

THE ANALYSIS OF CHARACTERS AND CULTURAL BEHAVIOR IN *CRAZY RICH ASIANS* THAT RELEVANT IN TODAY'S SOCIETY

**Farohatul Laili, Inggit Agrinda Yumanike, Maria Nadia Rahmatika,
Yaumi Sri Adinawati**

UNIVERSITAS NEGERI MALANG

farohatul.laili.1802216@students.um.ac.id, inggitagrinda92@gmail.com,
mnadiarh@gmail.com,

Abstract: Abstract: This study is about characters and cultural behavior analysis in *Crazy Rich Asians* movie script by Kevin Kwan. The movie script brings up a story about the relationship between crazy rich and lower middle class. It begins with introductions of each character and how wealthy the Young family is. This study aims to determine the correlation between the cultural and character's behavior in the movie script and today's society. The main characters in this movie script are Rachel Chu, Nicholas Young, and Eleanor Young. Rachel and Nicholas fall in love with each other and have a fantastic love story until Rachel knows about Nick's family's background. The method used in collecting data by watching the movie in detail and recording all information related to the focus of this study.

Keywords: *behavior, characters, consumptive, culture, Kevin Kwan, society*

INTRODUCTION

Consumptive behavior is a part of consuming some goods or services that have been done by consumers. In this era, consumptive behavior is increasing day by day because of technology development that makes everything so easy. The consumer that has consumptive behavior tend to buy something because of their desire, not their needs. This factor can negatively impact the consumer because they will spend a lot of money without considering any other factors. Sometimes, after buying the thing that they want, they will regret their decision.

As we know that in this movie-script, consumptive behavior is prominent, we can assume that the behavior in this movie-script relates to our daily life and our society. Their lifestyle can be considered luxurious because they often spend their money on expensive things. We can observe this activity and compare it with our environment. We can find many similarities between behavior in this movie-script and our daily life. This study aims to know the behavior in the movie-script *Crazy Rich Asians* and how it relates to our society.

In this paper, the character is the most crucial aspect in the literature except theme, values, plot, setting, and point of view. Three kinds of characters, according to William Kenney (1966, 27), there is (1) main character, (2) secondary character, and (3) supporting character. The *Crazy Rich Asians* movie script has those three kinds of characters. Each of them is having actors or actresses that have different behavior. Here, we will discuss and find out about the correlation between the cultural and character's behavior in the movie script and today's society.

As mentioned before, this paper focuses on analyzing the cultural and character's behavior and finding the correlation with current society. We treasure the advantages in making paper. The advantages are:

- (1) Improving the analyzing skills when making a paper,
- (2) Knowing the kinds of characters, for example, protagonist and antagonist,
- (3) Be able to describe how to make a paper.

METHOD

To make this paper, the writer chose a movie as the data source. A movie that will be featured in this article is titled *Crazy Rich Asians*. Published on September 18 and directed by John M. Chu. This movie is based on the novel with the same title, *Orang Asia Kaya Gila*, which is the work of Kevin Kwan and

published in 2013. The data is presented in voice, speech, and conversation that show the primary and secondary characters' personalities.

In the research, the writer used the descriptive-qualitative method. According to Moleong (as cited in Deny: 2015), qualitative methods produce data in the form of oral and written data. The nature of the qualitative research method is that it uses much analysis in understanding the concept, which is written in the form of a description. The focus of this research method is to find the nature and events in a movie. In this qualitative method, data is in the form of dialogue in the movie *Crazy Rich Asians* and its script, as well as articles and journals that discuss the movie and analyze it by understanding the story of the movie.

FINDINGS AND DISCUSSION

Analysis Characters

According to (DiYanni, as cited in Yasmin, 2017, p. 4), a character is a fictional person who participates in an action or literary work. The character has a critical position because it is in charge of actualizing the drama script on the stage. In a drama story, characters are the most active elements that bring the story to life. Characters can serve as the beginning of the story, lead to story conflicts, and bring the story's completion. Characters are divided into three types:

- a. Primary: This is the main character. The main character is a character who has a more role and with a storyline that tells the main character.
- b. Secondary: a character who has an important role and supports the main character. This character usually appears in several scenes and is less than the main character due to their narrower function and purpose.
- c. Tertiary: Characters that only appear in a few scenes or do not have multiple roles and are intended to serve as coloring only in the story.

