

Representation of Materialism In Crazy Rich Asians Movie (2018): A Sociological Perspective

Dammicha Auli Septiela¹, Muhammad Thoyibi²

^{1 2}*Department of English Education, School of Teacher Training and Education,
Universitas Muhammadiyah Surakarta, Surakarta*

^{a)} Corresponding author: dammichaaulia@gmail.com
^{b)} mth258@ums.ac.id

Abstract. Lifestyle is very influential in life, and what has become part of society is a materialistic lifestyle that only seeks pleasure in life. This study explores various representations of materialistic lifestyles depicted through characters, settings, events, and styles with the type of literary study. This study uses a qualitative method. In addition to using qualitative methods, the author also uses a sociological approach to analyze the film. The type of data in this study is from the film Crazy Rich Asians, which taken from several dialogues in the film and scenes, images, and texts in the film. The primary data search came from the film Crazy Rich Asians, adapted from the novel with the same title and written by Kevin Kwan. Secondary data search comes from data sources obtained as references to support this research such as journals related to the journal's official website, dictionaries, and several journal articles that support and related to this research. The object of this research is the Crazy Rich Asians film. As a formal object in supporting the research conducted, the researcher also guided by other studies that have been carried out. In collecting data, the writer uses document analysis, which is done by grouping data to get conclusions from the research. After going through several analyzes conducted by the researcher, the results of his research show that the materialistic lifestyle is reflected in the main and supporting characters.

Keywords: Crazy Rich Asians movie, representation, sociological, perspective

INTRODUCTION

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 lifestyle is a discussion that has often discussed in everyday life in newspapers, magazines, radio, television, and even in one's daily conversations. Materialistic 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. The materialistic lifestyle is not only about people, who are businesspersons and their relevance of the life of a religious figure, but also one of the novelists, Kevin Kwan. He wrote the novel when he was down, he 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.

Crazy Rich Asians publish 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 dreaming.

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. Women's sincerity 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.

This research contains the materialistic lifestyle in the film Crazy Rich Asians. This research describes how the representation of this lifestyle in the film Crazy Rich Asians and the reason Jonathan Murray Chu raised the materialistic lifestyle into the film. The authors in this study approached the problem topics to be discusses from a sociological perspective. No research that raises the issue of a materialistic lifestyle and this study aims to complement previous research.

According to Hall (1967), representation is an important part of the process that has meaning produced and exchanged between cultures that involve the use of language, signs, and images that represent things. Representation is a situation that has positioned as a representative form of the attitude or action of an environment. The process by which an object will be collected then becomes the result of a concept or idea with language that will convey its meaning. According to Hall (1997), representation is a system by language which works by using 'signs' and 'symbols' to represent ideas, thoughts, feelings, expressions and emotions. However, the term is not limited to spoken or only written language, but rather to defend or represent something. For example, a musician uses music to represent his feelings and music uses tone and sound as signs or symbols.

According to Hall (1997), a representation is divided into three forms; (1) a reflective representation, (2) an intentional representation, and (3) a constructionist representation. As for the explanation of the three forms, namely, reflective representation is a variety of symbols or language that reflects meaning. Intentional representation is how a language or symbol has the personal meaning of the speaker or writer. Meanwhile, constructionist representation is how that meaning reconstructed back into language and through that language.

According to Wellek & Warren (1956), sociology is an approach to a literary work that is able to consider socially. Meanwhile, according to Faruk, the definition of sociology is a science that is able to connect the results of a human work with the life that already exists in society. In a large dictionary, it also explained that sociology is a source of knowledge about the nature and development of a particular society. The sociology of literature approach, which based on the theory of Marxism, literature, is seen as ideology, politics and religion as a part of the superstructure whose existence rests on the economy or infrastructure. The relationship between art and economic structure as infrastructure, society only understands the strict limits of economic quality. However, if viewed as an ideology, art considered to have no autonomy because it is determined by the infrastructure.

