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## Research Article

# Exploring Psychoanalytic and Feminist Elements in Murata's Convenience Store Woman

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## ABSTRACT

This study explores the psychoanalytic and feminist elements in Murata's Convenience Store Woman. The id, ego, and superego personality structures are used to organize the data that has been found. The main character's (Keiko) id urges her to act on a primal impulse, chase pleasure, delight, and fulfillment that she must possess, and act on her own accord under the influence of her subconscious. The main character's ego makes her more perceptive to practical ideas that help in decision-making and problem-solving. Her superego controls Keiko's moral principles and idealistic outlook. The stereotype of women as affected by patriarchal culture is also a topic of discussion. The purpose of this study is to explain various forms of misconceptions about women while also demonstrating how female characters may challenge them. The existentialist feminist ideas of Simone De Beauvoir and Sigmund Freud's theory are applied in the study. In this study, the qualitative descriptive method is applied. Techniques for taking notes and reading are used to collect data. The analysis's findings demonstrate that there are three types of stereotypes about women: those as mothers, those as incapable individuals, and those as sex objects. The findings show that Keiko's id, ego, and superego make up her personality as the main character.

**Key Words:** Patriarchal culture, Feminism, Psychological, Main Character, Novel, Convenience Store Woman, Sigmund Freud.



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## INTRODUCTION

A piece of literature is a work of fiction that combines the author's ideas, emotions, and imagination into a captivating story. The goals of literary works are to amuse and teach moral principles. The works of literature typically deal with every aspect of daily human life and include the author's varied life experiences; in other words, these works are essentially written and oral expressions of human life. We see literature as an open-ended subject when we discuss it. Literary psychology studies are typically used to analyze psychological descriptions in literary texts. Literary psychology, in the words of Endraswara (2013), is the study of characters' inner psychology as they are portrayed by authors using their bodies, minds, and souls to produce a work. Similarly, readers of literature will experience a sense of a part of themselves in the work, even though there are two distinct scientific disciplines, literature and psychology, that both study the human psyche. While psychology examines the human psyche in real life, literature uses fictional characters to portray the human psyche. (Endraswara, 2013) A literary work based on a study of psychology can have characters or convey emotions that allow readers to explore the psychological side of human existence. The novel is one of the literary works that can be examined through the lens of literary study in psychology.

As fictional works, novels present an idealized existence and a creative universe constructed from various elements, such as a storyline, point of view, setting, characterization, etc. (Nurgiyantoro, 2017). One of the components of literary psychology research is character. A character is someone who appears in a work of literature, such as a drama or a narrative, and whom the reader interprets as having particular tendencies and moral qualities demonstrated in speech and behavior. Murata's *Convenience Store Woman* is a novel included in psychological literature since it covers several psychological activities. The protagonist of this novel is portrayed as a real-life individual with a variety of personalities, opinions, and emotions. Since the author wishes to thoroughly comprehend Keiko's character, it is examined in this work. Many of the societal expectations that society commonly communicates, especially to women in their 30s who have never experienced romantic love, are illustrated by the Convenience Store Woman. It is also said that the main character prefers to behave naturally and cannot express herself.

*Convenience Store Woman* was written by Sayaka Murata in 2018. The novel was written in the Japanese language. It was translated into English by Ginny Tapley Takemori. The writer Murata was born in Japan on August 14, 1979. The book's central theme is excluding "abnormal" persons from society. She cannot determine what society considers "normal," so she adjusts her personality by observing others around her. Murata's writing examines the effects of nonconformity on men and women in society, focusing on sex, motherhood, and gender roles. Her every day observations as a part-time convenience store employee inspire many of the themes and backstories in her writing.

A recurring theme in several of her works, including the novels *Shōmetsu Sekai* (Dwindling World) and *Konbini ningen* (Convenience Store Person), as well as the short story "A Clean Marriage," is society's acceptance of sexlessness in various forms, including asexuality. *Convenience Store Woman* is the charming and fascinating tale of thirty-six-year-old Tokyo resident Keiko Furukura, a convenience store woman. Keiko has never fit in—neither with her family nor at school—but finds contentment and meaning in her life when, at the age of 18, she starts working at the "Smile Mart" location in Hiromachi. She knows the social norms here, which are different from anywhere else—many of which are laid out in detail in the store manual.

