

Social Conflicts on *Crazy Rich Asians* by Kevin Kwan

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Abstract—The objective of this research is to describe the social conflict form and discover some of causative factors in *Crazy Rich Asians* Novel. The subject of this research is social conflict, moreover the object of this research is *Crazy Rich Asians* Novel by Kevin Kwan. Data is analysed using descriptive qualitative method. Data collecting method uses note-taking technique, besides data collecting method instrument uses human instrument. Furthermore, data analysis technique uses descriptive analysis. The result of the social conflict depicted in *Crazy Rich Asian* is most of the social conflict are from social conflict class which appear through the existence of the culture differences, as the result from the difference of individual's background and basically every individual can influence others. In this novel, Chinese lower-middle class are not accepted in the society because of the stereotype. In addition, the other causative factor is the difference of interests, especially the difference of economic interests.

Keywords—*Social, Conflict, and Crazy Rich Asians*

I. INTRODUCTION

Literature is objectification of the idea or thought of people in society surround through language. Literature as fictional artwork has deep value inside, it is not only the writer's imaginative thought, but also as the creativity entity of the writer to show their idea. Pradopo (1997) Literature born, grow and live in society. Literary work is created by the writer to be relished, understood, and used for the society. The writer can be easily represented to the society they are live in, the society that they have been experienced. Emotional feeling that are reflected in literary work is the result of writer's aggregate idea which is expressed both oral and written. Literature depict human social reality which many problems inside.

Traditional literature techniques like symbolism with social characterised in because it is convention and social norms. Moreover, Literature "Serves live", and live. Most of it "Imitating" nature and human subjective world. The writers are people who have particular status. The problem of literary studies implies a social problem. Literature is influenced and influences society, art not only imitates life, but also form it. (Wellek dan Werren 1995:109). As social beings, writers are influenced by their sociological background in the form of social structures and social processes, including social changes. The social structure is the overall link between the basic elements, namely social norms (social norms), social institutions, social groups and social strata. Social processes are the interplay between economic life, politics, law, religion and so on. Siswanto (2008:3).

Umar Junus (1986:10-16) sociological background consists of six factors namely social origin, social class, gender, age, education and occupation. Social origin refers to the environment in which writers were raised. A good writer is not taboo in making true literary reality into their novel, as long as it is not his pedestal that he is based on. The writer has imagination and aspirations. With his imagination, they are created a reality that was not real even though what they have created was a true reality. After becoming a novel, reality undergoes metamorphosis through the power of the writer's imagination (Darma, 1995:74). From the explanation above, it can be understood that the literary social origin will affect their literary work. Literary works as a mirror of human life that has various life problems in it. Therefore, many literary works are decorated with conflicts that colour the storyline. Conflict is an event that is described by the writer to make an interesting story, so the reader can feel the emotion of the story in the novel.

Endraswara (2012:78), sociology of literature is a mirror concept. In this case, literature is considered as an imitation of society. Nevertheless, literature is still recognized as an illusion or delusion from reality. The origin of the conflict is from the existence of differences, while differences are the reality faced by every human being. Differences can be natural but some are non-natural (acquisition) natural differences due to gender, skin colour, language, historical background, ethnic identity, ways and lifestyles, religion, beliefs, ideology, and others. While the non-natural difference is the difference caused by the acquisition due to wealth, for example the difference between rich and poor. Tanaka in Endraswara (2012: 8-9) argues that research on literary works has two approaches; 1) Micro literature, assumes that understanding literary works can stand alone without the help of other aspects around it. 2) Macro literature, understanding literature with the help of other elements outside of literature. So, the research of literary works uses a macro-literary approach, literary research with the help of sociology of literature discipline.

The novel entitled *Crazy Rich Asians* by Kevin Kwan, is a literary work that tells a lot of social problems such as differences in social status, marriage in different culture, infidelity and business competition, as well as giving an overview of conflicts between social clans. *Crazy rich Asians* tells the story of Rachel Chu, who is a lecturer at a campus in America of Chinese descent, went to Singapore with her beloved Nick, Rachel imagined a modest house, spending time wandering around the island with the man

he loved. He did not know that it turned out that Nick's house was like a palace, that Nick would take him on a private plane more often than a car, Rachel despised by all women because Asian coveted man was in her arms. In a luxury that is completely unimaginable, Rachel meets Edi, who is a permanent resident of Hong Kong socialite magazine, Astrid, the owner of a super-luxury lifestyle, and Eleanor, her lover's mother who has a strong opinion about her son's love life. Set in the most exclusive places in the super-luxurious penthouses to private islands in the South China Sea, this novel tells the story of the Asian jet set circle, perfectly describing the friction between the Chinese and the Overseas Chinese, a group of new rich and old rich. Conflict arises when Rachel Chu meets with Nick's mother who does not approve of her son marry to Rachel Chu. Moreover, Conflict also arises in the character of Astrid because her husband is in love with another woman. Research on the social conflict of characters in the Crazy Asians novel is included in the study of sociological literature.

