

## CHAPTER IV

### DATA ANALYSIS AND INTERPRETATION

In this chapter, the discussion of the hedonic lifestyle of hedonist characters in *Crazy Rich Asians* Film is divided into two subchapters. This is a way to answer the research questions in the problem formulation. According to Kotler cited in Ertina & Ibrahim (2019, p. 123), in general, there are two major causing factors of a hedonic lifestyle. The factors are within the individual, internal factors, and external factors. Indeed, in the analysis, I put the first sub-chapter that deals with the internal and external factors contributing to the hedonic lifestyle in *Crazy Rich Asians*. The classification of internal and external factors is merely a way to help readers recognize hedonism in dept. In reality, those factors work together to modify a certain behavior. It is related to each other. Something is categorized as an internal factor because there is an influence of external factors. On the other hand, something that is categorized as an external factor is also influenced by internal factors. The second sub-chapter presents a discussion on the impacts of a hedonic lifestyle on some characters. We cannot deny that the impact of this hedonism tends to be negative. From the analysis that I have done, it can be said that the hedonic lifestyle contains many negative impacts on adolescents and adults.

For the discussions and analyses of hedonistic lifestyles and their impacts on the characters, the writer chooses three characters, namely, Peik Lin, Astrid, and Eleanor. I chose the three characters because they have prominent characters. They were much highlighted in this film even though they were not the main characters, but they had a hedonic lifestyle that was quite interesting to

analyze. The following section is dedicated to answering the question of the factors encouraging the characters to adopt hedonistic lifestyles.

#### **4.1. The Internal Factors of Hedonism in *Crazy Rich Asians***

Internal factors come within the individual. They are based on the individual itself concerning the lifestyle that matches an individual interest. Internal factors often inspire individuals to perform or exhibit a hedonic lifestyle. For some individuals, it is important to show luxury to grab attention. In this discussion, I analyze how internal factors affect some of the characters in this film so that they become hedonists. According to Kotler cited in Ertina & Ibrahim (2019, p. 123), internal factors consist of six parts, those are “attitude and personality, experience and observation, personality, self-concept, motif, and perception”.

##### **4.1.1. The Internal Factors of Hedonism by Peik Lin**

Peik Lin is one of the characters in *Crazy Rich Asians* Film that is very noticeable. She plays the role of the best friend of Rachel Chu, the main character in *Crazy Rich Asians* Film. She has a luxurious lifestyle. Her figure is very interesting to analyze. This is because Peik Lin always looks glamorous at every occasion. Also, she has an interesting attitude and personality, experience and observation, motives and perception to be analyzed. But, I did not see any scenes that could identify that the self-concept occurred on her.

##### **4.1.1.1. Peik Lin’s Attitude and Personality**

Peik Lin has the characteristics of a hedonist person as Hopkinson & Pujari said in their theory. According to Hopkinson & Pujari 1999 cited in Kirgiz

& Yeditepe (2014), the hedonist is mentioned by the characteristics of “like challenges, very extrovert, open, optimistic, sociable, and spend a lot of money to fulfill their desires”. This is depicted in Peik Lin in several scenes.

Based on Hamid’s (2019, p. 648) definition of extraversion personality, Peik Lin can be categorized as someone who has a hedonic lifestyle by having extraversion personality. Hamid says that Extraversion refers to some categories, like “being sociable, enjoyment, being talkative, energetic, assertive, cheerful, and friendly, and being able to establish good relationships with others”. This theory says that there are personalities that support people to become a hedonist that is people who tend to have an extroverted personality. These people will always try to keep up with the times. According to the personality mentioned, it is related to Peik Lin's personality.

In the following way, Peik Lin is a woman who is funny, rude, and truthful. Peik Lin said whatever was on her mind. She spoke honestly, directly, and spontaneously. She called Rachel Chu as "Bitch" only as a name for close friends. This attitude of Peik Lin can be categorized as a hedonist attitude as said by Titz (2009, p. 29) where hedonists have an attitude that is less rational thinking like Peik Lin did. Peik Lin can be a fun person at a party. Moreover, she can be an ideal friend to visit when her best friend needs advice. Even, her advice doesn't make sense. Peik Lin might not seem like she treats the world very seriously, but she has a big heart and she is very loyal to the people she loves. She always intends to lift people, rather than underestimate them. Even so, she might seem a little messy.

Peik Lin has a straight-forward personality so she often does everything according to her conscience. This can be seen from how Peik Lin behaves when she realizes that Rachel Chu did not understand who her boyfriend's background was. Peik is surprised and she does not hesitate to show her impatient attitude when explaining how rich the Young family was to Rachel Chu.



**Figure 4.1. Peik Lin is showing her expensive bag having a world map pattern.**

(Jon M. Chu, 2018, 00:32:16)

Peik Lin's impatience makes her have to take out her expensive bag in front of Rachel Chu. The bag is a patterned world map. Peik Lin shows Rachel Chu how the Young Family had businesses in various countries by pointing to several countries on the map. Like the picture shown in Figure 4.1.

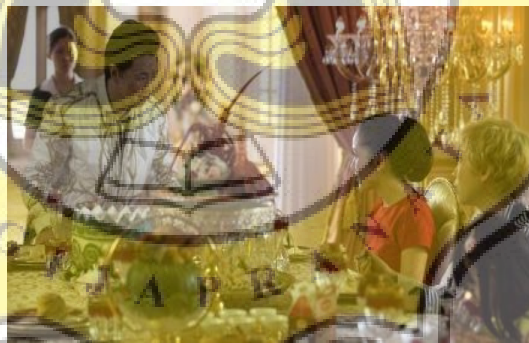
Peik Lin has a generous personality and a loyal attitude to friends also. For a long time, Peik Lin has begged Rachel Chu to visit her in Singapore. With pleasure, Peik Lin welcomes the arrival of Rachel Chu with luxury at home.



**Figure 4.2 Peik Lin welcomes Rachel Chu in her luxury home**

(Jon M. Chu, 2018, 00:27:18)

Peik Lin entertains Rachel with a lot of fancy food along with waiters around the dining table who are ready to serve Rachel Chu if needed. Peik Lin's loyal attitude makes her not think twice about spending a lot of money on the success of her friend's love journey, Rachel Chu.



**Figure 4.3 Peik Lin entertains Rachel Chu with a lot of sumptuous food**

(Jon M. Chu, 2018, 01:28:02)

This was proven when Rachel as a friend of Peik Lin would attend dinner at Ahma's house, which was Nick Young's family. Peik Lin dresses up Rachel Chu. Peik Lin says to Rachel Chu that "You must not look like a curtain in the

movie Little Mermaid". So, Peik Lin took out her fancy clothes and accessories to dress Rachel Chu. At dinner at Ahma's house, Peik Lin drives Rachel Chu in her luxury car, she does not let Rachel come to the event by taxi.

Peik Lin's effort to dress Rachel Chu is not useless. Since Rachel Chu's appearance at the dinner is very impressive. This proves when one of Nick's cousins named Oliver said that honestly, Rachel Chu is the one being discussed at the party because they liked the dress she is wearing. The dress looks chic in the '70s like Cleopatra with disco but a good line.

Peik Lin's loyal attitude to Rachel Chu continues to show. When Rachel Chu wants to give up because she gets underestimated by Nick Young's family, especially Eleanor, Peik Lin always encourages Rachel Chu to survive. Peik Lin is willing to reschedule the show on FedEx in order to dress Rachel Chu from head to toe. She asks her relatives to help her to dress Rachel. She gives Rachel Chu a Korean snail mask because her face was very dry. She takes out all of her branded things for Rachel Chu to try, such as a Balenciaga plum dress, Peach Chloe, Jean-Baptise, and all Bottegas accessories. These are branded goods that only the upper class can buy it. Rachel tries on many types of Peik Lin clothes.

Rachel Chu's makeover process takes a very long time. This also makes Peik Lin's servants go the extra work to tidy up all the items that Rachel Chu tried. They are looking for the right clothes and accessories for Rachel to attend Colin and Araminta's wedding, Nick's best friends.



**Figure 4.4 Peik Lin drives Rachel Chu in her luxury car**

(Jon M. Chu, 2018, 02:00:39)

When finished, Peik Lin drives Rachel in her luxury car to attend the wedding. Peik Lin opens Rachel Chu's door like she is a princess. Peik Lin's effort is very successful. Everyone is amazed to see Rachel Chu, who is very amazing at the wedding of Colin and Araminta. Many reporters who want to photograph Rachel have even driven away some of the famous women who are posing. Moreover, Rachel Chu's appearance receives praise from Kitty Pong, a porn star who is Alistair's girlfriend. Rachel Chu's amazing appearance coupled with praise from many people makes her become confident. Rachel dares to drive away Amanda.