Studies on the Crazy Rich Asians movie can be classified into two groups, namely literary studies and linguistic studies. Literary studies include sociological approach used by Rohmawati (2018), Ulfa Nasution (2019), Kasanah (2021); moral-philosophical used by Andani (2020); and cultural conflict used by Monica et al. (2020). Linguistic studies include semiotics used by Ridwan & Adji (2019), N. Jannah (2019), S. K. Jannah (2020), Arsi & Sobur (2019); pragmatic used by Asmawanti (2019); textual used by Winatian et al. (2019); perspective used by A'Yun (2019); theory of speech acts used by Sari (2019); and theory of politeness strategy used by Aisah (2019).

Rohmawati (2018) discusses a family conflict. The results of this study indicate the family problems of several main characters in the story. The study only describes conflicts with the main character, Rachel Chu. This confirms the existing literature on sociology, especially family conflict. Ulfa Nasution (2019) has discussed about social class and its conflicts in family life. This study focuses on differences in social class in films, which cause conflicts to occur, such as gaps in social status in social life. The results of this study are focus on the analysis of social class and its conflicts in films. Conflicts that create gaps that can affect the mindset of a family are so striking. Kasanah (2021) discusses the issue of hedonism and its influence in the same film. The results of these studies indicate that hedonism in a character can be influenced by internal and external factors. This study confirms the existing literature about hedonism and the effects it receives from several characters. The relationship between the three articles above is that the article studies research using a sociological approach. The development of the study of the object material cannot be separated from social science, because the sociological approach focuses on its social relations.

Andani (2020) discusses the moral values of Rachel's character in the film as well as some of the conflicts the main character faces. The results of her research have been shown by the author that the conflicts Rachel faced also stemmed from internal conflicts depicted in the main character and external conflicts seen from the problems of the two families as well as problems between Rachel and the community. In this study, it can be concluded that the

above research focuses on the moral values of the main character, with the intention of seeing how the main character overcomes existing conflicts to reveal moral values in the novel. In his studies, he uses character and characterization theory, conflict theory, and moral value theory. The article studies research using a moral-philosophical approach. The development of the study of the object material is always related to moral teaching and probe philosophical issue.

Monica et al., (2020) has discussed the cultural conflict in this study. The results of this study indicate that the cultural conflicts experienced by Rachel and Nick are caused by several problems and materialism, such as a high sense of egoism so that the conflict continues without any resolution. The study concluded that cultural conflict is a real situation that occurs in the midst of multicultural community life, and can occur as a result of value conflicts caused by cultural differences. This research focuses on the cultural conflict against ethnicity experienced by the main character. This article deals with cultural conflicts that are included in the category of literature study.

Ridwan and Adji (2019) have conducted research on the representation of the main character of feminism using a semiotic study approach. The results of this study are that the female lead is able to control her emotions by giving birth to rational, calculating, and emotionless decisions in the problems she faces, and the female lead is able to take over the role until she is finally able to change the male family's decisions and agree. Their Relationship the study concluded that this research was conducted to determine the independence of the main female character in dealing with conflict. Jannah (2019) has conducted analytical research that represents the style of hedonism using semiotic analysis. The result of this research is that hedonism is represented by rich people who tend to create social inequality, with the lifestyle of the rich for no reason. This study examines the style of hedonism in Kevin Kwan's film using semiotic analysis research methods and media text analysis. SK Jannah (2020) has conducted a study on the form of representation of Asian orientalism. The concept of the writer is observing and interpreting the signs and symbols in the film. The study concludes that the film under study still uses the point of view of western orientalism to portray Asian characters as ethnic Chinese, orientalism used by the director to increase the selling value of the film to the audience by presenting the film from a Hollywood perspective. Arsi and Sobur (2019) discuss the meaning of Asian-American cultural identity and conflict described by the external structure of the story. The main result of this research is to find the meaning of conflict and Asian-American cultural identity represented by six factors, namely sender, receiver, subject, object, and inhibitor. There are barriers that the forces that prevent the subject from achieving their goals are prejudice, social status and personal hatred, and the forces that help the subject overcome these obstacles are love and courage. The relationship of the four articles above is that the article studies research using a semiotic approach. The development of the study of the object material is to assume that a social and cultural phenomenon that exists in society is a sign that may have meaning. The semiotic approach in literature focuses on studying signs, codes, and symbols in the form of a text.

