
THE INFLUENCE OF PREJUDICE TO DISCRIMINATION IN *CRAZY RICH ASIANS* BY KEVIN KWAN

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Abstract	Article Information
<p><i>In this research, there are two objectives. The first one is to identify the factors of prejudice within the novel. The second is how the factors of prejudice influence to discrimination towards the characters in the novel. The theory that is used in the research is prejudice and discrimination by S. Dale McLemore. Prejudice was used to the determined the factors of behavior of the characters in the novel and how the factors could lead to discrimination to the characters in the society within the novel. The method used in this research is qualitative descriptive, the researcher collects all the data from the novel and correlating it with the theory. The researcher also used triangulation for accuracy between the data, theory and previous studies in this research. The researcher found the factors of prejudice as cultural transmission, personality traits and group identity. Each of the factors are correlated and responsible for how it leads to discrimination toward the characters, through situational pressure, group gains and institutional structure.</i></p> <p>Keywords: Prejudice, Discrimination, Personality Traits, Situational Pressure, Crazy Rich Asians novel</p>	<p>Received: 22/11/2023</p> <p>Revised: 23/02/2024</p> <p>Accepted: 24/02/2024</p>

INTRODUCTION

Human expression is expressed through literature. It is a piece of writing in which feelings, attitudes, and thoughts about life are expressed. After reading any literary work, your experiences and understanding will grow because literature teaches about life, including our difficulties, habits, and desires. According to Morris Dickstein, Literature introduces us to new words of experience means that the literary work is an immediate part of the literary environment (2005: p.81), reading a literary work will benefit you in a variety of ways. It supplies such knowledge about specific literary works released from various ages and societies, till history becomes involved with the literary work itself. The literary work portrays the globe and human life. The fundamental criteria for literary writing is 'truth,' or everything that the author wishes to depict.

The novel 'Crazy Rich Asians' can be studied in a variety of ways, including intrinsic, extrinsic and elements outside of the literary work, the research are explored through sociology perspective unfolding the plots and character's role in the novel's living society. It contains severe social issues opposed to be prejudice or discriminated that continues to be a complicated and widespread social phenomenon problem. Prejudice originates from all representational concepts that are formed in cognitive thought. Dovidio and Gaertner stated that prejudice is described as an unfair negative attitude toward a social group or a member of that group (1999: p.101).

The influence of prejudice may start from an early age, such as in children. As stated by Ruble and Martin, Children have an active and seemingly innate interest in learning about social categories and stereotypes, and in understanding how to fit themselves into this categorization system (1998: p.939). This is the issue, that will create such gaps and disadvantages for the other culture that has been stigmatized. Stigmatizing and shunning those who appear to be bad partners for social trade is a disease that destroys the system value in society, but it cannot be denied that it still occurs. Prejudice and discrimination against members of the ethnic minority have an impact on natural society and health.

Discrimination is considered the behavioral component of prejudice, and refers to the partial or biased treatment of people based on group membership. Fiske's definition of discrimination is not an ideology, belief, sentiment, or bias. It is a form of behavior, procedure, or policy that directly or indirectly disadvantages members of particular categories compared to others, simply because they happen to be members of that category (1998: p.358). The effect is that Individuals who believe that they are the victims of discrimination may begin to avoid or distrust members of the relevant social category, a sense of "cultural mistrust" by others in the society.

The characters in *Crazy Rich Asians* were concerned about prejudice and discrimination. The character, Rachel Chu, an American Born Chinese (ABC) visiting Singapore with her boyfriend, Nicholas Young, is not welcomed by the male family owing to the difference in their ethnicity, even though she is of Chinese descent. That is why the researcher is interested in this research. Rachel's deterministic behavior after Nick's family's prejudice and discrimination doesn't stop her from lowering her standards and fighting for what is right. This research talks about discrimination and prejudice alone and how they can affect each other, by using S. Dale McLemore's prejudice to discrimination theory.

