

**THE REPRESENTATION OF OVERSEAS CHINESE CULTURE AS SEEN IN  
CRAZY RICH ASIANS BY KEVIN KWAN**

**SCIENTIFIC RESEARCH PAPER**

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**By:**

**WINNY LIM**

**NISN 1084**



**YAYASAN PENDIDIKAN CEMARA ASRI**

**SMA CHANDRA KUMALA**

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**By:  
WINNY LIM  
NISN 1084**

*Approved for the Scientific Research Paper Defense*

**Thesis Coordinator**

**Tutor**

**Lince A Saragih, S. Pd., M. Si.**

**Diska Amelia, S.S.,**

**Known by:  
The principal of Chandra Kumala School**

**Suwandi Sibarani, S. Si., M. Pd.**

**YAYASAN PENDIDIKAN CEMARA ASRI  
SMA CHANDRA KUMALA  
ACADEMIC YEAR 2024/2025**

## ABSTRACT

This thesis delves into the portrayal of Overseas Chinese culture in Kevin Kwan's *Crazy Rich Asians*. This is a romantic comedy novel that tells the story of Rachel Chu, an American-born Chinese professor, who discovers the lavish lifestyle within Singapore's affluent elite as she accompanies her boyfriend, Nick Young, to his best friend's wedding. By focusing on the tensions between heritage and assimilation, familial expectations, and the pressure to conform to social norms, *Crazy Rich Asians* offers a nuanced portrayal of what it means to be Chinese in a globalized world. This thesis suggests that the novel offers a complex and nuanced depiction of Overseas Chinese culture, going beyond stereotypes to provide a deeper understanding of the cultural dynamics that shape the lives of Overseas Chinese individuals.

The research method used in this paper is descriptive analysis, with qualitative data as the data collection method. The data of this study was taken from the novel *Crazy Rich Asians* by Kevin Kwan. The researcher chose to use highlighting and annotating as the research instruments.

Based on the research, Kwan's literature explored the theme of Overseas Chinese culture, balancing heritage and adaptation. Through literature, Kwan offers a vivid portrayal of Overseas Chinese culture.

## PREFACE

First and foremost, the researcher would like to express her deepest gratitude to God for the countless blessings provided throughout the process of completing her research paper entitled “THE REPRESENTATION OF OVERSEAS CHINESE CULTURE AS SEEN IN CRAZY RICH ASIANS BY KEVIN KWAN.”

The researcher also wishes to acknowledge that without the encouragement, guidance, and support from various individuals, completing this paper would not have been possible. Therefore, she would like to extend her sincerest appreciation to the following:

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The researcher acknowledges that this paper is still far from perfect. Therefore, she welcomes any suggestions and constructive criticism from readers to enhance its quality. It is hoped that this paper will provide valuable insights and benefits to its readers.

Deliserdang, 19 May 2024

Winnie Lim

# CHAPTER I

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

Culture plays a crucial role in shaping individual behavior and influences how people perceive and understand the social behaviors of others (Spencer-Oatey, 2000). It forms our identities and defines who we are as individuals, consisting of both implicit and explicit patterns of social behavior acquired through its symbols (Kroeber & Kluckhohn, 1952). One notable aspect of Chinese culture is the lion dance, a traditional performance originating from the Tang dynasty (716 to 907 CE). It is believed that performing the lion dance can ward off evil spirits and bring good luck, illustrating how cultural practices serve both social and spiritual purposes.

Throughout history, China has significantly influenced its neighboring countries due to its vast size and large population. This influence expanded further during the migration of over 20 million Chinese people into Southeast Asia between the 1840s and 1920s in search of work opportunities. Most emigrants were male, hailing from the southern provinces of Guangdong and Fujian. They often moved between countries to find better jobs and lifestyles; however, approximately 40% never returned to China. Despite these challenges, the Chinese community tends to be conservative about maintaining their cultural identity, allowing their traditions to spread throughout Southeast Asia without losing their distinctiveness. This dedication to cultural identity is reflected in traditional practices, such as the lion dance, which plays a significant role in Chinese festivities.

