

Exploring Phatic Communication in the Film 'Crazy Rich Asians'

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Abstract

This study is concerned with the analysis of phatic communication in the movie entitled Crazy Rich Asian. Phatic communication is speech that is used to express or create a comfortable atmosphere, and Phatic communication is usually used in the first conversation. This study uses a qualitative descriptive method by collecting the data from audio/video recordings of the film entitled Crazy Rich Asian and choosing which sentences were included in the Phatic Communications category. This study aims to find out how many phatic communication is used in the movie entitled Crazy Rich Asian and what functions of phatic communication are found in the movie entitled Crazy Rich Asian. This study uses theory from Jumanto and shows that there are 10 functions of phatic communication found in 30 data collected from Crazy Rich Asian the movie, they are for starting a conversation, for keeping the conversation, for making gossip, for expressing solidarity, for creating harmony, for breaking the silence, for expressing respect, for making small talk, for expressing empathy, and for expressing friendship.

Keywords: *Phatic Communication, Crazy Rich Asian, Function of Phatic Communication.*

A. Introduction

Communication is an activity that is often carried out to exchange information from one person to another person. Communication can also be in the form of delivering messages from one person to another. In communication, the recipient and sender of information are needed, so the message/information can be conveyed. The role of two or more languages occurs in the communication process. According to Trudgill (2000,p.1) "Language is not simply a means of communicating information about the weather or any other subject, it is also a very important means of establishing and maintaining the relationship with other people." Therefore, to establish and

maintain social interaction with other people it is necessary to be polite in communicating or in conveying information such as using Phatic Communication.

Phatic Communication is verbal or non-verbal communication that has a social function, such as starting a conversation. Verbal communication is communication that uses words, both orally and in writing (Kurniati, 2016: 5). In general, Verbal communication can be in the form of words delivered directly face to face or through social media. Verbal communication is communication that is most often used in daily activities because verbal communication is conveying with words to express feelings and emotions. Kusmawati (2016) explains verbal communication usually can be done on the condition of personal or individuals who communicate face to face. Non-verbal communication is communication that used body language to convey information. Non-verbal communication can describe someone's feelings with their emotions. Therefore, non-verbal communication is communication that can't lie because it expressed something directly.

Phatic communication is also found every day in the workplace and in our daily activities. Cashiers at the minimarket used greeting when we come to the mini-market and we used greeting or mentioning name when we called someone on the phone. People use phatic communication as a means to open up a more substantial conversation, It can be described if phatic communication is the speech that is used to express or create a comfortable atmosphere. Examples of phatic such as; good morning, hay, hallo.

There are some research from Parastika (2009), "An Analysis Of Phatic Communion Employed By The Characters In The Movie Entitled *JUNO*." This research describes the form of phatic communion employed by characters in the movie entitled JUNO and also why the characters employ the form of phatic communion. Another research is from Hakim (2012), "An Analysis Of Phatic Communion In The Movie Entitled *The Pursuit Of Happiness*". This research describes the form of phatic communion employed by the characters in the movie and the context of the situation when phatic communion is used in the movie "The Pursuit of Happiness." However, there is little concern from the research and this research. The research only focuses on analyzing the form of phatic communion, and then this research focuses on analyzing the function and finding out how much phatic communication that used in Crazy Rich Asian movie.

Crazy Rich Asian movie was produced by Nina Jacobson, Brad Simpson, and John Penotti and follows the success of Kevin Kwan's novel Crazy Rich Asian Released in 2013, which tells the story of Rachel Chu and Nick Young's romance. The film was shot at locations in Kuala Lumpur, Langkawi and Penang, Malaysia, and Singapore. The film was released on August 7, 2018. Crazy Rich Asian tells the story of a New York woman with Chinese blood who is a university professor, Rachel Wu (Constance Wu) she has a boyfriend named Nick Young (Henry Golding), who is also a professor at the same university but doesn't know about her boyfriend's

background, even though he has been given several codes. Finally, Nick invited Rachel to come back to Singapore to attend a friend's wedding.

The reason why the writer chose this subject is that this movie became an interesting subject for analysis, this movie was shot in various countries: Kuala Lumpur, Langkawi, Penang, Malaysia, Singapore and showed the culture about that various countries. The movie also tells about socialite culture, Asian culture, showed the iconography of wedding rituals and social caste in western culture and there is a lot of phatic communication used in this movie.