LITERATURE REVIEW

Prejudice And Discrimination by S. Dale McLemore

The confrontation of social concerns has proven to be a formidable task, as these challenges have persisted throughout history. Individuals within a given society exhibit diverse cultural backgrounds, yet they possess the capacity to peacefully cohabit alongside individuals hailing from disparate cultural origins within the same spatial domain. According to McLemore, Prejudice is an unfavorable attitude toward people because they are members of a particular racial or ethnic group and then Discrimination is an unfavorable action toward

people because they are member of a particular racial or ethnic group (1983). McLemore's analysis comprises two distinct components, namely bias and discrimination, which will be expounded upon in the subsequent discussion.

a. Factors of Prejudice

According to McLemore, prejudice can be defined as a negative attitude directed towards individuals based on their membership in a specific racial or ethnic group. However, the researcher also discovered that preconceptions and social distancing play a significant role in individuals' formation of prejudiced attitudes, as evidenced by his findings. Nevertheless, there is a divergence of opinion among theorists regarding the potential inevitability of prejudice resulting from stereotyping. The utilization of stereotypes is sometimes employed as a metric to gauge an individual's degree of prejudice. There are three factors lead to prejudice, which are cultural transmission, personality traits and group's identity.

b. Cultural Transmission

The transmission of cultural traditions to children occurs most organically, as they are exposed to these practices within their households and communities. The initial concept pertains to the collective ideas held by individuals within a certain group regarding members of another group. The second aspect pertains to the cultural norms dictating the acceptable levels of closeness or intimacy that individuals from a particular group should allow or seek from members of another group.

c. Personality Traits

Personality qualities are intricately linked to an individual's cognitive development during their formative years. The examination of an individual's personality development may hold higher significance in comprehending prejudice compared to the acquisition of ideas throughout their life. there exists a hypothesis suggesting a correlation between personality qualities and the phenomenon of frustration-aggression.

d. Group Identity

As the third and final of the basic causes of prejudice, ethnocentrism is one of the factors that contributes to the automatic creation of prejudiced views among the members of a certain community. Individuals grow their own unique set of beliefs based on the concepts that they already hold. An individual or group is said to have an enemy when their opponent is aligned with their adversary. People are said to be discriminated against when unfavourable treatment is meted out to them on the basis of their membership in a particular racial or ethnic group. There are three factors lead to discrimination, which is situational pressure, group gains and institutional structure.

e. Factors of Discrimination

The statement made by McLemore regarding prejudice and the factor that leads to prejudice, cultural transmission underlined the fact that children seem to absorb the "knowledge" that different ethnic groups possess distinct qualities and occupy different rungs on the ladder of social importance.

f. Situational Pressure

The first factor of discrimination is predicated on the widely acknowledged phenomenon that individuals' verbal expressions may not consistently align with their actions. The phenomenon of situational pressure manifests itself mostly through behavioural responses rather than attitudinal changes. Individuals acquire stereotypes and subsequently react to situational pressures by engaging in discriminating behaviours.

g. Groups Gains

The second reason contributing to discrimination concerns to immigrants who may potentially adopt and uphold the cultural and ethical values of their host country, thereby potentially displacing those of their country of origin. This conflict engenders social structures characterized by generally stable arrangements, so establishing a system of ethnic dominance and subordination.

h. Institutional Structure

The third factor contributing to prejudice pertains to the manifestation of racial and ethnic disparities within the institutional framework of American society. The setting has the potential to influence or produce consequences on the associated institutional environment, encompassing entities such as schools, hospitals, industries, banks, and others.

The Influence of Prejudice To Discrimination

In this research, the analysis will be through the novel *Crazy Rich Asians* by Kevin Kwan, with the theory of prejudice and discrimination by S. Dale McLemore. It's divided into two sections, finding and selecting the factors of prejudice then finding how prejudice influences discrimination. Throughout the novel, finding that the characters have their thoughts and grow up in a family that unconsciously does prejudice affect their children's way of thinking. Not only that, but this novel also shows that children could attack their parents through their way of thinking, creating frustration-aggression and Ethnocentrism plays a significant role in it. Then after analysing the prejudice factors, the researcher would continue to identify the discrimination in the novel. McLemore explained that three factors of discrimination could be the factors from prejudice that leads to discrimination.

