

Cinderella Formula in *Crazy Rich Asians* by Kevin Kwan

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ABSTRACT

A story cannot be separated from a formula. Formula is a structure of how the story told. Formula is a recipe need to follow by. This study discusses about Cinderella Formula in Kevin Kwan's *Crazy Rich Asians*. The purpose of this study is to revealed Cinderella Formula in *Crazy Rich Asians*. The source of the data was taken from the movie script *Crazy Rich Asians*. The research design used in this study is qualitative research since the data is in form of words. The writer also used close reading approach to find the Cinderella Formula. The result of the research shows that there is the Cinderella Formula in the movie *Crazy Rich Asians*. This study is highly expected to give contribution for the reader so they can know and understand what Cinderella Formula really is.

INTRODUCTION

Literature is the result of human creativity and imagination, frequently expressed through the written word. Literature is an art form, although it differs from more traditional forms of art like painting or sculpture. Literature is an excellent way to develop someone's imagination because it is a form of text writing that frequently emphasize numerous imaginative and creative features. According to Rene Wellek and Austin Warren, reading is a creative activity, and books are works of art (Wellek, Warren, 1989). Romance is a genre of popular literature that used a formula to build powerful characters. Romance stories frequently have elements of adventure, adventure stories are common in romance. Romance formula has two branches, those are Cinderella formula and Pamela formula. Pamela formula in which the heroine overcomes the threat of meaningless passion in order to establish a complete love relationship while Cinderella Formula told about the transformation a humble protagonist into a revered individual (Cawelti, 1976). The term *Cinderella Formula* has its origin in the story of Cinderella, in which the heroine (Cinderella) finds an unbelievably romantic love after a long, sad, and hard life she had to go through in her stepmother and stepsisters' house. Cinderella's story is barely believable, but it is the dream of every woman (Wijankara, 2022).

The writer chooses Kevin Kwan's *Crazy Rich Asians* as the object of the research. So, based on that the writer wants to revealed what actually Cinderella Formula in Kevin Kwan's *Crazy Rich Asians*. Rachel Chu is Nicholas' girlfriend, she lived in America and economics professor from New York University. She did not have a father and was raised by her mother, Kerry Chu. Rachel fell in love with Nick, but her relationship with Nick is not approved by Nick's mother because Nick's mother always prioritizes wealth and social class. Rachel faced many obstacles in her relationship with Nick. There are some problems occurred in this novel, especially concerning to the character of Rachel, Rachel who come from a lower-class family looked down upon Nick's family meanwhile Rachel really love Nick. Rachel always find a way to overcome every obstacle that came to her relationship. So, this is valuable and interesting to dig out deeply.

Based on that the writer want to revealed Cinderella Formula in *Crazy Rich Asians*. How the Cinderella Formula reveal in Kevin Kwan's *Crazy Rich Asians*. Popular literature in English is writing which has shown wide and continued acceptance. The word "popular" is mean as a synonym for

"successful". Certain books are carefully customized by authors and publishers to capture the attention of a wide range of potential readers. (Colombo J, 2013)

In the 1960s, the existence of literature began to grow rapidly and it was not considered as trash writing anymore, especially in the United States. Even at that time, there were already various methods and theories to examine these popular literary works. Popular literature can be said to reflect the existence of everyday people's lives, so that the reality that occurs in everyday life can be used as an indicator of the emergence of a popular literature. In American history, popular literature first appeared in the "do-it-yourself" category sometime in the 18th and 19th centuries. Books in this category were often used as daily reading by American society at that time.

Another well-known popular literary book is Stephen Covey's non-fiction entitled *Chicken Soup* which has so far been translated into many languages (Rochani, 2016). The Cinderella formula is a story archetype that is firmly ingrained in folklore and literature. It is a universal motif that has a strong impact on various cultures and generations. Derived from the traditional fairy tale "Cinderella," this formula is a narrative structure in which a protagonist who is oppressed and impoverished experiences a profound personal transformation, finally attaining a victorious rise to a superior social position or a state of complete satisfaction. The core of the Cinderella formula resides in its exploration of themes such as hardship, determination, and the ultimate victory of virtue over adversity.

