

**THE INDIVIDUATION THROUGH PERSONA AND SHADOW
ON SAYAKA MURATA'S *CONVENIENCE STORE WOMAN***

THESIS

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DEPARTEMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
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THESIS

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MALANG**

2021

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I state that the thesis entitled “**The Individuation Through Persona and Shadow on Sayaka Murata's *Convenience Store Woman***” is my original work to fulfil of the requirements for the degree of *Sarjana Sastra (S.S)* in English Letters Department, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 19 April 2021

The researcher



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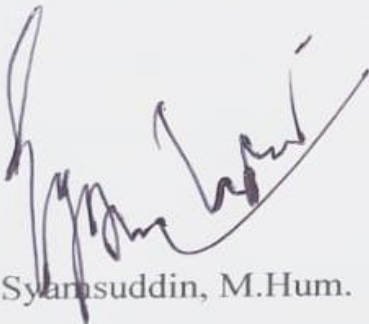
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This to certify that Ian Gusti Jantan Ladita Galang's thesis entitled "**The Individuation Through Persona and Shadow on Sayaka Murata's *Convenience Store Woman***" has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of requirements for the degree of Sarjana Sastra (S.S).

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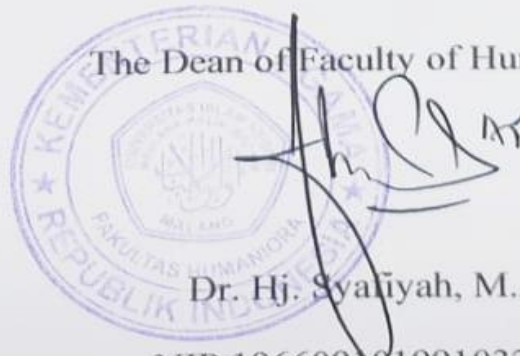
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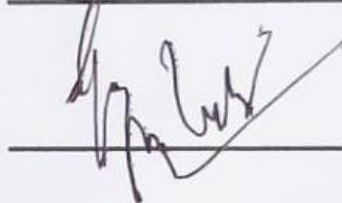
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MOTTO

“Hum Rijalun Nahnu Rijalun”

(Prof. Dr. Kyai h. Achmad Mudlor)

“To You I Recommend Work But Struggle to You I Don’t Recommend Peace But
Victory, Let Your Work Be A Struggle, Let Your Peace Be A Victory”

(Nietzsche)

“Likulli Yaumin Ziyadatan Minal ‘Ilmi Wasbah Fii Buhuril Fawaidi”

(Kitab Ta’liimul Muta’allim)

“A Little Knowledge Is a Dangerous Thing; Drink Deep, or Taste not The Pierian
Spring. There Shallow Draughts Intoxicate The Brain, and Drinking Largely
Sobers Us Again.”

(Alexander Pope)

DEDICATION

This thesis is dedicated to my parents, my sister, and my girlfriend who always give encouragement and support for my success in writing this thesis, may Allah give them a lot of happiness. I hope my parents are given a long life so I can make them happy with my successfully in tomorrow. Aamiin.

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Alhamdulillahirobbil 'alamin, all praises belong to Allah SWT, the God of the Universe, who has given His blessing to all the creatures in the universe, especially toward me for completing this thesis entitled *The Individuation Through Persona And Shadow On Sayaka Murata's Convenience Store Woman*. *Sholawat* and *Salam* are presented to the prophet Muhammad SAW, who has brought us from darkness era to the lightness era.

This thesis presents because of the help, guidance, and pray from other people. My gratitude goes to the Rector of UIN Malang, Prof. Dr. Abdul Haris, M.Ag., the Dean of Faculty of Humanities, Dr. Hj. Syafiyah, M.A., and the Head of the Department of English Literature, Ibu Rina Sari, M.Pd., and my advisor Bapak Dr. Syamsuddin, M. Hum., who has provided direction and guidance to complete this thesis.

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I realize this thesis is far from perfect. It is solely due to my limited abilities. Therefore, I hope for positive and constructive suggestions and criticisms from all parties so that this thesis will be better.

Malang, 26 April 2021

Ian Gusti Jantan Ladita Galang

ABSTRACT

Galang, Ian Gusti Jantan Ladita (2021) *The Individuation Through Persona And Shadow On Sayaka Murata's Convenience Store Woman. undergraduated Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Syamsudin, M.Hum*

Keywords: archetypes, persona, shadow, individuation, psychoanalysis

This study aims to analyze the search for identity carried out by the main character named Keiko. The purpose of this research is to find the causes of individuation in Keiko through persona and shadow. Although this novel has many characters and archetype theory has many divisions, the researcher only focuses on analyzing the change in Keiko's personality towards the individuation stage through the shadow and persona that Keiko has. This functions in realizing a thorough and comprehensive explanation as well as theoretically and practically useful. The theoretical benefits are expected to lead to further research in adding to the scientific vocabulary, especially in the study of the convenience store woman novel by Miyaka Murata using archetype, shadow, persona and individuation theories. Practically, it is hoped that it can add references to support further studies.

