

RACHEL CHU'S PERSONAL BRANDING IN KEVIN KWAN'S *CRAZY RICH ASIANS*

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ABSTRACT

This thesis is entitled *Rachel Chu's Personal Branding in Kevin Kwan's Crazy Rich Asians*. The objective of the study is to explain Rachel Chu's personal branding and the motivation of her personal branding. The type of research used is qualitative research. Among the eight concepts of personal branding in Peter Montoya's theory, there are five concepts which are found in Rachel Chu's personal branding. The first concept is specialization. Rachel Chu does personal branding about her strengths, skills, and accomplishments. Rachel Chu focusses on her educational attainment and her qualities. The second concept is personality. Rachel Chu presents herself according to her personality before meeting Nick's family, which means that Rachel Chu has a polite and good personality which is a pure personality without being manipulated. The third concept is distinctiveness. Rachel Chu does personal branding by presenting herself as different from other women. Rachel Chu is not a materialistic person and she is an independent woman. The fourth concept is persistence. Rachel Chu has the determination to achieve something she wants. She does to improve herself and also change herself for the better. The fifth is goodwill. someone who has met Rachel Chu admits that she is an intelligent woman because she is a professor and she is also a graduate of the top university in America. Rachel Chu's motivation to do personal branding is to pursue her education to improve herself and to be accepted by her boyfriend's family.

Keywords: Personal, Branding, Motivation, Psychological, Novel.

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1. INTRODUCTION

Personal branding and human branding are modern inventions, individual branding as an interaction with humans and society. A person's personal characteristics can be seen from personality, professionalism, self-confidence, good appearance, ethics, behaviour, networking, communication skills, non-verbal behaviour and other soft skills, this can make it easier for someone to get a job. Humans have unique characteristics and are different from other humans. This can be seen from physical and non-physical characteristics, usually from the face, posture, character, and talent. These characteristics are considered to be a differentiator between one person and another. These characteristics will eventually form a unique self that is not only a differentiator, but can also be a reference as an effort to develop oneself. (Scheidt et al., 2020)

Rachel Chu's born in China, but raised in America. She lives in the United States since she is six months old. Rachel Chu and her mother go to the United States in search of work, eventually settle in northern California. While living in Northern California Rachel has a comfortable life that gives her the opportunity to go to Stanford and Northwestern and then work in New York. Her mother

tells Rachel that her father has died and her mother chooses to live alone as a single parent and it turns out that her mother's husband is imprisoned in China and it is not Rachel's real father, but the person who helps Rachel's mother is her biological father. Rachel is an economics teacher in Chengdu her undergraduate and postgraduate education. She is also an economist from a famous university in London. Rachel is not a high-class girl like Nick. Nick Young is Rachel Chu's lover. Nick comes from a rich family as opposed to Rachel who is a simple woman.

Based on the description above, researcher is interested in analyzing the personal branding by Rachel Chu's in the novel. The reason for choosing this topic because this is the first time analyzing about personal branding in the novel. Rachel Chu has to do personal branding because she is in her lover's family which is full of treasures. Rachel Chu must behave well so that she deserves to be accepted in the Nickolas Young family. In this research, the researcher takes the title: "*Rachel Chu's Personal Branding in Kevin Kwan's Crazy Rich Asians*".

Based on the background of the study above, the problems of the study are formulated below.

1. How is Rachel Chu's personal branding exposed in the novel?
2. What is Rachel Chu's motivation to do personal branding?

According to Montoya, personal branding is about taking control of the process that affects how others perceive you and managing those processes strategically to help you achieve your goals. He states that you as an individual already have a brand, "like a pearl inside an oyster, built from layers of your behaviour and treatment of others, the results of your work and the things you say" (Montoya, 2002). Montoya believes that personal branding affect lives more than he realizes. The following eight things are the main concepts that become desire in building a personal branding of a person. (Montoya, 2002) :

1. The Law of Specialization

The Law of Specialization: The hallmark of a great personal brand is precision in a specialization, concentrated only on a particular strength, skill or achievement. Specialization can be done in one or more ways, namely:

- a) Ability: Build a personal brand by having better skills or showing better results than competitors. The existence of awards, testimonials, and other documentation proves superiority is part of a brand, it can be a strong differentiation.
- b) Behaviour: For example, leadership skills.
- c) Lifestyle: For example, living on a ship (not at home) like most people.
- d) Mission: Personal Brand can be built from a person's objectives. For example: by seeing other people exceed their own perception.
- e) Product: positioning a brand as a specialist in a particular scope for an important product or product line.
- f) Profession: is the most common basis of specialization, ideal for professionals. It means identifying a niche market in a profession and owning it through promotion and building a personal brand. For example: a leadership coach who is also a psychotherapist.
- g) Service: similar to product specialization by selecting one of the several services offered that provide the most evidence for the domain.

2. The Law of Leadership

Society needs a leader who can make decisions in an atmosphere of uncertainty and provide a clear direction to meet their needs. A Personal Brand that is equipped with power and credibility so that it is able to position someone as a leader that is formed from one's perfection.

3. The Law of Personality

A great Personal Brand must be based on the personality figure that is, and comes with all its imperfections.

4. The Law of Distinctiveness

An effective Personal Brand needs to be presented in a different way from the others. Many marketing experts build a brand with the same concept as most brands on the market, in order to avoid conflict.

5. The Law of Visibility

To be successful, a Personal Brand must be visible consistently continuously, someone's Personal Brand must be known. Visibility is more important than his abilities. To become visible, someone need to promote themselves, market themselves, take every opportunity that is encountered and have some luck.

6. The Law of Unity

The personal life of the person behind the Personal Brand must be in line with the moral ethics and attitudes that have been determined by the brand. Personal life should be a mirror of an image that you want to in still in your Personal Brand.

7. The Law of Persistence

Every Personal Brand takes time to grow, and throughout the process, it's important to keep an eye on each stage and trend. Can also be modified with advertising or public relations.

8. The Law of Goodwill

A Personal Brand will give better results and last longer, if the person behind it is perceived in a positive way. The person must be associated with a value or idea that is generally recognized as positive and useful.

Peter Montoya explains Personal Brand is a strong and clear perception that exists in the minds of others. Personal branding is a process (communication) that requires expertise, personality, and unique characteristics, which are packaged in a strong identity that is able to remind someone of branding actors in the community and other competitors. (Montoya, 2022:17) The purpose of this study is to find how Rachel Chu's personal branding is exposed in the novel *Crazy Rich Asians* and to explain Rachel Chu's motivation to have personal branding.

2. METHOD

Qualitative method is used in this research. The writer focuses on the written data relating to personal branding in the novel *Crazy Rich Asians* written by Kevin Kwan's. In this study the psychological approach is used because the topic raised in this study is personal branding. The purpose of this research used a psychological approach is relate to personal branding from main characters. Personal branding is included in psychological approach because it covers personality.

The data collection procedure is the process of gathering information with the aim of evaluating results or gathering researchable insights (Aborisade, 2013). In this research, data are collected by doing the following steps. The first the researcher reads the whole novel to understand the storyline of *Crazy Rich Asians* by Kevin Kwan's. In the second step, the researcher begins by underlines dialogues and sentences that are suspected data. In the third steps, the researcher marks and record the data collection related to the topic that are going to be analyzed. In the last step, all of the data that have been collected are classified base on the topic of the analysis. The instrument used in this is research is the researcher herself as the research subject by reading and understanding the references that support this research. The research instrument is one of the tools uses to collect data. For the data obtained to be valid, a tool or commonly called a measuring instrument is needed.

Data analysis a methods discussion to specify the steps in analyzing the various forms of data. In general, the intent is to make sense out of text and image data. It involves segmenting and taking apart the data as well as putting it back together (Creswell, John. W, 2014). The procedure of analyzing the data is done as follows. In the first step, the classified data are interpreter to find the main character's personal branding and motivation to do personal branding with the theory of Peter Montoya's. The second step, the researcher draws conclusion based on the result of the analysis. The last, the researcher present of the research.

