

**RECONSTRUCTION OF SOCIAL IDENTITY AS A  
NORMAL JAPANESE WOMAN BY THE MAIN  
CHARACTER ‘KEIKO’ IN SAYAKA MURATA’S NOVEL  
*CONVENIENCE STORE WOMAN***



*Mencerdaskan dan  
Memartabatkan Bangsa*

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## ABSTRAK

**Khimberly Shielba. 2022. Rekonstruksi Identitas Sosial sebagai Perempuan Jepang Normal oleh Karakter Utama 'Keiko' dalam Novel *Convenience Store Woman* karya Sayaka Murata, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta**

Penelitian ini berfokus pada rekonstruksi identitas sosial sebagai perempuan Jepang yang normal oleh tokoh utama dalam novel *Convenience Store Woman* karya dari Sayaka Murata. Dengan menggunakan teori kepribadian milik Freud, pendekatan *normalization judgment* milik Foucault dan konsep arketipe milik Jung. Penelitian ini menerapkan metode deskriptif analitis untuk menganalisa proses rekonstruksi identitas sosial Keiko semasa dirinya dewasa. Penelitian ini menemukan bahwa semasa kecil Keiko mengalami kegagalan internalisasi superego yang mengakibatkan dirinya memiliki perilaku menyimpang atau di sebut dengan *Deviant*. Keiko yang mendapatkan kritik dari orang-orang disekitarnya atas tindakan menyimpangnya. Bentuk kritik terhadap Keiko mengantarkannya ke dalam proses rekonstruksi identitas sosial sebagai Wanita Jepang yang normal dan membentuk persona dan shadow dalam diri Keiko.

**Kata Kunci:** rekonstruksi identitas sosial, deviant behaviour, teknik normalisasi, persona dan bayangan

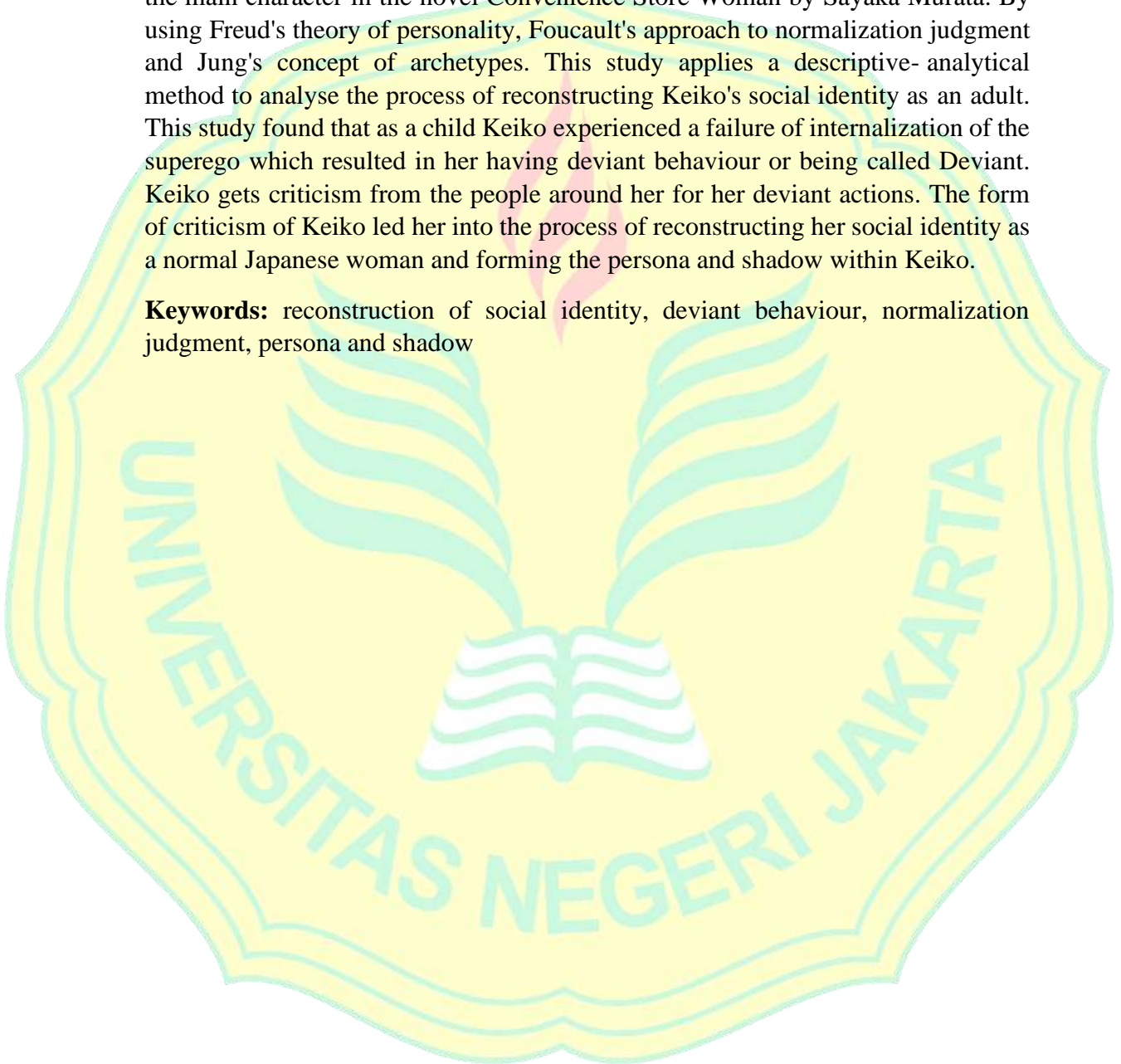


## ABSTRACT

**Khimberly Shielba. 2022. Reconstruction of Social Identity as a Normal Japanese Woman by the Main Character 'Keiko' in Sayaka Murata's Novel Convenience Store Woman, English Literature Study Program, Faculty of Languages and Arts, State University of Jakarta**

This study focuses on reconstructing social identity as a normal Japanese woman by the main character in the novel *Convenience Store Woman* by Sayaka Murata. By using Freud's theory of personality, Foucault's approach to normalization judgment and Jung's concept of archetypes. This study applies a descriptive-analytical method to analyse the process of reconstructing Keiko's social identity as an adult. This study found that as a child Keiko experienced a failure of internalization of the superego which resulted in her having deviant behaviour or being called Deviant. Keiko gets criticism from the people around her for her deviant actions. The form of criticism of Keiko led her into the process of reconstructing her social identity as a normal Japanese woman and forming the persona and shadow within Keiko.

**Keywords:** reconstruction of social identity, deviant behaviour, normalization judgment, persona and shadow





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