Analysis Of Main Characters' Personalities

a. Rachel Chu

Rachel Chu is a main character played by Constance Wu. She acted to represent Asian descent. She is Nick's girlfriend and Kerry's daughter. Rachel Chu is described as a woman with short black hair, olive skin, a mole under her lips, a flat chest, and a slightly rounded nose. She has a simple appearance but still looks naturally beautiful. She was raised by a single mother and lived a middle-class life. In this story's first prologue, Rachel Chu is described as a smart and clever woman. She was already a Professor in economics at a university in America at a young age. She was not a materialistic person either. She had no interest in her boyfriend's possessions. Her authoritarian personality does not need to be denied, especially after Nick Young's identity was revealed. Being the girlfriend of the wealthiest person in Singapore, Rachel Chu has been attacked by girls who also like and are eyeing to be Nick's girlfriend. However, Rachel Chu managed to get through it toughly. Since childhood, she never knew his father. Even her mother had to work hard in America to look after Rachel. It makes Rachel Chu an independent and strong girl. She dared to challenge and prove to Nick's mother that she was worthy of Nick Young even though they come from different social classes

b. Nick Young

The character Nick Young is played by Henry Golding and is the girlfriend of Rachel Chu and Phillip and Eleanor's son. Nick is said to have worked as a history professor from New York University, and during this time, he had kept his wealth hidden from his girlfriend. He has thick lashes and black hair. Crazy Rich Asian movie shows him as the perfect man whose good looks, handsomeness, and wealth have caught many girls' attention. He has an unyielding personality. His personality has revealed when his mom opposed his relationship with Rachel just because Rachel was not from their group. Despite opposition, Nick tries to make up with Rachel and proposes to her. After being rejected, Nick keeps trying to chase

Rachel and propose back to the girl of his dreams. The writer assumes that he loves his family less. It was shown when he was willing to give up his wealth from his family to stay in touch with Rachel Chu. He was even willing to give up his status with the Young family.

Analysis Of Secondary Characters' Personalities

a. Peik Lin

Awkwafina plays Peik Lin Goh's character. She is Rachel's college friend in Singapore. She is described as a woman who looks quirky, always passionate, and unique. She has concise hair like a boy hairstyle. She has a round face, a broad nose, tanned skin, a high level of self-confidence, and frank speech. Peik Lin is the person who always encourages Rachel not to give up.

b. Astrid Leong-Teo

In *Crazy Rich Asians*, Gemma Chan played Astrid Leong-To, Nick Young's closest cousin. Astrid is a little different from the rest of the family when it comes to clothes and looks. She is the most beautiful of her brothers. She has long black hair, and her stature is similar to a model. This character is often seen wearing expensive couture clothes and fancy jewelry. She has started a household with her husband, who is not from a wealthy family. Astrid leaned to respect her husband by hiding her shopping hobby in secret to offend him. Her sincere attitude and respect for her husband were eventually met with her husband's betrayal. Astrid is also friends with Rachel and Araminta. From the start, Astrid was told as a super-rich beautiful woman who could buy expensive jewelry but was still friendly and humble.

c. Eleanor Sung Young

Nick Young's mother character is played by Michelle Yeoh. Nick's mother always curled her hair and wore fancy clothes. This character is depicted with a cold, evil, and intimidating personality. With her relaxed position and aura, Eleanor managed to make Rachel feel uncomfortable during a visit to Singapore and, in the end, left Nick because Rachel was in her class, so he thought Nick was inappropriate for Rachel. Eleanor harbored inner wounds that lasted for years. In a scene, Eleanor tells Rachel that her in-laws did not accept her and that her marriage to Nick's father was a kind of blessed and not approved. Ever since Nick was little, Eleanor tried desperately to make her son the favorite of her in-laws so that the Young family could accept at least a part of her life. Eleanor said that she had experienced rejection, and upon seeing Rachel, she insisted that she already knew more and that Rachel would never be seen as "enough" in the Young family's eyes. Nevertheless, she is also a wise mother who always thinks of family and humble herself for her son's happiness. It is proven that Eleanor turns into a better person at the end of the story by accepting Rachel. This change in the decision indicates that Eleanor is trying to make peace with her past and wants to make a new life page by accepting Rachel as her own family.

Asian Culture

Every country in this world has its own culture, and they have to maintain their tradition for young generations. According to (Zimmerman, 2017), culture is knowledge from a group of people who learned, shared behavior and beliefs about language, music or art, and social habits.

