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CHAPTER I INTRODUCTION

This chapter presents the introduction to conduct the research. This chapter has five sections. There are background about Kevin Kwan's *Crazy Rich Asians* novel that uses Marx's theory of social class that relates to the title of the researcher on the proletariat and the bourgeoisie, then also contains previous research which discusses the same research, namely proletariat and bourgeoisie, problem statement, research objectives, research meanings, and Previous Study.

1.1 Background of Research

This study aims to analyze the social class about bourgeois and proletariat relationships available in *Crazy Rich Asians* novels. The researcher chose the novel because she was interested in the plot, in the novel that the story about lifestyle of jet Asians. This novel is also one of the novels published in 2013, the work of this novel has been movie, Kevin Kwan got the title "Five Writers to Watch" in the list of Hollywood Reporter's as the influential writers. In 2018, Kwan was on the list of the 100 most dangerous people in the World Time version and entered the Asian Hall of Fame, the Robert Chinn Foundation project which was pioneered in 2004.

The reasons for analyzing this novel because reading this novel include make me not being able to stop, because novel *Crazy Rich Asians* is very fun! Funny thing in this novel, there are many explain about luxury name world brands. I don't mind reading so many luxury brands, the designer name that I only know is Karl Lagerfeld CHANEL luxury brand designer, hi-tech company name, billionaire name, exotic island name, artist name A-Z. Everything was merged into one by Kevin Kwan in this novel, and I have no objections at all, this is very crazy in novel *Crazy Rich Asians*, I don't know which one really is right, which one is just imagination of Kwan's. I can only gape, giggle, then gape again.

Novel is a type of prose genre in literary works. Prose in the sense of literature is also referred to as fiction. The work of fiction proposes to a literary work that tells something that is imaginary, imaginary is something that does not exist and takes place so that it is not necessary to find truth in the real world, According to Nurdiantoro (1991: 2).

Imagery is a mental representation of thoughts about objects that are physically absent or visible at that time, but which have been stored in memory. Imagery is a reflection of someone's thoughts about objects or events that have been depressed, experienced, or just imagined like someone who is daydreaming. With imagery we can imagine our past experiences, and even future experiences that we have not yet experienced. According to Roger (1971) suggests mental imagery is the ability of humans to describe the impression in the mind after the original stimuli in the view out. This cognitive component is one of the main factors that helps memory and mind now. Figures in fiction are characters, events, and places that are imaginary.

The author researched the object about novel *Crazy Rich Asian* by Kevin Kwan using the thinking of Karl Marx in the Theory of Social Class, that divides the social class into two main classes namely "The Bourgeoisie" or the capitalists and "Proletarian" or the working class. Ralf Dahrendorf in his book *Class and Class Conflict in Industrial Society* (1956), based on the thinking of Karl Marx, states that every social conflict through differences in layers of social class has an effect or impact on it.

Social conflict is a social process that occurs between two or more parties, in which one party agrees to involve another party by fighting or asking for helplessness. According to Dahrendorf (1956) that in any association marked by the opposition there is tension between those who participate in the power structure and those who are subject to the structure. There are pseudo groups and interest groups. Dahrendorf's intended interest might be real or latent. Latent interests are potential behaviors that have been determined for someone because

he occupies a certain role, but it has not yet materialized. So someone can be a class member who has no strength, but as a group they may not be aware.

Social difference is a social process that takes place continuously in people's lives. Social differences are related to the shifting of the functions of systems and social structures that change the behavior patterns of community members. This social change is due to the dynamics of community members in seeking stability. According to Marx the main perpetrators of social change are not certain individuals, but social classes. Not only what social class is found, but the power structure that exists in the social class. According to Marx, in the classes there are those who are powerful and controlled. In capitalist societies there are three classes, among which are the working class (they live on wages), the owners of capital (living from profits) and the landlords (living from land rent) Franz Magnis-Suseno (1999: 113).