*(Peik Lin drives his luxury car. She opens the door for Rachel Chu)*

Peik Lin : Ma'am

*(Cameras clicking, Rachel Chu's arrival was welcomed by Oliver, she took Rachel Chu's hand)*

Oliver : Everyone, I've got Rachel Chu of New York. Rachel Chu of New York

*(Reporter clamoring)*

Photographer 1 : Rachel! Rachel! To me!

Photographer 2 : Okay, ladies, looking good. Out of the way, please. Out of the way

Kitty Pong : So gorgeous!

Rachel Chu : Thank You

Photographer 3 : Ladies, move, please. Out of the way! Good, that's great. Beautiful dress

(Jon M. Chu, 2018, 01:19:41)



**Figure 4.5 Peik Lin provides a luxurious room for Rachel Chu**

(Jon M. Chu, 2018, 01:35:16)

Peik Lin's loyalty is also proved when Rachel Chu is sad and gets into trouble which makes Rachel Chu down. Peik Lin welcomes Rachel Chu with a warm hug at her house. Peik Lin allows Rachel Chu to stay at her place for days without doing anything. Peik Lin provides a luxurious room with 1 large bed, a large sofa, and a super large room with shades of gold for Rachel Chu who only silently mourned her sadness. Peik Lin told Rachel to have breakfast or take a bath even though Rachel Chu is silent. Peik Lin always delivers Rachel's food to her room. Sometimes she asks her twin sister to do it. The Loyal attitude of Peik Lin makes Peik Lin has a rude attitude when she hears Rachel is insulted by Nick's family. She also felt mad when her friend was hurt.

In some scenes, Peik Lin is shown to have an emotional personality. When Peik Lin drives Rachel Chu to Nick Young's house. Peik Lin is in a panic state when facing the soldier who is guarding Nick Young's home security when going to Nick's family party. Peik Lin felt very scared even to open the window. Upon entering Nick's house, she is surprised at the luxury of Nick's house.



Although, Peik Lin also came from a wealthy family and had a spectacular home. However, Peik Lin does not expect that the Young Family house is far more luxurious than she has imagined.

#### **4.1.1.2. Peik Lin's Experience and Observation**

According to Armstrong cited in Nugraheri (2003, p. 54), the experience can influence social observations in behavior, and experience gained by individuals in the past and to be learned so that through learning people will gain experience. The results of social experience will form a view of an object. Experience and observation also influence Peik Lin to become a hedonist. Peik Lin comes from a rich family in Singapore. Her wealth comes from real estate development. This makes Peik Lin have many pleasant experiences being rich. Since childhood, she has been comfortable living abundantly in luxury. Peik Lin's family does not regard luxury as a special thing. When eating together with so many expensive foods that are served, they say that this is just a simple meal.

Seen in the scene in this film, Peik Lin's father said that Rachel Chu studied in the same place and department with Peik Lin, but only Rachel has a title degree that is useful for work. Whereas, Peik Lin returned to Singapore in vain. Peik Lin does not go to college for work so after Peik Lin graduated from her college, she did not use her degree to work. Moreover, Peik Lin only spends her time resting at home, shopping, clubbing, and partying.

Peik Lin and Nick have the same family background, a family background from the upper classes. This condition makes Peik Lin understand how rich Nick's family was. They are born from a rich family for generations.

Peik Lin's experience and observations make Peik Lin understand the lives of rich people who always use luxurious facilities in their daily lives. It is not because they want to boast of their wealth but this is a form of them enjoying life with the facilities they can use.

#### **4.1.1.3. Peik Lin's Perception**

Peik Lin perceives that all rich people including Nick Young's family like luxury things. Peik Lin sees that all the rich people she knew and also she and her family preferred luxury over tradition. Based on this perception, Peik Lin tries to convince Rachel Chu that she could not wear a simple outfit when meeting Nick's families and friends. This is why Peik Lin is surprised to find out that Rachel Chu would come to dinner at Ahma's house (Nick Young's grandmother) wearing a basic and simple red dress although Rachel believes that red is the lucky color. Whereas, Peik Lin has a perception that a luxurious appearance will bring convenience to Rachel and Nick's relationship.

Peik Lin, supported by her family has the perception that Americans have many hungry children so Peik Lin and her family tell the twins' sister to eat a lot to be fat. This perception considers America as a country with high levels of hunger. So, when the twins don't want to eat, Goh's family tells the twins to see the starving American children. They also refer to Rachel Chu as an example. They indirectly said that Rachel Chu was thin because she lives in America, if the twins didn't want to be thin like Rachel Chu, they have to eat a lot.

Peik Lin also has the perception that a rich woman like Eleanor would dare to give a check of \$ 1 million and even \$ 10 million for Rachel Chu to leave

her son, Nick Young. This understanding is motivated by the beliefs of Asians who are very close to the family, supported by Eleanor's dislike of Rachel Chu. Eleanor considers that Rachel Chu is not appropriate for her son because Rachel comes from a different background. Nick Young came from a Chinese rich family while Rachel came from Chinese-American poor family.

. Therefore, Peik Lin is sure if Eleanor could pay a fantastic amount of money as long as Rachel Chu wants to step down from her relationship with Nick Young.

#### **4.1.1.4. Peik Lin's Motif**

The motif that drives Peik Lin to become a hedonist is her ability to enjoy worldly pleasures. She becomes a hedonist not because of a specific purpose. As a child, she was born from a wealthy family, she can get luxury facilities. Luxury has become a lifestyle that cannot be separated by Peik Lin. She is used to a luxurious life.

In addition, Peik Lin's motive for being a hedonist where she spends a lot of money and energy to dress up her best friend because of her loyalty to Rachel Chu. To show her support, Peik Lin takes out all of her branded goods for Rachel to use to make her look amazing. Peik Lin is willing to give the best for her best friend so that others can respect her best friend.

#### **4.1.1.5 Peik Lin's Self-Concept**

I do not find any self-concept as an internal factor of the hedonic lifestyle experienced by Peik Lin. The film does not explain how Peik Lin has a view of herself about a hedonic lifestyle.

## **4.2. The External Factors of Hedonism in Several Characters in Crazy Rich Asians Film**

External factors are factors that originate from outside an individual. This factor includes the surrounding environment closest to the individual. In this discussion, I will analyze how internal factors affect Peik Lin, Astrid, and Eleanor in this film so that they become hedonists. External factors can include reference groups, families, social classes, and culture.

### **4.2.1. The External Factors of Hedonism in Peik Lin**

Peik Lin becomes a hedonist because it formed by the environment and the people around her. Several external factors influence Peik Lin to become a hedonist. Some of these factors are reference groups, families, social classes, and culture.

#### **4.2.1.1. Peik Lin's Reference Group**

In this film, it is highlighted that Peik Lin is in a close friendship with Rachel Chu. It can be said that Rachel Chu is one of Peik Lin's reference groups. Rachel Chu is a friend and a roommate of Peik Lin when she was in college in America. They are together for a long time so they have a very close relationship. The closeness of the two of them made Peik Lin a hedonist because Peik Lin spends a lot of money for Rachel Chu for many things, such as meeting her for lunch at her house, dressing Rachel Chu when she is going to attend the Tang Hua party at the young family's house, dressing Rachel at the moment she is going to attend Araminta and Collin's Wedding and providing her house for Rachel to live as long as her best friend is broken-hearted.

#### **4.2.1.2. Peik Lin's Family**

According to Armstrong (in Saraswati, 2016, p. 15), the family also plays the biggest role in determining individual attitudes and behavior. This is because since childhood a child will be formed by the family. Parenting patterns will form the habits of children which indirectly affect their lifestyle until they are adults. Peik Lin was born and raised in a hedonist family. Her family's luxurious lifestyle is seen as a natural thing by Peik Lin. The hedonic lifestyle in the family is very striking. Peik Lin's mother always dresses up in extreme glamour. In designing the house, Peik Lin's mother decorates her house with shades of glamorous gold. She is inspired by the mirror hall at Versailles and Donald Trump's bathroom. Besides, Peik Lin's mother uses to provide very abundant food at the dinner table although she calls it "simple food". These become proof of living a hedonic lifestyle.