3. RESULT AND DISCUSSION

3.1 Rachel Chu's Personal Branding

Rachel Chu is the main character in the novel *Crazy Rich Asians* by Kevin Kwan. She is a smart woman, because at a young age, she is able to become a professor of Economics at an American University. Rachel Chu is an independent woman because she has never known a father in her life. This makes her become an independent woman because her mother works hard in America to be able to take care of Rachel. Based on her background of her life, Rachel Chu does personal branding. The explanation about Rachel Chu's personal branding can be categorized into eight concepts of Peter Montoya's theory about personal branding. The concepts are the law of specialization, the law of leadership, the law of personality, the law of distinctiveness, the law of visibility, and the law of unity.

3.1.1 The Law of Specialization in Rachel Chu's Personal Branding

Specialization is the main concept in personal branding. Specialization is usually concentrated only on a particular strength, skill, or achievement. Focusing on a particular field and mastering, it is one of the things that makes a person have her own advantages in front of public. Rachel Chu is a smart, beautiful, and friendly woman. To attract the attention of Nickolas Young, Rachel Chu's specialization in making her life interesting. Rachel fights for her life so that she becomes a career woman and can also make her mother happy. To achieve specialization can be done in seven ways, namely: Ability, Behaviour, Lifestyle, Mission, Product, Profession, and Service. These concepts are elaborated in the following parts:

1. Ability

Ability is a way to build a personal brand by having better skills or showing better results than competitors. The existence of awards, testimonials and other documentation proves that excellence is part of a brand, and can be a strong differentiation.

This can be seen in the figure of Rachel Chu in the novel. Rachel Chu is a woman who is very persistent in her life because she realizes that she only lives with her mother without knowing father figure from her childhood. Her mother takes care of Rachel with a sedentary way of working, and Rachel grows up to be a smart woman so she can attend a top university in America. Rachel improves herself to achieve personal branding that will increase her value. This can be proved in the following quotation.

“She went to school of the nation’s top universities-Stanford and North-western where she encountered the likes of Peik Lin and other trust-fund types. Now she lives in America’s most expensive city, where she mingled the academic elite.” (Kwan; 2013, 164).

In the quotation, it can be seen that Rachel Chu improves her quality by doing personal branding, namely by showing the best results by becoming a graduate of the best University in America. Rachel Chu gains an image within herself and enhances her personal branding, so that she can enhance her self-image when she wants to apply for a job. Rachel does not need to feel ashamed of herself, and she can make friends with elites like Peik Lein, who is a rich person from Singapore.

2. Behaviour

In addition, specialization in Peter Montoya's personal branding concept can also be display through behavior, the behaviors referred to here are leadership skills, generosity, or listening skills..

In *Crazy Rich Asians*, Rachel Chu does what she usually does when in New York. Rachel is a sociable woman who has many friends from her college friends and works friends. Rachel is a friendly woman sometimes, she becomes a story for her friends. One time Nick took her to Singapore for Nick's best friend's wedding. Colin is Nick's best friend since childhood, while Araminta is Colin's future wife. Arriving at Singapore, they immediately want to look for food because it is quite a long journey between New York and Singapore. At that time they want to eat satay, which is famous for being the most delicious, say Nick. They have dinner and talked about life because they have not seen each other in a long time. And there, Rachel looks so familiar with these friends. This can be proven in the quotation: “Nick gazed at his girlfriend, thrilled that she had so effortlessly charmed his friends.” (Kwan; 2013: 91).

In the quotation Nick states that he is proud to see his girlfriend who easily got along with his friend. So, this can be interpreted that Rachel Chu is a friendly person and places herself without feeling awkward. In addition, Rachel Chu's confident way of speaking makes her acceptable by Nick's friends well.

3. Mission

Mission is part of the personal branding specialty. This mission can be built from one's goals as well as seeing others beyond their perception. Therefore, it can increase the spirit of a self to achieve the goal.

When Rachel follows Nick to Singapore for Nick's best friend's wedding, she has surprised by things she is never experienced before. Upon arrival at Singapore, Rachel and Nick are greeted by Colin and Araminta on the red carpet as they disembarked the plane. Rachel is taken back by all of this, starting from a very luxurious plane with extraordinary service and then, upon arrival at Singapore, to be greeted with red commendations as an important official. Rachel thinks about how much Nick had to pay for all of this. Finally, they continue their journey by going to the hotel and take a rest, but before that go out to look for food first.