Marxism literary criticism is based on Marx's philosophy, especially his theory of historical and dialectical materialism. Dialectical materialism is the world view of the Party by Marxists and Leninists. called dialectical materialism because it approaches the phenomena of nature, the way to learn and understand these symptoms is dialectic, while the statement (interpretation) of their understanding through theory is materialist. Historical materialism is an extension of dialectical materialism in the study of people's lives, the application of dialectical materialism to people's lives, namely the study of society and its history (JW Stalin in Matrealism Dialektis and Historis 1938).

According to Marx, the structure of society in the field of economics, called the lower building, determines the social, political, intellectual and cultural life of the upper buildings. History sees him as a continuous development of the forces of power in reality that are progressively blossoming and all of this leads to an ideal classless society. The evolution does not run smoothly, but stuttering. Economic relations give rise to a variety of mutually hostile classes resulting in class disagreements which are finally won by a particular class. The new

production relations thus lead to a new class against the ruling class and thus a new stage in class conflict is achieved. In his economic theory, Marx especially explained, how the conflict between the bourgeoisie and the proletariat inevitably leads to a revolution which destroys the capitalist system, the victorious proletariat will carry out a society without class. Changes in the lower buildings resulted in changes in the upper buildings. For Marx, literature is similar to other cultural symptoms reflecting economic relations, an artistic work is understandable if it is associated with these relationships (Hartoko, 1982 : 24).

Marx's repeated emphasis on political dependence on economic structure also applies to religious education, family and all other institutions. Relations between economics and others in society are more complicated than that. Marx himself seems to change in his view of the degree of freedom of other institutions from the influence of economic necessity or the material conditions that dominate it. The greater the freedom from economic pressures and limitations, the greater the likelihood that non-economic institutions will develop a dense and complex belief system, attitudes and ideologies that might undermine the economic basis. So what will be seen is that due to false awareness in supporting the economic structure. It is difficult to see the close relationship between material conditions and economics and cultural ideology is that cultural ideologies provide illusions to compensate for inequalities and disadvantages in material living conditions .

This research is the next research about Proletariats and Bourgeoisies based on two previous study, that is undertaken by Priyanto, V.G. (2017) which discusses about *Konteks Sosial dan Ideologi Proletar Tokoh Utama Dalam Novel Bukan Pasar Malam Karya Pramoedya Ananta Toer* and The three papers that passed this used the same topic about Proletariats and Bourgeoisies.

These *Crazy Rich Asians* novels are like making stories about love relationships woven by rich people and poor people. But it turns out more than that. At the beginning of the novel, readers were treated to family tree pedigrees from the Young, T'sien, and Shang clans. This family tree is very helpful to

understand the relationship of each character and character that appears in *Crazy Rich Asia*. We will be invited to understand the lives of Chinese people complete with a touch of history and culture that is quite thick. From this novel we will also understand more about what are New Rich People, Rich Parents, Overseas Chinese, and Mainland China. What's also interesting is how the clan can become very rich at this time.

This novel tells of Nick coming from a respectable and wealthy family. When he introduced Rachel to his family, the response was apparently not pleasant enough. Rachel herself felt very depressed and burdened. His work as an economics lecturer at a leading university did not necessarily make him immediately treated well. He even had time to be tricked while attending a single party, sneered by Nick's family, until cornered by someone who had once had a relationship with Nick. The peak was when Eleanor revealed information about Rachel's past that even Rachel herself never knew, which was about Rachel's biological father whom she had never met in her life. There is a secret that unfolds until Rachel gets angry at her mother, but then there is another reality that is more shocking. This novel is similar to a new one that makes us know many things about the lives of wealthy families that seem to be overwhelmed by many luxuries from outside, but there are many conflicts and problems behind them.

1.2 Statement of Problem

Based on the background's problems above, the question formulated as follows:

1. How does the Bourgeoisies treat the rights of the Proletariat in novel *Crazy Rich Asians*?
2. How does the Proletariat maintain their rights in the power of the Bourgeoisies in novel *Crazy Rich Asians*?