#### **4.2.1.3. Peik Lin's Social Class**

The Young Family has the same social class as Peik Lin and her family. It is proven when Goh's family is entertaining Rachel Chu as the guest. The Goh family comes from the same background as Young Family which is a rich family. When Rachel mentions Nick's long name, whose first name is Young, Peik Lin immediately recognizes who Nick Young is and how his wealth is. Peik Lin can explain to Rachel Chu the origin of the Young Family's ancestors and how rich the family is. A Social class like this makes Peik Lin a little confused to choose the best outfit for Rachel Chu and herself when she will come to a dinner party at Young Family's house. She is also confused about some dress

selections in her car. Peik Lin chose the best outfit for Rachel Chu and herself because she knows that dinner with Young Family will not be simple. It will be spectacular. They would meet lots of rich people so Peik Lin wants her to feel appropriate.

#### **4.2.1.4. Peik Lin's Culture**

It is interesting that as Chinese descendants, Peik Lin does not believe that red color will bring good luck and fertility. Also, Peik Lin does not believe in blue as a sign of unhappiness while attending a Chinese funeral. As a modern person who is open-minded, Peik Lin opposed the belief in red. This can be seen when Peik Lin learns that Rachel Chu will be attending dinner at Nick Young's house in a simple red dress. Rachel Chu wears the dress because of the support of her mother who still thought that the red color symbolizes luck and fertility. Although, Peik Lin further believes that a luxurious appearance would bring good luck because Peik Lin thinks that a red dress without a valuable brand would be useless. For her, the rich have an all-round luxury culture.

In this film, it can be seen that the culture of old people is still very strong and they are also trying to reduce it to their offspring. Meanwhile, Peik Lin as a modern person thinks that luxury will bring a first good impression for Rachel.

#### **4.3. The Impact of Hedonism in Several Characters of *Crazy Rich Asians* Film**

*Crazy Rich Asians* highlight how the hedonic lifestyle is adopted by most of the characters in this film. In discussing the impact, the internal factors consist of attitude and personality, experience and observation, personality, self-concept, motif, and perception.

### 4.3.1. The Impact of Hedonism in Peik Lin

Hedonism has impacts for hedonists. There are several impacts of hedonic behavior from someone who has fallen to hedonism, such as individualism, consumption wastefulness, promiscuity, and irresponsibility. The following are the discussions.

#### 4.3.1.1. Peik Lin's Individualism

When dropping off Rachel Chu to Nick Young's house, Peik Lin sees that her best friend is very happy. Rachel Chu is picked up by Nick Young and then they kiss lovingly. Their kiss stopped when Peik Lin codes and calls Rachel to be introduced to Nick Young. For Peik Lin, it is a pleasure to be known as one of the Young Family. This made Peik Lin willing to disturb Rachel's intimacy with Nick Young. Peik Lin's effort is successful. She gets acquainted with Nick Young. Peik Lin suddenly gets an offer to join the party. Peik Lin pretends to refuse Nick Young's invitation to attend Nick's party only fortunately for small talk because she is shy. Fortunately, she gets a second offer, Peik Lin immediately agrees to Nick Young's offer. This is a pride for Peik Lin to enter the Young Family's home. Peik Lin does not waste this opportunity. Peik Lin takes photos in Nick's house to get proof that he had entered the Young Family's home.

*(Indistinct chattering)*

*(Nick Young comes out of his mansion by the servants opening the door)*

Peik Lin : Damn, Rachel. He's like the Asian Bachelor.

Nick Young : Hello, Gorgeous. Wow! I think I've just fallen in love with you all over again.

*((Rachel Chu and Nick Young kiss. Meanwhile, Peik Lin clears throat))*

Peik Lin : Rachel!

Nick Young : I missed you too.

Rachel Chu : Yeah?  
Nick young : What did you get up to?  
Peik Lin : Psssstttt..... Rachel!  
Rachel Chu : Oh, uh, this is my friend, Peik Lin.  
Nick Young : Hi, there  
Peik Lin : Howdy  
Nick Young : Thank you very much for bringing Rachel  
Peik Lin : Oh, no worries  
Nick Young : Do you wanna stop by some dinner?

(Jon M. Chu, 2018, 00:35:36)

#### 4.3.1.2. Peik Lin's Materialism

I do not find any materialism as an impact of the hedonic lifestyle experienced by Peik Lin.

#### 4.3.1.3. Peik Lin's Consumption

Peik Lin, in short, blonde hair and an over the top style of dress who wanted to appear as a rich person, makes everyone who watched the film realize that her mansion, her luxury car, and her fancy clothes and bags depicted her as a hedonist. In everyday life, it is seen that Peik Lin is often seen wearing expensive things and glamorous dresses. It is seen that Peik Lin uses a large pearl ring that is even bigger than her hand.



**Figure 4.6 shows Peik Lin using a very large pearl ring.**

(Jon M. Chu, 2018, 00:32:28)



Peik Lin likes to wear clothes with flashy motifs outfits such as Mark Lupfer and printed pajamas by Stella McCartney. Peik Lin also wears Mark Lupfer and printed pajamas by Stella McCartney.

Based on the results of Putri (2019, p. 39) research, hedonic lifestyle tendency attributes include preferring to spend free time in malls, cafes, and fast-food restaurants, as well as having some items with prestigious brands. The result of research on what happened to this character. This blonde haired woman likes shopping in malls, hang out in cafes, and eating in a fast-food restaurant. She also has some items with prestigious brands. This can be seen from what becomes the collection at her house. When going to dress Rachel, seen in this film where there is a room with cupboards and shelves containing hundreds of dresses, bags, shoes, hats, and branded accessories. Peik Lin has lots of fancy clothes, bags, and accessories such as Balenciaga plum dresses, peach cleary, jean baptism, and Bottega accessories.

At the dinner party at Nick Young's house, Peik Lin's appearance also receives attention from Oliver. Peik Lin instantly changes her appearance. She wears a black dress with a fascinating touch of accessories, crystal stone earrings with a large size. Oliver admires Peik Lin earrings which are said to be good. He also said that he likes Peik Lin's shoes.

*(Oliver looks at Peik Lin's appearance from top to bottom)*

Oliver : Hi. I like your shoes

Peik Lin : Oh, thank you. I'm Peik Lin

Oliver : OLIVER

Peik Lin : Oh, well. Oliver. Gosh, there are lovely. They're clip-on.  
Are they? Oh, wow!

Oliver : Thank you

(Jon M. Chu, 2018, 00:45:31)

During a visit to Peik Lin's house, it was illustrated that all Peik Lin's access doors use sophisticated sensors. This made Rachel Chu initially surprised because the gate of Peik Lin's house opened by itself. Not only the gate but the main door of Peik Lin's house also uses sophisticated technology. Peik Lin's house is very luxurious and magnificent. Rachel Chu was fascinated to see Peik Lin's house. In Peik Lin's house, there is a room that contains a collection of clothes, bags, shoes, and accessories. Peik Lin has lots of fancy clothes, bags, and accessories such as Balenciaga plum dresses, peach cleary, jean baptism, and Bottega accessories.



**Figure 4.7 Rachel Chu is fascinated by the luxury of Peik Lin's house**

(Jon M. Chu, 2018, 00:27:53)

(Gates buzzing, Rachel stares at the gate of Peik Lin's door that opens automatically)

Peik Lin : New York in the house! Yeah! Yeah

Rachel Chu : Peik Lin!

Peik Lin : What up, bitch? Yeah!

(Dogs barking)

Rachel Chu : Oh, my God! You look amazing

Mrs. Goh : Singapore is so hot. Come in and enjoy the aircon. Come on. Whole family waiting to meet you. Very excited. Rachel, Welcome! Welcome!

Rachel Chu : Wow! Oh, my gosh! Your house is amazing, Mrs. Goh.

(Neeah speaking hokkien)

Mrs. Goh : Call me auntie. Auntie Neenah. We were inspired by the Hall of Mirrors in Versailles and Donald Trump's bathroom.

Rachel Chu : Really?

Mrs. Goh : Yeah. You like it or not?

Rachel Chu : Oh, yes. The gold is very brilliant.  
(Jon M. Chu, 2018, 00:27:52)

#### 4.3.1.4. Peik Lin's Wastefulness

Peik Lin has several servants who always stand around the dining table while the Goh family is eating together. The servants are ready to serve them if they need something. This can be said to be extreme and wasteful because the servants just stand around the dining table watching them eating without doing anything,



**Figure 4.8 The several servants serve Peik Lin's family**

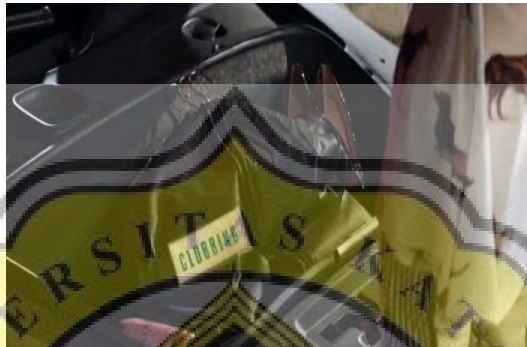
(Jon M. Chu, 2018, 00:29:39)

To avoid wasting energy, maybe Peik Lin is only enough with one servant standing next to the dining table, or maybe Peik Lin can call her servants if she needs only.

