

LUXURIOUS LIFE STYLE IN KEVIN KWAN'S NOVEL *CRAZY RICH ASIANS*

Eka Tri Purnama Sari, Andang Suhendi
Faculty of Literature, Universitas Islam Sumatera Utara,
Medan, Indonesia
E-mail: ekatripurnamasari01@gmail.com

Received: 2023-03-20

Accepted: 2023-05-20

Published: 2023-05-29

Abstract

This study discussed the luxurious life style in Kevin Kwan's novel *Crazy Rich Asians*. The analysis focused on the lifestyle and characteristics of Asian rich people in Singapore. Twelve pieces of data are found, and the quotations are taken from the *Crazy Rich Asians* novel. It would be good evidence to expose the luxurious lifestyle represented by the Asian rich in Singapore. In collecting data, the theory from Raharjo and Silalahi was used, and some understanding and explanations from another expert. To analyse the data, the qualitative research method was applied. Therefore, this research method is considered very suitable for studying social phenomena such as the luxurious lifestyle depicted in the novel. There are four characteristics of a luxurious lifestyle depicted in Asian rich people. They are luxurious goods, luxurious activities, convenience, privacy, and exclusivity. Luxury goods as a feature of a luxurious lifestyle can be seen in the penchant of Asian rich people to buy luxury goods and jewellery, and to own luxury properties. Luxurious activity can be seen from the several activities. Convenience as the characteristic of luxurious activity can be seen from the use of luxurious facilities. The exclusive party at young's family house, and the exclusivity of Nick's house are presented to show privacy and exclusivity.

Keywords: *Asians rich; convenience; exclusivity; luxurious lifestyle; privacy*

1. Introduction

A luxurious lifestyle is convenience that every human being wants to achieve. Many people define luxury living in various ways. Some define luxury life as living by owning sports cars, luxury watches, branded goods, expensive perfumes, and so on. Some people think that living in luxury means living in upscale apartments and eating sumptuous meals. Some others interpret luxury living as an activity that is constantly moving, namely traveling from one spectacular place to another. Today, the phenomenon of the luxurious lifestyle is mushrooming, especially in big cities and developed countries (Lux Expose, 2002). This phenomenon is often seen in the lives of celebrities or influencers. They show content in the form of luxury, wealth, and branded goods through YouTube or social media. Some artists who often show a luxurious lifestyle include the Kardashian family, Nia Ramadhani, Raffi Ahmad, and others.

This research focused on the luxurious lifestyle described in Kevin Kwan's novel *Crazy Rich Asians*. This novel tells the love story between Nick Young, an heir to a

conglomerate family in Singapore, and Rachel Chu, a girl of Chinese descent who has lived in America for a long time. Rachel, who does not know that her boyfriend comes from a conglomerate family, follows Nick's wish to introduce Rachel to his family. This novel also represents the lives of Singaporean elite-class people who have a luxurious lifestyle. Some of the representations of the luxurious life style in this novel are holding lavish and private parties, owning luxury homes, using a suite class plane from New York to Singapore, taking luxury cruises, and making special bookings for bachelor parties on Samsara Island.

There are several reasons why the novel *Crazy Rich Asians* by Kevin Kwan was chosen in this study. First, the interest in the story is presented. This novel is a representation of Cinderella's story in modern life, where an ordinary woman is paired with a rich, handsome man. This is the desire and imagination of every woman. Second, the moral messages are contained although this novel is more about love and luxury. It contains many valuable lessons for its readers, including that family is the most important thing. People should never give up fighting for your self-respect. They do not judge people by their outer appearance, and they should always show solidarity. Therefore, this study was focused to analyse the luxurious lifestyle in Kevin Kwan's novel *Crazy Rich Asians*. The problems appeared in this research are what luxurious lifestyle found in the novel and how the luxurious lifestyle are depicted in the novel. Furthermore, this research might, hopefully, make a significant contribution to the researchers themselves and the readers of this research.