Novels, as a modern literary genre, carry the author's awareness and responsibility for creativity, ultimately achieving artistic value (Rohrberger and Woods, 1971: 19). They do more than entertain; they nurture spirits and provide profound enrichment. Engaging with a novel can captivate readers, drawing them into the author's imagination and allowing them to emotionally connect with the characters and their struggles. Through

novels, authors can depict various real-life issues, using their narratives to unveil social problems. Common themes include racism, social class, love, and stereotyping. One novel that addresses these themes is *Crazy Rich Asians* by Kevin Kwan.

*Crazy Rich Asians* tells the story of Rachel Chu, an American-born Chinese professor who travels to Singapore with her boyfriend, Nicholas Young, to attend his best friend's wedding. While Rachel is excited to visit the place where the love of her life grew up, she is also nervous about meeting Nick's family for the first time. She envisions a humble family home, but Nick has neglected to inform her of a crucial detail: his family is extremely wealthy.

After reading the novel, it became clear that *Crazy Rich Asians* is an appropriate work for analysis, especially regarding Chinese culture and its themes from the perspective of Chinese people living outside of China. This approach minimizes the risk of relying on stereotypes, offering a more nuanced understanding of the cultural identity of overseas Chinese individuals. As a result, the novel not only entertains but also challenges readers to reconsider their assumptions about Chinese communities abroad, highlighting the complexity and richness of cultural identity beyond simplistic portrayals.

## **1.2 PROBLEM OF THE STUDY**

Considering the question raised in the problem identification section, the main question that drives the researcher's work is:

“How does Kevin Kwan depict Overseas Chinese culture in *Crazy Rich Asians*?”

## **1.3 PURPOSE OF THE STUDY**

The purpose of this research is to investigate how Kevin Kwan portrays Overseas Chinese culture and its elements in *Crazy Rich Asians*.

## **1.4 BENEFITS OF THE STUDY**

This analysis will result in several benefits, including:

1. For the researcher: The findings of this study will enhance the researcher's understanding of the topics explored.
2. For the readers: The results will improve readers' comprehension of Overseas Chinese culture, providing them with valuable insights.
3. For future researchers: The findings can serve as a guide for conducting broader and more in-depth research in related areas.

### **1.5 SCOPE AND LIMITATION**

This study focuses on the representation of Overseas Chinese culture as depicted in the novel *Crazy Rich Asians* by Kevin Kwan. Consequently, it will not address the representation of other cultures or Mainland Chinese culture.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 CULTURE**

Culture is “that complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society” (Tylor, 1871). In addition, culture has been defined by Kluckhohn (1962), who pointed out that "culture consists of patterns, explicit and implicit, of and for behavior acquired and transmitted by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts. The essential core of culture consists of traditional (i.e., historically derived and selected) ideas and especially their attached values. Cultural systems may, on the one hand, be considered as products of action and, on the other, as conditioning elements of further action."

##### **2.1.1 ELEMENTS OF CULTURE**

According to Kenneth J. Guest (2005), the primary elements of culture include symbols, language, norms, values, and artifacts.

##### **1. Symbols**

Symbols in culture refer to objects, words, or gestures that hold meaning within a particular cultural context. These symbols represent shared values and beliefs, and they can also serve as a form of identity for a group of people. An example of a cultural symbol is the Chinese character “福,” which means “fortune.” Chinese people often have this character pasted on their doors or windows, as they believe it will bring them good fortune.

## **2. Language**

Language is considered one of the most important aspects of culture, as it is how people communicate with one another and with others of their own kind. It allows individuals to build relationships by expressing themselves and conveying ideas, beliefs, and so on. 福建话, also known as Hokkien, is the language used by the Hokkien people and serves as an example of a cultural language.

## **3. Norms**

Norms refer to the rules or anticipated behaviors and thoughts based on shared beliefs within a specific cultural or social group. They represent standardized expectations, even though they often remain unspoken. An example of a cultural norm is eating manners, which dictate what is considered polite and impolite behavior.