B. Method

This research aims to find out the functions of phatic communication used by the characters in the movie of "Crazy Rich Asian." This study used qualitative research to analyze the data of phatic communication because the writer tries to analyze the function of phatic communication in the movie Crazy Rich Asian. Creswell (2007) suggests qualitative research is an inquiry process of understanding based on a distinct methodological approach to inquiry that explores a social or human problem. The qualitative research method also relies on text and image data, which means this method relates to analyzing this study.

Besides, the object of this research is Crazy Rich Asian the movie and the writer gets the data from watching and reading the script of Crazy Rich Asian the movie. It is in line with the concern of qualitative research. Blaxter, Hughes, Tight (2006:64) explain that "Qualitative research is concerned with collecting and analyzing information in as many form, chiefly non - numeric, as possible." It means qualitative research used video to analyze the data.

C. Findings and Discussion

1.1 Discussions

According to Jumanto's theory, the functions of phatic communication are divided into twelve functions, there are breaking the silence, starting a conversation, making small talk, making gossip and keeping talking, expressing solidarity, creating harmony, creating comfort, expressing empathy, expressing friendship, expressing respect, expressing politeness.

➤ Data 1

Context situation: in Calthorpe hotel, in the middle of the night and raining heavily outside Mrs. Eleanor young and her family goes to the desk of the receptionist and said if she had a reservation in this hotel.

Old men: *May I help you?* This is the Calthorpe private hotel.

Eleanor young: I'm Mrs.Eleanor Young. I have reservation in Lancaster suite.

In the context explain that Old men expressed “*May I help you?*” the way to open the conversation. The old man used greeting expressions to express his feeling and to open the context of communication. The greeting is the kind of phatic function that starting a conversation.

➤ **Data 2**

Context situation: they go to different tables and conversations. Astrid in a perfect cocktail dress head for them followed by Michael, she hugs Nick and Rachel and they meet.

Nick: *Michael.*

Rachel: Astrid. So good to see a face I know.

Michael: Nick.

Astrid: This is my husband, Michael.

The sentence above is identified as phatic communication. The expression mentioning the name produced when Nick tried to call someone at the party they first meet. The expression "Michael" is the communicative function where Nick Called his brother Michael. Nick produced the expression of mentioning name to show respect to the older and mentioning name is the kind of starting a conversation.

➤ **Data 3**

Context situation: Rachel meets Oliver and she introduces herself and extends her hand to Oliver.

Rachel: Hi, *I'm Rachel.*

Oliver: Oh, I know.

In the conversation above the expression mentioning name is expressed in a way to show respect for the older sister. Rachel introduces herself to Oliver and it is the kind function of phatic communication in the way to starting a conversation.

➤ **Data 4**

Context situation: Rachel was standing watching Tina and Tini arrival, then behind Rachel a woman spoke she was Amanda Ling.

Amanda: It's easy to make a killer entrance when you come as a matching set. Hi, we haven't meet. I'm Amanda Ling.

Rachel: *I'm Rachel Chu.*

Amanda: Are you Nick young's friend?

Rachel: Yeah.

In this situation, Rachel and Amanda First meet at the party and Rachel tried to express her feeling by mentioning the name expression "I'm Rachel Chu". Rachel tried to introduce herself by mentioning the name to someone when talking and it is identified as the function which breaking the silence.

➤ **Data 5**

Context situation: New York. In cake and carry cafe at the night. Nick and Rachel sit together in front of the waiters and they share a sticky toffee pudding like an old married couple.

Rachel: You know what? you can order your own.

Nick: *Hmmm*, I'm okay with a coffee.

In the expression above Rachel was talking about the menu that they want to order in the cafe and then it make Nick try to answer to avoid the silence. The function of phatic communication used in this word is keeping the conversation because Nick tried to make the conversation still alive with answer the question.

➤ **Data 6**

Context situation: Astrid greeted the little girl and asked what the name of the doll she was holding.

Astrid: And who's this?

Little girl: Bunbun.

Astrid: *Well*. I think bun-bun looks very dashing with his bow. You have a good eyes.

In the sentence above, the expression "well" is the expression of keeping the conversation. Astrid tried to keep the conversation by answering the question even if there is no other topic to talking.

➤ **Data 7**

Context situation: Mrs. Eleanor is on her phone standing away from her bible group and she called Nick just only to ask him about he will bringing his girlfriend to Collin's wedding.

Eleanor: Are you bringing the girl you are seeing to Collin's wedding?

Nick: *Hmmmmmm*. We are literally just talking about that? How could you know?