In this film -script, many of them contain about Asian culture, mostly Chinese. Asian people live or are citizens in Asia as long as they get the ID in Asia Country. As we know, Chinese is one of the countries in Asia that has many traditions and behaviors. Most of them respect their elder because they think their elder is meritorious for family life. The young generation of the family usually will hold a ceremony to keep remembering them. Also, young generations in the family are charged to keep and continue their traditions. Not only respect for their elder. According to (Sean,2013) the Chinese also have to have proper manners or etiquette with many rules. The manner in front of strangers and Chinese are different. An example is how they greet people; with strangers, they do handshake like usual, but they usually bow as fellow Chinese.

Chinese also being known as hard-working people. Because usually they live with a big family in a house or the same environment and that becomes one of the reasons why they do hard-work. Another reason, because they suppose to learn until high-level educational degrees. In there, the alumnus from high-level education is highly valued, get more respect from people, and also raise the family's name.

American Culture

American is people who living or being the citizens in America as long as they get the American ID. People who live there have several unique characteristic and systems as their behavior, they are (1) consumptive, (2) practice first and the theory as the next, and (3) freedom system or not bound by the regulation. The first is consumptive behavior. This behavior grows up immediately caused by human has much needs and desire (Enrico, Aron, Oktavia, 2014:2), especially in America. The examples of consumptive behavior in America are they become a wanting-person of something. They will think and do about how to reach enough money to get the 'something' that they extremely want. In this case, you do not have to be surprised if the young American, like students either male or female, is working in a restaurant as the cashier, courier delivery, or janitor in the office because they want to get what they want. Another example is Americans love to buy instant food, especially in the food truck.

The second is the motto of "practice first and the theory as the next". An example of this case is in school. Several schools in America are using this motto. The system is learning by doing. In Indonesia, usually teachers teach the students by the theory before the practice that is why many laboratories more often useless while in America, Americans is having a high degree of curiosity and scientific attitude. The last is the freedom system or not bound by the regulations. America is free for doing anything as long as they know the rules. The examples are when we school in the public school in America, you will realize that you will be able to use any outfit yet it has to be polite, not wearing short pants and T-shirt and so on, then the society in America would be different unlike in Indonesia because, in America, you will be free to get along with your friends either female or male not only that even you can sleep together and live together in one house and that is why in America is allowed to having children without parents unlike in Asia.

Consumptive Behavior Theory

According to Wahyningtyas, consumptive behavior is one of the behaviors that relates to our daily life and cannot be separate from our daily life, it usually happens not only in a big country but also in a growing country. This behavior is a lifestyle or activity of consumer goods or services that are carried out excessively by the consumers. This excessive consumption of goods or services is usually driven by desire and not based on need so that in its behavior, it becomes irrational. In the "Crazy Rich Asian" scripted-movies, consumptive behavior becomes very prominent and describes the whole movie about this.

Piliang (Heni, 2013) adds that consumptive behavior is characterized as the existence of a luxurious and excessive life, the use of everything that is considered expensive, and provides maximum physical satisfaction and comfort. Consumers who excessively spend their money will feel proud of themselves for being able to buy expensive and branded goods. This behavior often occurs in society both in developed countries and in the environment around us. Sometimes they push their financial capabilities too much to maintain their self-esteem and social status.

The theory used in this study is the theory from Sumartono (2002) that explains, consumptive behavior is the act of buying an item by prioritizing the want factor rather than the need factor. According to Sumartono (2002), the various aspects that influence consumptive behavior is such as buying goods because of attractive packaging, Buying because to maintain self-esteem and social status. Buying because of a discount even though the item is not necessarily really needed, buying similar goods with different brands, and buying goods at high prices to increase self-confidence. In this script movie, the main aspect that affects consumptive behavior is to maintain social status and also increase self-confidence when spending money to buy goods with fantastic prices and well-known brands.

In this movie, the consumptive behavior that is often happened is to spend money by buying goods at a fantastic price to maintain social status and also when using expensive items will increase self-confidence. Also, the aspect that influences consumptive behavior is that shopping excessively can improve mood, such as in a scene where Astrid Leong is Nick Young's cousin who is willing to spend a lot of money on things she wants but doesn't need. She did this just for the sake of her pleasure to spend her money, and the money she spent was not half-hearted, namely as much as 1.2 million for some people, the price of 1.2 M is fantastic, but for Astrid Leong, this amount does not mean anything.