This research is part of literary criticism, because researchers interpret and analyze literary works. The psychological approach is used to analyze literary texts related to the psychological aspects of characters and novels. The Carl Gustav Jung archetype theory is also used by researchers, especially in the concept of the development of the main character's personality through the shadow and the persona. The research data were taken from words, phrases, and sentences in the convenience store woman novel published in 2018 by Groove Press. Researchers collect data by identifying and correlating the contents of the novel with relevant quotations. The researcher analyzed the data and dissected the novel with the concept of explanation in accordance with Carl Gustav Jung's theory

The results of the analysis process show: (1). The growth of ego shadow in Keiko starts from childhood which causes him to be a quiet person. (2) At the age towards adulthood, Keiko finds comfort in being a human being with his mini-market girl mask. (3) the demands of the people around him make Keiko try to get out of the persona of the minimarket girl, this causes Keiko to become depressed. (4). The process of depression brings Keiko to the individuation stage so that she can find her true self and identify herself as a mini-market girl. Subsequent research can look for primordial symbols that can lead to the discovery of his true

self. There are many symbolic descriptions which have received much attention. For example, a collection of experiences of keiko is continuous from when she was young until she grew up and found her true self.

جالانج ، إيان جوستي جانتان لاديتا (20) (21)التفرد من خلال بيرسونا والظل على امرأة متجر ساياكا موراتا.خريج أطروحة .قسم الأدب الإنجليزي، كلية العلوم الإنسانية، مولانا مالك إبراهيم مالانج. المستشار: د. صيام الدين ، محمد هم

الكلمات المفتاحية: النماذج البدئية ، الشخصية ، الظل ، التفرد ، التحليل النفسي

تهدف هذه الدراسة إلى تحليل عملية البحث عن الهوية التي قامت بها الشخصية الرئيسية المسماة Keiko. الغرض من هذا البحث هو إيجاد أسباب التفرد في كيكو من خلال الشخصية والظل. على الرغم من أن هذه الرواية تحتوي على العديد من الشخصيات وأن نظرية النموذج الأصلي بها العديد من التقسيمات ، إلا أن الباحث يركز فقط على تحليل التغيير في شخصية كيكو نحو مرحلة التفرد من خلال الظل والشخصية التي تمتلكها كيكو. هذا يعمل في تحقيق شرح شامل وشامل وكذلك من الناحية النظرية والعملية. من المتوقع أن تؤدي الفوائد النظرية إلى مزيد من البحث في إضافة المفردات العلمية ، لا سيما في دراسة الرواية النسائية لمتجر صغير من قبل مياكا موراتا باستخدام نظريات النموذج الأصلي والظل والشخصية والتفرد. من الناحية العملية ، من المأمول أن تضيف مراجع لدعم المزيد من الدراسات.

هذا البحث جزء من النقد الأدبي ، لأن الباحثين يفسرون ويحللون الأعمال الأدبية. يستخدم المنهج النفسي لتحليل النصوص الأدبية المتعلقة بالجوانب النفسية للشخصيات والروايات. يستخدم الباحثون أيضاً نظرية النموذج الأصلي لـ ، Carl Gustav Jung خاصة في مفهوم تطوير شخصية الشخصية الرئيسية من خلال الظل والشخصية. تم أخذ بيانات البحث من الكلمات والعبارات والجمال في رواية المرأة في المتجر والتي نُشرت في عام 2018 بواسطة Grove Press. يجمع الباحثون البيانات عن طريق تحديد وربط محتويات الرواية بالاقتراسات ذات الصلة. قام الباحث بتحليل البيانات وتشريح الرواية بمفهوم الشرح بما يتوافق مع نظرية كارل جوستاف يونج.

تظهر نتائج عملية التحليل .(1) يبدأ نمو ظل الأنا في Keiko منذ الطفولة مما يجعله شخصاً هادئاً (2) . في سن الرشد ، يجد Keiko الراحة في كونه إنساناً مع قناع فتاة السوق الصغير (3) . أدت مطالب الناس من حوله إلى جعل كيكو يحاول الخروج من شخصية فتاة السوق الصغيرة الخاصة به ، مما تسبب في إصابة كيكو بالاكتئاب .(4) . تدفع عملية الاكتئاب Keiko إلى مرحلة التفرد حتى تتمكن من العثور على نفسها الحقيقية وتعريف نفسها على أنها فتاة صغيرة في السوق. يمكن أن تبحث الأبحاث اللاحقة عن الرموز البدائية التي يمكن أن تؤدي إلى اكتشاف ذاته الحقيقية. هناك العديد من الأوصاف الرمزية التي حظيت باهتمام كبير. على سبيل المثال ، مجموعة من تجارب Keiko التي تستمر من الطفولة إلى البلوغ وتجد هويتها.