Situational pressure, explained by McLemore, goes through behaviour rather than attitudes, where the individual learns stereotypes and responds to a situation of pressure and behaves in discriminatory ways. group gains are related to the ethnic subordinate and the dominant ethics. Institutional structure as explained that discrimination inside an institutional framework is carried over to have side effects on the linked institutional environment, and that it is not necessary to staff the institution with prejudiced persons in order to produce the discriminating consequence.

In the novel, the researcher reads through and finds that characters use this situation to keep their status level above the discriminated, where related to the ethnic subordinate and the dominant ethics. It is also related to their economic and social status, and cultural differences could lead to this factor. This is why the research uses this factor. Therefore, it is pos-

sible that some outsiders will face discrimination as a result of the structure of their institution. In the analysis, the researcher has discerned a significant connection between prejudice and discrimination, highlighting the interplay between these two phenomena. This relationship has been explored by examining various factors that contribute to their manifestation and assessing their impact on the characters depicted in the novel.

RESEARCH METHODOLOGY

The study utilized qualitative descriptive methodology as the chosen research approach. qualitative procedures refer to research approaches that elicit descriptive data from humans and observed behavior through the use of words or speech. Consequently, the primary focus of this study pertains to the analysis and interpretation of literary meaning. The source of data there are two types of data, primary data is the main idea of object analysis, categorized by formal and material objects. The research's material object is *Crazy Rich Asian* which Kevin Kwan writes. secondary data is supporting references to strengthen the research object's analysis. The researcher used library research in the form of books, journals or articles that uses the object *Crazy Rich Asian* or prejudice and discrimination, are needed to do this research. The research use triangulation by Denzin (1987), The research findings have been validated through the implementation of technique triangulation, a method employed to enhance the credibility and dependability of the data analysis.

FINDINGS AND DISCUSSIONS

Factors of Prejudice

a. Cultural Transmission

According to the research, prejudice in the novel occurs due to social status, economic background, family background, and even the same race being prejudiced since one is an immigrant. Because the Chinese Singaporean in the novel has been in Singapore for decades, they may have thoughts that have been passed down from generation to generation. This condition is demonstrated in the following excerpt:

“Aiyah – don’t contradict me! I’ll tell you how she’s being deceitful. At first, the private investigator told me she was ABC, but then after more digging he found out that she’s not even truly American-born Chinese. She was born in Mainland China and went to America when she was six months old.” (p.102-103)

The passage delineates the predominant viewpoint held towards Chinese individuals who were born in the United States. The negative impression towards immigrants, namely Chinese Americans, has historically been rooted in their perceived lack of success as individuals who migrated from Mainland China in pursuit of improved prospects abroad. This statement offers an alternative perspective on the Chinese community in Singapore,

suggesting that Rachel Chu's background in Mainland China placed her at a greater economic and social disadvantage.

b. Personality Traits

Cultural transmission theories of prejudice have garnered much empirical support, albeit primarily from a macro-level perspective. The novel "Crazy Rich Asians" explores the lives and experiences of its characters. The examination of an individual's personality traits may hold greater significance in comprehending bias than the acquisition of concepts that the person assimilates throughout their life. This condition is demonstrated in the following excerpt:

“Eleanor was nonplussed. A professor! Nicky was dating a professor! Oh my, was this woman older than him? ‘Nicky didn’t tell me what her specialty was.’

‘oh Economic development.’

A cunning, calculated older woman. Alamak. This was sounding worse and worse. ‘Did she go to university in New York?’ Eleanor pressed on.

‘No, she went to Stanford, in California.’

‘Yes, yes, I know Stanford,’ Eleanor said, sounding unimpressed. It’s that school in California for those people who can’t get into Harvard.” (p. 61)

The fact that Rachel works as an economics professor, despite the fact that the phrase that was just stated provides evidence to counter the notion that she does not possess a formal degree. Eleanor was under the impression that she possessed a higher intellectual ability than Nick did, despite the fact that she had a very comprehensive school background. Rachel, an economics professor, had a preconceived opinion that she continued to regard the individual in question as a gold-digger and thought her to be a calculated lady. She also held the notion that she considered her to be a cold-blooded woman. In spite of this, her claims concerning these issues were not valid. A sizeable number of people have the opinion that the campus of Stanford University is uninspiring and overly conventional. This view is shared by the majority of these people.