## **4. Values**

Cultural values are the fundamental principles within a society that dictate what is considered morally righteous. These values differ from culture to culture; for example, in Western culture, personal achievements are highly valued. In contrast, Eastern culture places a greater emphasis on family.

## **5. Artifacts**

Cultural artifacts are human-made objects that are significant to a culture or society, as they represent its beliefs, history, and traditions all at once. Oracle bones and bronze wine vessels are among the few common artifacts from the Shang Dynasty.

## **2.2 OVERSEAS CHINESE**

According to wikipedia, Overseas Chinese people are people of Chinese origin who reside outside Greater China (Mainland China, Hong Kong, Macau, and Taiwan). One of the main reasons they migrate is to be able to support their families and friends – they have a culture of making remittances to help those at home financially. Overseas Chinese are spread over the globe and constitute one of the largest diasporas in the world (Poston & Wong, 2014). In addition, according to estimates from the Overseas Community Affairs Council (OCAC) about 65 million Chinese currently live outside the borders of the People’s Republic of China (OCAC, 2013) and in many cases significantly affect the economies of their host countries.

## **2.3 THE NOVEL CRAZY RICH ASIANS**

*Crazy Rich Asians* is undeniably the most famous novel written by Kevin Kwan; it was first published in 2013. The novel falls into the genre of romantic comedy. The author, Kevin Kwan, stated that his intention in writing this novel was to portray the extravagant lifestyles and social dynamics within wealthy Asian families, primarily in Singapore, while exploring themes of culture, identity, and family dynamics. *Crazy Rich Asians* is an international bestseller that sold 1.5 million copies in 2021, and following the film adaptation in 2018, it gained even more popularity. The novel has also been translated into 40 different languages.

## **2.4 A BRIEF OVERVIEW OF CRAZY RICH ASIANS**

When American-born Rachel Chu agrees to spend the summer in Singapore with her boyfriend, Nicholas Young, she envisions a humble family home and quality time with the man she hopes to marry. However, Nick has failed to share a few key details. First, his childhood home resembles a palace; second, he grew up riding in more private planes than cars. Nick has also neglected to mention that he happens to be the country’s most eligible bachelor. Not to mention, he is his grandmother’s favorite, putting him first in line to inherit everything. This situation makes Rachel the target of jealousy from other women,

including every woman on the island—and perhaps the whole continent of Asia. Nick’s mother isn’t very keen on Rachel either; she believes that Rachel will never be enough for Nick and that she isn’t what he needs. Eleanor also views Rachel as an outsider—an American who believes in pursuing one’s passions—unlike the Chinese, who are obsessed with shaping their children’s lives and placing family as a top priority.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 METHOD OF RESEARCH**

The research method used in this paper is descriptive analysis, and the data collected is qualitative, referring to information that cannot be counted, measured, or easily expressed using numbers. According to Creswell (2012), qualitative research involves exploring and understanding the meanings that individuals or groups ascribe to social human problems. The benefit of using qualitative data is that it can be more informative compared to quantitative data, as it delves into the details of individuals' experiences. In contrast, quantitative data focuses on numerical and statistical analysis.

#### **3.2 SOURCE OF DATA**

The data for this study were gathered from the novel *Crazy Rich Asians* by Kevin Kwan. This novel consists of 527 pages and is divided into three parts. The first and second parts each comprise 18 chapters, while the third part consists of 20 chapters. *Crazy Rich Asians* was published on June 11, 2013, by Doubleday. Additionally, it is Kevin Kwan's debut novel, meaning it is his first published work.

#### **3.3 INSTRUMENT OF RESEARCH**

As for the research instruments, the researcher used note-taking and highlighting. Highlighting is the method in which readers use a highlighter to mark key information in the novel. This is an essential instrument, as it allows the researcher to easily identify important details. The notes taken during the research depict aspects of Overseas Chinese culture as portrayed in *Crazy Rich Asians* by Kevin Kwan.