As a narrative framework, it usually entails a main character who confronts oppression, sometimes from a malicious power or adversary, but ultimately overcomes their situation via a blend of personal fortitude, endurance, and occasionally, the aid of supernatural or magical aspects. The formula revolves around the concept of metamorphosis, encompassing both exterior and internal changes, as the main character surpasses their modest beginnings to assert their due position in society. This process frequently entails the abandonment of cultural limitations or anticipations, enabling the main character to reveal their authentic identity. In addition, the Cinderella formula often incorporates aspects of romance, as the main character discovers love and acceptance during their journey. Although the details may differ, the fundamental framework of the Cinderella formula remains remarkably stable, rendering it a timeless and enduring narrative archetype that continues to enthrall global audiences. The eternal allure of this resides in its capacity to instill hope, fortitude, and the conviction that even the most improbable persons may attain greatness. The enduring presence of the Cinderella formula throughout ancient mythology, folklore, literature, and movies demonstrates the ability of narrative to shed light on the human condition and inspire a sense of awe and potential. The Cinderella formula, by depicting transformation, success, and the indomitable human spirit, stands as a timeless testament to the possibility of dreams coming true, regardless of their seeming improbability.

METHOD

This research is classified as qualitative research since the data obtained are in the form of word. As Bodgan and Biklen in qualitative research for Education; An introduction to theory and methods stated: "Qualitative research is descriptive that the data collected are in the form of words or picture rather than numbers, the written result of the research contains quotations for data to illustrate and substantiate and presentation" (Bodgan and Biklen, 1982). The writer used a close reading approach to revealed the Cinderella Formula. The concept of formula is means of generalizing the characteristics of large group of individual works from certin combinations of cultural materials and acheptypal story patterns. One of the most favorite formula in fiction is Cinderella Formula. It tells story about poor person who's struggling to achieve success. (Jannah, 2020)

The writer used a close reading approach according to the analysis for popular literature. Close reading is an approach to teaching comprehension that insists students extract meaning from text by examining carefully how language is used in the passage itself. Close reading is the careful, sustained interpretation of a brief passage of a text. A close reading emphasizes the single and the particular over the general, effected by close attention to individual words, the syntax, the order in which the sentences unfold ideas, as well as formal structures. A truly attentive close reading means thinking about both what is being said in a passage (the content), and how it is being said and leading it to possibilities for observation and insight (Snow Connor, 2016). The close reading approach is a fundamental technique used in literary analysis. It entails a careful investigation of a text's language,

structure, and topics in order to reveal underlying layers of meaning and importance. Close reading, which emerged in the early 20th century alongside the New Criticism movement, places significant importance on the text itself as the main basis for interpretation.

It focuses on carefully examining the words, grammar, images, and symbols inside the text, rather than relying on external context or the author's intended meaning. Close reading necessitates a deep and thorough involvement with the text, compelling readers to scrutinize each word choice, punctuation mark, and literary device in order to perceive the subtleties of its production. This approach promotes the suspension of preexisting assumptions and interpretations, cultivating a discerning mindset that facilitates novel perspectives and revelations. Through a meticulous examination of the formal components of a text, including its utilization of figurative language, narrative structure, and character progression, close reading uncovers the ways in which these elements contribute to the overall significance and influence of the piece. During this procedure, readers discover patterns, contradictions, and ambiguities that enhance their comprehension of the text's themes, motifs, and underlying meanings. Close reading also prompts readers to contemplate the historical and cultural milieu in which a text was created, acknowledging how society norms, values, and beliefs may shape its interpretation. Nevertheless, careful reading continues to prioritize the examination of the text itself, highlighting the independence and self-contained quality of literary works.