Asmawanti (2019) conduct research that discusses the context of presuppositions. The presuppositions in question include evil presuppositions, existential presuppositions, lexical presuppositions, structural presuppositions, nonfiction, and counterfactuals. This study focuses on the types of assumptions applied in the film *Crazy Rich Asians*. This study contributes to linguistic learning, particularly pragmatic learning.

Winatian et al., (2019) has conducted research that discusses the representation of Chinese characters in Kwan's film. This study uses the meaning behind the representation in a qualitative approach and uses textual analysis methods. This study aims to analyze how Chinese characters are represented through attitudes, thoughts and language that are more oriented towards American culture in a novel. The article examines research using a textual approach. The meaning of this study is related to the content of a text as a whole. Development with the object material is textual practices can be identified in the film are analyzed.

A'yun, (2019) analyzing the super-rich Asian people, the results of this study can be concluded that social prejudice in this study is understood as attitudes towards groups and their members at the individual level that form or maintain hierarchical status relationships between groups. The hierarchical social status relationship between groups is reflected in the protagonist, who comes from the main character who has a different family social status. This study uses the perspective method of Wallek and Warren.

Sari (2019) discusses more about the empathic words of the main character. The main concept is to describe the function of the assertive illocutionary action of Nick's words, and identify the translation techniques applied to the accuracy of the translation words. The research results of this study indicate that fourteen translation techniques often used to translate. This study focuses on translation techniques for the accuracy of the film *Crazy Rich Asians*.

Aisah (2019) has discussed research on the politeness strategies used by the main characters. The author applies the concept of politeness strategy theory from Brown and Levinson. This study focuses on analyzing the identity of the main character using Sheldon Stryker's theory. This research has conducted using a qualitative descriptive method with the results of the study that the main actors use positive politeness strategies in their interactions.

The relationship of some of the above articles with its development in material objects is that these articles fall into the category of linguistic studies. The articles above which are included in linguistic studies have been grouped sequentially, namely the semiotic approach, the textual approach, the perspective approach, theory of speech acts, and theory of politeness strategy.

METHOD

This study explores various representations of materialistic lifestyles depicted through characters, backgrounds, events, and styles with the type of literary study. This research used qualitative research. The type of data in this research is from a Crazy Rich Asians film, which is taken from several dialogues in the film, as well as the scenes, images, and text in the film. Primary data searches were from the film Crazy Rich Asians, which was adapted from the novel of the same title and written by Kevin Kwan. Secondary data search is derived from data sources obtained as references to support this research study such as journals related, in addition to the official website for journals, dictionaries, and several journal articles that support and related to this research. The object material of this study is the film Crazy Rich Asians. As a formal object in supporting the research undertaken, researchers are also guided by other research that already has been carried out.

The technique used in analysing the data is qualitative. This data analysis technique is done by grouping the data in order to find a conclusion. This means that the author uses documents analysis. Documents contain text (words) and images that have been recorded without a researcher's intervention. (Bowen, 2009).

FINDINGS AND DISCUSSION

Representations of Materialistic Lifestyle

Representation is a way of interpreting an image or behaviour that is depicted. In the film Crazy Rich Asians, a form of representation of a materialistic lifestyle can be shown as follows.