In this situation describe her mother called Nick young to ask is that right if nick will bring his girlfriend, Nick expression "*hmmmmmm*" to avoiding the silence. He used this expression to make the conversation still going and the function of this expression is keeping the conversation.

➤ **Data 8**

Context situation: In another area. Rachel hangs on the outskirts aware she doesn't fit in, catching a bit of conversation. Rachel and the women turn to see two gorgeous women step out of a sports car and they are sisters.

Aramita: Tina! Tini! The twins, are in the house! I'm so glad you made it. **How are you?**

Tini: Hi..

In the sentence above, the speaker used phatic communication in the last sentence "How are you". Aramita tried to avoid the silence and make this expression to make the conversation still going. The function of this expression is keeping the conversation.

➤ **Data 9**

Context situation: in the party Eddie was gathering and drinking together then they also talked about the marriage to be held later.

Eddie: Hey, Aramita's adorable but you think your dad would be spending million on this wedding if her parents didn't own a billion dollar resort chain? what's Rachel bringing to the table?

Alistar: Oh, small this!

Eddie: **Ohhh.....**

In the sentence above, can be found phatic communication, that is "Ohhh". Alistar expresses his feeling with changing the topic of conversation and making him still in the conversation, the function of phatic communication in this expression is keeping the conversation.

➤ **Data 10**

Context situation: In-resort at the boutique Rachel with little time to spare, women fight over outfits. Rachel has a new dress she's just tried on and she watches the carnage.

Rachel: I don't wanna lose an arm.

Amanda: Ooh. **Well.** In the case....one last touch....Well. Isn't Nick a lucky guys?

The conversation explains that Rachel and Amanda are in the boutique and they want to try on clothes that are on discount. The expression "well" from Amanda is included in kinds of expression keep the conversation because Amanda tries to use this expression to change the topic of conversation and make the conversation still going.

➤ **Data 11**

Context situation: Collin and Nick sit on lounge chairs at a gorgeous deserted beach. Collin takes in the view and takes a sip of beer.

Colin: *Hmmmmm*. I think that is the best beer I've ever had.

Nick: I'm gonna have agree with you on that.

In the sentence above, Colin expresses his feeling with inserts avoiding silence when talking, he used this expression to make this conversation still going and alive. The function of phatic communication is to keep the conversation.

➤ **Data 12**

Context situation: at the Rawa island in Malaysia. Colin and Nick are still relaxing enjoying the view and they tell each other about their lives.

Nick: Colin, I've known you since you were in nappies. I know when there's something on your mind.

Colin: *Well*, it wasn't that long ago that you were sure you were moving back here.

Nick: Yeah. We're gonna figure that out.

There is the word in the sentence above that is identified as phatic communication. The expression "hmmm" in this sentence is to change the topic of conversation make the conversation still going The function of phatic communication is to keep the conversation.

➤ **Data 13**

Context situation: at the beach. Rachel and Astrid sit by the sea at night and they talk about their life with each other.

Rachel: I mean, I know Michael didn't have to deal with Catty, fish-killing sociopaths, but how do you to get through all this?

Astrid: *Well*, I didn't have it quite this bad. But it's wasn't pretty.

Rachel: Well, at least tell me it gets better.

There is a word in the sentence above that is identified as phatic communication "well". Rachel expresses his feeling "well" to make the conversation still going on the same topic. The function of phatic communication in this sentence is to keep the conversation.

➤ **Data 14**

Context situation: in the cafe. A woman sitting at the booth behind them watching Rachel and Nick, she interested in their every move. She gets up, walks past them with her cell phone, snaps a photo of Rachel and Nick and she sends the photo the group text.

Radio Asia: ***Omg. You'll never believe*** who I saw.

Girl: Who? is that Nick young?

Radio Asia: Yes.

Girl: Who's the girl?

Radio Asia: Said her name Rachel Chu.

In this conversation, there is a word that is identified as phatic communication. That is "Omg. You'll never believe". The expression shows Radio Asia starting to talk about someone live, the girl sends a picture of Nick and Rachel in the group chat, and in the group chat they making gossip about Nick and Rachel. So, the function of phatic communication used in this sentence is making gossip.

➤ **Data 15**

Context situation: In a resort spa. The ladies are doing the spa but they are also talking about Rachel and Nick.

Celine: ***I heard she told Tini that Nick is a good catch.***

Francesca: Oh! So typical. She's not even that pretty. It's like she never heard of plastic surgery.