c. Group Identity

As the third and final of the basic causes of prejudice, ethnocentrism is one of the factors that contributes to the automatic creation of prejudiced views among the members of a certain community. In the novel ‘Crazy Rich Asians’ The individual's inclination becomes the individual's decision of their favourite option. The standard that individuals choose to adhere to ultimately becomes their norm. Individuals grow their own unique set of beliefs based on the concepts that they already hold. An individual or group is said to have an enemy when their opponent is aligned with their adversary. This condition is demonstrated in the following excerpt:

“The saleswoman made a quick assessment of Astrid. Asians hardly ever set foot in here- they usually kept to the famous designer boutiques on the rue du

Faubourg-Saint-Honoré or the avenue Montaigne, where they could inhale all the Chanel and Dior they wanted, God help them.” (p. 423)

The following excerpt is a recounting of an incident that took place when Astrid engaged in a shopping excursion in Paris. The saleswoman exhibited a manifestation of prejudice towards Astrid by casting a sidelong glance at her while attending to clients. The employee expressed surprise upon encountering Astrid, an individual of Asian descent, as it was uncommon for someone of Asian heritage to frequent the establishment or consider engaging in a transaction.

The assortment of biases presented above encompasses an evaluation of individuals of Asian descent, hence perpetuating the notion that Asians are economically disadvantaged. The phenomenon leads to the emergence of collective prejudices, since individuals in close proximity to the saleswomen, including the staff, tend to adopt similar cognitive biases. The salesmen exhibit a bias in their assessment of personality qualities, which is derived from their firsthand encounters with individuals of Asian descent.

Prejudice to Discrimination

a. Cultural Transmission to Situational Pressure

The research has found that cultural transmission could lead to people oppressing through situational pressurizing that happens in the novel are through social class, economic background, family background and even the same race being prejudice because one is immigrant. In one big family, they could even have thoughts that they passed down from generation to generations. This condition is demonstrated in the following excerpt:

“So?”

“Did you hear me? Mainland China!”

Philip was baffled. “Doesn’t everybody’s family ultimately originate from Mainland China? Where would you rather her be from? Iceland?”

“Don’t be funny with me! Her family comes from some ulu ulu village in China that nobody has ever heard of. The investigator thinks that they were most likely working class. In other words, they are PEASANTS!”

“I think if you go back far enough, darling, all our families were peasants. And don’t you know that in ancient China, the peasant class was actually revered? They were the backbone of the economy, and –“

“Stop talking non-sense, lah! You haven’t heard the worst yet – this girl came to America as a baby with her mother. But where’s the father? There’s no record of the father, so they must have divorced. Can you believe it? Alamak, a child from some divorced no-name ulu ulu family! I’m going to taio lau! (jump off a building). (p. 102-103)

It explains about their shared belief about American-born Chinese. Their negative prejudice about immigrant especially American-born Chinese has always been about their

unsuccessful life as being a Mainland Chinese moving outside to have bigger opportunity, but they are still considered as peasant by the Singaporean. This gives a different perspective again to the Singaporean Chinese, that Rachel Chu was even at the worst position of social class and economic considering that she's from Mainland China. After analysing through Eleanor's prejudice does lead toward discrimination. She called Rachel as a peasant coming from a remote village in Northern China, not only that, she discriminated her own ethnic, Mainland China. Even though she is from Mainland China as well, but she believes that her family now is different from them and not consider as from that kind anymore. After her conversation with her husband, their disagreement with each other statement has led to Eleanor discriminating through situational pressure, in hope that her husband would agree that Rachel is not their kind and could not assimilate with their family.

b. Personality Traits to Situational Pressure

Personality traits are related to frustration-aggression. The factor of this is that frustration gives rise to a hostile feeling. Meanwhile, negative emotions may lead to aggressive behaviour and aggression at a substitute subject/target. These behaviors are reflected and found by the researcher, how characters in the novel encounter situations in one on one and group conversations, that begins with one-person personal encountered experience with other group of races, ethnic, culture and religion to a pressuring agreement with the person in the conversations. This condition is demonstrated in the following excerpt:

“No matter, Nicky,” his grandmother smiled. “I do not give you permission to marry her. Now let's stop all this nonsense and go home. I don't want to be stuck having dinner here, when the cook hasn't prepared properly for me. I'm sure she didn't get any fresh fish today.”