1. Eleanor Young buys the Calthorpe Hotel
Eleanor was mistreated by hotel employees and managers, and then she called her husband and immediately bought the hotel. This activity is included in the form of a representation of a materialistic lifestyle because it will only be done by the very rich.
2. Flying using the most expensive private plane
Nick will go to Singapore with Rachel using a very special airlines facilities and very expensive. This includes a materialistic lifestyle representation because only certain people will use the flight, and in real life, the Pacific Asean Airlines is not operated because of its very high cost.
3. Astrid buys millions worth of earrings
The representation depicts a woman's materialistic lifestyle; only for her pleasure Astrid is willing to buy a pair of earrings at a price of 1.2 million dollars.
4. Dinner at Newton food centre
Newton food centre is a famous dinner place in Singapore. This place is famous for its Asian cuisine and its high prices, dominated by rich people who eat there. The activities, pictures and language they use show that these activities include representations of a materialistic lifestyle.
5. Mrs. Peik Lin shows her luxurious home
Mrs. Peik Lin introduced her house from several sides, one of which is the central part which is inspired by the Versailles hall with a gold interior design and the bathroom design is inspired by Donald Trump. Activities that highlight this wealth are part of the representation of a materialistic lifestyle.
6. The tradition of beating the gong
Beating a gong Cambodia, which is very rare, is only done by wealthy families when welcoming the blooming of the Tan Hua flower. Hit the gong only as a notification of the sequence of events at that time. This representation is clearly done for the sake of pleasure. The lifestyle of the rich who are free to use their money for anything makes them happy without being afraid to spend it.
7. The tradition of welcoming Tan Hua flowers to bloom

A tradition carried out by this wealthy Chinese family is a very materialistic representation of a lifestyle because just to welcome the blooming of a flower, they have a lavish party held by the rich to appreciate the plants.

8. Bernard scatters his money

The representation of the lifestyle of the super-rich is illustrated by Bernard's treatment of being free to use his money for anything without thinking. Bernard represents someone with a materialistic lifestyle that has no ethics, he scatter money on a girl who passes in front of him.

9. Rent a private helicopter

Bernard hired a private helicopter for him and his friends to go to a party on container ship. The representation of the lifestyle of materialistic people is illustrated by Bernard who easily spends his money just to feel happy and look luxurious, no matter what the amount is.

10. The bachelorette party

The materialistic lifestyle can be represented through the party activities. The party that was held to relinquish the single period on the container ship was Bernard's idea. The costs involved in chartering boats, buying fuel, and for parties can be so high that only the rich will do.

11. Shopping massively at fashion boutiques

Araminta's bachelorette party is also a representation of materialistic lifestyles. Activities carried out on the island of Samsara are quite luxurious because apart from free shopping at famous boutiques there are spas and party activities at night on the beach. Representation of these activities is very expensive just for fun and social status can be seen in front of his friends.

12. The tradition of making special dumplings

The tradition of making special dumplings is a representation of the Chinese lifestyle, especially the rich. This activity is carried out during the Chinese New Year because dumplings are one of the mandatory dishes. This dish is considered a symbol of wealth because its shape is like a boat and it is believed that the more dumplings you eat during the Chinese New Year, the more money you will make throughout the year.

13. Wedding ceremony at the CHIJMES building

The CHIJMES building was the building where Colin and Araminta were get married. The representation of a materialistic lifestyle depicted at this wedding ceremony with a garden theme costs up to 40 million dollars. This lifestyle is a representation of a lifestyle that is too luxurious in life.

14. Wedding reception at Garden by the Bay

Colin and Araminta's wedding reception was held at Garden by the Bay with a classic theme but seemed luxurious. His materialistic lifestyle can be represented through these activities, with a luxury style party.

15. Proposal for marriage at the Marina Bay Sands hotel

A hotel shaped like a ship with a swimming pool on it and located on the fifty-fifth floor is the hotel where Nick and Rachel made their wedding proposal. This super luxurious party event is a representation of a materialistic lifestyle because just renting a place already requires a lot of money, especially when it is a marriage proposal.