Ratna (2010: 11) argues that the aim of the sociology of literature research is to increase understanding of literature in relation to society. Literary works are not merely individual characteristic, but also social phenomena. Therefore, the research which focuses on social conflict is certainly supported and assisted by sociological theories that can explain the nature of social facts and literary works as a communication system, in relation to extrinsic aspects outside of literary works, especially regarding to the social conflict in Crazy Rich Asians novel. Based on the background of the problem outlined above, the writer will examine the forms of social conflict and the causes of social conflict contained in the Crazy Rich Asians novel.

II. THEORETICAL BASIS

a) *Conflict in Literary Works*

Conflicts in literary works are not abruptly conflicts that are conveyed as it is, although there are also literary works that consciously and deliberately show conflict in such a way as to obtain certain reactions. Literature also shows how to resolve the conflict. That way, the writer is required to not only stay on the problem of style and writing techniques, but pay more attention to the presenting problem of the conflict and also on the completion.

I. b) *Social Conflict*

Social conflict is a conflict between members or groups in society that is comprehensive, caused by the existence of several differences such as differences in cultural scheme, individuals, social status, interests, and the occurrence of social change. Gillin and Gillind (1954) conflict is a social process whereby individuals or groups achieve their goals directly challenge other parties by means of threats or violence. In short, it can be said that conflict refers to competing parties, and trying to eliminate opponents by making the other party helpless. Max Weber (1968) states that conflict is a social relationship that is interpreted as a desire to force his will on the other party. It is not true that conflict is identical to something that is not good, divisive or even destructive. In fact, a conflict can contribute many positive things to the harmony of the

group and strengthen the relationship of its members. Society makes a place where conflict is present and growing. The factors that contribute to the conflict are the similarities and differences in social interests. Conflict in party can be an individual, family, kinship group, community, or a social class supporting certain ideologies, a political organization, an ethnic group, or a certain religion. Society always experiences social changes both in value and structure, both revolutionary and evolutionary.

Sociocultural diversity and multicultural community within a nation or country have a higher conflict intensity compared to countries whose social structure is homogeneous. The heterogeneity of a nation often leads to conflicts between tribes, religions, races and groups which are often termed "Sara" conflicts. In addition, the phenomena of social differentiation if it is not handled wisely will lead to vulnerability to social conflict. Moreover, to sociocultural diversity, economic inequality also triggers vulnerability to social conflict as a result of social envy among community members. On the other hand, cultural diversity within a nation can be a certain advantage, can make the nation rich in culture, it will be an economic advantage if it can be managed and publicized well to the world. The differences in ideology is also a factor that is very vulnerable to the rise of conflict between adherents of the ideology of each social group.

c) *Factors Causing Conflict*

1. Differences between individuals. Differences in opinion and feelings may give rise to clashes between them, especially differences in opinion and feelings between them.
2. Cultural differences. Personality differences from individuals depends on cultural scheme which are background of the formation and development of this personalities.
3. Differences in interests. Differences in interests between individuals and groups are another source of conflict between economic, political, and so on.
4. Social change. Social changes that take place quickly for a while will change the values that exist in society, can cause the rise of groups of different foundations.

d) *Forms of Conflict*

Communities usually have the means to conduct the seeds of hostility, it is called as safety-valve Institutions. The safety-valve Institutions aim to neutralize tensions arising from the confusion of the conflict. Soekanto (2013) mentions that there are 5 forms of social conflict as follows:

1. Personal conflicts, conflicts that occur between individuals caused by personal problems. The problem occurs from differences in perspective between individuals related to the same problem. For instance, two individuals who are arguing about the problem of division of inheritance in the family.
2. Political conflicts, conflicts that occur as a result of different political interests or goals between individuals or groups. This can be seen from differences in views between political parties due to differences in ideology, principles of struggle, and

political interests of each. An easy example is a conflict between supporters of different parties in the run-up to the election or local election.

3. Racial conflict, conflict that occurs between different racial groups due to conflicting interests and cultures. RG Squad can find out more about this in conflicts between blacks and whites due to racial discrimination in the United States and South Africa.
4. Conflicts between social classes, conflicts that arise because of differences in interests between classes in society. For example, a conflict between an employee and his company to demand a wage increase.
5. Conflicts of an international nature, conflicts involving several groups of countries due to differences in the interests of each country. For example, conflict between North Korea and South Korea, ISIS and the countries that it terrorizes, etc.