After a few days, Rachel finally in Singapore. Nick invite Rachel to have dinner with his Ah Ma, Nick's grandmother, and also Nick aims to introduce Rachel to her grandmother. At that time, Nick could not go to his grandmother's house with Rachel because Nick must help Colin to prepare his wedding. Rachel wants to go to Nick's grandmother with her best friend Peik Lin, whom she meets back at Stanford. When Rachel see's Tyersall Park's address, Peik Lin feels that she has never heard the address during her stay in Singapore. Finally, Rachel is escorted to Nick's grandmother's house by Peik Lin and her driver. When she arrives at Tyersall Park, Peik Lin is amazed by this hidden paradise. She see's a house that looks like a palace, so magnificent, plus miniatures that are so beautiful. Rachel feels confused about Nick. Actually, Nick comes from what kind of family, so she has to see and feel all the things she has never thought of before.

Rachel gets out of the car and she is picked up by Nick and he does not forget to thank Peik Lin for dropping her lover off. Upon entering Nick's grandmother's house, Rachel is again surprised by the splendor of Tyersall Park and all of Nick's relatives who use luxury goods which come from various countries such as Malaysia, Hongkong, and China. After getting acquainted with Nick's relatives, Rachel meets Nick's grandmother, and Nick introduces her to his grandmother. When meeting Nick's grandmother, Rachel undertakes a personal branding mission by trying to speak Mandarin with Nick's grandmother in the hope that Nick's grandmother will think that Rachel is a woman who has not forgotten her culture. This is can be seen in the following quotation:

Nick had earlier informed Rachel that while his grandmother spoke English perfectly well, she preferred to speak in Chinese and was fluent in four dialects-Mandarin, Cantonese, Hokien, and Teochew. Rachel decided to greet to greet her in Mandarin, the only dialect she spoke, but before Nick could make proper introductions, she blowed her head nervously at the stately lady and said, "It is such a pleasure to meet you. Thank you for inviting me to your beautiful home." (Kwan: 2013, 137)

The quotation shows that Rachel is on a personal branding mission. Even though Rachel knows Nick's grandmother speaks English well, she prefers to use Mandarin. This is to impress Nick's grandmother and think she is preserving her native culture and still understands her mother tongue, even though she grows up in New York. Rachel Chu speaks Chinese, but she doesn't speak all Chinese, just Chinese in general. Rachel usually uses Mandarin when talking to her mother, but they also use English.

After a few days, Rachel and Nick will attend Colin and Araminta's grandest wedding. At that time, Rachel will prepare to attend the wedding. Rachel is with Peik Lin, and Peik Lin wants to know if her best friend has prepared a dress for the wedding. It turns out that Rachel only prepares one dress that would be worn all day at Colin and Araminta's wedding. Their wedding ceremony is a very

grand wedding attended by important people and many celebrities, so Rachel needs at least three dresses for the event. Indirectly this is included in the personal branding mission where she hopes to be seen as worthy and not belittled by others. This can be proven in the following quotation:

“Rachel, you’re going to need at least three outfits tomorrow. You can’t be seen in the same dress from morning to night! And everyone is going to be decked out in jewels and ball gowns for the wedding banquet. It’s going to be the grandest event of the decade-there’ll be big-time celebrities and royalty there!” (Kwan: 2013, 271)

From the quotation above, Peik Lin is a friend who really cares about his friends. Peik Lin invites Rachel to go to her family's favorite boutique, Patrick. There Rachel has chosen a variety of dresses, various kinds of luxury dresses, and has a famous brand that must have a very fantastic high price. Rachel looks beautiful and elegant in these dresses. After trying on several dresses there, they finally decide to buy three dresses. Rachel tries to pay for this by herself, but her best friend Peik Lin refuses and decides to pay for the clothes her best friend will wear. It is hoped that Rachel would not be underestimated by others and also the women who attend Araminta's bachelorette party who has insulted and despised Rachel. During the selection of clothes at Araminta's bachelorette party, the girls say that Rachel has bad fashion and that someone has tried to kill a fish and then cut it into pieces and put it in Rachel's room. Rachel hopes that nothing like this would happen again.

