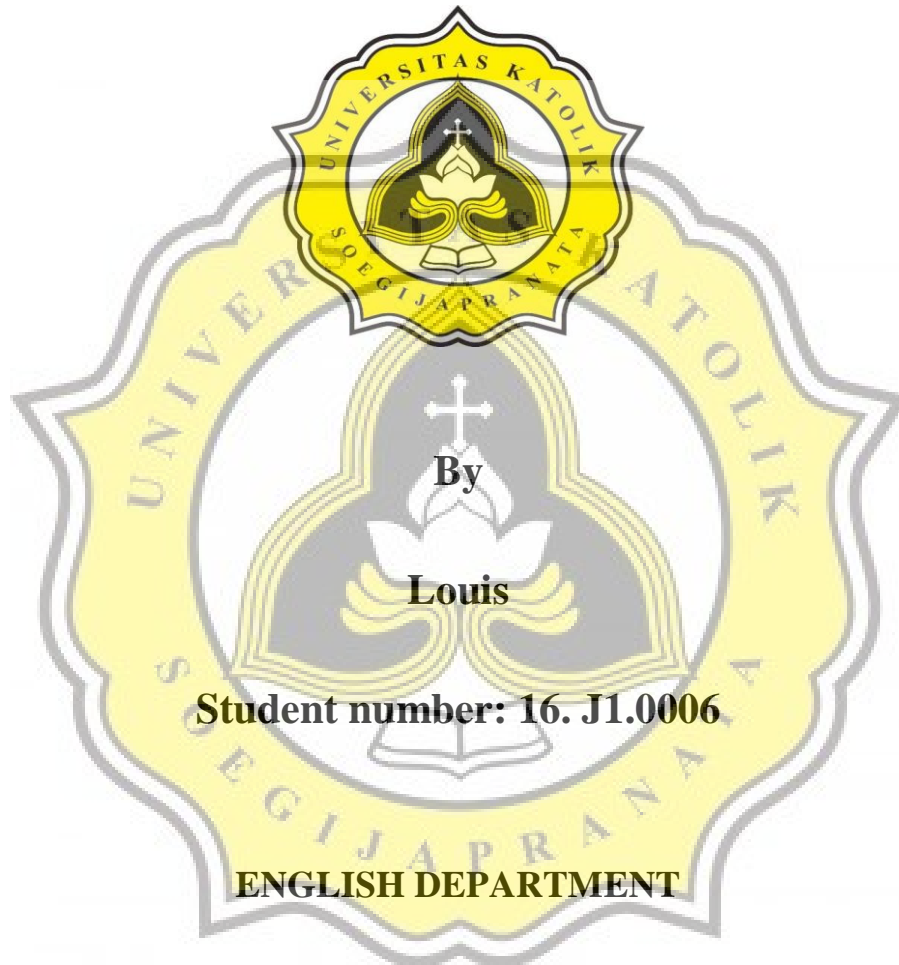


**HEDONISM IN *CRAZY RICH ASIANS* FILM**

**A Thesis Presented as a Partial Fulfilment for the Requirements for the Degree of**

***Sarjana Sastra* in the English Study Program**



**FACULTY OF LANGUAGE AND ARTS**

**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

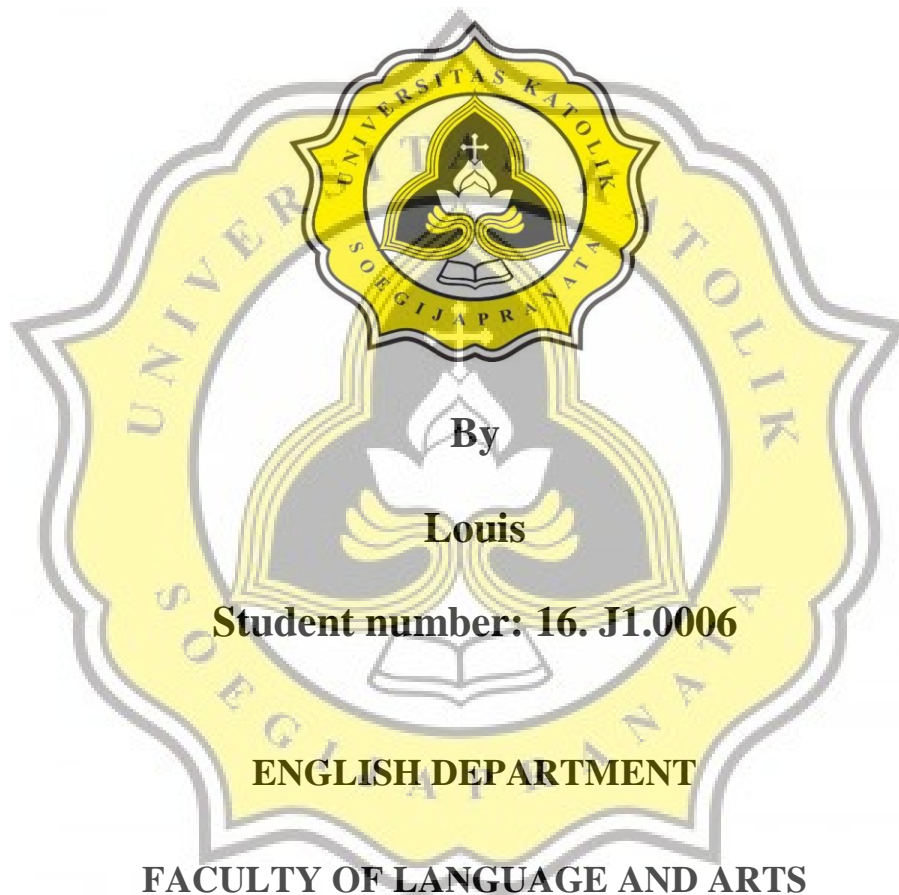
**SEMARANG**

**2020**

**HEDONISM IN *CRAZY RICH ASIANS* FILM**

**A Thesis Presented as a Partial Fulfilment for the Requirements for the Degree of**

***Sarjana Sastra* in the English Study Program**



**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

**SEMARANG**

**2020**

## HALAMAN PERNYATAAN ORISINALITAS

Yang bertanda tangan dibawah ini:

Nama : Louis

NIM : 16.J1.0006

Progdi / Konsentrasi : Sastra Inggris

Fakultas : Bahasa dan Seni

Dengan ini menyatakan bahwa Laporan Tugas Akhir dengan judul [Judul Tugas Akhir] tersebut bebas plagiasi. Akan tetapi bila terbukti melakukan plagiasi maka bersedia menerima sanksi sesuai dengan ketentuan yang berlaku.



Semarang, 30 Juli 2020

Yang menyatakan



(Louis)

## HALAMAN PENGESAHAN

Judul Tugas Akhir : Hedonism In Crazy Rich Asians Film

Diajukan oleh : Louis

NIM : 16.J1.0006

Tanggal disetujui : 23 Juli 2020

Telah setuju oleh

Pembimbing 1 : B Retang Wohangara S.S., M.Hum.

Pembimbing 2 : Dr. Dra. Ekawati M. Dukut M.Hum.

Penguji 1 : G. M. Adhyanggono S.S., M.A., PhD

Penguji 2 : Dr. Dra. Ekawati M. Dukut M.Hum.