#### 4.3.1.5. Peik Lin's Promiscuity

According to Corum (2012, p. 2), promiscuity is often believed to be immoral or deviant behavior. It's usually accepted meaning in terms of having several or multiple sexual partners and being indiscriminate in one's choice of sexual partners. Promiscuity is one form of deviant behavior. As a modern girl who likes parties, Peik Lin also loves clubbing. This is proven when she opens her car

when she is going to choose unprepared clothes to come to a dinner party at Nick Young's house. She deals out several types of outfits such as a collection of clubbing dresses, cocktail dresses, and also a collection of embarrassing dresses in the luggage of a Peik Lin's car.



**Figure 4.9 Peik Lin has a collection of clubbing clothes in the trunk of her car**

Peik Lin's manner is reflected in the hedonic lifestyle said by Veenhoven. He said that a hedonic lifestyle is a way of life where pleasure plays an important role (Veenhoven, 2003, p. 1) assumes that a good life must contain life's pleasures. All that is done by human's aims to achieve pleasure because pleasure plays an important role in life. The results of Putri's (2019, p. 36) research also supports Veenhoven. He proposes that hedonic lifestyle including promiscuity such as enjoying the nightlife by visiting discotheques and other nightclubs.

#### **4.3.1.6. Peik Lin's Irresponsibility**

As a truthful person, Peik Lin says what is on her mind without looking at the situation where she is. At public places where there are many people, Peik Lin shouts the words "Pok-Pok Bitch" in public places refers to Rachel Chu. The words Pok Bitch words that Rachel doesn't need to be hurt by Eleanor, but

Rachel must assume that Eleanor is a chicken that does not influence her relationship with Nick Young. The word Pok Pok Bitch Peik Lin's behavior makes a grandfather who lives in that area is disturbed by Peik Lin's voice. The grandfather lives around Peik Lin is staring at her angrily.

*(Peik Lin is talking with Rachel Chu at an outdoor cafe)*

Peik Lin : In reality, you're a sophisticated, smart, professor of freaking game theory. Show her that side of you, you know?

Rachel Chu : You're right

Peik Lin: Damn straight, I'm right. It's Peik Lin, I'm always right.

Rachel Chu : Yeah, she's like trying to play a game of chicken with me. Where she's like coming at me and thinking. I'm going to swerve like a chicken.

Peik Lin : But, you can't swerve

Rachel Chu : I'm not gonna swerve. Not for her

Peik Lin : No. Chicken are bitches, dude!

Rachel Chu : I'm not a chicken

Peik Lin : You're not a chicken. You're gonna roll up, to that wedding, you're gonna be like, "Bak-bak, bitch!"

Rachel chu : Bak-Bak, Bitch!

*(Rachel laughs and shouted)*

Peik Lin : Chicken are bitches.

Rachel : Peik!

Peik Lin : Sorry, uncle

(Jon M. Chu, 2018, 00:16:30)

#### **4.1.2. The Internal Factors of Hedonism in Astrid**

Astrid is one of the figures in the Crazy Rich Asians film that is very noticeable. Astrid plays a role as a member of Nick Young and Young Family, a family that has a very rich background. As someone who is a hedonist, Astrid has a luxurious lifestyle. Astrid's character is very interesting to analyze. This is because Astrid always looks glamorous at every opportunity. Astrid also has a prominent character. It is told in the film that almost all women also admire the character of Astrid. Besides, Astrid has an interesting attitude and personality,

experience and observation, personality, self-concept, motives and perception to be analyzed.

#### **4.1.2.1. Astrid's Attitude and Personality**

Astrid is known as the most beautiful, fashionable, and socialite in the Young Family. She is an entrepreneur woman who has an attractive personality. Besides that, she is a smart woman. With her brain intelligence and with strong financial support, Astrid graduated from her class at Oxford.

Astrid's intelligence allows her to manage her business well so she can make her own money. Astrid never requests her husband for money. Astrid builds a company for her husband.

Astrid has a calm attitude. In each scene, she is portrayed with a charismatic personality. Astrid doesn't talk too much but she has high charisma. She speaks with authority. Astrid also has full of confidence, this is seen from her body language, how she walks straight and stands up straight with the shoulder back.

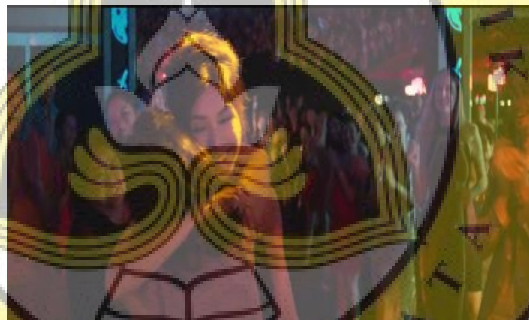


**Figure 4.10 Astrid walks confidently with a charming appearance**

(Jon M. Chu, 2018, 00:15:38)

While speaking, Astrid also looks steady and to the point. Sometimes she looks cynical. This makes Astrid seem to be unfriendly, causing a gap for others to attract with her.

Astrid's friendly attitude is proven when Astrid is in contact with Rachel Chu, who is a stranger to Astrid because she has just known Rachel Chu. Astrid also has a good personality. When most of Astrid's family and friends look down on and even tortured Rachel Chu, Astrid is the one who accompanies Rachel Chu.



**Figure 4.11 Astrid hugs Rachel Chu at a party**

(Jon M. Chu, 2018, 01:52:46)

Astrid helps Rachel Chu when Rachel Chu gets terror from Nick Young's friends and ex-girlfriend because they do not like Rachel Chu. Rachel gets terror in her hotel room. There is a dead fish on her bed with the word "bitch" made from blood. Then, Astrid helps Rachel to clean the hotel room. Astrid, who is accustomed to being served by her servants, does not give the idea to Rachel Chu to call the hotel maid to clean Rachel Chu's room from the blood of the dead fish. However, Astrid helps Rachel.

Astrid has a generous personality. With the prosperity that Astrid has, she does not easily forget the people around her. She likes to help people, especially in material matters. In this film, it is seen that Astrid likes charity activities and she builds charities event also. Astrid also receives recognition verbally from her brother namely Nick Young when he introduces his family indirectly to Rachel Chu. He mentions that Astrid has the biggest heart among his siblings.

In some scenes, Astrid is also depicted as an independent woman. It can be seen from how she can make her own money without asking her husband. Astrid even has her own 14 apartment buildings. Astrid's independence is seen when she is shopping, going to Ahma's house and at the bachelor party, Collin and Araminta always see that Astrid always comes alone without Michael, her husband. In fact, at the time of Collin's and Araminta's wedding, Astrid who had first planned to come with Michael, finally attends the wedding without Michael because when on the way to the wedding, Astrid knows Michael's affair with another woman.



**Figure 4.12 The servants take Astrid's items from the two bodyguards**

(Jon M. Chu, 2018, 00:23:20)



Astrid also pays attention to her safety and comfort. She has 2 bodyguards who are ready to look after and bring expensive things that she bought. Both bodyguards wear uniforms and gloves wherever they accompany Astrid. In addition, Astrid also has 6 servants who are ready to bring Astrid's goods after shopping.

In family life, Astrid does not have an obedient personality. This personality makes her often do unpleasant things to her husband, which is lying. Because the background of Astrid's husband comes from a lower middle class, he often feels insecure when Astrid shops for goods at fantastic prices.



**Figure 4.12 Astrid becomes the first person to see a jewelry collection**

(Jon M. Chu, 2018, 00:16:42)

This does not make Astrid stop shopping because she shops using her abundant personal money. However, Astrid never exposed it to her husband. This can be seen in the scene where Astrid has finished shopping when she enters the house and asks her servants took Astrid's goods from Astrid's bodyguards quickly. They hide it in a drawer, on a shelf where the cutlery is, behind tissue,

and a dryer. Astrid also takes off the earrings she was wearing and hides it in the cupboard.

(Astrid enters the house with her two bodyguards carrying Astrid's groceries)

Astrid : Is Michael here?

Servant : Not Yet, ma'am. Also, your son woke up. He wants to see you.