She also makes a great effort to imitate her coworkers' speech, manners, and dress, appearing as a "normal" person in every situation. While store managers come and go, Keiko remains there for eighteen years. Keiko is content, but those close to her—from her family to her coworkers—push her harder and harder to start her proper career and find a husband, which drives her to behave desperately.

We follow 36-year-old Furukura Keiko, a lady with no life goals. It's depressing to read about her extreme social incompetence, so she practices being normal by using the convenience store employee. Here, she learns manners, smiles, and how to meet people. In this store, Keiko is the only unchanging figure. People come and go, get married, have children, and so on, but she never changes—she's always reading her manual on how to fit in with society as it is. She doesn't change from this point on in the novel. Not a single character arc exists. Not one. Although she appears to be a robot to the outside world, her family wants her to get married. But she doesn't change. She chooses to live in this artificial environment rather than give in to pressure from other people.

Stereotypes, according to Narwoko & Suyanto (2009:322), are the labels placed on particular parties or groups, which always lead to injustice and injury to other parties. stereotypes appear in people's social lives based on a knowledge of them. Stereotypes are a way to assess someone without considering the merits of the value. Women are frequently associated with this misconception. This misconception demonstrates the continued restriction of women by prejudice and negative labels, resulting in an occurrence of gender inequality. Stereotypes about women are influenced by patriarchal culture as well. In Jane Pilcher & Imelda Whelehan's "Fifty Key Concepts in Gender Studies" (2004), Walby suggests that patriarchy is a system of social structures and practices in which men rule, mistreat, and take unfair advantage of women.

It is recommended that Walby's six patriarchal structures—paid labor, the state, sexuality, male aggression, and family production—collectively express the breadth, depth, and interconnectivity of women's subjugation. Women's perspectives are similarly influenced by patriarchal culture. For women who live in patriarchal cultures, the rules and conventions are what society considers proper, and they should not be broken. The assertion made by O'Brien is that there are three categories of preconceptions about women in his book "Encyclopaedia of Gender and Society." (2014, p. 379) First of all, mothers are typically portrayed as weak, reliant, and capable of providing for and supporting others.

Second, women are characterized as being immature, incompetent, and childish. Some individuals disregard the intelligence and ability of women because of this viewpoint. Thirdly, women are regarded as objects of sex. The Japanese author Sayaka Murata's book *Convenience Store Woman* is the subject of this study's analysis. Sayaka Murata is a best-selling author of several books and has received positive reviews from notable critics. The researcher's primary goals in this study are to analyze the story and prove the employed theory. This study aims to illustrate the types of prejudices based on gender that exist and how they affect women. The research seeks to demonstrate the types of misconceptions about women that are applied to the characters in the novel.

This study aims to shed light on how the female characters in the book *Convenience Store Woman* attempt to overcome the stigmas or stereotypes associated with them. As previously explained, the researcher used a feminist perspective in her research. This approach is acceptable since it illustrates the development of feminist signs and the main character's social behavior through the story's plot, setting, and conflict. The researcher focuses on the debate of prejudices applied to the main character in Sayaka Murata's novel *Convenience Store Woman* and seeks ways to overcome the prejudices.

## RESEARCH OBJECTIVES

This study has research objectives which are as follows:

1. To explore feminist elements in the novel *Convenience Store Woman* by Sayaka Murata.
2. To find out if the woman's character breaks the stereotype.
3. To investigate the psychoanalytic elements reflected in the novel *Convenience Store Woman*.

## RESEARCH METHOD

This study employed a descriptive qualitative methodology, drawing on Simone De Beauvoir's existentialist feminism philosophy. To conduct research, information, and data on the novel are gathered, the data is classified, the data is analyzed, an interpretation is given, and finally, the analysis's conclusion is determined. To collect the required data, the researcher used a qualitative descriptive methodology. The researcher also explores the main character's personality by using Sayaka Murata's novel *Convenience Store Woman* as the subject of her study. The researcher in this study employed Sigmund Freud's psychoanalysis theory.