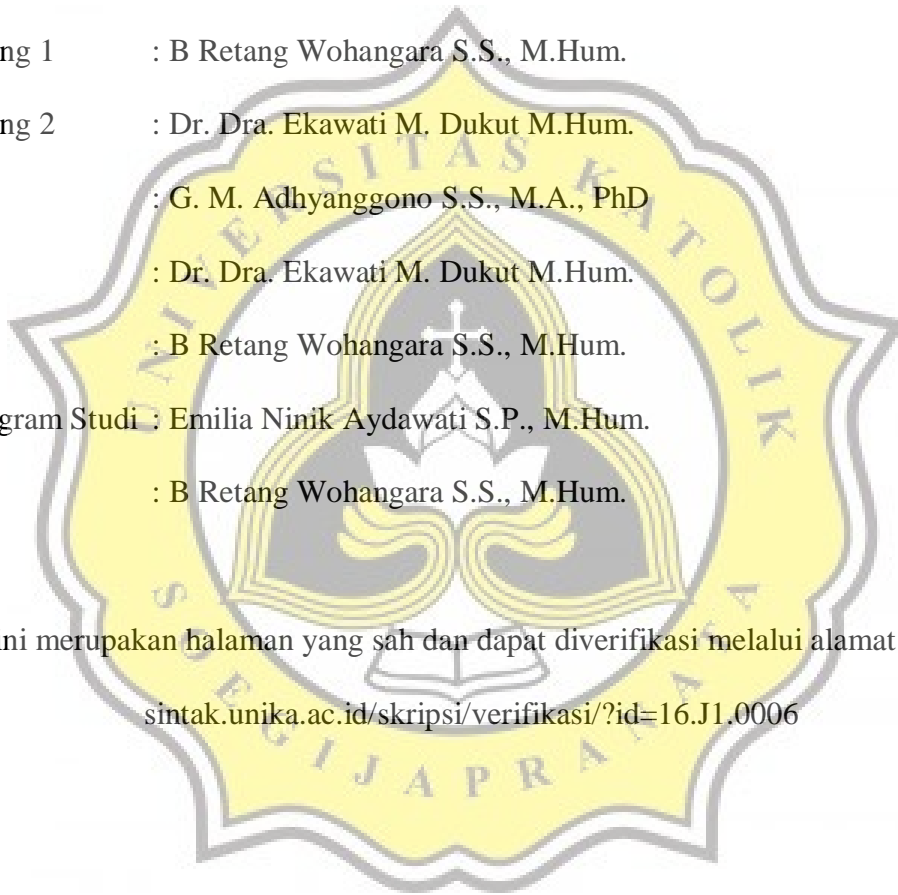
Penguji 3 : B Retang Wohangara S.S., M.Hum.

Ketua Program Studi : Emilia Ninik Aydawati S.P., M.Hum.

Dekan : B Retang Wohangara S.S., M.Hum.

Halaman ini merupakan halaman yang sah dan dapat diverifikasi melalui alamat di bawah ini.

[sintak.unika.ac.id/skripsi/verifikasi/?id=16.J1.0006](http://sintak.unika.ac.id/skripsi/verifikasi/?id=16.J1.0006)



**HALAMAN PERNYATAAN PUBLIKASI KARYA ILMIAH UNTUK  
KEPENTINGAN AKADEMIS**

Yang bertanda tangan dibawah ini:

Nama : Louis

Program Studi : Sastra Inggris

Fakultas : Bahasa dan Seni

Jenis Karya : Skripsi / Tugas Akhir dan Thesis

[~~Menyetujui~~ / ~~Tidak Menyetujui~~] untuk memberikan kepada Universitas Katolik

Soegijapranata Semarang Hak Bebas Royalti Noneksklusif atas karya ilmiah yang berjudul

“**Hedonism In *Crazy Rich Asians* Film**” beserta perangkat yang ada (jika

diperlukan). Dengan Hak Bebas Royalti Noneksklusif ini Universitas Katolik Soegijapranata

berhak menyimpan, mengalihkan media/formatkan, mengelola dalam bentuk pangkalan data

(database), merawat, dan mempublikasikan tugas akhir ini selama tetap mencantumkan nama

saya sebagai penulis / pencipta dan sebagai pemilik Hak Cipta. Demikian pernyataan ini saya

buat dengan sebenarnya.