Astrid : All right. You know what to do. Quickly.

(Quiet chattering, all servants carry Astrid's groceries and hide it in the kitchen and a drawer)

(Jon M. Chu, 2018, 00:23:27)

On the other hand, Astrid has an affectionate attitude also. She likes children, especially her children. Although Astrid is a busy woman who is taking care of her business, shopping, and charity activities, Astrid always makes time to take care of her child. Astrid always provides time to read storybooks and go with her child to sleep. When Astrid is going shopping for diamonds, she is very friendly to the little girl who is blocking her way. Astrid asks what her name is and what her doll name is. Then, Astrid praises bun-bun, the doll. "Bun-bun looks very charming with her ribbon," Astrid said. Astrid also praises the child by saying that the child has good eyes.

Astrid is also a typically structured woman. This can be seen from how she arranges her schedule. Astrid also reminds Michael, her husband, about important events including the marriage of Collin and Araminta. Astrid tells Michael that there should be no sudden activities next week because Michael has to attend Collin and Araminta's wedding because this marriage will be attended by many people including their families and friends.

Astrid loves her husband very much. It makes her always gentle with her husband, Michael. Michael does not come from a wealthy family. He comes from a simple family that it makes him less confident and inferior to Astrid. He often satirizes Astrid. Michael says that Astrid is wearing pants from money. However, Astrid still responds gently because of her love for her husband. When Astrid is shopping for herself she also does not forget to buy expensive watches for her husband. Astrid also gave assets to her husband so that her husband could become a CEO of a company.

Astrid : Oh, I got something for you. To celebrate the launch of your startup. I know you don't like an expensive gift, but you're not a captain in the army anymore. You're a CEO. You should look at that part.

Michael : I..... I love it. Thank you  
(Jon M. Chu, 2018, 00:24:54)

Astrid also has a tough personality. This can be seen when she finds out her husband, Michael who has an affair. This is revealed during a dinner party at Ahma's house. Astrid finds Michael's cell phone vibrating as a sign of an incoming message. Astrid, who first thinks it is an important message from the office, opens the message. How surprised Astrid is reading the message that said "this bed feels empty without you". Astrid is upset at the time, but as a strong woman, she keeps her feelings for herself. She continues to eat dinner as if she does not know what was happening. Astrid does not warn Michael for the affair until the trip to Collin's and Araminta's wedding.

At the end of the story, Michael returns home. Michael intends to talk to Astrid about his right to visit Cassian. Confidently, Astrid stands right in front of Michael. She stares at Michael without tears and every word comes out from

Astrid's mouth firmly that what triggers their marriage is not because of Astrid's money and family but because Michael is fearful, he gives up on his marriage. Astrid also said that it is not her responsibility to make Michael feel like a man. Astrid cannot make it something that is not him. Astrid walks away from him. Astrid shows that she moves on from her sadness and begins to celebrate the party for Rachel and Nick. The party is held as a sign of the welcoming party for Rachel Chu.

Michael : Hey, I'm gonna send someone for the rest of my stuff. But, I wanna talk to you about my visitation rights with Cassian.

Astrid : Stop talking. Don't worry about packing your things. You bought this apartment, you keep it. We're leaving. And you'll see Cassian when it's good for him not when it's good for you.

Michael : Hey, it's not just my fault that things didn't work out.

Astrid : You're right. I shouldn't have kept things from you. Hidden my shoes, turned down jobs, charity work, worrying that it might make you feel lesser than. But, let's be clear. The problem with our marriage isn't my family's money. It's that you're a coward. You gave upon us. But, I've just realized, it's not my job to make you feel like a man. I can't make you something you're not.

(Jon M. Chu, 2018, 01:47:49)

#### **4.1.2.2. Astrid's Experience and Observation**

Astrid is one of the members of the Young Family, the biggest developer in all of Singapore, Malaysia, Thailand, Brunei, and New Mexico. The Young family is like a royal family. The Young Family has been very rich for a long time ago. They already have a lot of money when they left China around the 1800s. The young family comes to Singapore before Singapore cutting-edge. Peik Lin says directly that the Young family comes to Singapore when there is

nothing in Singapore besides the forest and pig farmers until Singapore becomes a developed country. It means that the Young Family build everything in Singapore.

Astrid's wealthy family background makes Astrid nurture like a princess. As a woman born in one of the richest families in Singapore, Astrid lives a life that is entirely luxurious, glamorous, and privileged. All that Astrid wants can be bought with money. This makes Astrid comfortable to get special treatments. Since childhood, Astrid has had the experience of luxurious living until now. This is proven when Astrid comes to a diamond shop that invites Astrid to enter into an exclusive room. Astrid has always been the first person to be shown the latest releases at the jewelry store. She got a very special service. These special treatments also make her become a hedonist. Because she gets a lot of privileges for shopping.

#### **4.1.2.3. Astrid's Perception**

Astrid as the young generation of the Young Family considers that there is no need to carry out the Old Chinese Tradition which only makes the descendant's life more complicated. The Young family still has the habit of making dumplings together with several stages. No matter how bored they are because from childhood always making dumplings and eating it, Ahma still tells the whole family to do this. However, when making dumplings together, Astrid says to everyone that God forbids us to teach our children sadness. For Astrid making dumplings in large quantities is a sadness. They shouldn't have to make

dumplings because they can buy it even in the most expensive restaurants. How is this related to hedonism?

#### **4.1.2.4. Astrid's Motif**

Astrid's motives for being a hedonist are almost the same as Peik Lin. She became a hedonist because she can buy whatever she wants. Astrid being a hedonist is only one way to provide satisfaction and happiness to herself. As a woman, Astrid likes shopping and do some treatments. So, that she can use her ability to pay for her happiness as well as possible.

#### **4.1.2.5 Astrid's Self-concept**

Astrid has a self-concept that she has become a woman who is quite good in married life. She has carried out her duties as a wife at once as a mother to her son. For Astrid, her wealth is not an obstacle in her household life. Astrid just felt unfortunate with a man who is fearful and gives up easily. Astrid says this directly to Michael.



**Figure 4.13 Astrid wears expensive jewelry that has been hidden from Michael**

(Jon M. Chu, 2018, 01:48:51)

Then, Astrid uses her branded goods on the mirror, which is a big pearl earring without caring about Michael.

#### 4.2.2. The External Factors of Hedonism in Astrid

A person can become a hedonist not because they are formed by themselves. A person can become a hedonist because *hedone* is formed by the environment and the people around them. Several external factors influence Astrid to become a hedonist. Some of these factors are family and culture. I do not see any scenes that indicate Astrid became a hedonist because she was formed by reference groups and her social class. In *Crazy Rich Asians*, the film does not depict that Astrid has a friend. Astrid's life was largely influenced by her family.

##### 4.2.2.1. Astrid's Reference Group

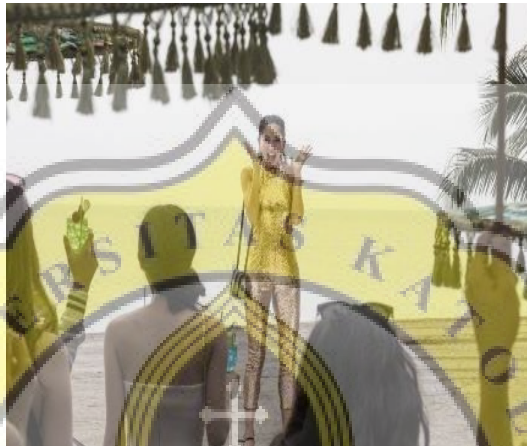
Astrid was born and grew up in a social environment of wealthy people. This can be seen in how Astrid has a reference group formed by herself because of the parties that are often held by Astrid's family. Therefore, Astrid grows up together with a reference group that likes parties and luxury things.



**Figure 4.14 Collin and Araminta's wedding reception party**

(Jon M. Chu, 2018, 01:29:04)

This can be seen when Astrid is invited to a bachelor party and the wedding of Araminta and Collin, their wedding is considered to be the biggest event of the century in Singapore. All upper-class people in Singapore know about this wedding.