This approach emphasizes that meaning is not static or preset, but rather arises from the dynamic interplay between the reader and the text. Close reading encourages readers to actively participate in the interpretative process by asking insightful questions, developing hypotheses, and engaging in a dialogue with the text. By engaging in close reading, readers cultivate their ability to think critically and develop a refined sense of aesthetics, which in turn enriches their understanding and pleasure derived from literature. Furthermore, engaging in close reading cultivates empathy and comprehension by prompting readers to adopt the viewpoints of characters, wrestle with intricate moral quandaries, and delve into the complexities of the human condition.

Through immersing themselves in the intricate fabric of language and storytelling, readers establish profound relationships with the book and with one another, surpassing historical and cultural limitations in order to engage with the timeless truths and enduring themes that characterize the human experience. Amidst the fast pace of technological advancements and excessive information, close reading provides a sanctuary for deep thought and introspection. It encourages readers to take their time, appreciate the beauty of language, and explore the profound enigmas found in literature. Close reading offers readers the opportunity to delve into the writings of both classic and modern authors, allowing them to uncover the concealed gems that exist beneath the superficial layer of every book. Close reading, with its meticulous and fulfilling method of analyzing literature, enables readers to develop their intellect, imagination, and empathy. This enriches their lives and expands their perspectives in ways that extend beyond the words on a page.

FINDINGS

Crazy Rich Asians is a work by Kevin Kwan. In the world of literature and storytelling, certain archetypal patterns and formulas have stood the test of time, captivating readers and audiences for generations. One such formula is the "Cinderella Formula," which revolves around the transformation, humble protagonist into a revered individual. This chapter explores the application of the Cinderella Formula in Kevin Kwan's, "*Crazy Rich Asians*." The analysis focuses on the protagonist, Rachel Chu, and her journey from lower class people becoming Nick's soulmate and join the incredibly wealthy and prestigious family.

Rachel's Misery

This is where it all started, Rachel was born to a single mother in the United States. The main character, Rachel, an educated and logical economics professor, finds herself around Singapore's elite when she goes to the wedding with her boyfriend, Nick. Nick invites Rachel to accompany him to Singapore. Singapore was his hometown; he wants to introduce Rachel to his family; his family consists of Eleanor & Philip Young as his parents. Shang Su Yi as his grandmother, and other families. It will be important because, in their family's culture, somebody must have approval about love from their families.

Rachel finds out that Nick comes from a very wealthy and famous family when he asks her to travel to Singapore for his best friend's wedding.

NICK : *"Like Singapore? For spring break? Colin's wedding. We've been dating for over a year now, and I think it's about time people met my beautiful girlfriend. Come on, I'm Colin's best man. Don't you wanna see where I grew up? Meet my family, my Ah Ma? And meet up with that strange college roommate of yours."* (Crazy Rich Asians, 5:45 – 06:02)

Rachel had no idea that Nick is among Asia's most compatible bachelors and that his family is well-established in Singapore's upper class. Raising her profile in the colorful and often ridiculous world of the crazy rich Asians, Rachel must deal with the criticism of Nick's strong mother Eleanor, rival socialites, and cultural differences.

ELEANOR : *"Pursuing one's passions. How American. Well, your mother is very open-minded, not like here, where parents are obsessed with shaping the life of their children."* (Crazy Rich Asians, 40:20 – 40:31)

Rachel Chu goes through a lot of difficult times and traumatic events that add her own feelings of unhappiness. When Rachel, a Chinese woman born in America, goes to Singapore with her boyfriend Nick Young to attend his best friend's wedding, there's a cultural issue. Nick's wealthy and traditional Singaporean family and their social circle frequently regard her as an outsider, which increases her sense of loneliness. Rachel's initial ignorance about Nick's family's wealthy families contributes to her sadness. She doesn't realize how wealthy his family is until they get to Singapore, which makes her feel unworthy and uncomfortable.