Semarang, 30 Juli 2020

Yang menyatakan



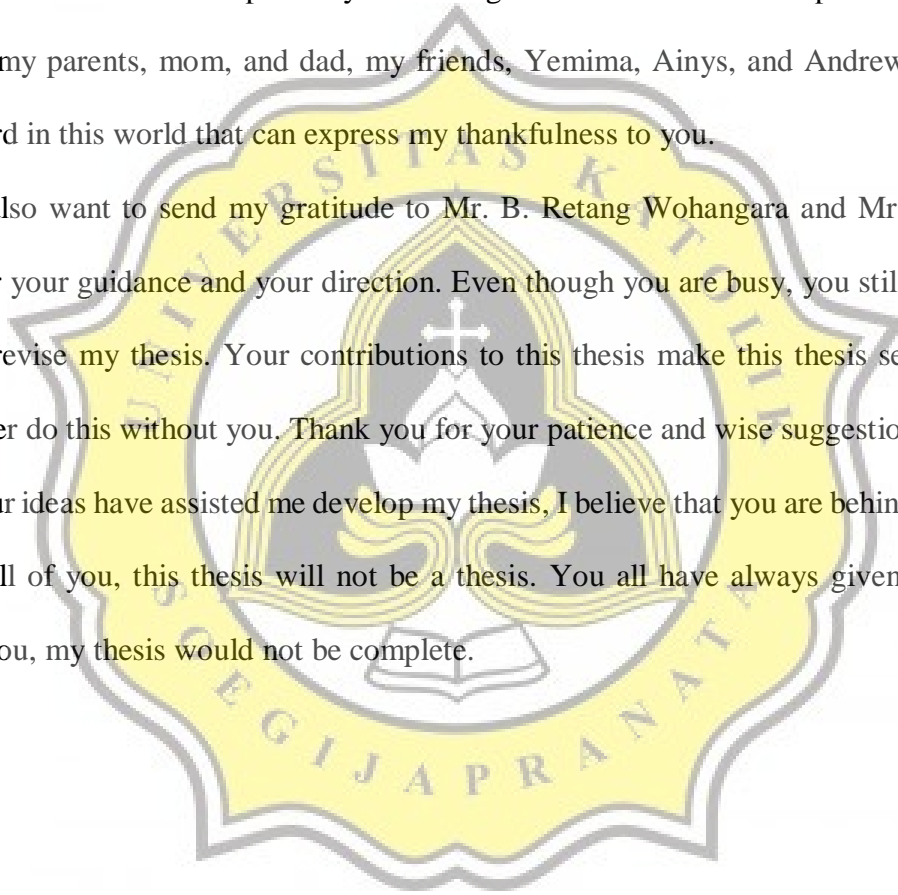
(Louis)

## ACKNOWLEDGEMENT

First of all, I would like to be grateful and praise my worthy God and my Jesus Christ for the greatest love he has given to me. I believe He helps and guides me all the time to finish this thesis from the beginning to the end. Without His permission, this thesis will never finish.

I also would like to express my sincerest gratitude to those who helped me finishing the thesis: to my parents, mom, and dad, my friends, Yemima, Ainars, and Andrew. There is no single word in this world that can express my thankfulness to you.

I also want to send my gratitude to Mr. B. Retang Wohangara and Mrs. Ekawati M Dukut, for your guidance and your direction. Even though you are busy, you still have time to read and revise my thesis. Your contributions to this thesis make this thesis seem perfect. I could never do this without you. Thank you for your patience and wise suggestion, it gives me spirit. Your ideas have assisted me develop my thesis, I believe that you are behind my success. Without all of you, this thesis will not be a thesis. You all have always given me strength. Without you, my thesis would not be complete.



As an imperfect individual, I realize that there are many mistakes in this thesis. However, I hope that this thesis can give a contribution to those interested to know more about hedonism or plan to research a similar topic.

Semarang, 30 Juli 2020

Yang menyatakan



(Louis)



## TABLE OF CONTENTS

PAGE OF TITLE.....	i
ACKNOWLEDGEMENT.....	i
TABLE OF CONTENTS .....	iii
ABSTRACT .....	v
CHAPTER I.....	1
INTRODUCTION .....	1
1.1 BACKGROUND OF THE STUDY.....	1
1.2. FIELD OF THE STUDY.....	4
1.3. SCOPE OF THE STUDY.....	4
1.4. PROBLEM FORMULATIONS.....	4
1.5. OBJECTIVES OF THE STUDY.....	5
1.6. SIGNIFICANCE OF THE STUDY.....	5
1.7. DEFINITION OF TERMS.....	5
CHAPTER II .....	8
REVIEW OF LITERATURE.....	8
2. 1. The History of Hedonism.....	8
2. 2. The Meanings of Hedonism.....	8
2.3. The Characteristics of Hedonism .....	12
2.4. The Causing Factors of Hedonism .....	15
2.5. Impacts of Hedonism.....	19
CHAPTER III.....	22
METHOD OF DATA COLLECTION AND ANALYSIS .....	22
3.1 Source of Data Collection.....	22