## RESEARCH QUESTIONS

This study has the following research questions:

1. What are feminist elements reflected in the novel *Convenience Store Woman* by Sayaka Murata?
2. How does the woman character break the stereotype?
3. How are psychoanalytic elements depicted in the novel *Convenience Store Woman*?

## THEORETICAL FRAMEWORK

The research material is based on Simone De Beauvoir's theory of existentialist feminism philosophy and Sigmund Freud's psychoanalysis theory. Psychology, as per Atkinson (Minderop, 2011), is derived from the words "psyche," which suggests "soul," and "logos," which means "science." From a linguistic perspective, psychology is a field of study that looks at how people behave. Psychology is an academic field of science that studies human behaviour and nature. Generally speaking, it is employed to fully understand the characters portrayed in literature (Ahmadi, 2015). In the personality theory of Sigmund Freud, "Persona" literally refers to the mask an actor wears throughout a drama, and personality is the word for it. Persona relates to our external appearance or the self we present to others (Schultz, 2013).

Personality is the way people appear and create an impression on others; it is a social image that both individuals and groups of people accept. The elements of Freud's personality theory—the id, ego, and superego—are described by Endrawati et al. (2022) as follows. 1. Das Es or Id The subconscious Id (Es) is a personality system that has existed since birth and comprises primitive drives and innate abilities. The human instinct known as id guides how one should go about meeting basic requirements like eating, drinking, sleeping, having sex, or denying uncomfortable feelings.

The workings of the id, the lowest layer of the human psyche, are linked to the pleasure principle, which seeks out and avoids situations that cause stress and discomfort. 2. Das Ich, or the Ego (Ich), according to Minderop (2011), is the element that is guarded and submissive to the principle of reality and gets caught between two opposing forces.

The ego is the aspect of personality that lies between the subconscious and the outside world and possesses the reality principle. Because the ego is conscious and logical, it controls human behaviour and directs it to react appropriately to the circumstances at present (Nurgiyantoro, 2017). 3. Das Ueber Ich, or Superego This component symbolizes the moral standards that prevail in society and usually manifest themselves as laws and regulations. Because of this idealistic element, people constantly think about what is good and harmful for society, and they modify their behaviour according to what is appropriate, considering their social environment.

A French writer and philosopher, Simone de Beauvoir is acknowledged for founding the modern feminist movement. Beauvoir's existentialist theory, all people are free because they are capable of making choices and working on goals that go beyond their present reality. To put it another way, humans are freed from the immanence of their first nature by developing a cultural second nature, in which they both influence and are influenced by social roles and behaviours. This is particularly true for gender, which is a product of philosophical and cultural traditions and comes naturally. Therefore, this also applies to the subject of "woman." Women have historically been viewed as different from men, who have subjected them to the status of animals with no transcendence. However, according to Beauvoir, this is a cultural construct rather than a fundamental fact.

The socialist, biological, and psychoanalytic theories of women's inferiority are insufficient because they do not acknowledge that women are created, not born. What it means to be a woman depends on how societies understand these biological, psychological, and economic aspects as well as how women experience them. But according to Beauvoir, women need to take part in this development, and their exclusion stems from a problematic kind of gender essentialism that many other critics supported. She gave a concept by illustrating how gender and sex contribute to it through the application of a term, namely, second nature. Nevertheless, she also asserts how the reconciliation between body and mind, which seeks to maintain both transcendence and immanence, In this regard, we said that she maintains a biological or natural ground for characterising human identity and uniqueness. Even within Beauvoir's "neutralist" perspective, this might ultimately lead to the recognition and appreciation of sexual diversity, but she doesn't appear interested in investigating this possible outcome.