Rachel's jaw dropped.

“Don't talk nonsense. This girl does not come from a proper family,” Su Yi said. (p.457)

Taken from when Rachel and Nicholas went to Malaysia after Colin's wedding, where Eleanor and Su Yi chased them to Malaysia to bring Nicholas home from Rachel. Su Yi has made a clear decision of hers about the idea of Nicholas marrying Rachel, where she doesn't give her permission and would like to take Nicholas home right away. At the end she even discriminated Rachel by saying that she doesn't come from a proper family, this is pressuring both Nicholas and Rachel, Su Yi pressurized Nicholas because she knew that she has such power in the family. Also, Nicholas is her favourite grandson because he was the only boy from the family that will continue the family business. This act of pressure toward Nicholas was hoped that he would leave Rachel and believe what their family belief.

c. Personality Traits to Group Gains

Personality traits are related to the narrow view of a person learning while growing up. The kind of person, an individual, knows in the sort of personality that they develop may be of greater importance in understanding prejudice than the kind of ideas the person “picks

up” along the way. The characters in the ‘Crazy Rich Asians’ novel has picked up their prejudice along their way of living, from cultural, ethnic, race and religion belief. This reflected to the immigrant characters that are being discriminated in the novel. This condition is demonstrated in the following excerpt:

“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,” Eleanor warned.

“I heard she’s from Taiwan,” Daisy said carefully.

“Oh my goodness, I hope she’s not one of those Taiwanese Tornadoes!” Nadine cackled.

“What do you mean by that?” Eleanor asked.

“You know how notorious those Taiwanese girls can be, They swoop in unexpectedly, the men fall head over heels, and before you know it they are gone, but not before sucking up every last dollar, just like a tornado” Nadine explained. (p. 28)

Since prejudice has a correlation with stereotypes, in this excerpt, Eleanor discussed Rachel with Daisy and Nadine. When they first receive the information of Nicholas bringing Rachel to Singapore for Colin’s wedding. Eleanor has a personal experience with Mainland China people, that she worries that his son has fallen for someone who is lower than their family standard. The act of Nadine talking about how Taiwanese girl is are like tornado and calculated about money, to convince Eleanor how horrible Taiwanese girls are, and to make sure that her son won’t fall for one. Through the theory of McLemore, this is considered as group gains discrimination, Nadine act is act to achieve Eleanor agreement and so as Daisy because they have the same personal experience description with Taiwanese girls.

d. Personality Traits to Institutional Structure

In the ‘Crazy Rich Asians’ novel, the characters have their own belief through their personality traits, which are related to the narrow view of a person learning while growing up. Every individual knows in the sort of personality that he or she develops may be of greater importance in understanding prejudice. the researcher finding from the characters personality traits prejudice behaviors through conversation believes that the factor of discrimination is reflected in the racial and ethnic relations that occur to its institutional. The setting may carry over it or have side effects on the related institutional environment, such as schools’ education, working profession, business. This condition is demonstrated in the following excerpt:

Michael smiled uncomfortably as Mavis fixed her gaze on him. “Now why did think he was in the army?”

“Auntie Mavis, Michael used to work for the Ministry of Defense. He helped to program all the high-tech weapon systems,” Astrid said.

“Yes, the fate of our country’s ballistics defense is in Michael’s hands. You know, in case we get invaded by the two hundred and fifty million Muslims

surrounding us on all sides, we can put up a fight for about ten minutes,” Alexander chuckled. (p. 95 – 96)

The personality traits toward Michael Teo regarding his background and pressure being married to Astrid Leong. The tense keeps getting higher in this excerpt where, during the Leong’s family dinner, Alexander Leong stated that the fate of Singapore is in the hand of Michael Teo sarcastically. The family has always considered Michael as the toy soldier of the family, seeing him coming from the army and a lower class comparing to Astrid Leong and her family.