2. Literature Review

Life style is an art that is cultivated by everyone. Lifestyle is also interpreted as a reflection of the times. The choice of a person's life style is a choice of how and what he becomes a member of society. Life style is defined by many meanings. This definition is adapted to the field of science of each expert who puts it forward.

According to Kotler (2016: 187), lifestyle is a person's pattern of life as expressed in activities, interests, and opinions. It portrays the whole person interacting with his or her environment. Life style shows the whole person in his interactions with his environment. It describes a person's entire pattern of acting and interacting in the world. Kotler and Armstrong (2008: 170) stated that life style is a person's pattern of life that is expressed in his psychographic state. This involves measuring the AIO (activity, interest, and opinion) dimensions. They also add that the vitality captures something more than just a person's social class or personality, but also profiles the entire pattern of a person's actions and interactions with the world.

Sabran (2009: 210) says that lifestyle is broadly defined as a person's pattern of living in the world that is revealed in his activities, interests, and opinions. Life style describes the whole person as he interacts with his environment. According to Setiadi (2010: 148), "lifestyle" is defined as, a way of life defined by how people spend their time, and what they think about themselves and the world around them.

From the definitions of life style above, it can be concluded that life style describes a person's behaviour, which is a reflection of interests (important considerations for the environment), thoughts (thinking about oneself and the world around), and activities (a person's life style in spending his time). Life style can also affect a person's mindset when it comes to managing their time and money.

According to Sumarwan (2011: 191), the indicators of life style are divided into three, namely activity, interest, and opinion.

1. **Activity:** An activity is a real action. These activities can be in the form of work, hobbies, social events, vacations, entertainment, club membership, internet browsing, and shopping. Activities are people who are easy or immobile and react and behave spontaneously.
2. **Interests:** Interests are likes, hobbies, and priorities in a person's life. Interest is an active effort toward the implementation of a goal. Interest can also be explained as an act of excitement that accompanies special or continuous attention. Each person's interests are different. Sometimes they are interested in food, sometimes in fashion, and so on.
3. **Opinion:** An opinion is an oral or written answer that people give in response to a situation. Opinions are issued to describe interpretation, expectation, and evaluation, such as beliefs about the intentions of others, anticipations regarding future events, and weighing the rewarding or punishing consequences of alternative courses of action.

The meaning of luxury will change from person to person depending on their perceptions and tastes as they develop in life. Simply put, luxury is defined as living a life according to comfort and convenience.

Wiedman in Li et al. (2012) define luxury as an object of desire that provides pleasure, goods, or services that are not essential. These objects contribute to a life of luxury by providing indulgences or comforts beyond the indispensable minimum. Kapferer and Bastien in Kim (2012) state that luxury is a symbolic desire of society that is owned by an elite social class.

A luxurious lifestyle can be demonstrated by hedonistic behaviour. Hedonism comes from the Greek *Hedone* which means pleasure. According to Higgins (2006: 440), hedonistic behaviour has existed since Greek times, namely the classical motivational principle that people approach pleasure and stay away from pain. He also adds that hedonism is a view of life that assumes that material pleasure and enjoyment are the main goals of life. For adherents of this understanding, having fun, parties, and experiencing pleasures is the main purpose of life. This activity exists because they think that life only comes around once; therefore, it must be enjoyed as much as possible.

According to Luxury Activist article (2017), a luxurious life style is characterized as follows.

1. **Exclusivity and privacy.** The most common characteristic of a luxurious life is that the community of the rich has always lived apart from the masses. The luxurious lifestyle is very much about privacy and modesty. In order to protect privacy, the elite class community takes and defends the privileges it claims for itself. For example, build a personal garden with lots of greenery and buy a big house with a beautiful lawn. This house is usually far from the city, and its security is very well maintained. For them, seclusion is comfort.
2. **Convenience.** Convenience is integral to a luxurious lifestyle and the new sign of influence. Luxurious living is essential for providing comfort and prosperity, both of which go hand in hand. Comfort in a luxurious lifestyle means doing more with less effort. It is a comfort to the rich who spent most of their lives in the fast lane. An example is the accommodation offered while traveling. Rich people will travel in luxurious cars or on business-class planes, while people who are not rich will use

public transportation when traveling, such as buses, trains, or economy-class planes.