Finally, Beauvoir demonstrates how our gender identity is greatly influenced by cultural settings, symbols, and ideas while simultaneously being transformed by logic, criticism, and intersubjective recognition. Beauvoir gives important concepts like dialectical critique, social and historical constructionism, and self-determination via Bildung and second nature. She also reframes these concepts that she believes these as obstacles in the way of women's true freedom. Beauvoir defines the body as a "situation," particularly when it comes to sexual difference. According to her, boys and girls do not perceive their sexual differences from birth; rather, they perceive their bodies as an adaptable instrument that they can use to interact with the outside world. Individuals are later given differences by society based on their anatomical makeup.

According to Beauvoir, this misconception must be corrected to allow women to make progress from immanence to transcendence. In light of her differentiation between first and second nature, it may appear that Beauvoir has introduced the well-known feminist disjunction of sex and gender. But we'll look at how, like gender, the seemingly permanent anatomical composition of sex—another biological component that has no inherent meaning—can be viewed as interpretable. The struggle for equality began with Beauvoir's existentialist views on freedom and produced outstanding philosophical writings about women, love, and life. Freedom is the basic principle of feminist existentialism, upon which all other principles are based. According to Simone de Beauvoir, a woman should make a decision and act with the awareness that she is a responsible person responsible for every aspect of her life. Existential feminism begins with the idea that the woman is the product of social and cultural production and that the woman is the Other.

However, this approach also examines how freedom is achieved only by giving liberty to all people. Famously stating, "One is not born a woman, but becomes one," De Beauvoir implies that gender is not a biological identity but rather a social construct. In *The Second Sex*, de Beauvoir refers to biblical passages and ancient legends to support her claim that women are viewed as the Other and inferior to males.

## LITERATURE REVIEW

This section presents earlier studies on psychoanalysis and feminism. E Zakin and C Leeb (2011) discuss psychoanalytic feminism in their article *Psychoanalytic Feminism*. The researcher suggests that psychoanalysis develops an unconscious theory that connects subjectivity and sexuality. By doing this, it reveals how unconscious

forces and symbolic structures outside the domain of individual agency influence our sense of self and our political allegiances and attachments

Furthermore, Mutiara Oktavia Herlina and Muhd. Al Hafizh (2016), in their article "Woman Stereotype in the novel *Convenience Store Woman* by Sayaka Murata, aims to explain various misconceptions about women and demonstrate how female characters can do so. This study employed the descriptive qualitative approach and applied Simone De Beauvoir's existentialist feminism theory and Mansour Fakih's concept of gender discrimination to examine the relationship between the notion of gender that leads to discrimination. The analysis's findings demonstrate that there are three types of stereotypes about women: those of mothers, those of incapable individuals, and those of sex objects.

Furthermore, Norman Holland(2013), in his article" Psychoanalysis and Literature: Past and Present," suggests that psychoanalysis can be viewed as having three phases, as stated by Freud (id, ego, and superego). All these stages, incidentally, add to the field of psychoanalysis without reducing it significantly.

Moreover, Suvira Eka Putri and Ria Kamilah Agustina (2023), in their article "Psychological Analysis Of Main Character's Personalities In "Convenience Store Woman" by Sayaka Murata," used Sigmund Freud's theory in the literary psychology approach. In this study, the qualitative descriptive method was applied. Reading, taking notes, and triangulating the data are the techniques used to gather the data to ensure its validity. Data reduction, presentation of data, and conclusion are employed in data analysis. The Id, Ego, and Superego personality structures are used to classify the data found.

Furthermore, Viktoriya Sus (2023) explores in her article" Understanding Simone de Beauvoir's Feminist Existentialism" that although the "women's situation" can and must be addressed, the change cannot start from the outside, which is in line with typical existential philosophy methods. A singular female existence must recognize its non-objectionable nature and struggle to become her life's mistress and creator. According to de Beauvoir, one may change the world and triumph in the kingdom of freedom through creative self-consciousness and an active lifestyle. Simone de Beauvoir's work significantly impacted the formation and advancement of second-wave feminism.

Much research has been done on feminism and psychoanalysis, but very few studies have been done to discover the feminist and psychoanalytic elements in the novel *Convenience Store Woman*.