16. Play mah-jong at Cheong Fatt Tze Mansion

Cheong Fatt Tze Mansion is a hotel that Rachel and Eleanor use to play mah-jong and talk about their problems. The representation illustrates Eleanor's opinion that Rachel is not part of the same caste as her. Even though Rachel is of Chinese descent, she and her mother have lived in America since childhood. Mah-jong games are used to interact as well as develop game strategies that can present various backgrounds of different people

Materialistic Lifestyles Represented

Materialistic lifestyle in the film *Crazy Rich Asians* can be represented by the director through four depictions. The fourth depictions include characters, settings, events, and styles.

Characters

The characters in the film are divided into two, namely rich characters and not rich characters.

1. Rich characters

The character of rich Asians that is highlighted in the film *Crazy Rich Asians* is dominated by Chinese ethnicity, shown with olive skin, narrow eyes, and has a materialistic lifestyle, feeling free to use their money even in large amounts. These characters are played by Eleanor Young, Nick Young, Astrid Leong Teo, Peik Lin, Colin Khoo, Araminta Lee, and Bernard Tai.

2. Characters who are not rich

a. Rachel Chu

Rachel Chu is a lecturer in economics at New York University. He represents a kind, simple, and intelligent character. She is the lover of Nick Young. During their relationship, Rachel did not know that her boyfriend is the son of a very rich person. After Rachel found out that her lover was the son of the richest person and Nick's mother did not approve of their relationship, Rachel finally gave up for Nick's happiness. But Eleanor realized that banning their relationship would only hurt her son's feelings.

b. Kitty Pong

Kitty Pong is Alistair Cheng's girlfriend. Kitty represents a worker in the film so she wants to use her boyfriend to help her become an actress. In order to become an actress, she is willing to sacrifice her self-esteem so that her wishes are fulfilled. For some rich people it is not a difficult thing to spend their wealth as satisfying their desires are fulfilled. People with low economic status can also sacrifice anything including their self-esteem in order to get something they want.

Settings

There are six background places in the film *Crazy Rich Asians* which represent a materialistic lifestyle, including Pacific Asean Airlines which was the choice of Nick and Rachel's flights when they went to Singapore, Newton Food Court which is a dinner place which is known to be quite expensive among the lower class, then there is the magnificent Goh Mansion building which is the home of the Peik Lin family which has a gold nuanced design, there is also a CHIJMES meeting hall which is the venue for Colin and Araminta's wedding, Garden by the Bay is also the venue for Colin and Araminta's wedding reception which has a classic theme but looks luxurious, and the last one is the Marina bay sands hotel which is a luxury hotel with a swimming pool at the top which is where Nick proposed to Rachel's wedding.

Events

1. Eleanor afford to buy a hotel

Beginning of the story tells about her past life, Eleanor wants to stay at a hotel; she is rejected by the waiter and the hotel manager because Eleanor is Asian. Then she told her husband about the incident by telephone, until finally the hotel was bought by Eleanor Young's family.

2. Go on a first class flight

At the airport, they met the officers who would carry their luggage and belongings. Nick was asked to register on the first class flight immediately, but Rachel said that they would go on an economy class flight because Rachel did not know that Nick was the son of a super-rich person. During the trip, Nick told about himself and his cousins who were all collectors.

3. Nick proposes to Rachel and they finally get married

At the end of the story, they have a party in a hotel that is in the shape of a ship with a unique swimming pool above it, a celebration that seems luxurious is Nick and Rachel's engagement party. While everyone was happy to welcome the party, Eleanor seemed to be smiling seeing Nick and Rachel happy.

Styles

1. Mise en scene

a. Actors

Constance Wu who plays Rachel in the film is a smart, humble person, but sometimes lacks confidence so that the audience can empathize with her character. Meanwhile, Henry Golding who plays Nick is a kind person and not arrogant, a good role in presenting as a rich Asian. With her iconic light blonde hair, Awkwafina is able to portray the character Peik Lin who is a rude, talkative, and wealthy person from her family. She was able to play the role which made the atmosphere of the film even more exciting with his comedy.

