal it in front of Ah Ma. It is suspected that Rachel's mother had an affair and fled to America when she was pregnant with Rachel. In addition, Rachel was considered too smart and Ah Ma was afraid that his grandson would be carried away by Rachel's ambitions. As in Dialog (1.32.19)

“Ah Ma: ‘I’ve only known you a short time, but it’s clear you are a very smart woman. But I will not permit you to ruin my grandson with your ambition.’” Speaks Mandarin and translates to English

“Eleanor: ‘I’m sorry to tell you, but Rachel has been lying to us about her family. She said her father passé away in China but that’s not true.’”

3.2 Reason of Addressing Cultural Superiority

Jonathan Murray Chu is an American film director, producer and writer. He directed the film *Crazy Rich Asians* which is a film adaptation of the novel of the same name by Kevin Kwan. The director emphasizes cultural superiority in this film because it follows the problems presented in the novel, but the director wanted to show the cultural diversity and pride shown by the rich Asians. As when interviewed

“Jonathan Murray Chu: ‘I hope that they feel the amount of pride that we felt in Crazy Rich Asians. This is what it feels like watch other people who are not like us look up to us, and to me that is the main goal whether you're LatinX or not that you get inspired by this and you see other human being on the other side and you have empathy for them and you root for them’” (0.28-3.42. POP Culture, 2021)

The director also wants to describe how we behave when we are in other cultures that are superior and think of us as inferior. Like in an old interview on YouTube Character Media

“Jonathan Murray Chu: ‘We talked a lot about when we were developing it is about you're inferiority throughout with superiority, that because you feel inferior you have to go the exact opposite way and those are complicated things to untangle’” (2.30-2.56. Media, 2019)

3.3 Discussion

Indicators of cultural superiority are reflected in these four behaviors. These four behaviors have a relationship between power and culture. According to Hall in Wood (1998) describing "meaningful" "unity" resulting from social power relations and discourse, of the four behaviors carried out by a cultural group that unites to form meaning and discourse that occurs because a cultural group has the power. The first of which is condescending, condescending is a behavior that views other people unfavorably; this is done by people who have power. As in the scene, it can be seen that the native Chinese dare to belittle the American-breed Chinese, which means that the native Chinese have superiority, especially when they see other cultures in their area of residence. This shows the power relations in culture, such as the basic premise of cultural studies. The next are Comparing principles and Stereotypes. In this case comparing principles is seen as comparing ways of acting to educate their children. Stereotypes here are labels given by a person or a group to other people from different cultures. This is usually done by people who feel they have power, in this film Eleanor does this to Rachel, and generalizes Rachel and her mother's attitude to all Americans. The next indicator is bullying, bullying is

done to pressure Rachel to feel afraid and give up on her relationship with Nick Young, bullying is also done by people who feel superior to others and feel they have the power to oppress people. The person doing the bullying feels superior and thinks that the victim being bullied is a weak person. The last indicator is pride in one's own culture, this is a positive indicator, but if it is done excessively and compared to other cultures, this will become cultural superiority, as Eleanor did when she talked about raise a family and Eleanor considered it a pride and gave prejudice badly for Rachel.

The discovery of cultural superiority in this film seen through 3 points, first through the characters, namely the cultural superiority carried out by the Young family and then the cultural superiority carried out by Nick's friends. Second, cultural superiority can be seen through the setting in this film, namely Singapore, cultural superiority can be seen in Singapore when the tan hua festival blooms. Third, cultural superiority is seen through events, namely at Colin and Araminta's wedding, when Eleanor exposed Rachel's family background and Rachel's rejection by Ah Ma. The pride in culture in this film shows that the Young family has cultural superiority, because they look down on other cultures based on their ancestral values, and consider other cultures inferior because they don't have ancestral norms or values as adhered to by their culture. From the discovery of cultural superiority above, in this film the family is a cultural representation. This is interpreted when a family holds a meeting between relatives, a family sits together to make dumplings which has a philosophy of teaching their children about life, and the highest authority is held by the oldest figure in the family, namely Ah Ma, in this film Ah Ma (Grandma) is an important figure who is highly appreciated by the people around. This is the social meaning to be conveyed in this film, as in the research of Padmaja (2019) representation is a social meaning not only informational meaning, various roles are played in understanding phenomena in film.

Jon M Chu who is the director of this film, the director wants to show Asian cultural identity through the production of the meaning he wants to convey to the audience, and the family as a representation of culture, as well as in interrelated in circuit of culture (Sakti Nur Cahyo, 2014). Besides that the director wants to show the diversity of Asian culture, how culture is upheld by the Chinese people, this is also to show the identity of Asian people who are known to love family.. In this film cultural superiority is shown in terms of cultural identity, a culture considers itself to be superior and the best because they want to uphold their identity and preserve their ancestral values, therefore they view people from mixed cultures as not part of their culture. This cultural identity also expresses the mapping of a culture's personal traditions and values (Yang, Zhao, & Liu, 2021). Based on circuit of culture analysis by Stuart Hall

(Padmaja, 2019) there are five interconnected elements, in this film meaning is produced as an identity from Asian culture which represents family as culture, and this film is consumed by various societies by highlighting many Asian cultures, especially Chinese. The regulation of this film is in accordance with Chinese norms and culture.

According to the findings, the position of this research adds to the information from previous studies. Cultural superiority needs to be raised in research due to lack of information. In *Crazy Rich Asians*, there are various cultural issues that need to be examined, because humans live side by side with culture. This study also supports the study from previous research, namely research from Deviera (2021) the Chinese have a culture of devotion to their ancestors, the oldest family and parents, and children must listen to and obey the advice of their elders. This research supports this statement as a form of preserving ancestral values that makes a culture feel superior and different from other cultures.

4. CLOSING

The results of the cultural superiority portrayed in *Crazy Rich Asians* Movie are described in three points

First, there are four indicators of cultural superiority found in this film. Those are condescending is attitude of looking down on others, contempt and disrespect for others, looking at others only from their shortcomings. Comparing principles and stereotypes is an attitude of comparison by throwing negative stereotypes or labels and feeling oneself superior to other people or groups. Bullying in the form of verbal abuse that hurts other people with their words. Pride in one's own culture is carried out excessively, giving rise to a feeling of being superior to other groups.

Second, four indicators support the portrayal of cultural superiority in this film, as seen through the characters, setting and even. Through the characters, cultural superiority is seen through the Young family and Nick Young's friends. The Young's and Nick's friends have had a few words to say that his culture is superior to Rachel's. Through the setting, it can be seen that cultural superiority is carried out in Singapore, and it can be seen from the events, cultural superiority is carried out at Colin and Araminta's wedding.

Third, the reason for the director showing cultural superiority in this film is due to two things. First, the director wants to portray cultural diversity and pride in his own culture in this film, second, the director wants to show how to behave when he is in an inferior situation and is in another cultural environment.

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