## DATA ANALYSIS

Keiko Furukura is the main character of *Convenience Store Woman*. Keiko is friendly, respectful, and energetic, yet she cannot fully understand human feelings or thoughts, so she tries to fit in with society. Keiko is ultimately labelled negatively by society due to her differences since she cannot live up to its standards. Gender inequality and patriarchal culture are linked to the stereotypes of women in the convenience store woman novel. Many of the misconceptions that women embrace result from societal beliefs. According to the scholar O'Brien (2009, p. 379) in the book "Encyclopaedia of Gender and Society," there are three categories into which misconceptions about women can be classified.

First, mothers are typically portrayed as weak, dependent, and giving individuals. Second, there is a notion that women are immature, incompetent, and childish. Some people disregard women's intelligence and competency because of this viewpoint. Third, there is a view that women are regarded as sex objects. This complete discussion aims to identify the prejudices about women that happen in the *Convenience Store Woman*. Mother as a woman, a mother is a woman who has experienced pregnancy, childbirth, breastfeeding, and lovingly bringing up her child, according to Abdul Munfim Sayyid Hasan (1985,p.65). With this knowledge, it should be clear that becoming a mother is not always easy and that some women are not destined to become mothers for several reasons, such as not being ready to have children or a medical condition. However, the general view is that every married woman will undoubtedly become a mother and have children. Motherhood prejudices portray women as weak, reliant, and fragile. Mothers are also said to be gentle and extremely affectionate towards their children.

Second, there is a notion that women are immature, incompetent, and childish. Some people disregard women's intelligence and competency because of this viewpoint. Third, there is a view that women are sex objects. This discussion aims to identify the preconceptions about women that appear in Murata's novel *Convenience Store Woman*. As we see in these lines of text,

" Today there ..... along to have with tea." (Murata, 2018, p.32)

The information above shows that Keiko considers her friend Miho a typical lady. She married, became a devoted wife and mother to her kids, and intends to purchase a home for her family. Being able to spend time with a "normal" lady of her age made Keiko feel she had a precious opportunity to learn what average women her age were like.

"Everyone should bring their husbands and kids too. .... The timing is perfect now." (Murata, 2018, p.35)

It is clear from all of these facts that married women who have children generally like mothers. To show everyday living, they will gather together with their own families which can cause jealousy among some women, as demonstrated by the character Satsuki, who experiences jealousy because all her friends have children while she is childless, and this is similar to how married women who are childless will feel uncomfortable in real life. Such issues can occasionally arise due to pressure, such as deciding whether to have children on one's own or from family and society.

This occurrence fits the statement made by Simon de Beauvoir in the book *The Second Sex* (1949); Beauvoir said, "Woman is just the uterus. That is, women's destiny is predetermined by their anatomy, and since patriarchal culture resists change, it will be challenging for women to overcome the inequitable treatment they receive as a result of gender discrimination. It is agreed. It must be irrational to feel that way. If one could get married and get them to stop complaining? Please don't make things seem too simple! As we know, males do have it worse than women.

If one's not yet a wholly integrated part of society, the next step should be to find employment. Once one does, one should work to increase income, leading to marriage and children. Society is always passing judgment on people. One should not compare males with females. As we can see in these lines of text,

"So, marrying won't fix any problems then, will it? .....—It was never accurate, even if you travel back to the Stone Age! (Murata,2018,p.91–92)

The above comment makes it clear that Shiranha and Keiko disagreed on many points of view regarding marriage. Here, Keiko asserts that marriage does not provide a solution to every issue in life. In contrast, Shiranha, who draws gender comparisons between herself and Keiko, says that society will continue to judge Keiko because she is viewed as an incomplete member of society. Shiranha's comments demonstrate how gender discrimination against Keiko exists, which may be relevant to Simone de Beauvoir's opinions. Beauvoir believed that women should have the same freedom to make their own decisions as men have.