As an actor of Eleanor, Michelle Yeoh displays an elegant character. Michelle makes Eleanor appear as a cynical character, but still has a mother's instinct to protect her child. Her role is so visible and appropriate that it makes the audience feel like she thinks Eleanor is evil. Gemma Chan plays Astrid, Nick's beautiful cousin and a style icon. Gemma's acting brings Astrid's character well, but it is not clear in the film why she could become Nick's favourite cousin. And at the end of the film, it can be seen that she was meeting a man at a wedding that was not explained who the man was, only the audience who had read the novel knew who the man was.

b. Costumes and property

The costumes and property used by the players are very luxurious because they are very expensive. In the film, one example can be shown in Rachel Chu's outfit which is becoming an attractive fashion, namely a blue prince tulle gown. And then, the properties that stand out in the film are a pair of earrings that Astrid bought at a very high price that is Burmese pearl earrings for \$ 1.2 million. The change in atmosphere in this scene is also glamorous with the dim light and relaxing song.

c. Lightings

The lighting shown at the start of the film during flashbacks at the legendary hotel uses dim light to give the impression that the film was shot in the past. Meanwhile, the lighting inside the boutique looks brighter. The change in feeling in this scene is blissful because of the bright lighting and the energetic song. At the time of the party, the lighting looks a little dim but colourful.

d. Audios

Audio is very influential in accompanying the storyline in the film. As for the clip when Rachel tries on several selected dresses and accompanied by the song Material Girl it looks good, but still clichés.

Then during the wedding ceremony, Kina Grannis sang a song entitled Can't Help Falling in Love, the song brought a beautiful impression and made the audience carried away. Throughout this film, there are also a number of pop songs sung by Asian singers that can add colour to the film and can add to the impression of joy.

e. Symbols

The symbols in the film convey the impression of Chinese family culture. This can be represented as when using a red dress. In Chinese culture the colour red means bringing good luck. Rachel's mother aims for Rachel to give a good first meeting impression because Rachel is a Chinese-American. Rachel's mother is afraid that if her daughter is perceived as less Chinese, Rachel's mother makes the first impression Rachel's meeting with Nick's family seems perfect.

Another symbol is represented through a tradition, namely when making dumplings. In the scene at Young family is making dumplings with Rachel. Dumplings are a typical Chinese cultural food that must be preserved by them. Dumplings are a symbol used by this film to show the identity of Chinese people.

2. Cinematography

Cinematography is a technique of capturing and combining images into a series of images that have the ability to convey ideas or stories. In this film used long shot, medium shot, and medium long shot.

The Reason of Jonathan Murray Chu Addressing of Materialistic Lifestyles

Jonathan Murray Chu is the person behind the success of the film Crazy Rich Asians. Jon M Chu is a director who has successfully portrayed and brought Crazy Rich Asians to life through the glamorous style and appearance shown in Hollywood films, joined by novelist Kevin Kwan.

The reason Jon M Chu is a part of Crazy Rich Asians who greets the materialistic lifestyle is because his story is closer to reality. The theme taken by the director looks simple, but the conflict he faces shows a strong Asian

culture, because the film director and novelist are of Asian descent. The film looks like it's talking about him. So, he shows the experience of an Asian American who is living life and meeting Asian people and then realizing that we are not just one Asian group, it means a lot to him.

Jon M Chu thinks of his family if his children have lived a real life with the hope that they will become strong and independent people, such as representatives of Asian people who can live independently without needing men in their lives to fulfil their life's needs so that they have the right to do whatever they want.

From the brief description above, it can be concluded that the reason for Jon M Chu to raise the film *Crazy Rich Asian* with a glamorous lifestyle is that the story is very close to the real life of Jonathan Murray Chu who is a representation of Asian people.