There is a sentence above that is identified as phatic communication "I heard she told Tini that Nick is a good catch ". The function of phatic communication is making gossip because the speaker uses the word "I hear" to start the gossip.

➤ **Data 16**

Context situation: In Jewelry boutique. Astrid sees a little girl, the daughter of a customer holding a tiny and stuffed bunny with a yarn bow as she tugs on her mother's sleeve. Astrid walks by them goes to the little girl.

Astrid: ***Hi, I'm Astrid.*** What's your name?

Little girl: Vita

In this sentence above Astrid saw a little girl stopped and she introduce herself to little. Astrid expression her feeling by introducing herself to the little girl, the expression "Hi, I'm Astrid" is indicated as the function of phatic communication for breaking the silence.

➤ **Data 17**

Context situation: Rachel exits a taxi wearing the red dress her mother picked. She goes to the gate of a showy mansion and that is Peiklin's house.

Peiklin: New York in the house! yeah! yeah!

Rachel: Peiklin.

Peiklin: **What's up, bitch?** Yeah! Yeah!

Rachel: Omg. You look amazing

In this sentence above explains that Peiklin feels so surprised when sees Rachel come to her house, the expression "What's up, Bitch" from Peiklin is included in a kind of expression breaking the silence during the conversation.

➤ **Data 18**

Context situation: Rachel and Peiklin finally drive up to the front of the house with the servant are in various locations outside and two of the servants open the front doors and Nick in the linen suit and perfectly-tousled hair walks out to Rachel.

Nick: **Hello**, gorgeous. Wow! I think I have just fallen in love with you all over again.

Rachel: I missed you.

Nick: Missed you, too.

In the context of the conversation above explain, the expression breaking the silence is the way to greet someone when talking. The expression above described that Nick is produced the expression of breaking the silence when he tries to greet Rachel when they meet.

➤ **Data19**

Context situation: at the Tyersall park in the living room Rachel and Nick enter. The expansive living room looks more like a glamorous club in shanghai Nick and Rachel meet with Astrid there.

Astrid: Nick!

Nick: Astrid.

Astrid: Rachel.

Nick: **Hey**. Good to see you.

Astrid: I'm so glad you could make it.

In the context above, Nick was greeting Astrid to express the breaking the silence function in the way to welcoming her. Astrid also give feedback "I'm so glad you could make it" as a response. The expression above describes the function of phatic communication in breaking the silence.

➤ **Data 20**

Context situation: The jazz band breaks into a drum section as Nick introduces his family to Rachel, who's anxious to make a good impression.

Nick: This is aunty Alix and aunty Felicity.

Rachel: **Hi**, it's so nice to meet you. I've never been to attend a party before.

In this sentence above describe Nick tried to introduce his aunty to Rachel and Rachel respond with a greeting expression to older. The expression "Hi" is identified as a function of phatic communication in breaking the silence.

➤ **Data 21**

Context situation: Aramita drags Rachel over to a group of girls. Rachel gives Nick a last look as Aramita pulls her away.

Aramita: Girl, this is Rachel Chu.

Rachel: **Hi**.

Aramita friend's: Hi.

Rachel: Oh!

Aramita's friend: Nice to meet you..

In the sentence above explain

In the conversation above explain Rachel tried to greet Aramita when they first meet with the expression "Hi". The expression "Hi" is the way to greet older people when talking. The function of phatic communication in this sentence is breaking the silence.

➤ **Data 22**

Context situation: in the bachelorette Nick meets Bernard, Nick's friend in middle school.

Nick: **Hey**.

Bernard: this is for you

In the sentence above explain that Nick expressed "Hey" is the way to open the conversation and make a good situation when silence. Greeting expression is the function that breaking the silence.

➤ **Data 23**

Context situation: at Eleanor's house. Mrs. Eleanor read a bible verse aloud to a group of ladies, the ladies in this place ask about is nick will bring a girl to Colin's wedding. Eleanor who was curious immediately called Nick.

Nick: Hey, Mum. *Is everything okay?*

Eleanor: Does something have to wrong for me to call you?

Nick: Yeah, usually.

Eleanor: Hahahahaha very funny.

This situation describes about the curious mom to her son. When his mom called nick, Nick answered with the asking about her condition. In the sentence above, the speaker used the words "hey, mum. Is everything okay" that identified as phatic communication and the function of phatic communication used in this sentence is expressing solidarity.

➤ **Data 24**

Context situation: in the penthouse apartment (Hong Kong). Eddie with his family are frozen in natural poses and they laugh at their boys in the wooden airplane with a photographer Russel Wong who takes their portraits.