According to Beauvoir, marriage is an institution that deprives women of their independence; women willingly give up their freedom in exchange for peace, security, and contentment in the home, as well as being aware that there are other options for resolving problems other than marriage. Women are often stereotyped as being immature, incapable of completing tasks, and possessing a childlike attitude. Women are generally regarded to be extremely sensitive, which makes them appear weak and helpless. Men and women have different ways of thinking; men place more weight on reasoning and less on feelings, while women depend more on feelings. Because women prioritize their emotions above reason when making decisions, this difference in thinking depicts women as immature.

"When I was in my early twenties, it..... I was the only one who hadn't done either." (Murata,2018,p.37)

Wikipedia defines "freeter" as a Japanese term for individuals without full-time employment or those without a job (housewives and students excluded). Freeter is also characterized as semi-intrusive. In the above remark, Keiko has been a freeter for the past 18 years. In contrast to Keiko, who has no intention of changing occupations or getting married, most people stop freetering at the age of 18 and attempt to find more promising employment instead. Because Keiko has been doing the same job pointlessly for years, it gives the impression that she lacks competence in the workplace. Beauvoir claimed that women are expected to meet the norm of beauty, requiring thin, muscular, flexible, and strong bodies free of fat to be desired as sexual objects. The goal of objectifying women's bodies is to give men pleasure (Beauvoir, 1989, p 262). Furthermore, according to the data, some people claim that men only regard women as sex objects, occasionally referring to verbal harassment of women as well as the taboo topic of sexual orientation.

"You know, I've got quite a few gay ..... hard for them to come out too." (Murata, 2018, p.38)

According to the quote mentioned above, it also provides an overview of the opinions made by others about individuals who have different sexual orientations. Miho stated that individuals who identify as gay or asexual find it extremely difficult to discuss their sexual orientations because, as is generally accepted, attraction to a different sex is considered an abnormality or a disease. Asexuality is defined as not being attracted to other people sexually or not

having any desire or interest in engaging in sexual behaviour. Because Keiko has no desire to fall in love or get married, her friends assume that she is asexual in this situation.

Shiranha advised Keiko to "follow the line," which refers to doing all that is required to fit in with society's norms, such as achieving a successful job, finding a partner, getting married, and finally starting a family. And since he doesn't count or is a minority member, it won't be an issue for him.

"You're still in a dead-end job at your age..... there's no hope for you, is there, Furukura?" (Murata, 2018, p.93)

The phrase above also makes explicit how harsh Shiranha's remarks were to Keiko, forcing her to believe that the latter was nothing more than a dirty creature that wandered around the village and had no use. only an object of satisfaction.

The personality of the main character, Keiko's personality as the main character can be understood by the three personality parts of id, ego, and superego in Freud's theory of personality. Dialogue and narrative are two markings that can be used to identify these personalities. 1. Id The human id is the first personality structure formed from birth. It is in the subconscious and is motivated by instincts and the principle of pleasure, desire, or basic needs that must be satisfied right away, like eating, drinking, sleeping, having sex, and seeking pleasure while avoiding uncomfortable situations. This element cannot distinguish between right and wrong behaviour and moral principles. The following passage illustrates how Keiko, the main character, starts showing Id:

"For breakfast, ..... bottle of water "(Murata, 2018, p.13)

The quote above demonstrates Keiko's primary process for fulfilling her needs: drinking half a bottle of mineral water and eating breakfast made from bread purchased from the minimarket where she works. One of the id personality elements, or the basic needs that must be satisfied, is what Keiko did. As Murata expresses,

"Oh yes, it's true..... store workers. "(Murata, 2018, p.23)

The comment above demonstrates Keiko's uncomfortable Id personality element, which is shown by her wanting to leave right away due to her discomfort with the conversation her friends are discussing. In her opinion, she is only treated like an average person in convenience stores that has no prejudice based on a person's gender, age, or nationality. 2. Ego: The ego is an element of personality between the subconscious and the real world. It has a reality principle. The ability to reason, solve problems, and make decisions—all necessary when one wants to take action—drives this element. This element additionally controls what behaviours are considered excellent and negative. The following lines indicate Id's development in Keiko, the main character.