Based on the above findings that have been found, it can be explained in the discussion. In this study, the researcher concluded that the sociological aspect is important to build this story, where this film is a representation of real life. The materialistic lifestyle can be represented by Nick Young's family who do not agree to marry Nick to Rachel because it is considered shameful to marry a lower class. However, Nick wanted to marry his girlfriend because he fell in love with Rachel not for money. Meanwhile, the lifestyle representations of Araminta Lee, Colin Khoo, Astrid Leong Teo, and Bernard Tai also represent a materialistic lifestyle, prioritizing happiness for pleasure and wanting to be the centre of attention in the community. The researcher uses a sociological literary approach theory because it is considered to be in accordance with the issues in the film. The materialistic lifestyle is a form of problems that exist in society.

This research complements the sociological approach research that has been researched by Kasanah (2021) who have discussed the issue of hedonism and its influence in using the same film. Researchers show a hedonistic behaviour that is influenced by external factors as well as internal factors, including from the family. This study also complements the data on research conducted by Ulfa Nasution (2019), which discusses the problems of social class and its conflicts in family life. The research only focuses on differences in social class that cause conflicts in life. This research complements a previous study on Rohmawati (2018) research which discusses a family conflict of several main characters in the same story. The research conducted is complementary to previous research with the content of research that discusses the form of materialistic lifestyle representations that occur in the film *Crazy Rich Asians*.

CONCLUSION

The researcher analyzed the materialistic lifestyle in *Crazy Rich Asians* movie. Based on the findings and discussion in the previous chapter, it can be concluded that the researcher found several conclusions in this study.

Firstly, it is found that the representation of materialistic lifestyle is reflected in the main character and supporting characters can be represented in the film clearly. It can be proven in the main character, when Nick went to Singapore by using the most expensive flight with luxurious facilities. Nick also hires a helicopter when he and Colin escape from a bachelorette party. Rachel's character in the film doesn't really stand out for her materialistic lifestyle. She is a simple, independent, and hardworking woman. The materialistic lifestyle is reflected in every supporting character, including Eleanor Young who bought a hotel because she was insulted by the hotel manager. Astrid Leong Teo, who bought expensive jewellery and became a fashion icon, Ah Ma who made a big party for the Tan Hua flowers to bloom, Araminta Lee has held a bachelorette party with complete facilities such as shopping at fashion boutiques, free spas, and lodging on a private island owned by her parents. Peik Lin has a unique fashion style but looks luxurious. Bernard Tai throws a bachelorette party on a container ship with complete facilities inside.

Secondly, this film is presented with a representation of a materialistic lifestyle through four depictions, namely characters, settings, events, and styles. Characters are divided into two, namely rich characters and who are not rich characters. Rich characters such as Eleanor Young, Nicholas Young, Astrid Leong Teo, Peik Lin, Colin Khoo, Araminta Lee, and Bernard Tai. Meanwhile, the cast of characters who are not rich like Rachel Chu and Kitty Pong. Then the setting has six backgrounds where it has been clearly represented. There are also events, which are divided into eleven which are briefly described. And styles are divided into two, namely *mise en scene* and cinematography. *Mise en scene* consists of actors, costumes, lighting, audio, symbols. In the cinematography where there are shots taking pictures.

Finally, the reason the director in this film uses a materialistic style and appearance is because the film's story is inspired as if it were talking about himself in real life. He shows his experience as an Asian-American when he meets Asian people and he has the hope that we will all become strong and independent people in real life. So in

conclusion, the director raised this film with a glamorous and materialistic theme because it is very close to the real life of the director who is an Asian society. This film has a storyline that is fun and easy to understand that allows the audience to imagine the feelings of a crazy rich man with a little comedy that makes this film even more interesting. Based on this, the researcher states that the research carried out is in accordance with the sociology of the author which is part of the sociology of literature, where the materialistic lifestyle representation is part of social reality in society.