### **3.4 DATA COLLECTION PROCEDURE**

Throughout the process of gathering data for this paper, the researcher employed the descriptive analysis method and followed the necessary procedures to collect the data, which include:

1. Reading *Crazy Rich Asians* by Kevin Kwan carefully and thoroughly.
2. Highlighting any statements or quotes relevant to Overseas Chinese culture.
3. Annotating the aspects of Overseas Chinese culture represented by specific statements.
4. Identifying which elements of culture are mentioned in each statement.
5. Compiling a complete list of all statements and quotes regarding Overseas Chinese culture found in the novel.
6. Evaluating the data and generating findings on how Kevin Kwan portrayed Overseas Chinese culture in *Crazy Rich Asians*.

### **3.5 TECHNIQUE OF ANALYZING DATA**

The technique used for analyzing the data will be the qualitative descriptive method, which delves into the entire narrative and offers a detailed and comprehensive understanding of the reasons behind the findings.

## CHAPTER IV FINDINGS & EVALUATION

### 4.1 FINDINGS

In this section of the thesis, the researcher presented the findings to the analysis formulation stated in chapter 1; “How does Kevin Kwan depict Overseas Chinese culture in *Crazy Rich Asians*?”

#### 4.1.1 SYMBOLS

In *Crazy Rich Asians*, Kevin Kwan portrays the Chinese culture embraced by overseas Chinese through the use of symbols. This statement can be proven with the quotations below:

**“No, daughter, *never* bring flowers! Especially not those white ones you love. White flowers are only for funerals. You should bring them a big basket of mandarin oranges and hand it to them with both hands. And make sure that you bow your head very deeply when you greet his mother and father for the first time. These are all gestures of respect. (*Crazy Rich Asians*, Kevin Kwan, p. 313)”**

In Chinese culture, white flowers are associated with death due to their use in funerals and mourning rituals. While the color white traditionally represents purity, it also symbolizes mourning, sorrow, and the afterlife. Kerry also advises Rachel to bring mandarin oranges instead. Mandarin oranges, known as ‘kam’ in Cantonese, translate to ‘gold.’ In essence, giving a mandarin orange is equivalent to offering a piece of ‘gold,’ and it is typically given in generous quantities as it is believed to bring richness into one’s life.

**“First of all, Rachel Chu, you *cannot* wear a black-and-white dress to a wedding—those are mourning colors. Are you sure you’re really Chinese? (*Crazy Rich Asians*, Kevin Kwan, p. 357)”**

From this quotation, we can see that wearing black or white to a wedding is strictly prohibited in Chinese culture, as these colors are associated with mourning. White, in particular, symbolizes death and the afterlife, while black is often linked to sorrow and grief. Since weddings are joyful and celebratory events, wearing these colors would be considered disrespectful and inauspicious, as it would bring a somber tone to the occasion.

**“The ushers inside the church rushed around in utter panic, since most of the eight hundred and eighty-eight wedding guests were completely ignoring the seating chart. (*Crazy Rich Asians*, Kevin Kwan, p. 362)”**

In Chinese culture, the number eight is considered to be an extremely lucky number. This is because in both Mandarin and Cantonese, the number eight sounds similar to the word for *prosperity* or *fortune*. Triple-eight means triple the luck.

**“As they entered the elevator, Rachel inhaled deeply as she prepared to meet Nick’s parents—these *hong bao* snatchers—for the first time. (*Crazy Rich Asians*, Kevin Kwan, p. 180)”**

*hong bao* is the mandarin term for the little red pockets of money that are given out by married adults and the elderly during Chinese New Year to children and unmarried young people as an act of well-wishing.

#### 4.1.2 LANGUAGE

Kwan portrayed cultural language through the characters’ daily conversations in *Crazy Rich Asians*. Since the characters live in Singapore, they often mix Cantonese, Hokkien, and Singlish. This can be seen in the following quotations:

No	Phrase in Hokkien/Cantonese	Meaning
1	“If Felicity wasn’t so <i>giam siap</i> and had let them	Hokkien for “stingy.”