NICK : *"Hmm? My family has business with the airline. The tickets, they're a perk."*

RACHEL : *"What kind of business?"*

NICK : *"Real estate, investment, other things. Nothing interesting."*

RACHEL : *"So, your family is, like, rich?"*

NICK : *"Uh, we're comfortable."*

RACHEL : *"That is exactly what a super-rich person would say. It's not a big deal, obviously. I just think it's kind of weird that I had no idea. I mean, you have a Jamba Juice card, you use my Netflix password. You play basketball at that Y that kind of smells."*

NICK : *"I really like that place, thank you very much. And yes, my family has money but I've always thought of it as theirs. Not mine."* (Crazy Rich Asians, 12:37-13:26)

Finally, Rachel know that Nick comes from a rich family, but he did not want to show it off. Some of Nick's family members, especially his mother Eleanor, openly show Rachel disrespect and disgust as she talks the complex rules of Singapore's high society. Eleanor doesn't think Rachel is a good match for Nick because of her poor family.

ELEANOR : *"Do you have any idea the scandal this would have caused? For Rachel to hide something like this"*

NICK : *"She wouldn't have."*

ELEANOR : *"We cannot be linked to this sort of family. (Crazy Rich Asians, 1:32:58-1:33:10) Although Rachel is a skilled economics professor, Nick's family frequently ignores her professional accomplishments because they place a higher value on money and social status. This leads to her feeling of being misinterpreted and disrespected."*

EDDI : *"Oh, what? So, do we pretend like that's not the truth? Are we in some kinda fairy tale story that I don't know about? Did you find a shoe at midnight and jump in a pumpkin? You, I got so much shit about marrying Fiona and her parents own the biggest shipping company in Hong Kong. (to Colin) Hey, Araminta's adorable, but you think your dad would be spending millions on this wedding if her parents didn't own a billion-dollar resort chain? What's Rachel bringing to the table?"* (Crazy Rich Asians, 55:11-55:34).

Social manipulation and sabotage are used against Rachel by individuals who find fault with her relationship with Nick. Manipulation and gossip increase her sense of betrayal and sadness. As Rachel works to understand her connection with Nick and negotiate every detail of his family's expectations, she faces both personal and emotional difficulties.

When Rachel was attending the Araminta's bachelorette party on Samsara Island. This event was only attended by women, Rachel was introduced by Araminta with her friends. The party took place lively and luxurious, while there were many exciting things at the party. Including when Rachel got a bad treatment by Araminta's friends who were also Nick's friends while in Singapore. The peak was

when Rachel was shocked that her room in untidy. Her bag was filled with a large fish that had been badly mutilated. Someone might have threatened Rachel's existence.

ASTRID : *"Let's just forget about those girls. Camp out here and order room service. Astrid looks at Rachel, concerned. Rachel suddenly SCREAMS. On the bed is a LARGE, GUTTED FISH. Its blood and guts all over the white sheets. On one of the windows are words scrawled in red: "CATCH THIS, YOU GOLD-DIGGING BITCH!"* (Crazy Rich Asians, 1:02:21-1:02:37)

Despite the misery she experiences, Rachel also demonstrates resilience and undergoes a process of self-discovery. Her journey involves confronting societal expectations and reevaluating her own values and priorities.

Rachel's Way to Overcome the Misery

Rachel exhibits inner strength and resilience in the face of adversity. Despite the challenges and social pressures, she remains true to herself and does not compromise her values. As Rachel becomes aware of the complexities of Nick's family dynamics and the societal expectations placed on him, she gains a deeper understanding of his perspective. This understanding helps her navigate their relationship with empathy and patience. Rachel is not alone in her journey. She builds alliances and friendships with individuals who appreciate her for who she is, irrespective of her background. These supportive relationships become crucial in her efforts to overcome the isolation and negativity she faces.

