

CHAPTER I

INTRODUCTION

1.1 Background of Study

Nowadays we know that Japan is a very technologically advanced country but we do not know what life is like for Japanese people, especially Japanese women. Japanese women are required to meet the existing conditions and gender roles that are given to women including beauty and appearance (Kincaid, 2013). The expectation that exists for Japanese women is about careers, in an article on the economy explained that the number of youths has shrunk to 1.5 million since 2007 due to population decline and half of the young people in Japan work on precarious contracts (OECD, 2017). In Japan, taxes are very high, as explained by Ogura, (2017) that Japanese households experienced a tax increase from 1989 to 2014, therefore a job with a sufficient and stable salary is the dream of many people to make ends meet and be able to rent a house and pay expensive taxes in Japan. This is what makes young Japanese people required to have good and stable jobs.

Furthermore, most Japanese women after graduating from college choose jobs that do not involve time and they know that after marriage they will leave the job, this creates a gender gap in the Japanese economy. Japanese women are charged with prospects that do not match the reality where they have to have a stable job to meet the high cost of living but also have to get married and have children. Marriage is a necessary thing in Japan (J.L, 2016). It could be concluded that women in Japan are required to be in two different roles, namely being a housewife

and also career women at the same time, this is what causes many women in Japan not to work with fixed contracts and prefer to work part-time. Prospects of the gender roles of Japanese women have become part of their identity (Kincaid, 2013). Therefore, Murata in her novel entitled *Convenience Store Woman* shows how the gender roles exist in Japanese women and how to reconstruct the main character to be able to meet the demands of Japanese society towards women. Patriarchy and gender inequality create roles and realities in the lives of women in Japan, and it makes Murata want to show them to the world through her novels.

The novel *Convenience Store Woman* was first published in 2016 and it was awarded the Akutagawa Prize afterwards in 2018 this novel with an English version was published and the novel *Convenience Store Woman* has been translated into 30 languages (Treyvaud, 2018). This simple story, which focuses on the life of a Japanese woman, attracts readers from all over the world. Conforming from a real-life experience by the author in living the life of Japanese women in the 21-century which is very arduous and gets a lot of demands to meet the prospects of Japanese society towards women. Murata is currently a writer who is getting a lot of attention in Japan right now. Murata created many novels and debuted in 2003 with her novel title *Breastfeeding*. After being successful as a novelist Murata is still working in the mini market, which is what inspired her to write *Convenience Store Woman* (McNeill, 2020). Murata shows the world how the demands or expectations of society towards women. The form of the demands of society's expectations of women in Japan is represented in Sayaka Murata's work entitled *Convenience Store*

Woman. Murata's work has succeeded in representing what has happened to Japanese women so her work has become bestselling in 2018 and sold over 650,000 copies novel Convenience Store Woman (Doel, 2019). On the Guardian website, the success of this novel shows that many of its readers have had the same experience as told in Convenience Store Woman.

The novel Convenience Store Woman by Sayaka Murata depicts the life of Japanese Women in the Modern Era. The main character in this novel, Keiko Furukara is considered a strange person or abnormal in the social life of Japanese society because She cannot meet society's expectations and tried to be accepted by society and become “Normal” in other words it means she can fulfil society's expectations. This novel is about Murata's thoughts and protests in the situation of Japanese women's lives where social expectations are very limiting women's choices in choosing appearance, work dan marriage. As a form of what Murata feels in social life in Japanese society, she chooses novels as a tool to tell the world what happened to her and other women in Japan.

Literature is a tool used by authors to describe life problems (Wellek et al., 2016, as cited in Laili et al., 2020) and literacy or novel is a reflection made based on what happened in society. Thus, the novel by Sayaka Murata entitled Convenience Store Woman is a definition of the reality of Japanese women's lives formed on her experience (McNeill, 2020). In a society that develops with the demands of society which focuses on the roles that the character must fulfil as adults make characters who have different personalities from the others trying to

be in accordance with social expectations, this happens as explained by Broadbent et al. (2007) that social expectations in Japan are social norms that are internalized for individuals and organizations, as well as for the whole society about what should be done and someone did.

Explained Charles in his book (2012) that social expectations and social norms can determine our social identity and who we are in society. Therefore, social expectations are interconnected with the social identity that exists in society, it can also be said/ that because these two things are born from society, these two things are interrelated. Therefore, the issue of social expectations in Japanese society and in this novel is related to the social identity reconstructed by the main character Keiko so the reason why this study aims at the process of reconstructing social identity by Keiko based on social expectations in Japan.