3. **Looking for real experience.** The luxurious life style demands individuals experience more in life, one of which is travel. For example, rich people will usually immediately go on a vacation they want, while ordinary people can only imagine it. It is having the luxury to sit back and enjoy the very life you are living rather than always living for what you have. Another example of seeing life experiences in the technology that surrounds us, such as sophisticated flat-screen TVs, laptops, mobile phones, and others.

According to the Lux Expose website (2002) in *What is Luxurious Life style* article, a luxurious life style is characterized as follows:

1. **Money is not the thing that matters.** Generally, people think of themselves as living in luxury because they have a lot of money. Money is an important aspect of this lifestyle. So, they do not care how much money they will spend to fulfil their luxurious lifestyle. Instead, they waste their time and resources on things that do not bring them joy or happiness.
2. **Not showing off.** Usually, luxury is defined as an attitude of showing off wealth. Some rich people prefer to keep a low profile and rarely show off their wealth. They tend to be well-dressed and drive ordinary cars. They do not show their wealth just to impress others. Individuals with this trait think that luxury is about enjoying life to the fullest and buying things that make you happy.

Raharjo and Silalahi (2017: 34) state that the behaviour of luxurious living has several characteristics, including:

1. Having an instant style outlook. The individual sees the acquisition of wealth as the end result, not the process. This leads to the next attitude, namely, rationalization or justification for fulfilling these pleasures.
2. Becoming a physical modernity chaser. These individuals view having high-tech goods as a matter of pride.
3. Having an above-average relativity of pleasure. This relativity means something that, for the general public, has reached the level of enjoyment or can be called delicious, but is not good for him/her.
4. Fulfilling the many spontaneous desires that arise. In the description of the fortress of holding pleasure, there is very little, so when people want something, it must be fulfilled immediately.
5. When he gets into a problem that he considers to be heavy, it is thought that the world hates him so much. How much money you have will run out, or a little will be left with the scale of the money you have in the lives of middle-class people, and there will be no disaster while holding the money. The problem of food alone is so complex, and there are many types, not including clothes, houses, luxury goods, etc.

3. Research Method

To conduct the analysis, the researcher uses a qualitative research method. According to Hancock et.al (2009: 7), qualitative research is a research design that is concerned with the development and understanding of social phenomena. Therefore, this type of research method is considered very suitable for analysing social phenomena

such as the luxurious lifestyle depicted in the novel *Crazy Rich Asians* by Kevin Kwan. Therefore, the data of this research are taken from the novel itself in accordance with the subject matter discussed.

4. Results and Discussion

4.1 The Characteristics of a Luxurious Life Style

The Crazy Rich Asians novel tells the story of wealthy Chinese people in Asia, especially in Singapore and China. One of these rich people is Nicholas Young or Nick. Nick is born into Singapore's top-echelon family, and his grandmother is a Singaporean aristocrat. Nick's family controls all industry and commerce in Singapore. Nick studies and teaches at New York University. Here, Nick meets Rachel Chu, who later becomes his girlfriend. After 2 years together, Nick invites Rachel to Singapore. He wants Rachel to know where he grew up and, at the same time, attend his best friend's wedding, Colin Khoo. Rachel thinks Nick is born into an ordinary Singaporean family, so she agrees to come along. However, Rachel never imagines that Nick is a conglomerate. In Singapore, she knows everything about Nick and his family. She sees a luxury that she has never seen or imagined.

This novel contains all the luxuries that every person wants. The characteristics of the luxurious life style in this novel include luxurious goods, luxurious activities, convenience, privacy, and exclusivity. These characteristics are explained in detail in the followings.