One of the significant turning points in Rachel's journey is her confrontation with Eleanor, Nick's formidable mother. Instead of succumbing to Eleanor's disapproval, Rachel stands up for herself and asserts her worth. This confrontation is a pivotal moment of empowerment for Rachel. When Eleanor was always sarcastic to Rachel, Rachel always accept it and try to calm herself

RACHEL : *"Did you guys all learn when you were kids?"*

ASTRID : *"We didn't have a choice."*

FELICITY : *"We taught you so you'd know the blood, sweat, and tears it took to raise and feed you monkeys."*

ALIX : *"Not like ang-mohs, microwaving macaroni and cheese for their own children. No wonder they put their parents in the old folks' home when they all grow up."*

FELICITY : *"I know!"*

ELEANOR : *"Ah Ma says if we don't pass traditions down like this, they'll disappear."* (Crazy Rich Asians, 1:08:33-1:08:54)

Rachel also staying true to love, Rachel's love for Nick remains a driving force in her life. Despite the obstacles, she remains committed to their relationship. This unwavering love becomes a source of strength and motivation for her to persevere.

RACHEL : *"So, if you have all this family there, why are we staying in a hotel? Aren't good Chinese sons supposed to stay with their parents?"*

NICK : *"Well, because A) I'm not that good a son, and B) I just want you to myself, just for a bit. That okay?"*

RACHEL : *"Okay."* (Rachel smiles and kisses Nick. He rolls on top of her). (Crazy Rich Asians, 17:09-17:34)

Rachel's love for Nick Young is genuine, grounded in their shared experiences and connection. Her commitment to Nick is based on mutual respect and affection. Rachel always finding support from her friends, especially from Peik Lin, Rachel forms bonds with supportive friends who stand by her side during difficult times. These friendships provide emotional support and a sense of belonging, counteracting the negativity she experiences from some members of Nick's family. When first time Rachel visit Nick's house, Peik Lin help Rachel so that she looks like a rich person

PEIK LIN : *"Even if he isn't, I guarantee you the family is. Which is why tonight, you need to not look like Sebastian of The Little Mermaid. You know, little crab guy."* (Crazy Rich Asians, 32:50-32:54).

Through the challenges she faces, Rachel undergoes significant personal growth and self-discovery. She emerges from the ordeal with a stronger sense of self and a clearer understanding of her own desires and priorities. Ultimately, Rachel refuses to be defined by societal expectations or the judgment of others. She forges her own path and makes decisions that align with her values, signaling a rejection of the traditional Cinderella narrative and a celebration of individual agency. Rachel's journey in "Crazy Rich Asians" is a testament to her resilience, strength, and the transformative power

of staying true to oneself in the face of societal pressures. Her character arc adds depth to the novel's exploration of themes related to identity, love, and family.

Rachel's Happiness

Rachel Chu in Kevin Kwan's "Crazy Rich Asians" finds happiness in the middle of the difficulties and details of Singapore's upper society. Rachel built her happiness with Nick, Love and Connection with Nick, Rachel finds happiness in her close and true relationship with Nick Young, in despite the challenges and rejection from Nick's family. Their love is a source of happiness and contentment that supports her emotional health. Rachel also have supportive friendship, Rachel makes deep bonds with people who value her for who she is. She enjoys the pleasure and comfort in these supportive friendships, especially with Peik Lin and Oliver, which act as a counterpoint to the difficulties she encounters.

Rachel is an accomplished economics professor, and her professional achievements bring a sense of pride and happiness. While her achievements are often overlooked by some members of Nick's family, she finds fulfillment in her career and academic pursuits.

NEENA : "So, Rachel, what you do in America?"

RACHEL : "Um, I'm an economics professor."

WYE MUN : "(Impressed) Whoa. Very impressive. Econ professor, eh? Wow! You must be very smart. Good for you." (Crazy Rich Asians, 29:41-29:55)

The novel includes moments of humor and levity, providing Rachel with opportunities to experience joy. Whether it's navigating social events or dealing with the eccentricities of the elite, Rachel finds moments of laughter that contribute to her happiness. Rachel experiences a sense of empowerment and happiness when she confronts Eleanor, Nick's formidable mother. Standing up for herself and asserting her worth is a pivotal moment that contributes to her emotional well-being.

