

Discourse Analysis of Consumer Behavior in the Film Crazy Rich Asian

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Abstract. *This study focuses on the consumerism depicted in the Crazy Rich Asian flicks. The theories used in this study include communication theory, cinema theory, consumptive behaviour, consumptive lifestyle, and discourse analysis. This study employs descriptive qualitative research methodologies, including discourse analysis combined with a case study methodology. The subjects in this study are Crazy Rich Asian flicks, while the objective are consumption habits. Data collecting techniques include observation and the study of literature. The Teun A. Van Dijk model discourse analysis was used to analyse the data. The results of this study reveal that the built consumptive lifestyle is the way a person demonstrates his identity via the use of time, money, and luxury products that lead to.*

Key words: *Discourse Analysis, Consumptive Behaviour, Film, lifestyle, identity and film.*

1. Introduction

The increasingly rapid development of industry makes the supply of public goods abundant, people will be interested in consuming certain goods because there are so many choices available. Business competition that occurs between companies is also increasingly competitive so that producers compete with each other to increase the level of their marketing strategies through aspects of product quality and also prices to provide satisfaction to consumers. Consumptive behavior is a behavior where a person has the desire to continuously buy goods that are not needed and use a product incompletely. This behavior makes a person busy prioritizing personal interests and not thinking about the interests of other people, this can lead to criminal acts such as theft, corruption, etc.

Lifestyle can be defined as a person's way of living which is identified through the use of time, what is considered important in the environment (interests) and what one thinks about oneself and the people around them. Lifestyle can also be interpreted as a characteristic of a person that clearly marks his value system and attitude towards himself and the surrounding environment.

Someone who has consumptive behavior will buy whatever they want without caring about the amount of money they will spend. This consumptive behavior can continue to develop in a person's lifestyle, but a consumptive lifestyle must also be based on adequate finances. Inadequate finances can have economic, psychological, social and ethical impacts. The psychological impact is that a person will experience anxiety caused by the demand to buy the desired item but is hampered by inadequate finances. Meanwhile, socially, someone will continue to follow developments in existing trends without caring about the amount of money they have to spend. The research conducted by the author aims to determine consumer behavior as constructed by the film Crazy Rich Asian.

2. Research methods

This research was conducted using descriptive qualitative research methods with a discourse analysis

approach used together with a case study approach. The author chose the discourse analysis method to study the meaning of messages contained in a text or film dialogue and used it to study the meaning of messages contained in a discourse or film text under study. According to Nazir (2011), a case study is research regarding the status of a research subject that relates to a specific or typical phase of the whole personality. A case study aims to provide a broad description of the background, characteristics and typical characteristics of a case taken, which will then be converted into something general.

To complete this research, data processing techniques and data analysis are needed. The data processing and analysis technique used by the author is Teun A. Van Dijk's discourse analysis model. In film texts or dialogue, what will be studied is how a discourse or text structure is used to emphasize a certain theme. Van Dijk sees a text based on several structures where each part supports the other. The first structure is the macro structure which is the overall meaning of a text which can be observed by looking at the theme or topic that is used as the basis for an event. The second structure is the superstructure which is a discourse structure that is related to the framework of a text and how the parts of the text are arranged to explain an event as a whole. Lastly is structure micro which is a meaning of discourse that can be examined from small parts of a text, namely sentences, words and images.

3. Findings and Discussion

This film tells about how consumer behavior is carried out directly by people who have social status from the upper classes in Singapore. The concept of consumptive behavior that is constructed is how a person shows his or her identity through the use of money, time and luxury goods which are more directed towards pleasure alone without thinking first about what the main needs are.

Consumptive behavior is behavior that is accompanied by a luxurious and excessive life. Consumptive behavior is also shown by the use of everything or things that are considered the most expensive which can provide satisfaction and physical comfort. Consumptive behavior describes a person's lifestyle that is indirectly controlled and driven by a desire that is expected to fulfill desires for pleasure alone. A lifestyle can be used to recognize differences in groups in society. Someone tends to want something that can show their lifestyle to show who they are.

Lifestyle is formed in a social space which also contains shopping activities to fulfill the desire for pleasure. Society is socially constructed into various lifestyle spaces which make a person dependent on image, status and also changes in style. To find out a person's lifestyle, you can look at the items they use and own. Someone who comes from a very rich family tends to have a high consumer lifestyle, that person will buy whatever they want without thinking about the amount of money spent.

Nowadays, consumption is no longer based on a need, but is based on a product that has a certain symbol or meaning which is believed to be able to raise one's status. Image is the most important thing because it concerns one's status and one's desire to always be looked up to by others. Basically, a person builds a self-image to get attention and self-esteem from other people. Therefore, people who have a high consumer lifestyle dare to spend large amounts of money to buy luxury goods in order to appear different from other people.

Someone who has consumer behavior like this has a negative impact both on themselves and others. These people tend not to want to socialize and look down on people from the lower classes, this is of course very detrimental and makes people from the lower classes feel slighted. How much education you have will not be the main factor, this person considers people in the lower classes to be unfit to be part of their life or family, all they want are people who are at the same level so they can be partners for shopping. and spend money together. However, not everyone who comes from a very rich family has this characteristic, there are also people who remain humble and want to mix with all groups.

Money is indeed a need for everyone to live their daily lives, but money is not everything. A person cannot only rely on money or all his assets for everything, money can indeed promise happiness but it is only temporary, having a lot of money does not necessarily make you and your family happy, having money does not mean that all problems can be solved just like that, money can only buy pleasure but not happiness and under certain conditions it can cause division in the family.

4. Conclusion

The concept of consumer behavior that is constructed is how a person shows their identity or who they are through the use of money, time and also luxury goods that are more directed towards pleasure without prioritizing what is the basis of real needs. Nowadays, consumption is no longer based on need, but is based on an item or product that has a certain symbol or meaning that can raise one's status.

Image is the most important thing because it concerns one's status and one's desire to always be looked up to by others. Someone who has high consumer behavior tends not to want to associate with people of lower social status. Education is not a determining factor in socializing, what is prioritized is people who are at the same level so they can be partners for shopping and spending money together. In a film, of course there is a hidden message, to find out the content of this message, discourse analysis is needed. After analyzing the discourse in the film "Crazy Rich Asian", the author found the message that money is indeed one of the basic needs for everyone, but not everything can be relied on with money.

5. Bibliography

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