Luxurious Goods

Luxury goods are goods that have a relatively high price and are usually only owned by people with high incomes. Goods can be given the luxury title if they are made specifically, use special materials, and have a different value when compared to goods in general. Luxurious goods are goods that are included in the needs of someone who has a high income. Luxurious goods are often also a symbol of one's social status. The items can include home or property furnishings, accessories, and jewellery. Many rich people consume luxurious goods only for non-essential pleasures and to raise their standard of living. This consumption of luxury goods can be seen in Kevin Kwan's *Crazy Rich Asians* novel. This can be proven through the quotation below:

“Of course, Auntie Elle. Let me know if there’s anything I can do to help out for your party. I can’t wait to see your spectacular new flat.”

“Oh, you haven’t seen it yet? I thought your mother bought a unit here as well.”

“She may have, but I haven’t seen it. I can’t keep up with all of my parents’ property juggling.”

“Of course, of course. Your parents have so many properties around the world, unlike your poor uncle Philip and me. We just have the house in Sydney and this small little pigeonhole.”

“Oh, I’m sure it’s anything but small, Auntie Elle. Isn’t it supposed to be the most luxurious condo ever built in Singapore?” Astrid wondered for the millionth time why all her relatives constantly tried to outdo each other in proclaiming their poverty.”

(Kwan, 2013: 57-58)

The quotation above shows the luxury goods owned by Eleanor and Astrid's families. Luxurious goods owned by them are condominiums (apartments). This condo is not an ordinary flat, but the most luxurious condo ever built in Singapore. The characteristics of a luxury condo are luxury, tight security, and all the complete facilities it offers. This shows the characteristics of luxurious goods, namely having a value that is different from other goods. The data above also shows Eleanor's low self-esteem towards the wealth owned by the Astrid family. She says that the condo she owns is just a small room compared to the house of Astrid's parents. Even so, she boasts that her wealth is incomparable to that of Astrid's family.

Another data to show luxurious goods represented by Asians rich can be seen through the following quotation:

Astrid walked back to her car in the parking garage of the mall. She unlocked the door, got in, and placed the black-and-cream-colored parchment shopping bag subtly embossed with STEPHEN CHIA JEWELS on the passenger seat beside her. She sat in the airless vehicle, which was getting more sitting by the second. She could feel her heart pounding so quickly. She had just bought a Three Hundred and Fifty Thousand Dollar diamond ring she didn't much care for, a Twenty-eight Thousand Dollar bracelet she quite liked, and a Seven Hundred and Eighty-four Thousand Dollar pair of earrings that made her look like Pocahontas. For the rest time in weeks, she felt bloody fantastic. (Kwan, 2013: 109)

The data above shows luxury goods owned by Astrid. She just buys luxurious jewellery at the Stephen Chia Jewels store. She buys a diamond ring for twenty-eight thousand dollars and a pair of earrings for seven hundred and eighty-four thousand dollars. For those who do not know, Stephen is Astrid's friend, and he owns a jewellery store in the Paragon shopping centre. Stephen sells exclusive jewellery, and his customers are Asian billionaires and renowned collectors in Singapore. Astrid's behaviour shows the extravagant nature that is usually owned by rich people. Even, they usually buy expensive things they really like, like Astrid does. She buys more expensive earrings (which she does not really like) than rings (which she does like).

The last data to show luxurious goods represented by Asians rich can be seen through the following quotation:

So what should she wear? Maybe it was time to bring out one of her latest Paris treats. She was going to wear her new embroidered Alexis Mabile white peasant blouse with the pearl-gray Lanvin cigarette pants and her new VBH earrings. The thing about those earrings was that they looked so over the top, everyone would think they were costume jewelry. They actually dressed down the whole outfit. Yes, she deserved to look this good. And now maybe she should also change Cassian's outfit to complement hers.