The factors that influenced consumptive behavior:

a. Cultural Factors

Culture has the most extensive influence on individual behavior (Kotler, 2005). Every culture has different consumptive behavior. Besides cultural factors, there is social class and the difference in social class between the lower-middle and upper-middle-class results in contradictory attitudes in consuming an item.

b. Social Factors

Social factors include the reference group and family. Reference groups can influence individual consumptive actions. Furthermore, the family has a crucial role in the consumptive behavior of an individual. It is based on how the habits of the reference group or family in using goods and services will also affect the individuals who are near them.

c. Personal Factor

Personal factors include work and economic environment, lifestyle, and self-control. The job and economic environment will determine how consumptive behavior of an individual. It is caused by individual economic conditions (Kotler, 2005). Lifestyle is a routine for individuals to spend money. Meanwhile, self-control is the individual's ability to control himself to avoid consumptive behavior.

d. Psychological Factors

Psychological factors include motivation, perception, learning, and beliefs and attitudes. Motivation is an impetus that provides direction to do something, for example purchasing goods or services. Perception is an individual's point of view of a product. Learning and beliefs and attitudes are related. When an individual buys an item, he will learn about the satisfaction he gets when buying the item. The satisfaction he feels forms an attitude of trust.

In this movie-scripted, consumptive behavior is very prominent and is carried out by people of high social status. Consumptive behavior that is carried out aims to show the identity of individuals who buy expensive goods excessively and only act as inner satisfaction and pleasure. This behavior is based on a luxurious life, so that they are accustomed to do everything based on desire alone and not because of need. From this movie-scripted, we can distinguish the social status of each individual from how they spend money. The greater the expenditure, the higher their social status in the community. If consumptive behavior happens continuously, it will have a negative impact both for himself and for others. Individuals with high levels of consumption tend not to want to hang out with people because they think that they have a higher degree and do not deserve to hang out with them. Of course, this is very detrimental to people from the middle to lower classes. They will lose confidence and feel isolated.

As in the scripted movie "Crazy Rich Asian" where Nick's family, who comes from the upper class, do not want their children to have a relationship with Rachel Chu because their social status is very different. Besides Rachel is an immigrant in America with a family background who comes from the middle class. Whereas Nick, since he was a child, all his needs can be fulfilled, and he has a well-off or luxurious life. Apart from the treatment of Nick's family, the treatment of Nick's friends, who also came from the upper classes, felt that Rachel did not deserve to be side by side with Nick. But this doesn't make Nick lose his love for Rachel. Nick is an example of an individual who comes from a wealthy family but does not place himself in a position that is difficult to reach by the middle to lower class people. He keeps it simple and never shows how rich he is.

CONCLUSIONS

Based on the analysis of character, culture, and consumptive behaviors in "Crazy Rich Asians", there are several conclusions for the analysis of Crazy Rich Asians' character, culture, and consumptive behaviors.

For the analysis of the main character, the first Rachel Chu. She has a simple appearance and looks naturally beautiful. As a woman who is smart and clever, she became a Professor in economics at a university in America at a young age. She was raised by a single mother and lives a middle-class life. Nick Young is described as the perfect man whose good looks, handsomeness, and wealth caught the attention of many girls also he has an unyielding personality. Nick worked as a history professor at New York University.

For the secondary characters, there are three characters. The first character is Peik Lin Goh. He is Rachel's college friend who lives in Singapore. She is described as a woman who looks quirky, always passionate, has a high level of self-confidence, and has a frank speech. The second is Astrid Leong-To,

Nick Young's closest cousin. Astrid is a super-rich, beautiful woman, friendly and humble. The third is Eleanor Sung Young, this character is depicted with a cold, evil, and intimidating personality. She is Nick's mother. In the end, Eleanor is trying to make peace with her past and wants to make a new life page.

The culture contains in this movie - scripted is Asian and American. We can look at the difference in the family's traditions. In Asia, especially the Chinese the young generations have to carry on the family tradition as respect for their elder. That different from Americans they are free to lead their life as young generations and the way they respect the elder also different. Chinese also known as Hardworking person and a little bit stingy because they live with a big family which also has a big expense. In America usually, people live individually after they reach adult age and take care of everything by themselves. Many aspects of this movie are scripted that teach us about the difference between each culture.

Consumptive behaviors that contain in this character's life o spend money by buying goods at a fantastic price to maintain social status and also when using expensive items will increase self-confidence. Some factors that influence consumptive behaviors like cultural factors, social factors, personal factors, and psychological factors. consumptive behavior is very prominent and is carried out by people of high social status. Consumptive behavior that is carried out aims to show the identity of individuals who buy expensive goods excessively and only act as inner satisfaction and pleasure.

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