	take a taxi from Heathrow, they would have arrived looking far less disheveled. ( <i>Crazy Rich Asians</i> , Kevin Kwan, p. 7”	
2	“Well, you two can sleep in the <i>loong kau</i> for all I care, but I’ll take the big royal suite, where I can order club sandwiches with champagne and caviar, ( <i>Crazy Rich Asians</i> , Kevin Kwan, p. 9)”	Cantonese for “gutter.”
3	“She had spies everywhere, all hoping to <i>sah kah</i> her by passing some hot tip. ( <i>Crazy Rich Asians</i> , Kevin Kwan, p. 56)”	A Hokkien term that literally means “three legs” and comes from a rude hand gesture made by holding up three fingers as if supporting someone’s genitals. This is the Chinese version of a practice more commonly known to Westerners as “sucking up.”
4	“There’s something wrong with Zachary’s Xbox,I hope you can fix it—it’s too <i>mah fan</i> to send it back to the factory in Japan for repair. ( <i>Crazy Rich Asians</i> , Kevin Kwan, p. 95)”	Cantonese for “troublesome.”
5	“ <i>Alamak</i> , a child from some divorced <i>no-name ulu</i> family! I’m going to <i>tiao lau</i> ! ( <i>Crazy Rich Asians</i> , Kevin Kwan, p. 103)”	Hokkien for “jump off a building.”
6	“Hey, Nadine, don’t underestimate them. These ABC girls can be <i>tzeen lee hai</i> , ( <i>Crazy Rich Asians</i> , Kevin Kwan, p. 106)”	Hokkien for “very sharp” or dangerous”
7	“My son and my grandchildren are the ones who should have the bodyguards, not this girl with the flat nose! <i>Suey doh say!</i> ( <i>Crazy Rich Asians</i> , Kevin Kwan, p. 107)”	Cantonese for “so atrocious I could die!”
8	“ <i>Wah ooh kang tao, mah</i> , ( <i>Crazy Rich Asians</i> , Kevin Kwan, p. 108)”	Hokkien for “I have my secret contacts, of course.”

9	“ <i>Gum sai cheen!</i> Where on earth does Eddie think he’s taking them? It’s a hundred and five degrees outside and they are dressed for a shooting weekend at Balmoral, (Crazy Rich Asians, Kevin Kwan, p. 348)”	Cantonese for “what a waste of money.”
10	“Ho lah, ho lah, smart aleck, you get my point, (Crazy Rich Asians, Kevin Kwan, p. 473”	Hokkien slang for “it’s all good.”

### 4.1.3 NORMS

In *Crazy Rich Asians*, the author showed societal expectations (norms) through the pressure to marry within one’s social class, maintain family honor, and uphold traditional values. This statement was proved by the quotations below:

**“In their world, you *did not* bring home some unknown girl unannounced. (Crazy Rich Asians, Kevin Kwan, p. 37)”**

From the quotation above, we can see that the societal expectations of a traditional Chinese family are strict and based on maintaining proper behavior. In their world, actions are guided by clear rules and high standards. Bringing an unknown girl home without prior notice would be seen as rude and disrespectful, as family reputation and proper manners are highly valued in overseas Chinese communities.

**“Daughter, once again you are judging the situation with your American eyes. You have to look at this the Chinese way. In Asia, there is a proper time for everything, a proper etiquette. (Crazy Rich Asians, Kevin Kwan, p. 68)”**

Here, we can see that Kerry is telling Rachel to stop judging the situation with her "American eyes." Rachel, although born in Mainland China, grew up in the United States with her mother, Kerry, which shaped her American perspective.

Kerry also tells Rachel that in Asia, there is a proper time for everything and strict rules of etiquette that must be followed, highlighting the importance of tradition and social norms in Chinese society.

**“You do not ever ask people if they are rich or discuss matters concerning money. We are not rich—we are simply well-off. Now apologize to your Ah-ma. (*Crazy Rich Asians*, Kevin Kwan, p. 149)”**

At this moment, aunt Victoria scolds Nicky after he asks if it's true that his family is very very rich. Her response reflects the strong cultural emphasis on humility and propriety in Chinese society. By saying, "boys with proper manners do not ever ask questions like that," she reinforces the idea that discussing wealth openly is considered impolite and disrespectful. She also corrects Nicky's use of the term "rich," explaining that they are "simply well-off," which is a more modest and acceptable way to refer to their wealth. This interaction highlights the importance of maintaining a reserved, humble image, even among the ultra-wealthy, and the social expectations around wealth and status in Chinese culture.