"Evangeline, Evangeline," she called out. "I want to change Cassian's clothes. Let's put him in that dove-gray jumper from Marie-Chantal." (Kwan, 2013: 143-144)

Through the quotation above, Astrid also shows ownership of luxury goods. These items are a blouse by Alexis Mabille, cigarette pants by Lanvin, and earrings by VBH. For those who do not know, Mabille is a French fashion designer, and her creations grace the entire fashion world and are sold only to VIP clients. Lanvin is a multinational high-end fashion house in Paris, and VBH (Vernon Bruce Hoeksema) is an exclusive Italian luxury handbag and accessory house. From the explanation above, it can be concluded that all the jewellery and clothes that Astrid wears are exclusive and expensive. The goods owned by Astrid have the characteristics of luxurious goods, i.e. they are specially made by well-known designers, and the price of the goods is much more expensive than others sell in the market. The good thing about luxury goods is that the wearer will feel confident. Jewellery and Astrid are very closely related and inseparable because they become part of the symbol of her social status as one of the richest families in Singapore.

Luxurious Activities

Luxurious activities are all activities carried out with respect, are highly priced, and provide convenience. This refers to the hedonistic way of life when it considers that pleasure and material enjoyment are the purposes of life. Having fun, parties, and fun are what they live for (Luxury Activist, 2017). The luxury of these activities can be seen in the data below.

“What are you up to in Paris?”

“Just my annual spring trip, you know.”

“Oh, right.” Nick remembered that Astrid spent every April in Paris for her couture things. He had met her in Paris once before, and he could still recall the fascination and tedium he felt sitting in the Yves Saint Laurent atelier on avenue Marceau, watching three seamstresses buzz around Astrid as she stood Zen-like, swathed in an airy confection for what seemed like ten hours, guzzling down Diet Cokes to fight off her jet lag. She looked to him like a figure from a baroque painting, a Spanish infanta submitting to an archaic costuming ritual straight out of the seventeenth century. (It was a “particularly uninspired season,” Astrid had told him, and she was buying “only” twelve pieces that spring, spending well over a million euros.) Nick didn’t even want to imagine how much money she must be blowing on this trip. (Kwan, 2013: 37-38)

The quotation above shows the luxurious activities carried out by Astrid because he takes the annual trip to Paris. Every year from April to early May, Astrid always visits Paris to shop for clothes and jewellery from the collections of well-known designers. Couture is a term in the fashion world that refers to the highest quality clothing designs, starting from the concept, and materials, to every detail of the design and, most importantly, being made by hand. Nick, who meets her in Paris, says that Astrid spends ten hours shopping and buys twelve pairs of clothes.

Astrid only feels comfort from this luxurious activity. Only Astrid’s maids are running around to dress her up while she just sits still like a princess. But we are not talking about Astrid's luxurious goods anymore, but about her annual spring trip to Paris. Flights from Singapore to Paris take a minimum of thirteen hours, with a minimum ticket price of thirteen million using economy flights and one hundred and

thirty million using first-class flights, if calculated in rupiah. Of course, remembering Astrid's wealth history, she will go on a first-class flight. In conclusion, only very wealthy people will spend hundreds of millions to go to Paris every year.

Another data to show luxurious activity represented by Asians rich people can be seen through the following quotation:

After-school hours were consumed by a team of tutors preparing you for the avalanche of weekly exams (usually in classical Mandarin literature, multivariable calculus, and molecular biology), followed on the weekends by piano, violin, ute, ballet, or riding, and some sort of Christian Youth Fellowship activity. If you did well enough, you entered the National University of Singapore (NUS) and if you did not, you were sent abroad to England (American colleges were deemed substandard). The only acceptable majors were medicine or law (unless you were truly dumb, in which case you settled for accounting. (Kwan, 2013: 65)

Another luxurious activity featured by the Asian rich in Singapore is equipping their children with luxury activities such as piano lessons, violin lessons, *ute* rides, ballet, and horseback riding. Where those activities can only be carried out by someone who generates a high income, and this is certainly inversely proportional to the activities carried out by children from the middle class. They even have tutors who are ready to help and guide students in any field of study. They prepare their children well enough to enter top universities.