As Rachel explores Singapore and learns more about her own heritage, she discovers aspects of herself that contribute to her happiness. Connecting with her roots and understanding the cultural nuances of the world she finds herself in adds layers to her character's sense of identity and joy. Rachel's journey of resilience and self-discovery, while challenging, also brings moments of happiness. Overcoming obstacles and staying true to herself lead to a sense of fulfillment and contentment. Rachel's happiness is tied to her ability to make independent choices that align with her values. As she navigates the complexities of Nick's world, her agency and determination contribute to her overall sense of happiness. The resolution of certain conflicts and the closure of specific storylines contribute to Rachel's happiness. As she finds resolution in her relationships and personal journey, there is a sense of closure and contentment in her character. While Rachel faces adversity and moments of misery in the novel, her happiness stems from her resilience, love for Nick, supportive friendships, and the empowerment that comes from staying true to herself in a challenging environment. These elements contribute to the multifaceted portrayal of her character in "Crazy Rich Asians." And at the end, Rachel finally found her happiness, Nick marry her and they live happily ever after.

DISCUSSIONS

The close reading approach is a fundamental technique used in literary analysis. It entails a careful and detailed investigation of a text's language, structure, and topics in order to reveal underlying layers of meaning and importance. Close reading, which emerged in the early 20th century alongside New Criticism, focuses on the text itself as the main basis for interpretation. It places greater importance on carefully examining the words, grammar, images, and symbols inside the text rather than considering external context or the author's intention. Close reading necessitates a deep and thorough involvement with the text, compelling readers to scrutinize each word, punctuation mark, and literary technique in order to grasp the subtleties of its structure. This approach promotes the suspension of preexisting beliefs and interpretations, cultivating a discerning mindset that facilitates novel perspectives and revelations. Through a meticulous examination of the formal components of a text, including its utilization of figurative language, narrative structure, and character progression, close reading uncovers the ways in which these elements contribute to the overall significance and influence of the piece. During this process, readers discover patterns, paradoxes, and ambiguities that enhance their comprehension of the text's themes, motifs, and underlying meanings. Close reading also prompts readers to contemplate the historical and cultural milieu in which a text was created, acknowledging how society norms, values, and beliefs might shape its interpretation.

Nevertheless, close reading continues to prioritize the text itself, highlighting the independence and self-contained quality of literary works. This approach emphasizes that meaning is not static or preset, but rather arises from the dynamic interplay between the reader and the text. Close reading encourages readers to actively participate in the interpretative process by asking insightful questions, developing hypotheses, and engaging in a dialogue with the text. By engaging in close reading, readers cultivate their ability to think critically and develop a refined sense of aesthetics, which in turn enriches their understanding and pleasure derived from literature. Furthermore, engaging in close reading cultivates empathy and comprehension by prompting readers to adopt the viewpoints of characters, wrestle with intricate moral quandaries, and delve into the complexities of human existence. Through immersing themselves in the intricate fabric of language and storytelling, readers establish profound relationships with the book and with one another, beyond temporal and cultural limitations to interact with the timeless truths and enduring themes that shape the essence of human existence. Amidst the fast-paced advancements in technology and overwhelming amount of information, close reading provides a sanctuary for deep thought and introspection. It encourages readers to take their time, appreciate the beauty of language, and explore the profound enigmas found in literature. Close reading offers readers the opportunity to delve into the writings of both classic and modern authors, allowing them to uncover the concealed gems that exist beneath the superficial layer of every book. Close reading, with its rigorous and gratifying approach to analyzing literature, enables readers to develop their intellect, imagination, and empathy. This enriches their lives and expands their perspectives in ways that extend beyond the words on the page.

The Cinderella formula is a key component of the protagonist's transformational journey because it is deeply linked with romantic and love themes. The protagonist of the traditional Cinderella story frequently starts off in a state of hardship or disillusionment, yearning for a sense of acceptance, belonging, and sincere connection. This yearning is really a deep need for emotional fulfillment and genuine human connection; it goes beyond simple monetary desires or aspirations for social prestige. The protagonist's search for true love, which frequently acts as a catalyst for their metamorphosis and final victory, lies at the heart of the Cinderella story. The protagonist's quest of pleasure and fulfillment is sometimes complicated by the romance subplot, which takes place against a backdrop of interpersonal difficulties, familial responsibilities, and societal expectations. Throughout the story, the protagonist faces a variety of challenges and enemies that want to crush their romantic dreams, whether it is due to prejudice, envy, or a need to keep things as they are.