**Figure 4.15 Araminta has a party with some treatments and free shopping**

(Jon M. Chu, 2018, 0:56:44)

At the party, Araminta's glamorous appearance is supported by the gold sequins jumpsuit she wore. Collin also rents a large boat for a bachelorette party. Araminta gives a free voucher shopping at a fashion boutique to her guest. She also provides a free spa for all of her guests. The other spectacular thing is her wedding dress that is designed by Carven Ong, a famous fashion designer. In addition to the hedonist attitude seen in Araminta,

Astrid's reference group is very hedonist. They like shopping. They are willing to fight just to choose the items they want. This affects Astrid's lifestyle. According to Cheung (2012, p. 312), the reference groups where an individual is positioned will affect one's lifestyle and behavior. If someone is friends with someone who has a hedonic lifestyle, sooner or later he will have a hedonic



lifestyle too. He described the relationship of friends who have a hedonic lifestyle as the root for forming a hedonic lifestyle and the involvement of young people's deviant behavior.

#### **4.2.2.2. Astrid's Family**

Astrid comes from a wealthy family so that makes her become a hedonist. In this family, all members are comfortably living in luxury. They are used to shopping and parties. All members of the Young Family live a luxurious life. This is also one of the factors that make Astrid a hedonist woman because from childhood she grew up around hedonist families.

#### **4.2.2.3. Astrid's Social Class**

I do not find any social class as an external factor of the hedonic lifestyle experienced by Astrid.

#### **4.2.2.4. Astrid's Culture**

As one of the members of the Young Family, Astrid has a tradition of having a dinner party when the Tang Hua flower will bloom. This tradition is passed down by Ahma and it is still practiced today. The dinner party is held on a large scale. The Young Family does not only invite their large family members to that party, but they also invite all their relatives and friends.

### **4.3. The Impact of Hedonism in Several Characters in *Crazy Rich Asians* Film**

Hedonism has impacts for hedonists. There are several impacts of hedonic behavior from someone who has fallen to hedonism, such as individualism, consumption, and wastefulness. Nevertheless, I do not see any

scenes that could identify the impact of materialism, promiscuity, and irresponsibility that occurs in Astrid.

#### **4.3.2.1. Astrid's Individualism**

As a respected woman, Astrid is very concerned about her good name for herself and her family. Astrid is a beautiful woman who is known for her perfect life. Astrid is aware of this so that when Astrid gets into trouble like Michael having an affair, Astrid covers up her problem. Michael's affair is exposed during a dinner party at Ahma's house. Astrid finds that Michael's cell phone is vibrating as a sign of an incoming message. Astrid, who initially thinks it is an important message from the office, opens the message. Astrid is surprised to read the message that reads "this bed feels empty without you". Astrid's feelings are upset at the time, but Astrid realizes that she is at a party with friends of her family. She painstakingly covers up the problem to make it look fine. She continues to eat dinner as if she does not know what is happening.

Astrid does not rebuke Michael for the affair until the trip to Collin's and Araminta's wedding, Michael says that he has to go to Shenzhen. He will miss the birthday of Cassian, his son. Astrid firmly asks Michael to let others overcome it. But, Michael does not want it because he wants to meet his affair. Astrid knows that her husband is cheating on Ahma's dinner party but she does not want to ruin the situation also. So, she keeps her temper to avoid a commotion in the crowd.

Astrid's action angers her husband, Michael. As Astrid's husband, Michael feels that Astrid does not care about him. Michael is surprised because Astrid can behave as if nothing bad had happened.

Michael : I have to fly into Shenzhen on Monday to try and talk them down.

Astrid : That's Cassian's birthday

Michael : Yeah, I know. I hate to miss it but this is important.

Astrid : You'd think your son's birthday's important. Get someone else to handle it. Unless there's another reason you're out of town?

Michael : What are you saying?

Astrid : I know you're having an affair

Michael : Oh, Jesus, Astrid

Astrid : Let's just get through the wedding, and we'll deal it after. I don't wanna make a scene.

Michael : You find out I'm having an affair with another woman and you're worried about making a scene?

Astrid : You'd rather I scream and carry on?

Michael : Yes. Honestly, I wish you would. It would show you cared about me more than what people thought of you and your family. To be honest, I hope you do. It shows that you care a lot more than others think about you and your family. I'm just tired. I am tired of having nothing. I do matter, including having an affair.

(Jon M. Chu, 2018, 01:20:01)

Michael wants Astrid to scream or blow up respond to his affair with another woman. For Michael, if Astrid screams it shows that Astrid is much more concerned about her marriage than her good name and the good name of her family. However, it is not shown by Astrid so Michael thinks that Astrid cares more about what people said about herself and her family than their marriage relationship. She cares more about the image that other people think of her.

Michael ends their fight by running away. He gets out of the car. On the contrary, this fight does not make Astrid chase after Michael. Astrid continues

her way to attend Collin and Araminta's party as planned from the start. She becomes an individualist in this matter. She still comes to the party because she has to dress up glamorous and does not want to make a fuss. Astrid doesn't care what is done by Michael. Astrid walks among the reporters who photographed her. She comes to the party as if everything is good.

#### **4.3.2.2. Astrid's Materialism**

I do not find any materialism as an impact of the hedonic lifestyle experienced by Astrid.

#### **4.3.2.3. Astrid's Consumption**

Astrid's character in the film *Crazy Rich Asians* is very prominent. As a member of the Young family, Astrid has abundant wealth so that she can buy whatever she wants without thinking twice. Astrid looks very consumptive. According to Armstrong cited in Nugraheri (2003, p. 54), consumptive hedonism always spends too much money to buy goods for pleasure without being based on needs. Astrid often buys items that are not needed. This is a bad impact on the hedonic lifestyle. This is done only for pleasure because she loves to shop.



**Figure 4.16 Astrid buys Burmese pearl earrings adorned with emeralds and red rubies**

(Jon M. Chu, 2018, 00:16:51)

At the beginning of the scene, Astrid can buy Burmese pearl earrings adorned with emeralds and red rubies of rare pigeon blood which is very expensive at \$ 1.2 million. Not only diamonds, in one shopping Astrid can carry lots of shopping bags. She buys a pair of Jimmy Choo shoes that are worth tens of millions. In addition to many luxury items such as Dior, Lotus, and various other branded goods.

Astrid always looks beautiful and charming on every occasion. By being glamorous even though Astrid goes only to shop for jewelry she appeared in a pink Dior dress combined with Lady Dior Bag and matching colors.

Based on the results of Putri's (2019, p. 37) research, hedonist also wants to look fashionable so they become consumptive and love shopping. Not only for herself but has Astrid also bought branded things for the person she loved, her husband. She buys an expensive watch for her husband. In the scene, Astrid

takes the watch from behind a pillow and gives it to Michael as a sign of the launching of the Michael startup in being the CEO. Astrid says that Michael has to get used to using expensive items like "Paul Newman".

In the property, Astrid also has 14 apartment buildings that she owns. This she reveals when Michael will leave the house. Astrid says "Don't worry about packing your things. You buy this apartment, you keep it. "And when Michael asks where Astrid and Cassian would live after this, Astrid answers" I have 14 apartment buildings that I own, maybe one of those".

Having 14 luxury apartments is something that can be considered a hedonic lifestyle as agreed by Hamid (2019, p. 646) that the hedonistic lifestyle is considered by some to be more than just only considering the needs of the goods. If Astrid buys something based on needs, then she should only buy 1 apartment because she only uses one apartment.

#### **4.3.2.4. Astrid's Wastefulness**

As a woman who has shopping as a hobby, Astrid often filled her free time shopping. Januarinda Afra, Hasanudddin (2014, p. 9) adds that the culture of hedonism is accustomed to wasting property to buy expensive things that are only meant to get pride. Astrid can buy dozens of branded goods at once. However, not all of the branded goods she bought could be used. Astrid only uses a few items she bought. Astrid does not use it even though she hides these items in the kitchen and behind the dryer. SO, what does it mean?

#### **4.3.2.5. Astrid's Promiscuity**

I do not find any promiscuity as an impact of the hedonic lifestyle experienced by Astrid.

#### **4.3.1.6. Astrid's Irresponsibility**

I do not find any irresponsibility as an impact of the hedonic lifestyle experienced by Astrid.

#### **4.1.2. The Internal Factors Portrayed in Eleanor**

Eleanor is one of the figures in *Crazy Rich Asians* Film that is very dominant. Eleanor plays a role as a member of the Young Family, a family that has a very rich background. She is the mother of Nick Young. As a daughter-in-law of a wealthy family, Eleanor has a luxurious lifestyle. Eleanor is very interesting to analyze. This is because Eleanor has a prominent character that makes her a fairly respected woman in the film *Crazy Rich Asians*. Also, Eleanor has an interesting attitude and personality, experience and observation, personality, self-concept, motives and perception to be analyzed.

