

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of the theories used by the researcher. There are some theories which the researcher use to support this research. Review of related study also includes as reference material.

2.1 Literature

In most cases, literature is referred to the entirety of written expression, with the restriction that not each written material are often classified as literature within the more exact sense of the word (Klarer, 2004:1). Baldick's statement is almost the same with Klarer. He said that literature is a written or printed work that relates to a particular subject that is influenced by place and cultural standards. Literature includes oral, dramatic, and broadcast not only in written form. Since the 19th-century literature has a broader meaning, literature has become more special based on imaginative, creative, or artistic values related to factual and practical references. Within the scope of academic concentration such as poetry, drama, fiction. Until the 20th century, various kinds of non-fiction writings appeared such as philosophy, history, and biography. From the statements above we know that literature is the entirety of written expression within the fiction which interpret the meaning of nature and life. It aims to understand, express, and share the experience.

Wellek and Warren (1963: 22) also stated that the term of literature seems to be ideal if we restrict it to the art of literature, that is, to inventive literature. Literature is likewise created by the creative imagination of the writer. Literature is not only a document of facts, but it is also the collection of real events however it might occur in real life. Literature can make its own world as a result of the boundless creative imagination. Engaging in literature is related to what happened with the community before and after colonialism but here the researchers only focus on post-colonialism issues.

2.2 Post-colonialism

Postcolonial thinking is a broad discussion of geography and history. In order to have a narrower discussion, some critics concentrate only on the forms of British or French capitalist colonialism (Hiddleston, 2014:3). Therefore, Postcolonial study is a tool to analyze social, political, historical, literature and cultural phenomena that occur during and after the colonial era.

Discussing postcolonial theory is also closely related to literature. One of the experts in the postcolonial study who give the contribution to the literature is Edward Said. Orientalism could be a distribution of geopolitical awareness into aesthetic, scientific, economic, social science, historical, and psychological texts. It is a production and exists in uneven relationships with numerous styles of power (Said, 1978). Orientalism is one way to understand the Eastern world based on its place specifically in the human experience of Western Europe, the East is also the largest, richest, and oldest places of European colonies (Said, 1978:1). Orientalism in Said's view is a notion formed by the West or superior class towards the East.

When Said criticize about the distinction between imperialism and colonialism. Yet the researcher only focuses on the define about colonialism to clarify the link between colonialism and after colonialism. Said defines colonialism as a consequence of imperialism, which means is the attitude of dominating the governing and planting of settlements in distant regions. Colonialism is supported and encouraged by the desire or need for a region and certain people to dominate (2003:9). Furthermore, Young's work adds that despite the former colonies gained independence in the last century, they still provided the desire of the western countries and indirectly they were still controlled by the local elite (2003).

In this research, is cited from on Mc Ewan's work, *Post-colonialism and Development*, Post-colonialism usually means something that happens after colonialism or after independence (Ashcroft et al., 1995: 2). which describes various events which include social, cultural and political events that arise specifically from the decline and fall of European colonialism that occurred after the Second World War.

Postcolonial Theory thinks about the vexed social-political request of national and ethnic identity, 'otherness', race vexed cultural-political inquiries of national and ethnic identity, 'otherness', race imperialism, and language, during and after the colonial (Baldick, 2001). It shows that post-colonialism occurred not only during the colonial era but also after colonization. The effects of colonial have an impact on social problems, political, cultural, racial, identity, language, literature and many more that can influence the lifestyle and mindset of a nation

Besides the statements from the experts above, there is an expert who discusses the post-colonial identity. Bhaba is an influential theorist of postcolonial culture that developed postcolonial theory including mimicry, ambivalence, and hybridity which will be discussed by researchers one by one. This theory explains how the colonies in the past influence the cultural until this day.