The last data to show luxurious activity represented by Asians rich people can be seen through the following quotation:

Please tell me we're not riding in one of those," Mehmet Sabançi grimaced to Nick as they disembarked from the plane and saw the set of matching white stretch Rolls-Royce Phantoms awaiting them. "Oh, this is typical Bernard," Nick smiled, wondering what Mehmet, a classics scholar who hailed from one of Istanbul's most patrician families, made of the sight of Bernard Tai emerging from a limo in a mint-green chalk-striped blazer, orange paisley ascot, and yellow suede loafers. The only son of Dato' Tai TohLui, Bernard was famed for his "brave sartorial statements" (as Singapore Tattle so diplomatically put it) and for being Asia's biggest bon vivant, perpetually hosting wild parties at whatever louche jet-set resort was in fashion that year—always with the hippest DJs, the chillest drinks, the hottest babes, and, many whispered, the best drugs. "Niggas in Macauuuuw!" Bernard exulted, raising his arms rapper style. (Kwan, 2013: 201)

The data above shows the luxurious activities carried out by Nick and his friends. This luxurious activity is shown when Nick and his friends go to a private island to celebrate the bachelorette party of Collin Khoo, his best friend. They got off an airplane and then drove a Rolls-Royce Phantom to get to their destination. Other luxury activities are also shown by Bernard Tai, who is the only son of Dato' Tai Luh, who is also one of the richest people in Singapore. Bernard continuously holds wild parties at a luxury resort. This activity describes one of the many activities carried out by wealthy

youths in Singapore. They pass the time having fun, partying, and drinking. The activities they do can be considered luxurious because they are carried out in luxurious places and with expensive food or drinks.

Convenience

Comfort is a condition when basic human needs have been met, such as the need for calm and relief. In a luxurious lifestyle, comfort is meant as a tool that can make life enjoyable. For example, go to any place using first-class flights. This means that rich people put in little effort to achieve big results. The comfort due to this luxurious lifestyle can be seen in the following data:

Eddie was the last to arrive, and as usual, he was on his phone, coming to the table and ignoring everyone, chattering loudly in Cantonese on his Bluetooth earpiece. When he finally finished his call, He asked his family a self-satisfied grin. “It’s all sorted! I just spoke with Leo, and he wants us to use his family jet,” Eddie declared, referring to his best friend Leo Ming.

“For all of us to fly to Singapore?” Alexandra asked, a little bit confused.

“Yes, of course!” (Kwan, 2013: 48)

The data above shows the characteristics of a luxurious lifestyle, namely convenience, as shown by Eddison Cheng or Eddie. Eddie borrows a private jet from his friend Leo Ming in Hong Kong. The plane is used by him and his family to go to Singapore. Actually, he could have used first-class flights, but he does not do it because he does not want his family to be crowded with other passengers. The goal is clear: Eddie wants the comfort offered by the private jet.

Another data showing luxurious activity represented by Asians rich people can be seen through the following quotation:

“You’re kidding, right?” Rachel said, thinking Nick was pulling a prank when he steered her onto the plush red carpet of the Singapore Airlines first-class counter at JFK.

Nick asked a conspiratorial grin, relishing her reaction. “I figured if you were going to go halfway around the world with me, I should at least try to make it as comfy as possible.”

“But this must have cost a fortune! You didn’t have to sell a kidney, did you?”

“No worries, I had about a million frequent- it miles saved up.”
(Kwan, 2013: 76)

Another way to enjoy the luxurious lifestyle is shown by Nick. Nick books first-class tickets for his flight to Singapore with Rachel. The distance between America and Singapore is quite far, and it takes a long time to land. Nick’s goal is very clear: he wants to fly comfortably with his girlfriend, Rachel. Nick really loves his girlfriend, so he books a first-class flight to comfort Rachel on the way. It turns out that the saying that money can buy happiness is true. Because money can provide the convenience you want.