III. RESEARCH METHOD

The method used in this research is a qualitative approach. The qualitative method is done by not prioritizing numbers, but prioritizing the depth of appreciation of interactions between concepts that are being studied empirically (Semi, 1993: 23). In relation to this, according to Sugiyono (2013: 1) Qualitative research methods are research methods used to examine the condition of natural objects. So, it can be concluded that the qualitative method is an assessment process by means of in-depth interpretation that is realized in the form of a description.

A sociological approach to literature is used to analyse social conflict in the novel *Crazy Rich Asians* by Kevin Kwan. Sociology of literature is an objective and scientific discipline about humans in society, social, and social processes. Analysis of literary works using this approach because literary sociology analyses the problems that occur in society at the time the work was created.

IV. DATA SOURCE

The data source of the research is the novel *Crazy Rich Asians* by Kevin Kwan. The novel was published by PT. Gramedia Pustaka which is eye-catching with a red dominant cover, written "Crazy Rich Asians" with capital letter and a picture of a woman with glasses. The novel is 469 pages thick with 22.5 cm length. The data in this study are data from the *Crazy Rich Asians* novel by Kevin Kwan in the form of sentences, paragraphs, and dialogues between characters that refers to the forms and factors caused social conflict.

V. DATA COLLECTING TECHNIQUE

Data collection techniques in this study uses note-taking techniques. It is basically a set of ways or techniques which are an extension of the human senses because the aim is to collect empirical facts which are related based on research problems (Faruk, 2017: 24).

VI. DATA ANALYSIS TECHNIQUE

Data analysis techniques uses descriptive analysis techniques. Supratno (2010: 76) revealed a technique used to describe the meaning of data so that it is clearer and easier to understand by the reader while the instrument for analysing the data in this study uses a classification table. The data analysis technique is carried out in the following stages:

1. Data found
2. Identifying data that has been classified
3. Analysing data
4. Draw conclusions from data analysis

VII. DATA VALIDATION TECHNIQUE

In order to make the data obtained in the study not to be subjective, the validity checking technique is needed to be done. To test the validity of the data the researcher uses triangulation techniques. Triangulation is done by using something other than the data for checking or as a comparison of the data. In this case, Patton (in Sutopo, 2006: 92) explains the triangulation technique that can be used. Triangulation techniques that can be used according to Patton are: a) triangulation of the data; b) researcher triangulation; c) methodological triangulation; d) theoretical triangulation. Basically, triangulation is a technique based on a phenomenological mindset that is multi-perspective. So, in order to draw a solid conclusion requires a variety of different points of view.

VIII. DISCUSSION

1. Form of Conflict

a) Personal Conflict

Personal conflicts, i.e. conflicts that occur between individuals caused by personal problems. The problem occurs because of differences in perspective between individuals related to the same problem.

"See! This is written Mrs. Eleanor Young-Lancaster Suite for four nights. You didn't see?" "Mrs. This is CONFIDENTIAL!" Ormsby flinched angrily, startling two employees. Felicity looked at the balding, red-faced man. He had never seen such a high level of scorn since he was a child and growing up. "Sir," said politely but firmly, "this hotel was highly recommended by Mrs. Mince I insist that you respect our order (Kwan, 2018: 13)

Seen from the form of the conflict above is a personal conflict between Facility and Ormsby regarding hotel bookings by his sister Mrs. Eleanor Young. Felicity was furious because it was clear Mrs. Eleanor's name was written in the booking book. But Ormsby did not admit it.

"I guess he doesn't care how fat his ankles are. Do you know how much inheritance he received when his father died? "I heard he and his five brothers each got seven hundred million," Lorena said.

"Just that much? I thought Lena was going to get one fly "Nadine snorted.

The debate between Lorena and Nadine regarding inheritance represents that there is a personal conflict.

b) *Racial Conflict*

Racial conflict, a conflict that occurs between different racial groups because of conflict in interests and culture.

Upset Ormsby. How dare a curly-haired Chinese woman like Thatcher and this absurd "English" beaten talk to her like that? "I'm afraid we don't have empty rooms," he said (Kwan, 2018: 13)

According to quotation above there is social conflict in the form of racial conflict. It can be seen from how Ormsby calls the word "curly-haired Chinese like Thatcher and the absurd" English "accent. This shows the clash of cultures.

c) *Social Class Conflict*

Conflicts that arise due to differences in interests between classes in society.

Nonsense, huh! You have to sue the room! "Hary Leong was annoyed. 'You're always too polite. people engaged in this service need to be put in place. Did you tell them who we are? I will respond to the minister of trade and investment right now (Kwan, 2018: 17).

The data shows that there is a conflict between social classes with the utterance of the phrase "People moving in the service sector need to be put in their place" which means that the servants should not be in their place. Then, the words "What do you tell them who we are?" Confirms that he wants to show his social status is higher than servants.