2.2.1 Mimicry

The first post-colonial identity theory is mimicry. Based on Ashcroft's (2007) statement in *Post-colonial studies: the key concept*, a vital term in postcolonial theory is mimicry as a result of ambivalent that describe relationships between colonized and colonizer. The main target is on 'mimic' the colonizer in terms of cultural habits, impression, belief, and values. The results don't seem to be as straightforward as reproducing those traits. According to Bhaba in Ashcroft et al's work:

“Mimicry is a manner by the colonized. It reproduced as ‘almost the identical, however not quite’ (1994:86). The repeating of the colonizing, behavior, manners and values by the colonized contains each mockery and bound ‘menace’, So that mimicry is both an act and a threat.

From the statement above, the researcher summarized that mimicry is a process of imitating the colonizers' habit, values, manner and culture by the colonized parties. Mimicry carried out by colonized parties as a sense of apprehensive towards the colonizer. Mimicry is a continuation of ambivalence.

2.2.2 Ambivalence

Ambivalence is a feeling felt when the colonized and the colonizer have an ambiguous feeling. Furthermore, Fanon in Hiddleston's work adds that

ambivalent is a feeling of alienation by colonized and colonizer that arises from within because it shows the existence of self-doubling (2009:117). The other statements come from Bhaba in Ashcroft's work, "Post-colonial Studies: the key concept", the connection between colonized and colonizer in this case because of the complex combination of attraction and repulsion. By reason of being colonized, they never opposed or rejected the colony which eventually led to the fluctuate of relations that existed in colonial subjects because some subjects who were colonized were involved and some refused. He also states that ambivalence is a fluctuating relationship between mimicry and mockery which underlies the restlessness of colonial domination.

To sum up, ambivalence is an ambiguous feeling or self-doubling which is assumed by the colonizer and colonized as a result of colonization. Even the colonized parties do not oppose or reject this relationship. Ambivalence is also a fluctuating relationship that is related to the mimicry and mockery that underlie the anxiety that occurs.

2.2.3. Hybridity

Previously, we have discussed the theory of Homi K. Bhabha about mimicry and ambivalence which cannot be separated with hybridity. These three ideologies are related to one another. Hybridity is the last theory of post-colonial theory which discussed by the researcher. According to Bhaba in Ashcroft's work, hybridity examines the relationship between colonizer or colonized on their association and the shared development of their subjectivities (2007:108).

Based on Ashcroft et al's statement, hybridity is a product of colonization with the contact zone which gave birth to new trans-cultural creations. In terms of horticultural 'hybrid' means cross-breeding of two types. But in this case, what is meant by cross-breeding is mating between two cultures. Not only culture but social, political, racial, linguistic and other things (2007:108). In conclusion, hybridity is the union of two cultures which eventually gave birth to a new culture that occurs between colonized and colonizer which is applied to their aspects of life.

2.4 Review of the Previous Studies

The *Crazy Rich Asian* novel had been analyzed by some native researcher for an undergraduate thesis and journal. The first research is *Family Conflict Reflected In Kevin Kwan's Crazy Rich Asian (2013): A Sociological Approach* by Rohmawati. This research is qualitative research which is content analysis. It has a purpose to portray an analysis of family conflict reflected in *Crazy Rich Asian* novel. The researcher was used sociological approach. The result of this research shows the conflict between the five major characters in the story. This research has a similarity in the object and the method. The difference is Rohmawati's research was analyzing the issue related to the family conflict which used sociological approach. While this research analyzes the female characters with post-colonialism theory.

The second research is *The Revelation of Authorial Ideology Through The Class Structure And Class Conflict Represented In Kevin Kwan's Crazy Rich Asian* by Galant Nanta Adhitya. This research aims to investigate the authorial ideology revealed in Kevin Kwan's *Crazy Rich Asians* through the class structure and class conflict reflected in the novel. This research applied a descriptive qualitative method using the content analysis technique. The researcher has used Terry Eagleton's Marxist literary theory on Authorial Ideology (AuI). The result was identified with the class structure and class conflict reflected in the novel. the object and the method of the research are also the same. Adhitya's research is used the qualitative method but, the difference lies in the theory of the authorial ideology through the class structure and class conflict. Whereas, this research examines the female characters through post-colonialism theory.