The last data to show luxurious activity represented by Asians rich people can be seen through the following quotation:

Rachel peered at the clock and figured that she'd only slept about five hours, but it was dawn and she was too excited to go back to sleep. Nick was snoring softly beside her. She looked around at the room, wondering how much this hotel must be costing Nick per night. It was an elegant suite decorated in understated pale wood, the only burst of color coming from the fuchsia orchids on the console table against the mirrored wall. (Kwan, 2013: 111)

The data above is a description of the comfort of a luxurious life. Nick is the perfect representation when it comes to a luxurious life. Apart from using first-class flights, Nick also books a room in a luxury hotel. In Singapore, he seeks comfort by booking an elegant suite room that is decorated very lavishly and expensively for him and Rachel. The goal is for them to rest comfortably. A comfortable place will make visitors also feel comfortable, and they do not care if they have to pay a high price to get it. This is how Nick and Rachel feel.

Exclusivity and Privacy

Something will be considered private when it can only be accessed by a few people who are considered special. Rich people will consider privacy to be the main thing in their lives. Being a rich person is not an easy matter, they will be vulnerable to public exposure. The desire to enjoy the luxurious lifestyle of wealth drives a level of self-comfort that leads to a desire for privacy. They think that when their privacy is protected, they will feel it. This can be proven through the data below:

“Oh, she’s incredibly chic—one of the few from her generation who gets it right,” the Comtesse decreed. “François-Marie tells me Astrid has a couture collection that rivals the Sheikha of Qatar’s. She never attends the shows, because she loathes being photographed, but she goes straight to the ateliers and snaps up dozens of dresses every season as if they were macarons.” (Kwan, 2013: 42)

Astrid describes privacy as one of the characteristics of a luxurious activity. This can be seen from Astrid's behaviour, which is reluctant to receive excessive attention. For those who do not know, Astrid is the "Goddess of Singapore". Her style is always imitated, and his gossip is always sought after by the jet-set community in Singapore, especially women. To avoid cameras wanting to take her picture, she purposely goes to its boutiques to shop for dozens of dresses each season instead of attending fashion shows. According to the researcher's analysis of Astrid, the desire to enjoy a life style of wealth that she had led her to have a comfortable level of self that led to a desire for privacy.

The other data to show privacy and exclusivity represented by Asians rich can be seen through the following quotation:

As Peik Lin’s car drove o, Nick turned to Rachel, looking a little sheepish. “I hope it’s okay ... but it’s not just the family. My grandmother decided to have a small party, all arranged at the last minute, apparently, because her Tan Hua flowers are going to bloom tonight.”

“She’s throwing a party because her flowers are in bloom?” Rachel asked, not quite following.

“Well, these are very rare owners that bloom extremely in frequently, sometimes once every decade, sometimes even longer than that. They only bloom at night, and the whole thing only lasts for a few hours. It’s quite something to witness.” (Kwan, 2013: 145)

The data above shows exclusivity as a characteristic of a luxurious lifestyle. Exclusive means limiting one thing to another, and this creates the impression of an attempt to separate oneself and even close one's self from outsiders. In line with this explanation, Nick's grandmother, Shang Shu Yi, who is an aristocrat and conglomerate in Singapore, holds a private party at her residence. This party is held so that the invited guests can see the Tan Hua flower bloom. This flower is very special because it only blooms at night and withers in the morning. In Chinese tradition, the blooming of Tan Hua is a symbol of good luck and achievement. This party can only be attended by a handful of people, including relatives, friends, and influential people in Singapore. This illustrates the exclusivity of the party being held.

