THE INFLUENCE OF CULTURAL CONVENTIONS AND THE MARGINALIZATION OF WOMEN IN CHINESE CULTURE

Evellyn Graciella Wardhana
Universitas Udayana
happinessisme11@gmail.com

Luh Putu Krissiana Permata Dewi
Universitas Udayana
krissiana@gmail.com

I Made Lila Madhava
Universitas Udayana
mr.madhava@gmail.com

ABSTRACT

This research focuses on identifying the women's language features that influence the marginalization in Chinese culture especially women in Crazy Rich Asians Movie. The data was derived from Crazy Rich Asians (2018) movie through the documentation and observation method. Then the data collected was analyzed using the content analysis method based on the theory. Then the result of data analysis was presented descriptively. The results of this research found 12 sentence data containing women's language features. Meanwhile, the cultural dimensions found in the use of these maxims are General Particular, Situational Behavior, Intraorganistic and Extraorganistic.

Keywords: Chinese; Crazy Rich Asians; Marginalization Culture; Sociolinguistics; Women's Language

INTRODUCTION

Language and culture are two interrelated things (Wardhaugh, 2006; Wardhaugh, 2010). Moreover, with the existence of a heterogenous society, in communicating we are expected to be able to choose the right variety of language for the person we are talking to, taking into account the social and cultural background that shapes them (Malabar, 2015). Therefore, language related to culture is still the scope of research in sociolinguistics (Wartiningsih, 2011).

Sociolinguistics is a linguistic subdiscipline that studies language concerning its use in society according to Chaer (1994). In sociolinguistics, language users and uses are also discussed, places of language use, language level grammar, various consequences of contact with two or more languages, and the variety and timing of the use of these language varieties. (Chaer, 1994).

Social experiences between men and women have a certain effect on behaviour and language use. Linguistic differences reflect on social differences which include gender differences (men and women) which influences the language difference between gender that will continue to occur (Coates, 2004). This view implies that language has an important role in constructing and maintaining gender distribution. How language used in various life contexts can project biases about men and women whose implications determine expected social roles. Therefore, the opinion was formed that language and discourse can shape personality and social life.

There is also a phenomenon that occurs amidst the differences in the language of men and women which is called women's marginalization. Marginalization refers to efforts to limit certain group or individuals resulting from various social dynamic factors

that can create inequality and exclusion (Kementerian Pemberdayaan Perempuan dan Perlindungan Anak Republik Indonesia, 2023). This phenomenon arises from social subordination in society where men and women are different because society determines different social roles and expectations of behavior patterns, so that various languages emerge based on these gender differences (Adriana, 2012).

In this research, the marginalization of women occurs between Chinese people who were raised at home (Asian) and those who immigrated and grew up in other countries (Asian American). The objectives of this research are to identify the types of women's language features in the marginalization culture of Asian Women in *Crazy Rich Asians* movie and to identify the function of the women's language features that influence the marginalization culture of Asian Women in *Crazy Rich Asians* movie.

METHOD

The type of data in this study is qualitative data. The primary data was taken from the movie of *Crazy Rich Asians* (Netflix, 2018). The data was collected through documentation and observation methods. Content analysis method was used in the process of analysing the data. The data collected were identified and explained based on the theory. The Theory used to analysis the data was Language and Woman's Place by Lakoff (2004) which states types of Women's Language Features. There are 10 types of Women's Language Features namely, lexical hedges/fillers, tag questions, rising intonation, empty adjectives, precise color term, intensifiers, hypercorrect grammar, superpolite forms, avoiding of using strong swearwords, and emphatic stress.

The result of the analysis will be presented descriptively using the informal method or descriptively.

DISCUSSION
Data 1
40:08 – 40:09
Self-made woman.

In stating a certain thing, women tend to use varied intonation which can be seen from the data above

Eleanor raises her intonation in her statement "Self-made woman." which indicates a satire toward Rachel who is a child of Chinese but raised in America, which is known to be "free", is different from Chinese who live in Asia, where children raised by their parents do not get this "freedom" when growing up.

General particular (specifically, indirect speech) is found in the utterance from data 1. the utterance indicates that Eleanor said the thing in an indirectly way.

Data 2
40.10 – 40.11
*She must be **so** proud of you.*

Apart from that, a further dialogue was found showing the WL feature "intensifier" in which, women tend to use "intensifier" to indicate the level of intensity. In this data the intensifier used is "So".

The cultural dimention found in the data is general particular (specifically, indirect speech). Eleanor doesn't intend to say those utterances, instead, she quips Rachel.

Data 3
40:19 – 40:20
*Pursuing one's passions. How
American.*

Based on the data above, Eleanor uses WL features, namely rising intonation on declarative. show the use of WL feature "rising intonation on declarative" as a form of satire toward Rachel because she is a Chinese-American.

The cultural dimention found in the data is general particular (specifically, indirect speech). Eleanor does not intend to say those utterances, instead, she quips Rachel as Chinese-american who are tend to be stereotyped as person who very passionate and tends to be an individualist.

Data 4
40:21 – 40:25
*Well, your mother is
very open-minded, not like here,
where parents are obsessed with
shaping the life of their
children.*

Based on the data above, it was found an utterance showing the WL feature "intensifier" in which, women tend to use "intensifier" to indicate the level of intensity. In this data the intensifier used is "very"

General particular (specifically, indirect speech) is found in the utterance from data 1. the utterance indicates that Eleanor said the thing in an indirectly way which means she offends Rachel.

Data 5
40:21 – 40.25
*Well, your mother is very open-minded, **not like here, where parents are obsessed with shaping the life of their children.***

Furthermore, in a same utterance as data 4, Eleanor uses "emphatic stress" to compare the parents of Chinese-American and Asian Chinese in educating their children in pursuing their career.