The third research is *Beragam Gambaran Mengenai Etnis Keturunan Cina Pada Karya Terjemahan Kevin Kwan Kekasih Kaya Raya* by Galant Nanta Adhitya and Nandy Intan Kurnia. This research aims to discuss the topic of multiculturalism in literary texts by showing the different portrayals of the Chinese, especially the American Chinese, Singaporean Chinese and Mainland Chinese as seen in Kevin Kwan's translated novel, *Kekasih Kaya Raya*. *This is descriptive qualitative research*. The researcher has used the Multicultural approach. The findings are as follows: (1) the American Chinese are portrayed as frugal and

egalitarian; (2) the Singaporean Chinese are secretive and mixed communitarian-individualist; and (3) the Mainland Chinese are spend-thrifty and believe in Confucius-Communist. The object and method are also the same as the researcher'. But this research discusses the topic of multiculturalism.

The fourth research is *Challenging Beauty In Ex-colonized Country Of Post Colonization Era: A Post-Colonial Study in Indonesia Natasha Skin Clinic Center Advertisement* by Gita Mahardika Avisenna. The aim of this study is to reveal how the hybridity of the models represented in *Natasha* Advertisement challenges beauty concept in a post-colonial era. The researcher used a qualitative method with a semiotic approach by Roland Barthes and hybridity theory by Homi K. Bhaba. This study found that the hybridity of the models portrayed challenges the beauty standards. *Natasha* portrays confidence over the brown skin through the hybridity space. There are different treatments seen in the representation of both models. It is found that a global hierarchy of color in a former colony still holds true. The object of the research is different. This research uses *Natasha* advertisement and semiotic approach by Roland Barthes and hybridity theory by Homi K. Bhaba as the object and method. While the researcher uses *Crazy rich Asians* novel with post-colonial identity theory.

The fifth research is *The Dynamics of Kimberly Chang's Post-colonial Identities Seen through the Strategies of Abrogation and Appropriation in Jean Kwok's Novel Girl in Translation* by Chinintya Suma Ningtyas and Usma Nur Dian Rosyidah. This study aims to identify the Post-colonial identities of a diaspora seen through the use of language. The study uses Post-colonial theory, especially the strategies of abrogation and appropriation to analyze the use of language by the main character, Kimberly Chang. The study reveals that the impact of British colonization, the origin as a Chinese Diaspora and the use of language that is divided into three phases reflect the dynamics of Kimberly Chang's Post-colonial identity. Her dynamic Post-colonial identity results in unhomeliness, in-between-ness, and hybridity. The object of the research is different. This research uses Jean Kwok's novel and the strategies of abrogation and appropriation. On the other hand, the researcher uses Kevin Kwan's novel and postcolonial identity theory.

The last research is *Kecantikan dan Dialektika Identitas Tubuh Perempuan Pascakolonial Dalam Cerita Pendek China Dolls dan When Asian Eyes Are Smiling* by Ari Setyorini. This study aims at knowing how Asian American women reconstruct their conceptual understanding of body and beauty which has been imposed by the West. This research applied a descriptive qualitative with post-colonialism theory. By reshaping their body contours or even imitating the West beauty treatments, Asian American women are disrupting the essential concept of the so-called a beautiful body. The object of the research is different. This research uses *China Dolls and When Asian Eyes Are Smiling* short story. On the other hand, the researcher uses Kevin Kwan's novel. But, both of the researches have a similarity that focuses on post-colonialism identities.

Those are the previous researches that have been read by the researcher. The studies have the differences in the title, the issue, the theory and the object of the research. Based on it, the researcher chooses to analyze *Crazy Rich Asian* from a post-colonial perspective because there was no research in *Crazy Rich Asian* novel using post-colonialism by other researchers.