1.3 Research Objectives

Dealing with the statement of problems, this research has two objectives gained by the researcher as follows:

1. To analyze the treatment of the Bourgeoisies against the rights of the proletariat in the novel *Crazy Rich Asians*.
2. To analyze the proletariat's vindication of their rights in the power of the bourgeoisie in the novel *Crazy Rich Asians*.

1.4 Research Significance

2. Theoretical Significance

Theoretical meanings of information in this study provides information about social classes. Modern social class. In other words, this research is to add knowledge, reference, and understanding the meaning of Marxism's theory of social class in the *Crazy Rich Asians* novel.

3. Practical Significance

For lectures in the field of literature this study is expected to add references to the literature to be useful in the teaching material. this study discusses literature and novels which are expected to increase knowledge about the complexity of the literature that can support to be able to produce more creative and diverse works, this research is expected to increase knowledge about literature and novels. For further researchers, this research can be a reference and helps to understand Marxism theory so that it can help produce better research.

1.5 Frame of Thinking

The concept of class conflict is the subject questions derived from the way of production and production relations which are lame in society, have nothing to do with the attitude of the heart or the morality of each party. The existence of ownership of the means of production that are individual in nature presupposes the fate of many people who can be determined by small groups. So class

contradictions has lasted until now leading to opposition between the Bourgeois class towards the proletariat class.

The bourgeoisie's class is a special name for capitalists in a modern economy. They have the means of production and employ hired workers. Conflicts between the bourgeoisie and the proletariat are examples of actual contradictory material. This contradiction develops into a contradiction between work and capitalism.

Proletariat class is a paramilitary work that sells their work and does not have its own production equipment. They did not have their own facilities and factories, but Marx later believed that the proletariat even lost their skills. Because the proletariat only produces for the sake of exchange, they are also consumers. Because they do not have the means to produce their own needs, they must use the wages they earn to buy what they care for.

In these classes of capitalist production systems, namely reciprocity but not balanced. The proletarian class cannot live if it doesn't work. While the bourgeoisie even though the factory was not running, he could still survive the capital he had accumulated as long as his factory worked, namely by selling his factory. Thus the bourgeoisie is a strong class, while the proletariat is a weak class. Both classes are in a social hierarchical structure, the bourgeoisie exploits the proletariat in the production process and having production equipment as the main element in society.

The bourgeoisie is the oppressive class, which Karl Marx argued would be destroyed in the workers' revolution. Specifically, the bourgeoisie was the class which controlled the means of production as well as almost all of the wealth. The means of production can be identified as natural resources, mills, factories and anything else that goes into creating goods and/or services to sell on the market. While the French term bourgeoisie is not often used today, a term meant to represent similar attributes that Marx saw in the bourgeoisie has taken its place: 1 percenters. Whichever term one prefers, it can be shown that members of today's society see the same problems that Marx saw (Magnis 1999: 20).

The proletariat and the bourgeoisie are two different classes, this difference can lead to conflict such as social conflict. Social conflict is a macro-oriented paradigm in sociology that views society as an arena of inequality that generates conflict and social change. To a social conflict theorist, it is all about dominant group versus minority group relations. Social conflict is a social process that occurs between two or more parties, in which one party agrees to involve another party by fighting or asking for helplessness.

The struggle for proletarian rights against the bourgeoisie is Grotius's opinion accepted the Stoics theory that everything in this realm was shared. Nature or the world exists to be used together by mankind. All humans have the same right to use it for personal gain. The problem is how the shared property rights can be turned into private property that cannot be contested by others. Grotius replied that personal property was obtained through work. This means, only through work, initially by managing and maintaining certain physical goods, a person can have a legitimate claim on these items as his personal property.