#### **4.1.2.1. Eleanor's Attitude and Personality**

Eleanor appears as a character who has a prominent personality. This is proven from how Eleanor sees others and how Eleanor talks to others. Her cynical personality makes Eleanor seem arrogant and inflexible. However, Eleanor has protective instincts in protecting her child. Eleanor's cynical character makes her not think about other people's feelings when she is talking.



**Figure 4.17 Eleanor with a cynical look**

(Jon M. Chu, 2018, 01:41:30)

This is seen in several scenes, especially when Eleanor communicates with Rachel Chu. Eleanor tells Rachel Chu directly that she is not a woman who deserves to accompany her child.

(Eleanor is sitting at the dining table with Rachel Chu and the Young Family members)

Rachel Chu : Oh, I don't know you were a lawyer.

Eleanor : I wasn't. I withdrew from university when I got married. I chose to help my husband run a business and to raise a family. For me, it is a privilege. But for you, you may think it's old-fashioned. It's nice you appreciate this house and us being here together, wrapping dumplings. But, all this doesn't just happen. It because we know to put family first, instead of chasing one's passion.

(Jon M. Chu, 2018, 01:10:46)

Eleanor likes to pay attention to details. Eleanor is concerned about every change in her child from head to toe. It is seen when Eleanor sees Nick Young after all the time her son wanders. As a mother, Eleanor is seen caring for her child.



When Nick returns home, Nick opens his bedroom drawer. Nick searches for the cigarette he has hidden in the drawer. Without asking, just looking at Nick's movements, Eleanor understands that Nick is looking for cigarettes. Eleanor says that the cigarettes have thrown out a long time ago. Eleanor's attitude shows that she is very structured and concerned about the little things. It is also said by Nick directly that "there were no problems that passed through mother", said Nick.

Because of her caring nature for her children, Eleanor is closed and skeptical of new people, especially if someone is her child's girlfriend. Eleanor does this because she wants to look after her family so she is very careful with new people. This makes Eleanor have an unfriendly and arrogant attitude. Eleanor does not want Rachel Chu to sleep at her house. Eleanor also looks rude when she leaves Nick and Rachel when they talk because she didn't like Rachel.

(Eleanor calls Nick Young)

Nick : Hey, Mum, everything okay?

Eleanor : does something have to be wrong for me to call?

Nick Young : Yeah, usually.

Eleanor : (Laughs mockingly) Very funny. Are you bringing the girl you're seeing to Collin's wedding?

Nick Young : Mmmm. We were just talking about that. How could you know?

Eleanor : Everbody knows. We're looking forward to having you home and your room is all ready for you

Nick Young : Thanks, Mum. But, Rachel and I will be staying together.

Eleanor : I see. Well, I'm having the house re-done. And it's not ready for guests. If Rachel comes, I think she might be more comfortable staying somewhere else.

(Jon M. Chu, 2018, 00:09:20)

For the sake of protecting her family, Eleanor hires a private investigator to investigate Rachel Chu's history. Eleanor exposes Rachel's past that her father

has not died in China. Rachel Chu's father is still alive, Rachel's mother cheats and is pregnant with another person. Before Rachel Chu's father knows about it, Rachel Chu's mother flies to America.

Eleanor thinks that Rachel as an American and with a bad background will destroy Nick Young with her ambitions. Strictly speaking, Eleanor says that Rachel Chu has lied to them about her family and also her mother.

As a good housewife, Eleanor has a perfectionist personality. Eleanor's perfectionist personality also makes her neat. She makes sure how neat the children are. She tidies up Nick's jacket pocket and then says "perfect". At the beginning of the scene in *Crazy Rich Asians*, the film depicts how Eleanor oversees her chefs in the kitchen to ensure that the chefs cook clean and delicious food.



**Figure 4.18 Eleanor makes sure all her chefs cook clean and neatly**

(Jon M. Chu, 2018, 00:38:43)

Eleanor watches her chefs one by one, not a single chef is missed. Eleanor also commands her chefs to cook as well as she wants. Eleanor oversees how the Chef cooks heavy food such as *lumpia*, lobster, all processed meat, and

vegetables to snacks such as rounds, diamonds, jelly, dumplings, and various cakes. This structured attitude makes Eleanor organized.

#### **4.1.2.2. Eleanor's Experience and Observation**

Some experiences make Eleanor a hedonist. According to Armstrong cited in Nugraheri (2003, p. 54), and experience gains by people from what is done in the past, and it is learned so that through learning people will gain experience. As a daughter-in-law at Young Family, the biggest developer in all of Singapore, Malaysia, Thailand, Brunei, and New Mexico. Eleanor is accustomed to having luxurious life experiences. Eleanor has many servants ready to serve her.

In the first minute, it is depicted that Eleanor, her son, and her babysitter arrives at a luxury hotel, the hotel staff kicked her out (00:01:25). Eleanor is refused by the hotel to stay there. Moreover, the waiter says that this is a private hotel while reading the newspaper. The waiter says that he does not accept Eleanor's order". Eleanor, who feels that she has booked a room, still maintains her order even though the hotel manager says that the rooms in the hotel are already fully booked. The hotel manager advises Eleanor and her family to explore Chinatown.

The hotel considers that Eleanor might not be able to book a room at the luxury hotel. Eleanor does not get permission from the hotel to call her husband. Then, Eleanor has to walk far in the pouring rain to use a public telephone. However, Eleanor's efforts are not in vain. Eleanor's husband does not accept the

behavior of the hotel staffs to Eleanor and his child. He decides to buy a luxury hotel to prove that they are rich people.

After phoning her husband, Eleanor returns to the hotel. The Hotel Manager is surprised to see Eleanor return. He walks quickly to Eleanor, perhaps they want to call the police. The hotel manager cannot believe it when the hotel owner says that Eleanor is the new hotel owner. The hotel owner has sold the hotel to Eleanor's husband. The rejection experience by the hotel experiences by Eleanor makes Eleanor want to prove that she is a rich person. Eleanor doesn't want to be underestimated by others. This makes her become a hedonist so she is willing to buy the luxury hotel. Lins (2013, p. 26) also agree that hedonists are willing to spend large amounts of money to get recognition is considered as reducing negative views or low self-esteem from society.

#### **4.1.2.3. Eleanor's Perception**

Eleanor has the perception that when she has an event, she must provide food for her guests. When providing food, she provides too much because she has the perception that it is better to provide too much food than guests lack food. Eleanor does not want to be considered stingy by her guests.

In marriage, Eleanor believes that serving a family is more important than personal happiness. Eleanor says this directly to Rachel when making dumplings at Ahma's house. Eleanor said, "It's great that you appreciate this house and we are here together wrapping dumplings, but none of this just happened. That's because we know we put family first, rather than chasing someone's desires." According to Eleanor, Rachel Chu is only pursuing her

desires that could keep Nick Young away from his family. Eleanor also tells Rachel Chu that she is not what Nick needed. Eleanor says that while playing Mahjong.

Eleanor has the perception that a person who moves in the Young family must have a good background. This makes Eleanor willing to hire a private investigator to find out Rachel's background. Eleanor considers that Rachel Chu's background is a scandal that can have an impact on the Young family. Eleanor says that The Young Families should not have relationships with families like Rachel Chu. Eleanor assumes that Rachel Chu comes from a bad family. Eleanor feels Rachel with Rachel Chu. Eleanor thinks that Rachel is not suitable to accompany her son. For Eleanor, Nick will lower his pride if he asks Rachel Chu to become his wife. He will destroy the good name of the family so that Nick does not need to have another relationship to stay with him.

Eleanor assumes that Rachel Chu is pursuing an attacking desire and that it is very American. What Eleanor meant is that Rachel Chu, who grows up in America, already has a personality like Americans, who is a very independent personality. Eleanor considers that Americans do not deserve to be with their families because Americans think of their happiness. Eleanor speaks sarcastically, she says that Rachel Chu's parents have a very open mind unlike here. When Nick says "Some things, I have to find out for myself", Eleanor thinks these words are very American. Families in Asia play a very active role in the lives of their children.

Rachel Chu : Well, my mother knows that I'm passionate about what I do, and she always wanted that for me.

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.

*(Bell rings)*

Nick Young : That's dinner. Go ahead.

(Jon M. Chu, 2018, 00:40:19)

#### **4.1.2.5. Eleanor's Self-concept**

Eleanor sees herself as a good wife because she decides to help her husband and serve the family. For her, it is a privilege to be able to help her husband run a developer business and take care of the family. Eleanor assumes that she understands how to build something that lasts forever because the family that Eleanor means by something that lasts forever.