The Leong family has oppressed Michael in few points, his profession, social class and education level that doesn’t fit Astrid level. This act of oppression toward Michael has led to discrimination, because all of the Leong family feels the same way about Michael, calling him as someone to rely on because of his profession but in a sarcastic way.

e. Group Identity to Situational Pressure

This set of preference, standards and beliefs throughout the novel ‘Crazy Rich Asians’ characters has led to situational pressure discrimination. McLemore states that it is based on the well-known fact that people’s “preaching” may not always correspond to their “practising”. This situational pressure goes through behaviour rather than attitudes, where individuals learn stereotypes and respond to a situation pressure and behave in discriminatory ways. This condition is demonstrated in the following excerpt:

Ormsby froze—he recognized the name, especially since the Young party had booked the Lancaster Suite. But who could imagine that “Eleanor Young” would turn out to be Chinese.

Felicity leaned over the polished oak counter and pulled the leather-bound reservations book toward her, flipping through pages. “Look! It says right here ‘Mrs. Eleanor Young Lancaster Suite for four nights.’ Do you not see this?”

Ormsby was indignant. How dare this Chinese woman with the Thatcher-esque perm and preposterous “English” accent speak to him in such a manner? “I’m afraid we simply do not have anything available,” he declared.

The excerpt above was taken from when the Young family visit London and about to check in at the hotel, when the hotel declined them through addressing that the hotel did not have their booking. Ormsby, the hotel manager at the time, having to encounter Chinese people in a London hotel, this act prejudice could be concluded as group gains because the staff that worked under the hotel manager has the same agreement and were on the same page regarding not welcoming the Young family to the hotel.

“Where are we supposed to go at this hour? Eleanor asked.

“Perhaps someplace in Chinatown?” Ormsby sniffed. These foreigners had wasted enough of his time. (p. 4 – 6)

The conversation continued in the excerpt, where Eleanor asked help politely to the hotel manager. Still, the manager somehow kicked her out of the hotel by suggesting visiting the Chinatown because of his prejudice toward her. This act of discrimination according to McLemore is because of Ormsby being a dominant group in the area and Eleanor as an outsider from the area. Ormsby has the position of higher social privilege so he could kick out and judge Eleanor and her family.

f. Group Identity to Group Gains

In the novel ‘Crazy Rich Asians’ the society has been famously known as a dynasty, everyone’s problem becomes everyone’s business, especially if it comes from the wealthy and respected family. When the group in the dominant society has a higher social level and privilege, often the group of subordinates or the non-dominant such as, immigrants, receives discrimination that would take the homeland of their birth and raise ethics. This conflict leads to relatively fixed social arrangements in which the members of the more powerful groups enjoy greater privileges and higher social standing than those of the less powerful groups, creating this system of ethnic domination and subordination. This condition is demonstrated in the following excerpt:

“I’m only telling you what everyone is already thinking, Nick. You haven’t heard the horrible things I’ve heard. Do you know her family comes from Mainland China?”

“Nicky, you don’t understand. She will never be accepted. And I’m not talking about your dad and me—I’m talking about your dear Ah Ma and the rest of the family. Take it from me even though I have been married to your father for thirty-four years, I am still considered an outsider. I am a Sung—I came from a respectable family, a rich family, but their eyes I was never good enough. Do you want to see Rachel suffer like that? Look at how they have frozen out that Kitty Pong girl!”

The passage that went into additional detail about Rachel being from Mainland China. Eleanor has arrived at the same level of agreement as Su Yi regarding the fact that Rachel will never be the ideal companion for Nicholas due to the fact that she is from Mainland China. How steadfastly Su Yi stands by her assertion that Rachel can never become a member of the Young family, elaborating on the reasons why she cannot be with Nicholas, including the fact that she does not come from a reputable family and does not have a lot of financial wealth, that allowing Rachel to join the family would only cause her to suffer, and that she uses Kitty Pong as an example to help Nicholas understand.

CONCLUSION

This study addresses prejudice and discrimination, the research focuses on assessing findings and discussing this topic concludes from the data that has been found, the first and research questions conclude prejudice highly happens through personality traits which includes data of individuals discriminating through situational pressure. These prejudices often

show in conversations, leading to discriminatory actions to achieve aims. The action of prejudice in the data shows that individual is most likely to bring influences toward discrimination, through one individual in a group of different culture has carried discrimination through pressurizing other ethnic and culture group. This action is in order to achieve their aim of taking over individual confident and making other ethnic no opportunities.

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