#### 4.1.4 VALUES

The cultural value that is found by the researcher in *Crazy Rich Asians* is that the Overseas Chinese tend to value the importance of family reputation, respect for elders, and maintaining social status. This statement is proved by the quotations below:

**“Really? What’s her name, and where is she from? Daisy, if you tell me she’s from Mainland China, I think I’ll have a stroke, (*Crazy Rich Asians*, Kevin Kwan, p. 28)”**

Through the quotation above, we can tell that there is a clear social divide within the Chinese community, particularly between people from Mainland China and those from more established, wealthy Chinese communities like Hong Kong or

Singapore. Eleanor's response reveals a deep-seated prejudice against individuals from Mainland China, associating them with "nouveau riche" status and a lack of refinement. This reflects broader societal expectations within the Chinese diaspora, where regional origins and historical backgrounds play a significant role in determining one's social standing and acceptance within elite circles.

**“You are going to Singapore, and those Chinese Singaporeans are the most uptight of all the Chinese, you know! (*Crazy Rich Asians*, Kevin Kwan, p. 33-34)”**

In this, Kerry, Rachel's mother is warning Rachel that she must behave in the way that aligns with the strict and conservative values of Chinese Singaporeans, who are very uptight and traditional. It highlights how Chinese Singaporeans maintain strong cultural traditions while also adapting to their local environment. It shows the pressure within the overseas Chinese community to follow societal norms, especially around family honor and relationships, even in a modern setting like Singapore.

**“You're the only Chinese mom I know who's actually encouraging her daughter to shack up with a guy. (*Crazy Rich Asians*, Kevin Kwan, p. 32)”**

As we can see from the statement above, Rachel states that her mom is the only Chinese mother she knows who's encouraging her daughter to live together with her boyfriend before marriage. This is considered abnormal in both Mainland Chinese and Overseas Chinese communities, as it goes against traditional cultural values that emphasize the importance of marriage before cohabitation. In these cultures, living together outside of marriage is often seen as improper or shameful, and parents typically encourage more conservative approaches to relationships.

**“Imagine wanting to marry a girl from such a family! So disgraceful! Really Nicky, what would Gong Gong say if he was alive? (*Crazy Rich Asians*, Kevin Kwan, p. 459)”**

After Eleanor hires a private investigator to look into Rachel’s past, they uncover surprising information that deepens her disapproval. The investigator discovers that Rachel is not American-born Chinese, but was actually born in Mainland China. This revelation further solidifies Eleanor’s negative view of Rachel, as it places her even farther outside the traditional Overseas Chinese identity that Eleanor believes is appropriate for someone marrying into their elite family.

Moreover, the investigation uncovers the disturbing fact about Rachel’s father; he didn’t die in a tragic industrial accident, as Rachel had been told, but was actually imprisoned in Shenzhen for his role in a deadly construction accident. It turns out that Rachel’s father had ordered illegal cost-cutting measures that led to the death of seventy-four workers. This not only tarnishes Rachel’s family’s reputation but also makes her seem even more unsuitable in Eleanor’s eyes. If Nick were to marry Rachel, it would be seen as a disgrace to the entire family, further jeopardizing their honor and social standing in their world.

This discovery highlights how important family reputation and personal history are in their world. Shang Su Yi’s harsh judgment of Rachel, as mentioned earlier, reflects the strong cultural and family expectations that Rachel constantly has to face.

#### **4.1.5 ARTIFACTS**

In *Crazy Rich Asians*, traditional Chinese furniture reflects how Overseas Chinese stay connected to their ancient heritage and honor cherished customs.

**“The place of honor on Carol’s Qing dynasty *Huanghuali* bed was always reserved for Eleanor, (*Crazy Rich Asians*, Kevin Kwan, p. 23)”**

*Huanghuali* is a Mandarin word that translates to “yellow flowering pear.” This is an exceedingly rare type of rosewood now virtually extinct. In recent decades, *Huanghuali* furniture has become highly sought after by discerning collectors.