In his research, the author examined Crazy Rich Asians novel. Novel as one of literary works is reflective interpretation that people do in life, which is reflected in the medium of language as they choose. Novel is a genre of fiction, and may be defined as the art or craft of contrivin, through the writtern word, representations of human life that instructor divert or both. The various forms that fiction may take are best seen less as a number of separate categories than as a continuum or more accurately, a cline, with some such brief from as the anscdote at one end of the scale and the other in Viktor (1984 : 98).

1.6 Problem Statement

Nick comes from a respectable and rich family. he invited Rachel to meet with his family, but it was not pleasant enough. Rachel herself felt very depressed and burdened. his profession as an economics undergraduate lecturer at the university does not necessarily treat him well. This novel makes us know a lot about the lives of rich families who seem overwhelmed by many luxuries from the outside,

but there are many problems and problems behind them. Therefore, it is interesting to analyze

The research hypothesis is a temporary answer question for two research questions that have been formulated. In the first question, how does the bourgeoisie treat the rights of the proletariat in the novel *Crazy Rich Asians*. From the first question, get the answer to the question of the bourgeoisie in the novel is the family of Nick Young, such as mistreatment for disagreeing with Nick's relationship because Rachel who is from an ordinary person is not comparable to a nick who descended from elites or bourgeois.

The second question is how the Proletariat defended their rights in the power of the bourgeoisie in the *Crazy Rich Asians* novel. Assuming that the answer is that Rachel is a warrior and maintains her pride for the bad treatment of the nick family, Rachel is willing to leave the nick but in the end, they will reunite or will not? can see in Chapter four.

1.7 Previous Studies

This research is the next research about Proletariat and Bourgeoisies based on four previous study, that is undertaken by Priyanto, V.G. (2017) which discusses about Konteks Sosial dan Ideologi Proletar Tokoh Utama Dalam Novel Bukan Pasar Malam Karya Pramodya Ananta Toer and Hidayani, F. (2016) which discusses about The social construction of Bourgeoisie in wiliam dean howells's novel the rise of silas lapham. And Nurholis. (2003) The characterization of bourgeois and proletarian: a marxist study on george orwell's novels the road to wigan pier and nineteen eighty four. And Rohmawati, D. (2018) Family Conflict Reflected In Kevin Kwan's Crazy Rich Asians (2013): A Sociological Approach.

In research from Priyanto, V.G. (2017) the author examines the social context and proletarian ideology in the main character of the aim of this researcher is to analyze and describe intrinsic elements that focus on characters, characterizations, and backgrounds, describe social contexts, and analyze

proletarian ideology in the novel *Bukan Pasar Malam*. This researcher uses the sociological approach to literature with the theory of Marxism.

Research from Hidayani, F. (2016) This researcher examines the process of dialectics of the social building of the bourgeoisie. In his thesis the researcher uses a mimetic approach and uses qualitative methods. In analyzing the data the researcher used literary criticism of Marxism. Research from Hidayani, F. (2016) This researcher examines the process of dialectics of the social building of the bourgeoisie. In his thesis the researcher uses a mimetic approach and uses qualitative methods. In analyzing the data the researcher used literary criticism of Marxism.

Research from Nurholis, (2003) the author examines two novels entitled *The Road To Wigan Pier* and *Nineteen Eighty-four* with the same author, George Orwell. The aim of the researcher is in analyzing the seizure of rules between different social classes but having a relationship between the bourgeois and the theoretical themes in the two novels. This researcher uses descriptive method of analysis through collecting data and supporting arguments using Marxism theory.

Next research from Rahmawati, D. (2018) The author examines his research which intends to describe the analysis of family conflict reflected in the *Crazy Rich Asia* novel. The purpose of this study is to analyze novels based on a sociological approach. The researcher used two primary and secondary data sources. The primary data is the *Crazy Rich Asians* novel written by Kevin Kwan in 2013. Secondary data is a data source that supports his research such as literature, websites, dictionaries, journals, and several articles related to the novel. This research is qualitative research which is content analysis. Data analysis is done by grouping data to find results and conclusions. The results of this study indicate the problem of the main characters in the story.