Eddie: Rusell. *Thank you so much.* It is an honor to be photographed by you.

Fiona: Good job, guys.

Rusell: My pleasure. People will love it in the next Hong Kong Vogue.

In this situation, Eddie with his family had done take a picture with a photographer Russel, after finishing the photoshoot Eddie appreciate Russel with say thank you. Eddie used the expression thank you to express his feeling and the expression of thank are interpreted as creating harmony.

➤ **Data 25**

Situation: in the car at night. Rachel in an elegant cocktail dress holds on for dear life as Peiklin drives like she's on the circuit.

Peiklin: Come on. This is not your grandma's road. God damn it.

Rachel: *Thank you* for driving me.

There is a word that is identified as phatic communication, which is "Thank you." Rachel was thanking Peiklin for driving a car. In the sentence above explain that in the way Rachel give the thank to Peiklin for her job and it was indicated the expression of thanking in creating harmony to other people.

➤ **Data 26**

Context situation: Peiklin finally came to Rachel who was talking to Oliver and Oliver complimented Peiklin's appearance, especially the shoes.

Peiklin: Hi.

Oliver: I like your shoes.

Peiklin: Oh, **Thank you**. I'm Peiklin.

In the sentence above explain Peiklin tried to express his feeling by thanking to Oliver because Oliver gave the compliment about her appearance. The expression "thank you" in this sentence is expressing feelings to someone we don't know and this expression was indicate the function of phatic communication which creating harmony.

➤ **Data 27**

Context situation: at the Tyresall park with the Chanteuse Jasmine Chen, backed by a Jazz band, sing a Chinese song when Rachel, Nick, and Peiklin enter.

Peiklin: **Oh, damn, Nick**. It's a party through. Okay.

Nick: The good bathrooms are up the stairs, and you can get change in there.

Peiklin was making small talk in the conversation with the expression "*Oh, damn.*" The expression is described that Peiklin being open the conversation and the function in this expression is making small talk.

➤ **Data 28**

Context situation: at the spa Rachel feels sick after hearing Celine and Francesca talking about her and she exits fleeing, finally, Rachel meets Astrid outside.

Astrid: Rachel! **I am sorry**.

Rachel: It's okay

Astrid accidentally bumps into Rachel when she tried to go out at the spa. Astrid feels sorry because it makes her feel guilty. The expression "I'm sorry" shows that Astrid wants to keep their relationship by saying apologizing and this expression is identified as a expressing empathy.

➤ **Data 29**

Context situation: In the middle of the hangar is a sleek helicopter surrounded by a circular bar, which divides the bachelors from the bachelorettes. Rachel and Nick enter the hangar as Aramita runs up to them.

Aramita: Ah! **Rachel so happy you are here**. Oh! Oh my god. You gap look brilliant.

Rachel: Thanks.

In the sentence above, Aramita tried to express her feeling by giving a compliment to Rachel. So, the expression "Rachel so happy you are here" describes the expression

of giving a compliment that indicate the function of phatic communication is expressing friendship.

➤ **Data 30**

Context situation: Nick Pulls out a jewelry box open it displaying a beautiful engagement ring.

Collin: Mmmm, no!

Nick: Yeah.

Colin: Is that real?

Nick: Yes.

Colin: Wow! Yes, yes, man. *Congratulation.*

Colin shows the expression of congratulation because Nick will propose to his girlfriend. Colin and Nick have been friends for so long. The function of phatic communication is expressing respect because Congratulating expression shows the kind of someone to make keep going in a good relationship and show to expression happiness to our friend or brother.

CONCLUSION AND SUGGESTION

1.1 Conclusion

After conducting this study on Crazy Rich Asian movie, it can be concluded that the characters in Crazy Rich Asian movie mostly used phatic communication in the dialogues.

There are 30 data of phatic communication found in this movie. The writer analyzed the functions of phatic communication. The functions of phatic communication use the theory from Jumanto. Based on 30 data of phatic communication, There are ten functions of phatic communication that found in 30 data such as 4 for starting a conversation, 9 for keeping the conversation, 2 for making gossip, 1 for expressing solidarity, 3 for creating harmony, 7 for breaking the silence, 1 for expressing respect, 1 for making small talk, 1 for expressing empathy, and 1 for expressing friendship.

Based on the analysis, the function of keeping the conversation is the most widely used in the movie Crazy Rich Asian because the movie described the family, friend, and society where many dialog used expressed to keep the conversation going.

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