4. Profession

Profession is the most common basis of specialization. This is an attempt to build a personal brand. This is done to achieve a profession. profession is a vocation that requires special knowledge and requires a fairly long and intensive academic preparation.

Her mother raises Rachel without a father present. This teaches Rachel that she must be independent. Rachel's mother works hard in her life to be able to support Rachel, and she keeps working and moving around. Rachel grows up to be a smart and independent girl. Seeing her mother is struggle to raise her, she becomes determined to become a successful woman and be able to return the favor to her mother. In his teens, she is around the age of 20, she is used to doing education so that she could become a lecturer. Beside that, with her persistence, she could increase her personal branding, and she could get a job when she is still young. This can be explained in the quotation. “She had spent a year teaching in Chengdu between college and grad school...”(Kwan; 2013:14)

Rachel meets Nick at her working place. Rachel is an economics lecturer, while Nick is a history lecturer. Their meeting is an arranged marriage of Rachel's colleague at New York University majoring in Economics, Sylvia. Sylvia says that she has met Rachel's soul mate even though she does not know the person in question. Sylvia plans to go with the three of them and introduce Rachel to Nick. Rachel has no interest in Asian youths because she always fails with Asian men.

Finally, they want coffee together. That is Nicholas Young's first meeting with Rachel Chu. Rachel, when she meets him, does not speak at all, so Sylvia asks Rachel to talk to Nicholas. Rachel does what she has been asked first. Rachel is a little annoyed with Nick because he seems more interested in his colleague Sylvia, but at that time, Nick does not know that this meeting has another purpose, namely intending to arrange an arranged marriage between Rachel and Nick. When they are busy talking, Sylvia finally decides to go home and leave Rachel and Nick alone. Rachel and Nick decide to order more coffee because the coffee they have ordered out of stock. Finally, they continue

their chat, and unexpectedly. They have spent six hours together, so they decide to go home. Nick invites Rachel to come home with him. On the way home, Rachel and Nick meet a street performer near the fountain who is singing the song "This Must Be the Place" then Nick join singing the song. Rachel is surprised because it turns out that he also knows her favorite song. This is a plus for him. From there, Nick and Rachel become close and eventually form a relationship.

After their relationship last two years, Nick invites Rachel to go to Singapore to attend his best friend's wedding. When they arrive in Singapore, Nick invites her to eat together at his house, and many friends and relatives have attended the event. Rachel is sitting with Nick's friends, they start asking about work, and Rachel answer the question that she is a lecturer at New York University. This is a matter of pride for Rachel because she has something to be proud of for achievement. Rachel has done personal branding by showing her profession. Below is a quotation showing that Rachel is an economics lecturer.

"So Rachel, I hear you teach at NYU with Nick?" Lorena cut in. This Francesca is getting on my nerves. We're here to interrogate Rachel, not Astrid.

"Yes, I do," Rachel replied.

"Which department?" Nadine asked.

"I'm in the Department of Economics, and I teach at the undergrad level." (Kwan; 2013:243)

Quotation above also shows the importance of a person's profession because it can improve her image. Rachel Chu's profession is at least widely accepted. Even though she goes through the obstacles, she is not easily accepted into her boyfriend's family because there is a difference in status between them. Rachel Chu has done the best thing in her life with her profession, and she can become an independent woman.

3.1.2 The Law of Personality in Rachel Chu's Personal Branding

Self-presentation is different from other behavior because of the importance of these actual or anticipated reactions in influencing the communication of information about the self and the best possible way to other. Its good to show the positive side of yourself to others, but forming a personal branding must be based on the personality that is and comes with imperfection. One must have a good personality, but one does not have to be perfect.

Rachel attends dinners and parties for an important blooming flower, namely the wijayakusuma flower, at Nick's grandmother's house, Rachel and Nick enter Nick's grandmother's house and they are greeted by a maid who serves a bowl filled with air and pale pink rose petals to wash Rachel's fingers with and then wash them off with a towel. Then Nick leads Rachel towards the chisel stone steps. Rachel is surprised by a large statue beside the stairs that looks like a tiger ready to devour its prey. Rachel thinks that the tiger is just an ordinary statue, but it looks real. Nick tells Rachel that it's actually a real tiger which is then preserved.

