



4.74% PLAGIARISM
APPROXIMATELY

0.75% IN QUOTES

Report #11054770

CHAPTER INTRODUCTION BACKGROUND OF THE STUDY Crazy Rich Asians is a romantic comedy film based on the 2013 best-selling Kevin Kwan novel.

This 2018 American romantic comedy film was directed by one of the most popular directors from the United States, Jonathan Murray Chu, known as Jon M. Chu. He was born on November 2, 1979 in California as a Chinese immigrant and he was raised up in San Francisco. He developed his filmmaking skills at the University of Southern California. Then, he began his literary career by making his directing debut with Step Up 2, continued with his music-themed project collaborate with Justin Bieber known as Never Say Never and the web series The Legion of Extra-Dancers and Now You See Me 2. Later, Chu directed Crazy Rich Asians, 2018 American romantic comedy drama (Slo, 2018, p. 1). On the level of entertainment industry standards, Crazy Rich Asians is a home run, grossing over \$230 million (on a \$30 million budget) as of October 2018, making it the most successful romantic comedy movie in the last 10 years and the sixth most successful of all time, according to MSN Entertainment. As the first rom-com centering on Asian and Asian American characters and the first Hollywood film since The Joy Luck Club 25 years ago to feature an all-Asian cast its success highlights their growing cultural influence and economic power and