3.2 Type of Research.....	22
3.3 Data Analysis .....	23
CHAPTER IV .....	24
DATA ANALYSIS AND INTERPRETATION .....	24
4.1. The Internal Factors of Hedonism in <i>Crazy Rich Asians</i> .....	25
4.1.1. The Internal Factors of Hedonism by Peik Lin .....	25
4.1.1.1. Peik Lin’s Attitude and Personality .....	25
4.2. The External Factors of Hedonism in Several Characters in <i>Crazy Rich Asians</i> Film .....	35
4.2.1. The External Factors of Hedonism in Peik Lin .....	35
4.3. The Impact of Hedonism in Several Characters of <i>Crazy Rich Asians</i> Film .....	37
4.3.1. The Impact of Hedonism in Peik Lin.....	38
4.1.2. The Internal Factors of Hedonism in Astrid.....	44
4.2.2. The External Factors of Hedonism in Astrid.....	54
4.3. The Impact of Hedonism in Several Characters in <i>Crazy Rich Asians</i> Film .....	56
4.1.2. The Internal Factors Portrayed in Eleanor .....	62
4.2.2. The External Factors of Hedonism in Eleanor .....	69
4.3. The Impact of Hedonism in Several Characters in <i>Crazy Rich Asians</i> Film .....	72
CHAPTER V .....	77
CONCLUSION.....	77

## ABSTRACT

This research takes *The Crazy Rich Asians* film as the object of the research. It aims to find out the hedonic lifestyle of the 3 (three) characters: Peik Lin, Astrid, and Eleanor, depicted in the film. The research attempts to find out the factors influencing the characters to adopt hedonic lifestyles and the impacts of having the particular lifestyles. Applying a social approach to examine the relationship between the work and society, this research finds out that the internal factors such as attitudes, experiences, and observations, personality, self-concept, motives and perceptions and external factors such as reference groups, families, social classes and culture cause the characters to develop hedonic lifestyles manifested in the habits of buying and using branded goods, enjoying luxurious facilities and also attending hosting parties. These hedonistic lifestyles then bring impacts to their life such as individualism, materialism, consumption wastefulness, promiscuity, and irresponsibility.

## ABSTRAK

Penelitian ini mengambil film *Crazy Rich Asians* sebagai objek penelitian. Tujuan penelitian adalah untuk mengetahui gaya hidup hedonis dari ketiga tokoh: Peik Lin, Astrid and Eleanor, yang digambarkan di dalam film tersebut. Penelitian ini berusaha mencari tahu faktor-faktor yang mendorong karakter-karakter tersebut menjalani kehidupan hedonis dan bagaimana dampak-dampaknya bagi kehidupan mereka. Menerapkan pendekatan sosial untuk melihat keterkaitan isi film tersebut dengan masyarakatnya, penelitian ini menemukan bahwa faktor-faktor internal seperti sikap hidup, pengalaman, dan pengamatan, kepribadian, konsep diri, motif dan persepsi, serta faktor-faktor eksternal seperti kelompok referensi, keluarga, kelas sosial dan budaya menyebabkan ketiga tokoh tersebut menjalani gaya hidup hedonistik yang termanifestasi dengan kebiasaan membeli dan menggunakan barang-barang bermerek, menikmati fasilitas mewah dan juga menghadiri atau mengadakan pesta. Gaya-gaya hidup hedonistik ini kemudian membawa dampak bagi kehidupan mereka seperti individualisme, materialisme, pemborosan dalam konsumsi, pergaulan bebas dan sikap tidak bertanggung jawab.