The cultural dimention found in the data is general particular (specifically, direct speech). Eleanor intends to say those utterances in a direct way to Rachel.

Data 6
1:10:11 – 1:10:13
I chose to help my husband run a business and to raise a family.

Women tend to use utterances which are well- structured. In Women language features theory, it is categorized as hypercorrect grammar. It shows the characteristic of women language which differs from men language.

The cultural dimention found in the data is general particular (specifically, direct speech). Eleanor intends to say those utterances in a direct way to Rachel.

Data 7
1:43:34 – 1:43:43
There's a Hokkien phrase. Ka gi lan. It means *'our own kind of people.'* And *you're not our own* kind.

The type of women's language feature used in the data is Empty Adjectives. Eleanor indicates admiration of something, which also shows that Eleanor also wants to show an emotional connection to the listener.

The reason Eleanor used the feature because she wants to shows the social class and its related status explanation.

The cultural dimensions found in data 7 are the Intraorganistic and Extraorganistic dimensions, both of which are able to see the character of the people who speak the language through the cultural order in their community environment. In this case, the data shows that the Chinese cultural structure and its strong culture of politeness influence the language used when communicating with someone of higher social status.

Data 8
1:43:51 – 1:43:56
You're a foreigner. American.
And all Americans think about is their own happiness.

The type of women's language feature used in the data is Rising Intonation. Eleanor indicates that there is a willingness to be assertive in carrying an opinion.

The reason of Eleanor used the feature because she wants to shows the social class and its related status explanation.

The cultural dimensions found in data 8 are the Intraorganistic and Extraorganistic dimensions, both of which are able to see the character of the people who speak the language through the cultural order in their community environment. In this case, the data shows that the Chinese cultural structure and its strong culture of politeness influence the language used when communicating with someone of higher social status.

Data 9
1:44:00- 1:44:07
It's an illusion. We understand how to build things that last. *Something you know nothing about.*

The type of women's language feature used in the data is Intensifiers. Eleanor intensifies her sentences, whether to increase or decrease them.

The reason of eleanor used the feature because she wants to express her gender identity, social class and its related status, and women's status as a subordinate group.

The cultural dimensions found in data 9 are the Intraorganistic and Extraorganistic

dimensions, both of which are able to see the character of the people who speak the language through the cultural order in their community environment. In this case, the data shows that the Chinese cultural structure and its strong culture of politeness influence the language used when communicating with someone of higher social status.

Data 10
1:44:10
I know you're not what Nick needs.

The type of women's language feature used in the data is Emphatic Stress. Eleanor referral to tell someone how to react because what was said by the speaker is less convincing then it is better to use more power to ensure the hearer can understand what is being said before.

The reason Eleanor used the feature because she wants to express her gender identity, social class and its related status, and women's status as a subordinate group.

The cultural dimensions found in data 10 are the Intraorganistic and Extraorganistic dimensions, both of which are able to see the character of the people who speak the language through the cultural order in their community environment. In this case, the data shows that the Chinese cultural structure and its strong culture of politeness influence the language used when communicating with someone of higher social status.

Data 11
1:44:41
Only a fool folds a winning hand.

The type of women's language feature used in the data is Superpolite Forms. Eleanor wants to more polite since women are the preservers of morality and civility.

The reason Eleanor used the feature because she wants to express her gender identity, social class and its related status, and women's status as a subordinate group.

The cultural dimensions found in data 11 are the Intraorganistic and Extraorganistic dimensions, both of which are able to see the character of the people who speak the language through the cultural order in their community environment. In this case, the data shows that the Chinese cultural structure and its strong culture of politeness influence the language

used when communicating with someone of higher social status.

Data 12
1:33:08
We cannot be linked to this *sort of family*.

The type of women's language feature used in the data is Avoiding of using Strong Swearwords. Eleanor tends to avoid swear words. They usually use softer forms.

The reason Eleanor used the feature because she wants to shows social class and its status explanation, women's role in society.

The cultural dimension found in the conversation in data 12 is Situational Behavior. In accordance with the description of the cultural dimension of situational behavior which can capture the cultural values and character of a community. This dimension finds that the character of the community between co-workers who are not too close often shows a higher level of politeness and uses a language style that tends to be formal to avoid errors in spoken words. This is also in accordance with the characteristics of eastern culture, namely mutual respect for each other by upholding the principle of politeness in speaking.

CONCLUSION

Based on the analysis above, it can be concluded that Crazy Rich Asians movie contains all types of women's language features that influence the marginalization in Chinese culture especially women. Crazy Rich Asians is a satirical 2018 romantic comedy movie directed by Jon M. Chu based on the 2013 bestselling novel with the same title written by Kevin Kwan.

The story begins with Rachel Chu, a liberal feminist and an economics professor at NYU, who lives as a native New Yorker with her lifetime boyfriend, Nick Young. However, she does not know that Nick belongs to one of the richest families in Singapore. The problem begins when she thrusts into the spotlight and must contend with jealous socialites, quirky relatives, and something far worse, Eleanor Young (Nick's Mother). The other problem also shows women as a marginalized gender in Asia, specifically in Chinese culture which is

portrayed in the women's language used by the casts.

Based on the data analyzed, the Women's Language feature influences the social status of participants and also greatly influences the language style and cultural dimensions contained. For example, participants who are familiar with the interlocutor contain the Situational Behavior cultural dimension, whereas with interlocutors who are less close or people who are considered not in accordance with their culture, there are Intraorganistic and Extraorganistic cultural dimensions.

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