"Ah. Well, I suppose there's not I can provide..... your feed for you." (Murata, 2018, p.65)

Keiko is encouraged to think realistically by the ego aspect. She realized that Shihara was unemployed and that she could not give money to her because her salary as a convenience store employee couldn't support the lives of two people. As a result, she did not force Shihara to pay her.

"Over eighteen years.....carry on operating as usual. (Murata, 2018, p.85)

According to the narrative above, Keiko expresses ego when she comes to her realistic belief that the minimarket will carry on as usual, even if she or other employees decide to leave and are replaced by new employees. Keiko's rational ideas are encouraged by her ego. Keiko believes that the convenience store has become a part of her life and body, where she feels like a normal person who can interact with people. 3. The superego The superego is an evaluative morality element of personality that family and environment shape. This component regulates a person's personality to behave morally. This idealistic element encourages people to seek perfection because of social pressure to fit in. The following passage illustrates how Keiko, the primary character, develops her superego:

"I covered my shock.....my head in greeting." (Murata, 2018, p.26)

The above quotation demonstrates Keiko's superego of self-control and politeness, which is demonstrated in the story when she chooses to bow her head out of respect and avoid passing judgement on the new employee's condition. As I made my way to the cashier, I noticed a regular customer—woman using a walking stick—reaching for something on the lowest shelf and bending so far that it appeared as though she would fall.

"Allow me to assist you! ..... replied, "Thank you." (Murata, 2018, p.43)

The above comment demonstrates that Keiko has a moral personality or superego. It is explained by her following statement that let me help you. Is this what you were? she asks, helping the older woman on the edge of falling, pick up the objects on the lower shelf.

The researcher has examined the study's data using a feminist and psychoanalytic perspective lens. Additionally, the researcher has attempted to explain the issues related to feminism and psychoanalysis that the heroes of the corresponding novel had to deal with.

## CONCLUSION

To conclude, we may say that *Convenience Store Woman* is a satirical and realistic look at modern work culture and the demands to fit in, as well as a lovely and entirely new portrait of an unforgettable heroine. It is a remarkable portrayal of a peculiar psychology.

Keiko, the main female character in the novel *Convenience Store Woman*, faces gender discrimination because she has grown up in a patriarchal society.

A person's function in society is determined by unfair treatment and presumptions made about them, mainly based on their sexual orientation. However, playing a different role causes harm and deprives people of their rights, particularly for women who live in patriarchal cultures. Keiko was frequently the target of criticism from those close to her, including her friends and relatives. Because Keiko only works as a convenience store clerk and doesn't look for other competent or prospective work, she is often seen as incompetent. Keiko isn't regarded as immature, either. In addition, Keiko is not seen as immature because, in contrast to her friends who marry and have kids, they consider her too old to make ideal partners. Additionally, Shiranha used highly offensive language and came across as a condescending woman to Keiko. Ultimately, this study concludes that the stereotype of women still exists and has become a social issue. Many women still experience and participate in the stereotype of women, which should be limited to all women as women have the freedom to choose their paths in life and to achieve their goals. Since women are on the same level as men in reality.

The researcher concludes that the id, ego, and superego of Sayaka Murata's main character in *Convenience Store Woman*, her novel, correspond with Sigmund Freud's personality theory. Keiko Furukura is the protagonist of the story. Keiko's biological drive, known as the Id, is the impulse to satisfy demands and pleasure. She unconsciously acts against moral principles and lacks empathy because of this aspect of her id. The ego is a psychological trait that supports the id and seeks to determine reality in a way that best serves the Id. Keiko's ego aims to satisfy and control the Id's desires beyond the conscious mind. Making decisions and finding solutions to issues is one way Keiko's ego operates. Additionally, Keiko's Super Ego is a mediator between her Id and Ego, a further essential element of the human personality.

The superego is idealistic and aims to set moral guidelines. When the ego fulfills the Id's desires, this element is always present. The researcher hopes that more characteristics can be analyzed by researchers in the future using alternative methodologies. This research can also serve as a source of information and material for future studies on literary psychology-related topics. Additionally, the researcher hopes that readers will be able to emulate the positive aspects of the main character while using the negative aspects as a lesson when making decisions or feeling motivated to take action.

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