Eleanor also feels that she is not the daughter-in-law that Ahma likes. This does not make Eleanor give up. Eleanor sacrifices many things to make Ahma like her. Even, she gives Nick Young being cared for by Ahma ever since Nick Young is a child. This Eleanor did so that Ahma liked Nick and realized that Eleanor gives her beloved granddaughter to Ahma.

#### **4.2.2. The External Factors of Hedonism in Eleanor**

A person can become a hedonist not because it is formed by itself. A person can become a hedonist because it is formed by the environment and the people around them. Several external factors influence Eleanor to become a hedonist. Some of these factors are reference groups, families, social classes, and culture.

##### **4.2.2.1. Eleanor's Reference Group**

Eleanor has a reference group that is having the same religious background as Aunty Alex, Aunty Felicity, and Aunty Jacqueline.



**Figure 4.19 Eleanor gathers with reference group to read the Bible**

**together**

(Jon M. Chu, 2018, 00:08:29)

They often gather to read and understand the Bible together. They use to gather at Eleanor's house. Aunty Alex even warns Eleanor to find out whether Rachel Chu, Nick Young's girlfriend is a devout Christian woman.

#### **4.2.2.2. Eleanor's Family**

In this story, there is no telling of Eleanor's family background. However, Eleanor has joined the Young Family because she is married to a member of the Young Family. In this family, none of them live a simple life. All members of the Young Family live in luxury. This is also one of the factors that make Eleanor a hedonist woman because every day she gets together with hedonist families.

#### **4.2.2.3. Eleanor's Social Class**

Since Eleanor married her husband, her life became abundant in wealth. This makes Eleanor have a very wide connection. As a rich person, Eleanor has connections with other rich people. It is called social class. According to Armstrong (Saraswati, 2016, p. 15), social class is a group that is relatively homogeneous and endures in a society, arranged in a sequence of levels, and members in each level

have the same values, interests, and behavior. Eleanor's social class has the same class background, namely upper-class people.



**Figure 4.20 Eleanor comes to the party with her class social friend**

(Jon M. Chu, 2018, 01:30:02)

They often gather at parties, including during the Tang Hua flower party, Collin and Araminta's wedding gathering, and a welcoming party to Rachel Chu. Eleanor's Social Class makes her always get whatever information she wants. This is also said by Nick directly. "When there was something about me and Rachel, Mother was the first to find out." Nothing can be hidden from her. Even when Nick was first going to take Rachel to Singapore, Eleanor also knew about it before Nick told her.

#### **4.2.2.4. Eleanor's Culture**

Eleanor believes tradition above anything. As one of the Young Family families who maintain tradition, Eleanor continues the tradition that has generated to her children and grandchildren to make dumplings. Eleanor also



said that AhMa teaches the tradition of making dumplings to every family so that the tradition will not disappear.

Eleanor and Young Family also have a culture to celebrate the day when the Tang Hua flower blooms only at night and it withers in the next morning. Nevertheless, the beauty of these flowers when they bloom is spectacular. White-colored flowers with leaves around the flower. Young families always make dinner events by inviting so many people to watch the blooming of Tang Hua flowers together. When it begins to bloom they all clapped and not a few of them smile happily. The fact that Tan Hua is related to a symbol of luck and achievement.

#### **4.3. The Impact of Hedonism in Several Characters in *Crazy Rich Asians* Film**

Hedonism has impacts for hedonists. There are several impacts of hedonic behavior from someone who has fallen to hedonism, such as individualism, materialism, consumption, and wastefulness. But, I didn't see any scenes that could identify that the impact of promiscuity and irresponsibility occurred on Eleanor.

##### **4.3.2.1. Eleanor's Individualism**

Ahma pays attention to Rachel Chu while Ahma never pays attention to Eleanor. As a daughter-in-law who sacrifices so much for the family, Eleanor has the desire to be noticed by Ahma. Even though Eleanor has tried to get herself together in the Young Family, it doesn't make Ahma like her. So, Eleanor feels jealous of Rachel Chu because AhMa likes Rachel Chu at the first meeting.

Ahma offers Rachel Chu to come back to Ahma's house when it is a weekday and there are not many people in her house. Ahma will teach Rachel Chu how to make delicious dumplings. Ahma's sincerity welcomes Rachel Chu, even making Rachel feel touched. While Eleanor tries for years to be a good daughter-in-law but she is unsuccessful. Ahma still doesn't like it. This makes Eleanor furious that Eleanor hires a private investigator and the result makes Ahma, not like Rachel Chu.

#### **4.3.2.2. Eleanor's Materialism**

As a hedonist who is accustomed to abundant wealth, Eleanor assesses everything in terms of material, including in assessing who is the woman who deserves to accompany her son. For her, intelligence and success women are not important. On the contrary, it is abundant material that is important to Eleanor. Likewise, with Rachel Chu, Rachel Chu's intelligence and her success is not something important to Eleanor. Eleanor still underestimates Rachel Chu because she comes from a middle-class family. Eleanor considers Rachel unsuitable for her child because Rachel Chu comes from a lower-class family especially that she is of great Chinese descent in America. Lins (2013, p. 26) said that materialism reflects the relative importance of acquiring and possessing material objects in a person's life. Cheung (2012, p. 298) added that hedonist people will pursue success and material status in life.

#### **4.3.2.3. Eleanor's Consumption**

Eleanor's consumptive behavior can be seen from how Eleanor carries in her daily life. Despite her age, Eleanor still looks fashionable and glamorous in

all scenes. Seen when Eleanor is wearing a Valentino alert dress, Ellie Saab, Diane Von Furstenberg's boss, and Giorgio Armani suits combined with accessories that were no less expensive. Eleanor always appears with expensive things on her body.

Eleanor's consumptive behavior is not only seen in the branded items she uses and the luxury of her home. However, it is told in the film that Eleanor and her husband also spend money which is fantastic to buy luxury hotels. This is done because Eleanor is not well served by the hotel staff. When midnight Eleanor is not given a Lancaster Suite room, Eleanor calls her husband and they buy the hotel.

Eleanor also lives in a house that is very impressive and large. It is told in Crazy Rich Asians what a spectacular description of Eleanor's house at \$ 200 million, a fantastic price for a house. The luxury of Eleanor's house can be seen from the large gate of the house with an extraordinarily beautiful and spacious garden and is closely guarded by security personnel carrying guns and must report by telephone first if there are guests.

#### **4.3.2.4. Eleanor's Wastefulness**

Eleanor has the rare Gong and Tang Hua. Tang Hua is a very rare plant, not all people can buy this rare plant because the price is very expensive. So when this Tang Hua flower bloomed, all the relatives and family gather at Eleanor's house to have a party. In addition to the very expensive price, Eleanor and Young Family have to spend a lot of energy to throw a party about the blooming of Tang Hua flowers. This scene can be seen as Eleanor's hedonic

lifestyle because she has to spend a lot of money to buy Tang Hua flowers and throw a party when this flower blooms. Whereas, Tang Hua's flower does not have any use in daily life.

In addition to the magnificent house, the house inhabited by Eleanor is very spacious. It is proven when Rachel Chu wants to go to the toilet, she is lost because Eleanor's house is very large to live in.



**Figure 4.21 Eleanor directs Rachel Chu who is lost in her home**

(Jon M. Chu, 2018, 01:11:55)

The large house also troubles Ahma who is already having difficulty walking. Ahma walks with the help of a stick. With a very large house, Ahma must spend more energy to be able to go to the dining room.

With a large house and excess wealth, Eleanor has a lot of servants. Appear in some scenes where seen Eleanor has many servants outside the house and inside the house. Outside the house, which is at the gate of the house to the main door, there are lots of servants wearing suits and fabric pants that are very neat. Their job is to open the door of the family and relatives of the Young Family. Even inside the house, Eleanor has many servants who are ready to serve

the needs of their relatives and family. In everyday life too many Eleanor servants who just stand by without doing any work. This proved that Eleanor employed too many servants. This is a wasteful act.

Seen at the dinner party, Eleanor also has a lot of personal chefs who are ready to cook whatever Eleanor and her family ask. Eleanor also always asks her chef to cook in plentiful portions. This is also a form of wasteful where Eleanor often discards food because he likes to provide abundant food. Eleanor also spends excess money to pay her chefs.

#### **4.3.2.5. Eleanor's Promiscuity**

I do not find any promiscuity as an impact of the hedonic lifestyle experienced by Eleanor.

#### **4.3.2.6. Eleanor's Irresponsibility**

In the film, Astrid is portrayed as a very responsible character as a wife and mother. The hedonic lifestyle that she has does not make Astrid have an irresponsible character. So, I do not find any irresponsibility as an impact of the hedonic lifestyle experienced by Astrid.