

**LIFESTYLE AND FASHION BEHAVIOR OF THE UPPER CLASS IN
KEVIN KWAN'S NOVEL *CRAZY RICH ASIANS* REPRESENTED ON THE
SCREEN BY JON M. CHU**

A THESIS

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Abstract

This research is a study that compares two different works, which are the novel entitled *Crazy Rich Asians* by Kevin Kwan (2013) and the film adaptation with the same title *Crazy Rich Asians* by director Jon M. Chu (2018). By using the adaptation theory by Linda Hutcheon, this thesis aims to examine how Jon M. Chu describes the lifestyle and fashion behavior of the characters, which the majority of the character are the upper class people, by looking at the three points of social stratification proposed by Max Weber, which are class, social and power. This research was carried out using a qualitative method, where the results of this research showed that there were several important differences in describing the lifestyle and fashion behavior of the characters between the novel and the film *Crazy Rich Asians* and grouping them into the three points of social stratification proposed by Max Weber. I argue that the lifestyle of upper-class people and fashion behavior in the novel are illuminated luxuriously on the screen. The atmosphere in the film of the lifestyle and fashion behavior strengthens the arrogant manners of high society. The novel's social dynamics and romantic drama have been exposed with a strong ambiance for the cinematic experience for the audience.

Key words: adaptation, upper class, class, social, power

Abstrak

Penelitian ini merupakan penelitian yang membandingkan dua karya berbeda, yaitu novel berjudul *Crazy Rich Asians* karya Kevin Kwan (2013) dan film adaptasi berjudul sama *Crazy Rich Asians* karya sutradara Jon M. Chu (2018). Dengan menggunakan teori adaptasi Linda Hutcheon, skripsi ini bertujuan untuk mengkaji bagaimana Jon M. Chu menggambarkan gaya hidup dan perilaku fashion para tokoh yang mayoritas tokohnya adalah masyarakat kelas atas, dengan melihat tiga poin stratifikasi sosial yang dikemukakan oleh Max. Weber, yaitu kelas, sosial dan kekuasaan. Penelitian ini dilakukan dengan menggunakan metode kualitatif, dimana hasil penelitian ini menunjukkan bahwa terdapat beberapa perbedaan penting dalam menggambarkan gaya hidup dan perilaku fashion para tokoh antara novel dan film *Crazy Rich Asians* dan mengelompokkannya ke dalam tiga poin stratifikasi sosial yang dikemukakan oleh Max Weber. Saya berpendapat bahwa gaya hidup masyarakat kelas atas dan perilaku fesyen dalam novel tersebut disinari secara mewah di layar. Suasana gaya hidup dan perilaku fesyen dalam film tersebut menguatkan sikap arogan masyarakat kelas atas. Dinamika sosial dan drama romantis novel ini dihadirkan dengan suasana yang kuat untuk memberikan pengalaman sinematik kepada penontonnya.

Kata kunci : adaptasi, kelas atas, kelas, sosial, kekuasaan