Carol always felt inferior towards Eleanor, who grew up speaking English first. The others also respected him, because among the women who married rich people, Eleanor defeated them all by becoming Mrs. Philip Young (Kwan, 2018: 31).

The data shows that there is a conflict between social classes by the appearance of the words "Inferiority" experienced by Carol who feels that her social class is lower than Eleanor, her best friend who since childhood grew up with English. The next sentence also states that her friends respect to her because her social status is higher since she married to Philip Young.

"My grandfather is a bastard. He only cared about power, prestige, and developed the bastard Khoo kingdom. That's why from the beginning he supported Aramita's problem, and that's why he always dictated who I could be friends with. Even when I was little, I remember him saying, "You're fine with Nicholas Young. Remember we are nothing with the Young family." (Kwan, 2018: 142)

This data shows that there are conflicts in social classes. This is confirmed by the phrase "He only cares about power, prestige, and develop the kingdom of Khoo motherfucker". This sentence shows he will be kind only to people who have high social status.

2. *Factors Causing Conflict*

a) Cultural differences

Personality differences from individuals depends also on cultural scheme that become the background of the formation and development of their personalities. Someone consciously or unconsciously, more or less will be affected by the scheme of thinking and scheme of establishment of the group. Furthermore, this situation can also cause social conflict.

"Actually, this disgusting man refused to give us our room! I think it has something to do because we are Chinese, "said Felicity, unable to hide his anger (Kwan, 2018: 14)

The quote above shows the cause of the conflict is cultural differences. This conflict occurred because he and his brothers were cultured in China.

"Really? What's his name, and where did it come from? Daysi, if you say he is from China, I think I will have a stroke, "Eleanor warned. I heard he was from Taiwan, "Daisy answered cautiously. "Oh God, I hope she's not one of Tiwan's turnadoes!" Do you know the reputation of the famous Tiwan girl is not good, Nadine grabbed (Kwan, 2018: 34).

These data shows that there are factors that cause conflict, the notion of China with low social status. Coupled with the sentence that Taiwan's famous girl is bad. These prejudices cause conflict for others. Girls with Chinese and Taiwan backgrounds will be very difficult to be accepted in this super rich family.

b) Social transformation

Social changes will change the values that exist in society that can cause the appearance of groups of different foundations.

Astrid wanted to stampede into the bathroom, hold the receipt, and then show it to Michael, while her husband soaked in the tub. Astrid wants to scream and scratch his skin (Kwan, 2018: 101).

The data shows that the cause of the conflict is social change. This is shown by Astrid, the famous fashion queen, who is graceful and patient. Suddenly changed because she was betrayed by her husband.

In a distorted way, she was relieved to get evidence of her husband's disloyalty. But the uncertainty of all of them is intrigue, suspicion that bothers her (Kwan, 2018: 157)."

The quote above shows the social changes. Astrid found new evidence that her husband was really having an affair with another woman.

c) Differences of Interest

Differences in interests between individuals and groups are another source of conflict in terms of economic, political, and etc.

Everyone knows that Datuk Tai Toh Lui got his first fortune grossly by dropping Loong Ha Ban in the early eighties (Kwan, 2018: 29).

The quote above shows that differences in economic interests can cause conflict. Competition in business brings one another down. this is evidenced by the sentence "Datuk Tai Toh Lui got his first wealth dirty by dropping Loong Ha.

This girl is definitely a cunning and wicked EYES! We both know that your son will never be able to marry someone like that. Can you imagine how your family would react if Nicky brought this gold-digger woman home? (Kwan, 2018: 104).

The data above shows that the conflict is the difference in the interests of Nicky's parents thinking that his girlfriend Rachel Chu is a wicked person, and a money-digger woman. This will cause conflict for Nicky and Rachel's relationship.

"Well, like it or not, you have a team, Dickie and Nancy are here tonight just to spy on the other side. They intend to tear you up like rotting carcasses and present you as an appetizer the next time they are invited to eat at the Home Counties.

Of course, all this is for money (Kwan, 2018: 172).

The data shows that the cause of the conflict is the economic interests of Dickie and Nancy. This is confirmed by the sentence "Of course all this is for money."

IX. CONCLUSION

Research entitled social conflict in the novel *Crazy Rich Asians* by Kevin Kwan can be concluded that the social conflict that occurs in the *Crazy Rich Asians* novel is largely a conflict between social classes that arises because of differences between classes in society. Then, the factors that cause social conflict are cultural differences, because each individual has a different cultural background and it can influence. In this novel, Chinese lower-middle class are not well accepted because of the stereotype. In addition, there are also other factors causing conflict; differences in interests which often arise, namely differences in economic interests.

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