Several studies discussed the same issue regarding the Reconstruction Identity Concept of the main character in the novel as studied by Ding Shihua (2020) in the article entitled *The Identity Reconstruction of James in Everything I Never Told You*, this study focuses on the reconstruction of James' character to suit American society in that the character loses his identity and experiences an identity crisis because he is a Chinese-American. This study uses Hall's theory of identity and produces the causes and effects of the identity crisis experienced by Chinese Americans. Another article focused on the Social Identity concept by Henri Tajfel in an article by Riska Hendika Rani (2019), entitled *The Social Identity Change of Little Bee as the Main Character in Chris Cleave's The Other*

Hand, In this study, the researcher focuses on the main character Little Bee who becomes an immigrant to England in order to survive the main character tries to learn the queen's language which is a language only used by the nobility so that the main character can be treated well when she immigrates to England, this study uses Tajfel's theory of social identity and resulting character processes in changing their identity are illegal immigrants from Africa.

In analysing the fundamental factors of the social reconstruction process, a psychoanalytic approach will dissect Keiko's psychological condition. In a previous study, a psychoanalytic approach was used in a novel in the form of research by Giordano (2022), entitled the contribution of Freud's structural model of the mind to the understanding of personality Ambrosio, the main character of the Gothic novel, the Monk. This study investigates the main character by referring to Freud's theories regarding the structure of the soul, namely the three parts of the mind, namely the id, superego and ego.

The approach by Freud is used to find out the internal reasons for the reconstruction of Keiko's social identity. Therefore, in knowing the external reason for the social reconstruction process by Keiko, is to use the Normalizing Judgment approach. In a previous study entitled Foucault, Laughter, and Gendered Normalization conducted by Emily R. Douglas, McGill University (2015). This research focuses on investigating the ways in which different laughter practices can develop and can serve as avenues for Foucauldian feminist political resistance.

The approach that will be used in this study is the Archetype concept and the previous study that used the Archetype concept is presented in the study by Jabeen & Habiba (2018), the Archetype concept in the character novel Tomorrow by Graham Swift and the article titled The Archetypal Analysis of Tomorrow by Graham Swift, this study focuses on the overall role of the protagonist examined by Jung's unconscious theory and archetypes, this study shows the process of the protagonist's role through Jung's theory. The study with the corpus Convenience Store Woman focuses on post-Fordism titled Precarity and Performativity in Post-Fordist Japanese Workplace: A Reading of Sayaka Murata's Convenience Store Woman and this study focuses on the issues that exist in the novel, namely the phenomenon of female part-time workers in Japan which is analysed through Judith Butler's study on gender performativity and precariousness which shows the inequality rooted in Japanese society. However, there is not yet a study that analyses the reconstruction of the social identity perspective of Sayaka Murata's novel *Convenience Store Woman*.

This study will focus on the reconstruction process of the social identity of the main character in 'Convenience Store Woman' to fulfil the social expectations. In its application, the theory that will be used is Freud's personality development which will describe the process of the main character 'Keiko' being labelled as an abnormal child. Foucault's approach, Normalization Judgment and the Archetype approach which will be described in the process of reconstructing Keiko's social identity.

1.2. Research Question

According to the title of this study, “Reconstruction of Social Identity: As a Normal Japanese Woman by The Main Character ‘Keiko’ in Sayaka Murata’s novel *Convenience Store Woman*” and as explained in the background study outlined above, the research question can be formulated as follows:

1. What are the internal factor and external factor of Keiko labelled as an abnormal?
2. How does Keiko reconstruct her identity to fit with society’s expectations as a Japanese woman?

1.3. Purpose of The Study

The purpose of this research is to follow the formulation of the problem above as follows:

1. Explaining the abnormal behaviour that Keiko showed was not in accordance with society using Sigmund Freud’s theory of personality development and Foucault’s theory normalisation judgment.
2. Explaining Keiko’s reconstruction of social identity by explaining her action and process through Carl Jung’s Archetype Theory.

1.4. Scope of Study

This study focuses on the process of Keiko's social identity reconstruction to become accepted by society, the data for this study are the quotations from the novel that show Keiko's circumstances of three parts of the mind by Sigmund Freud personality development, and the normalization judgment as the external factor of Keiko's reconstruction identity social and Keiko's persona and shadow by Carl Jung Archetype concept.

1.5 Significance of Study

The results of this study are expected to enrich the knowledge of social identity reconstruction. This study is expected to contribute as a reference for other studies that wish to use the same research on Sayaka Murata's novel Convenience Store Woman.