The last data to show privacy and exclusivity represented by Asians rich people can be seen through the following quotation:

As Nick led her into the space, Rachel found herself reflex trying to ignore her surroundings, even though all she wanted to do was study every exquisite detail: the exotic potted palms in massive Qian-long dragon jardinières that anchored the space, the scarlet-shaded opaline glass lamps that cast an amber glow over the lacquered teak surfaces, the silver- and lapis lazuli–filigreed walls that shimmered as she moved about the room. Every single object seemed imbued with a patina of timeless elegance as if it had been there for more than a hundred years, and Rachel didn’t dare to touch anything. The glamorous guests, however, appeared completely at ease lounging on the shantung silk ottomans or mingling on the veranda while a retinue of white-gloved servants in deep-olive batik uniforms circulated with trays of cocktails. (Kwan, 2013:146-147)

The data above shows ownership of goods that have exclusive value. It is said that an item is exclusive if it has special and limited characteristics. In line with the explanation above, Shang Su Yi has many exclusive items in his luxurious and large residence. The house is filled with scarce and valuable items imported from all over the world. These items include the porcelain jardinière Qianlong, the scarlet-shaded opaline glass lamps, and the silver and lapis lazuli. Due to its exclusivity, Rachel does not even dare to touch it.

5. Conclusion

There are several points concluded after analysing *Crazy Rich Asians* by Kevin Kwan. There are four characteristics of a luxurious lifestyle as depicted in Asian rich people. They are luxurious goods, luxurious activities, convenience, privacy, and exclusivity. Luxury goods as a characteristic of a luxurious lifestyle can be seen in the ownership of luxury objects. For instances, a) Eleanor Young, who has the most expensive and luxurious condominium in Singapore, b) Astrid, who buys luxury jewellery such as a diamond ring and a pair of earrings, and also owns luxury clothes from famous fashion designers. Luxury activities as a characteristic of a luxurious

lifestyle can be seen in three activities. They are a) Astrid's annual spring trip to Paris to buy courtship things, b) Asian rich children who do all kinds of expensive lessons, such as piano lessons, violin lessons, ballet, and horseback riding, and c) Nick and his friends' party held in the most luxurious resorts. Convenience as a feature of luxury activities can be seen in a) Eddie using a private jet for his trip to Singapore with his family, b) Nick using a first-class flight for his trip from America to Singapore with Rachel, and c) Nick paying for a luxury suite room at a hotel to live with Rachel while in Singapore. Privacy and exclusivity can be seen through a) Astrid's reluctance to get too much attention from the public, b) the exclusiveness of the party held by Shang Su Yi at her residence, where only certain people can attend, and c) the exclusivity of the goods in Shang Su Yi's house, which contained expensive and rare items.

Reference

- Hancock, B., Ockleford, E., & Windrige, K. (2009). *An introduction to qualitative research*. Retrieved from https://www.rds-yh.nihr.ac.uk/wp-content/uploads/2013/05/5_Introduction-to-qualitative-research-2009.pdf
- Higgins, E. T. (2006). Value from hedonic experience and engagement. *Psychological Review*, 113 (3), 439–460.
- Kim, H. (2012). The dimensionality of fashion-brand experience: Aligning consumer-based brand equity approach. *Journal of Fashion Marketing and Management*, 16(4).
- Kotler, P. (2016). *Dasar-dasar pemasaran*. Jakarta, ID: BumiAksara.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran* (12th ed.). Jakarta, ID: Erlangga
- Li, G., Guofeng, L., & Kambele, Z. (2012). *Luxury fashion brand consumers in China: Perceived value, fashion life style, and willingness to pay*. *Journal of Business Research*, 65(10), 1516-1522.
- Lux Expose. (2002). Retrieved from <https://luxexpose.com/what-is-a-luxurious-lifestyle/>.
- Luxury Activist. (2017). Retrieved from <https://luxuryactivist.com/luxury/what-exactly-is-a-luxurious-lifestyle-these-definitions-might-interest-you/>
- Raharjo, W., & Silalahi, Y. B. (2017). *Perilaku hedonis pada pria volume 2*. Jakarta, ID: Universitas Gunadarma.
- Sabran, B. (2009). *Manajemen pemasaran* (13th ed.). Jakarta, ID: Erlangga.
- Setiadi, J. N. (2010). *Perilaku konsumen*. Jakarta, ID: PT Kencana.
- Sumarwan, U. (2011). *Perilaku konsumen: Teori dan penerapannya dalam pemasaran*. Bogor, ID: Ghalia Indonesia.