As Rachel passes the last steps, she is again struck by an unusual sight, namely a gallery along the north end of the house, with art deco couches, rattan club chairs, and an ottoman, while on the other side is a young man playing the piano. It is in the room that Rachel met all of Nick's relatives. Rachel meets Nick's uncle and aunt, and this is where they meet. At that time, Nick's aunt and uncle

asked about Rachel, then Rachel reply politely. This is done to show respect to someone. This action is a personal branding to show a good attitude towards someone so that person thinks that she has good manners towards other people. This quotation is about Rachel Chu's is about attitude towards other people.

"Ah Rachel, I've met your grandfather in Taipei....Chu Yang Chung isn't it?" Uncle Dickie asked.

"Er....actually, no. My family isn't from Taipei," Rachel stammered.

"Oh. Where are they from, then?"

"Guangdong originally, and nowadays California."

Uncle Dickie looked a bit taken a back, while his well-coiffed wife grasped his arm tightly and continued. "Oh, we know California very well. Northern California, actually."

"Yes, that's where I'm from," Rachel replied politely. (Kwan; 2013,136)

The quotation shows that Rachel Chu is doing personal branding, when she is responding Uncle Nick. Rachel Chu tries to be polite when speaking to someone older than her. Although the question does not please to Rachel Chu, she is still kind to Uncle Nick. In her life, Rachel Chu is also a polite person to her elders, especially to her mother.

3.1.3 The law of Distinctiveness in Rachel Chu's Personal Branding

An effective personal brand needs to be presented in a different way from the others. A person builds his personal brand in the hope of getting more value in himself. This can be seen from the nature of a person who is different, and it is better to have something different from the others to better introduce themselves to others.

From the beginning of her relationship with Nick until the relationship lasted for two years, Nick never tells her where his family come from. Rachel Chu's is surprised what the purpose of their relationship would be when Rachel goes to Singapore and finds very extraordinary things that have never been experienced in her life.

Nick comes from a very wealthy family in Singapore. All women want to be Nick's wives. Rachel never knows about this. Even at the party, Rachel never asks to buy a dress to wear at the wedding. Instead she uses the dress she has brought from New York, and then she gets another dress from her best friend.

Rachel knows Nick as a very rich person. She never thinks of pursuing his fortune. Rachel Chu's is different from other women, and another woman wants to marry Nick in order to get recognition and continue his wealth. Rachel's personal branding is pure that she is not a materialistic woman. Since she first meets Nick, she never knows that Nick's life in Singapore is full of treasures. Rachel loves Nick sincerely, not Nick's possessions.

Even though Eleanor, Nick's mother, thinks Rachel is a girl who just wants to get lucky, this is because Rachel doesn't come from a famous family and is worth it. Rachel can prove that all her preconceptions about her are untrue. This can be seen from the positive opinion of Nick's relatives about Rachel.

3.1.4 The Law of Persistence in Rachel Chu's Personal Branding

Personal branding can also be modified with advertising or public relations. One must stick to the initial personal branding that has been formed, without ever doubting and intending to change it. Rachel Chu does not know a father figure in her life when she is a child. Her mother takes Rachel to America. Her mother Kerry, brings Rachel to America not without reason but to save Rachel's life from her mother-in-law. At that time, there is a conflict with her mother's family. Rachel's father is quite a rich man at the time. After a long time of marriage, Rachel's mother and father have not been blessed with children, while in the family, it is necessary to have a son for the family business. Here Rachel's mother is blamed that she is barren and cannot give offspring to the family, but in fact, when the doctor checks her, her husband, Fang Min is barren. The family of her husband could not accept the reality of what Rachel's mother has said. The marriage of Rachel's mother does not get the blessing from Fang Min's family because Rachel's mother comes from the village and does not finish school, which causes Rachel's mother not to graduate from school because Fang Min wants to marry her immediately. Kerry is Rachel Chu's mother. During the marriage, Kerry is treated badly by Fang Min's family and treated like a maid.