## 4.2 EVALUATION

The elements of culture that appeared most in *Crazy Rich Asians* were norms and values, which played a significant role in shaping the characters’ lives and relationships. Kevin Kwan portrayed the importance of maintaining and upholding family values within the Overseas Chinese community, where tradition often clashes with modernity. Family is the cornerstone of social structure, especially those in the wealthy Singaporean Chinese community, upholding these values is extremely important.

In addition to norms and values, *Crazy Rich Asians* uses symbols, language, and artifacts to illustrate cultural identity and its role in shaping relationships. Symbols like extravagant weddings and displays of wealth represent the importance of family legacy and social status within the Chinese community. Things like big, fancy weddings and displays of wealth show how important family reputation and social status are in the Chinese community. Language, including the use of Mandarin, Cantonese, and Hokkien, becomes a marker of cultural belonging, emphasizing the divide between those connected to their heritage and those who are not. Artifacts such as the *Huanghuali* further highlight the significance of maintaining cultural customs and passing them on through generations. Together, these elements reinforce the importance of tradition, family pride, and social status.

Rachel, who was raised in the U.S., struggles to reach the traditional expectations of the wealthy Singaporean Chinese community. This clash between the old and new reflects

the broader challenge many individuals in diasporic communities face: finding a balance between honoring cultural traditions and embracing their own identity and aspirations. Kwan not only highlights the unique challenges of being part of the Overseas Chinese community but also shows how this struggle to balance tradition with the pressures of modern life is something many people face, no matter their background. The characters' attempts to honor their cultural values while also embracing their individual goals create a powerful story of finding one's place in the world.

## CHAPTER V

### CONCLUSIONS & SUGGESTIONS

#### 5.1 CONCLUSIONS

Based on the research conducted on how does Kevin Kwan depict Overseas Chinese culture in *Crazy Rich Asians*, it can be concluded as follows:

1. Through *Crazy Rich Asians*, Kevin Kwan explores the importance of family, tradition, and cultural heritage within the Overseas Chinese community. He illustrates how cultural norms and values, such as family loyalty, social status, and respect for elders, influence the characters' decisions and relationships. By emphasizing these traditional values, Kwan portrays the struggles that arise when these ideals clash with modern, individualistic desires. Ultimately, the story highlights the complexity of maintaining cultural identity in a rapidly changing world.
2. Language and artifacts deepen our understanding of the Overseas Chinese experience in *Crazy Rich Asians*. Items like extravagant weddings, ancient artifacts, and traditional ceremonies represent not only wealth but also the enduring importance of family legacy and social status. The use of multiple languages, such as Hokkien and Cantonese, emphasizes the connection to cultural roots and the role language plays in shaping identity.
3. *Crazy Rich Asians* provides a rich portrayal of Overseas Chinese culture, especially through the contrast between characters like Eleanor, an Overseas Chinese, and Kerry, a Mainland Chinese who moved to the U.S. Eleanor is driven by the need to shape her son Nick's life in line with tradition and family expectations, while Kerry, with her more modern perspective, offers Rachel support, urging her to be true to herself and her relationship with Nick, despite the pressures from Eleanor and the wealthy Chinese community.

## **5.2 SUGGESTIONS**

For the researcher, this study has been an effort to not only prove her research but also to enhance her skills in literary writing. However, this research paper is far from perfect, and the researcher welcomes feedback and constructive criticism to refine and improve it further.

At the end of this research paper, the researcher hopes to provide readers with a deeper understanding of the culture of the Overseas Chinese. The researcher also hopes that this study will help people recognize the importance of culture and its elements.

Finally, in *Crazy Rich Asians*, we can conclude that it is important to hold on tightly to our heritage and traditions, as they are a key part of our identity, while also remaining open-minded and receptive to new ideas and changes that can enrich and shape our evolving culture. By balancing both, we can honor the past while embracing the future.

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