REFERENCES

1. A'Yun, H. Q. (2019). Social Prejudice Reflected in Kevin Kwan'S Crazy Rich Asians Novel(2013): a Sociological Approach. Research. In *Universitas Muhammadiyah Surakarta* (Issue 2013). Universitas Muhammadiyah Surakarta.
2. Aisah, S. (2019). *Identity Reflected in Politeness Strategies Used by Crazy Rich Asians Main Character*. Universitas Islam Negeri Maulana Malik Ibrahim Malang.
3. Andani, N. V. (2020). *Moral Values Revealed Through Rachel's Character of Overcoming the Conflicts in Kevin Kwan's Crazy Rich Asian*. Universitas Sanata Dharma Yogyakarta.
4. Arsi, M. A., & Sobur, A. (2019). Makna Identitas Budaya Dan Konflik Antaretnis Dalam Film "Crazy Rich Asians." *Mediator: Jurnal Komunikasi*, 12(1). <https://doi.org/10.29313/mediator.v12i1.4519>
5. Asmawanti. (2019). *An Analysis of Presupposition Used in the Movie Crazy Rich Asians by Kevin Kwan*. Alauddin State Islamic University Makasar.
6. Bowen, G. A. (2009). Document analysis as a qualitative research method. In *Qualitative Research Journal* (Vol. 9, Issue 2). <https://doi.org/10.3316/QRJ0902027>
7. Hall, S. (1967). Representation: Cultural Representations And Signifying Practices. *Angewandte Chemie International Edition*, 6(11), 951–952.
8. Hall, S. (1997). Representation: Cultural Representations And Signifying Practices. *The Open University*. <https://doi.org/10.1002/9781405198431.wbeal0300>
9. Jannah, N. (2019). *Representasi Hedonisme Dalam Film "Crazy Rich Asians" Analisis Semiotik Model Charles Sanders Pierce SKRIPSI*. Universitas Islam Negeri Sunan Ampel Surabaya.
10. Jannah, S. K. (2020). *Representasi Orientalisme Asia Dalam Film Crazy Rich Asians*. Universitas Negeri Diponegoro Semarang.
11. Kasanah, U. (2021). *An Analysis of Hedonism and Its Effect to People in Three Clans Kevin Kwan ' S Crazy Rich Asians (2013) : A Sociological Approach*. Muhammadiyah University Of Surakarta.
12. Monica, E., Widisanti, N. M., & Rejeki, S. (2020). Cultural Conflict Experienced By the Central Character in the Novel Crazy Rich Asian By Kevin Kwan. *Journal of English Literature, Language, and Culture*, 2(2).
13. Ridwan, F., & Adji, M. (2019). Representasi Feminisme Pada Tokoh Utama Dalam Film Crazy Rich Asian : Kajian Semiotika. *Salaka*, 1(2).
14. Rohmawati, D. (2018). *Family Conflict Reflected in Kevin Kwan's Crazy Rich Asians (2013): A Sociological Approach*. Muhammadiyah University Of Surakarta.
15. Sari, Y. (2019). *The Translation and its Accuracy of the Main Characters Assertive Utterance in Crazy Rich Asians Movie*. Universitas Islam Negeri Syarif Hidayatullah Jakarta.
16. Schiffman, I. L., Leslie, I. I., & Kanuk, L. (2004). *Perilaku Konsumen* (7th ed.). Indeks.
17. Ulfa Nasution, A. (2019). *An Analysis of Social Classes and Its Conflicts In Kevin Kwan's Crazy Rich Asian Novel*. University of Sumatera Utara.
18. Wellek, R., & Warren, A. (1956). *Theory of Literature* (W. and Warren (ed.); Third). A Harvest Book.
19. Winatian, A., Nafisah, N., & Novianti, N. (2019). *The Representation of Chinese Characters in Kevin Kwan's Crazy Rich Asians (2013)*