Fang Min, as time goes by, he feels less happy with Kerry for not getting pregnant. Eventually, Rachel's mother persuades Fang Min to try moving into an apartment, but that is not a good thing. It just makes things worse. Kerry, who never gets pregnant, makes Fang Min a tough guy. He changes drastically like he is not at the time first known. Fang Min often comes home late at night, gets drunk, and also starts gambling. Not only that, he begins to be rude to Kerry and he often hits Kerry and vents his anger at Kerry.

This violence always happens, until one time Rachel's mother runs away when she is mistreated by her husband, then she runs through the stairs and then she is pulled by a man to enter his apartment. The name of the man is Kao Wei. The man intends to save Kerry from her husband's wrath. It is from that incident that they often meet, and Kao Wei often comforts Rachel's mother when there is a commotion in the household. Finally, love emerges in both of them, and Kerry is pregnant. Kerry is scared and tries to hide her pregnancy, but her mother immediately knows the signs that she is pregnant. Things have changed from the beginning when Kerry is treated like a maid, and now she is treated very well. They are happy to have their first grandchild. When Kerry gives birth and learns that the child is a girl, things turn around. They hope to have a grandson. In the end, they try to blind Rachel, and Kerry overhears the conversation. Finally, she chooses to flee to America.

From that situation, Rachel never knows a father figure in her life. She has to fight for her education even though she spent her teenage years just pursuing education to get a proper life in her life, become an independent woman, and can increase her personal branding. This statement can be proven in the following quotation:

“she had spent the better part of twenties focused on getting through grad school, finishing her dissertation, and jump-starting her career in academia. (Kwan;2013:14)”.

At a young age Rachel Chu spends most of her time completing graduate school. Rachel Chu doesn't really care about the purpose of her marriage. She pursues her educational goals so that she can have a career in academics as a lecturer. This becomes a strategic vision and good starting

principles for Rachel Chu, because the benefit Rachel Chu has gained from her sacrifices so far is that she can become an independent woman without burdening anyone.

3.1.5 The Law of Goodwill in Rachel Chu's Personal Branding

Personal branding will give good results and will last a long time if the way is done positively. Such a person should be recognized for his general and useful ideas. In the novel *Crazy Rich Asians*, several people who have met Rachel Chu's sees that Rachel Chu's is a good person, as seen from the first time she meets Nick's relatives in Singapore.

In addition, Nickolas Young and her sister, Astrid, so close. Every time there is a problem or something they want to tell, they always exchange stories with each other. Nick often asks Astrid for her opinion about his life as well as when he has a girlfriend. So, Nick introduces Rachel Chu's to Astrid while Astrid is on vacation in America. Astrid and Rachel Chu's meet for the first time in America. Their meeting has quite short because Astrid has on vacation at the time. Even though their meeting is brief, Astrid feels that Rachel Chu's is a good girl. Besides that, she also understands that Rachel Chu's is a lecturer.

Once upon a time, Nick's mother, Eleanor heard that her son Nick has a girlfriend namely Rachel Chu's. She hears the news from his friends. She is worried about what kind of woman his son's lover would be. Eleanor tries to find information about Rachel Chu, but she feels also confused about where to get the information. Eleanor remembers that Astrid is very close to her son Nick. She decides to seek information from Astrid. Eleanor tries to call Astrid and asks about her son's lover.

Astrid is not surprised that her aunt would ask about Rachel, which she obviously would. She has to find out how she is, where she come from, what kind of family she come from, how rich she is, and whether she is fit to be with his son. Astrid explains to Eleanor that Rachel Chu's is a kind and intelligent girl based on what Astrid has seen firsthand. Besides that, Rachel has graduated from the top university in America, which is very impressive because only intelligent people can do it. Astrid realizes that this is not enough for Eleanor to accept Rachel Chu because what Eleanor thinks what kind of family she come from and what kind of wealth she has. Eleanor wants a daughter-in-law who has commensurate with her, from a well-known family. However, Astrid explains according to what she is meets. Rachel does personal branding relating to goodwill, where she earns recognition from others about herself. Rachel is a smart girl. This statement can be supported by the quotation below.