A common theme in Cinderella tales is the love interest's role as the protagonist's means of salvation or redemption—a beacon of hope and a road toward a better future. This romantic interaction transcends outward appearances and societal barriers and is frequently characterized by a sense of mutual understanding, respect, and admiration. The protagonist and their love interest find a deep sense of companionship and connection via their relationship, which gives them the bravery and fortitude to face obstacles and follow their aspirations. Furthermore, the Cinderella formula's love theme goes beyond romantic partnerships to include more expansive ideas of friendship, family love, and self-love. The protagonist may want for confirmation from devoted friends, reconciliation with estranged family members, or a greater understanding of their own inherent value and self-worth in addition to acceptance and validation from their romantic partner. A cathartic or revelation moment, in which the protagonist and their love interest overcome their challenges and profess their love for one another, typically marks the resolution of the romance subplot in Cinderella stories. This pivotal point represents the protagonist's achievement of personal development, self-awareness, and emotional maturity in addition to the realization of their romantic dreams. The protagonist's search for true love is entwined with elements of fate, destiny, or divine intervention in many Cinderella formula adaptations. The protagonist's journey to love is frequently portrayed as predestined or directed by forces outside of their control, whether it be by the help of a magical fairy godmother, a fortunate turn of events, or a succession of chance meetings. The idea that love is a strong and transformational force that transcends time and space is strengthened by this cosmic destiny element, which adds another level of enchantment and wonder to the story.

It's crucial to understand, though, that not all Cinderella tales follow conventional ideas of romance or happily ever after. Certain variations on the Cinderella story challenge gender conventions, probe the nature of love and desire, or examine unusual relationships and dynamics in an effort to challenge traditional assumptions. These new interpretations invite viewers to reevaluate their preconceived notions and assumptions about romance, love, and human relationships by providing a novel viewpoint on the classic elements of the Cinderella story. In summary, the Cinderella

story revolves around the themes of love and romance, which act as impetuses for the main character's development and eventual success. All people yearn for connection, belonging, and emotional fulfillment; whether they are looking for love from a romantic partner, peace with separated family members, or a better sense of their own value, the protagonist's search for love illuminates this universal need. The Cinderella protagonists learn during their journey that love has the capacity to break through societal barriers, triumph over misfortune, and show the way to genuine pleasure and self-realization.

CONCLUSION

The writer concludes that the novel *Crazy Rich Asians* contains the Cinderella Formula, it is proven by Rachel as the main character. She survived through the challenges and became something from nothing. She survived through a long hard life, and ultimately, his perseverance, desire, and determination paid off and led to a happy ending. In "Crazy Rich Asians" Kevin Kwan masterfully weaves the Cinderella formula into the narrative through the character of Rachel Chu who lives as a lower class with her mother. Rachel faced every challenge that came in his life, but Rachel always found a way to overcome it. The Cinderella formula, despite its enduring popularity and appeal, is not without its challenges, both for storytellers and audiences alike. One prominent challenge lies in the formula's potential to perpetuate unrealistic or harmful ideals, particularly regarding gender roles and social status. Traditionally, Cinderella stories often depict a passive, virtuous heroine who relies on external forces, such as magic or the intervention of a prince, to rescue her from adversity and elevate her to a position of power or privilege. This narrative framework can reinforce outdated notions of femininity as inherently submissive or dependent, while also promoting the idea that one's worth is determined by external validation or material success. When she realizes that Nick's mother and family does not like her because she comes from the lower class, Rachel does not discourage because of her feelings for Nick, she loves Nick so much. Throughout the journey, Rachel's intelligent, good behavior paid off and at the end Nick marry her. The story concludes with Rachel said yes and they live happily ever after.

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COMPETING INTERESTS

The authors declare that they have no competing interests.

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