“Come on, Auntie Elle. Stanford is a great university for anywhere. I believe she also went to Northwestern for her master's. Rachel is very intelligent and capable, and completely down-to-earth. I think you'll like her very much.” (Kwan: 2013,47)

3.2 The motivation of Rachel Chu's Personal Branding

Motivation is an impulse possessed by an individual that can stimulate to be able to take actions or something that is the basis or reason for a person to behave or do something. Motivation that arises in a person usually arises because of the goals he wants to achieve, so that it can lead to self-motivation. motivation psychology is theoretically rich. During the past century, a variety of frameworks were developed, with some of them having a more cognitive focus. (Vansteenkiste & Mouratidis, 2016)

Someone doing personal branding, of course, has an encouragement within herself and from outside, so that someone has to do this. Personal branding is an act of introducing one's qualities to others in the hope of getting positive recognition from these other people. Personal branding is very important when someone wants to get a job or to attract someone's attention when they first meet. Personal branding can make it easier for someone to fulfill their life.

Rachel Chu is the main character in the novel *Crazy Rich Asians*. Rachel Chu's motivation to do personal branding is that, Rachel Chu is someone who has never felt the presence of a father in her life. She only lives with his mother. Therefore Rachel must be able to become an independent woman like her mother who is able to meet all her needs without having to depend on others. Rachel works hard for her education so that she could find a job that she deserved and could provide for herself until she is old. Rachel Chu, at a young age is able to become a professor because of her persistence in getting to what she wants. In addition, Rachel also does things like that to be able to develop her self-confidence.

Rachel Chu others motivation is to face the Nickolas Young family. When Rachel follows Nick to Singapore, she meets all kinds of people, but they come from the upper classes. They are a conglomerate group, and it is not easy for Rachel to join the community. Rachel still takes care of herself and keeps her image to herself. Upon meeting Nick's family, Rachel feels that she has to be the best she could be. While all the girls hope to get married to Nick and get his fortune, Rachel Chu is different from other women. She is a woman who is materially independent. She is an independent woman and never expects Nick's wealth. Rachel also wants to convince Nickolas Young's mother that she is a good woman and does not want to dominate Nick's possessions, but that she truly loves Nick.

In addition, Rachel Chu's motivation for doing personal branding is to build a good self-image, and being more active in socializing to increase wider connections. Rachel meets all kinds of people with different characters, so she must have a connection for herself under all circumstances.

4. CONCLUSION

The following conclusions can be drawn from the analysis about Rachel Chu in the novel. Rachel Chu is an economics professor who has a boyfriend named Nickolas Young, who is a professor of history at the University of New York. Their relationship begins with an arranged marriage between Rachel's colleague in the department named Sylvia. They end up in a relationship for two years. Rachel is a smart and independent girl. Through the results of the research above, it can be concluded that Rachel Chu's personal branding can be analyzed by using five of the eight concepts contained in Peter Montoya's theory, namely specialization, personality, distinctiveness, persistence, and goodwill.

1. The Law of Specialization

Rachel Chu does personal branding about her strengths, skills, and accomplishments. It's all conveyed through ability, behavior, mission, and profession. Rachel Chu focuses on her educational attainment and her qualities.

2. The Law of Personality

Rachel Chu presents herself according to her personality before meeting Nick's family which means that Rachel has a polite and good personality which is a pure personality without being manipulated.

3. The Law of Distinctiveness

Rachel Chu did personal branding by presenting herself as different from other women. Rachel is not a materialistic person, she is an independent woman.

4. The Law of Persistence

Rachel Chu has the determination to achieve something she wants, this she does to improve herself and also change herself for the better.

5. The Law of Goodwill

The statement made by someone who has met Rachel Chu admits that she is an intelligent woman because she is a professor and also that she is a graduate of the top university in America. Rachel Chu can speak Mandarin well while she lives in America. Rachel hasn't forgotten her native culture she still understands where she came from.

In addition, there is a motivation that makes Rachel do personal branding, namely she wants to improve her image and quality. He shows that he is someone who has a good personality and also expands his friendship connections.

From the description above, it can be concluded that the importance of personal branding in a person. Rachel Chu does personal branding to show, Because Rachel Chu builds her own brand, not someone else's. Branding helps a person to be authentic, making it easier to fulfill things in his life. Rachel Chu does personal branding to achieve a goal in her life by applying personal branding, the quality in a person will be different. Rachel Chu also gained general recognition towards those around her.

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