ABSTRAK

Galang, Ian Gusti Jantan Ladita (2021) *The Individuation Through Persona And Shadow On Sayaka Murata's Convenience Store Woman*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr. Syamsuddin, M.Hum.

Kata kunci: arketip, *persona*, *shadow*, *individuasi*, psikoanalisis

Penelitian ini bertujuan untuk menganalisa pencarian jati diri yang dilakukan oleh tokoh utama bernama Keiko. Tujuan penelitian ini adalah untuk menemukan penyebab terjadinya individuasi dalam diri Keiko melalui *persona* dan *shadow*. Walaupun novel ini memiliki banyak tokoh dan teori arketipe memiliki banyak pembagian, peneliti hanya berfokus pada analisa perubahan kepribadian Keiko menuju tahapan individuasi melalui *shadow* dan *persona* yang dimiliki Keiko. Hal ini bertujuan untuk menerangkan secara komprehensif serta bermanfaat secara teoretis maupun praktis. Manfaat teoretis diharapkan dapat mengantarkan penelitian selanjutnya dalam menambah perbendaharaan keilmuan terkhusus dalam pengkajian novel *convenience store woman* karya sayaka murata dengan menggunakan teori arketipe, *shadow*, *persona* dan *individuasi*. Secara praktis diharapkan dapat menambah referensi dalam menunjang penelitian-penelitian selanjutnya.

Penelitian ini adalah bagian dari kritik sastra, karena peneliti menginterpretasi dan menganalisa karya sastra. Pendekatan psikologi di gunakan untuk menganalisa teks sastra yang berhubungan dengan aspek-aspek psikologi tokoh dan novel. Teori arketipe Carl Gustav Jung juga digunakan oleh peneliti terutama pada konsep perkembangan kepribadian tokoh utama melalui *shadow* dan *personanya*. Data penelitian diambil dari kata-kata, frasa, dan kalimat didalam novel *convenience store woman* yang diterbitkan pada tahun 2018 oleh Groove Press. Peneliti mengupulkan data dengan cara mengidentifikasi dan mengkolerasikan isi novel dengan kutipan yang relevan. Peneliti menganalisa data dan membedah novel dengan konsep penjelasan yang sesuai dengan teori Carl Gustav Jung.

Hasil dari proses analisa menunjukkan : (1). Pertumbuhan ego *shadow* pada diri Keiko dimulai sejak usia kanak-kanak yang menyebabkan dirinya menjadi seorang yang pendiam. (2) pada usia menuju dewasa Keiko menemukan kenyamanan menjadi manusia dengan topeng gadis minimarketnya. (3) permintaan orang disekitarnya memmbuat Keiko berusaha untuk keluar dari *persona* gadis minimarketnya, hal ini menyebabkan Keiko menjadi depresi. (4). Proses depresi mengantarkan Keiko menuju tahapan individuasi sehingga Keiko dappat memukan dirinya yang sejati dan mengidentifikasi dirinya sebagai gadis minimarket. Penelitian selanjutnya dapat mencari symbol-simbol primordial yang dapat mengantarkan diri Keiko menuju penemuan dirinya yang sejati. Terdapat banyak keterangan simbolis yang menyita banyak perhatian. Contohnya

kumpulan pengalaman pengalaman keiko yang saling berkesinambungan mulai dari dia kecil sampai dia tumbuh dewasa dan menemukan jati dirinya.

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CHAPTER I

INTRODUCTION

This chapter provides several parts of Introduction, The Component that Substitute this Chapter is Background of the Study, Problem of the Study, Objective of the Study, Significance of the Study, Scope and Limitation, Definition of Key Term, and Research Method.

1.1 Background of the Study

The struggle to find an identity needs a process called individualization. Life is always colored with psychic phenomena that can be studied with psychoanalysis. Carl Gustav Jung in his theory of psychoanalysis describes that human life as not only determined by their past experience of life, but the future can also act as a description to reach the goals and aspirations (Alwisol, 2004). Jung in his psychoanalytic has a personality structure formula, that is substituted by; Conscious (ego), Personal Unconscious and Collective Unconscious that deals with the Archetype. Further studies would be analyzed by an Archetype theory on psychoanalytic Carl Gustav Jung.

Archetypes are derived from a collection of primordial experiences that unconsciously control the individual character. In the individual character, the intervention from the ancestors regardless of the human being defines himself as a free object. The main discussion of the Archetype substitute by Persona, Anima-Animus, Shadow and The Self. Jung said, the whole human should

minimize his Persona, aware of his Anima-Animus, develop his Introversion and Extraversion and able to develop the four functions of the soul.

Mostly, the Archetype dominated by Persona, Anima - Animus, Shadow, and The Self. This research shows the signs of Shadow and Persona portrayed in the main character in order to respond to the society taught to find her identity. The main character against the society thought with her persona and realized her shadow to produce her power on social interaction.

The persona has function to impress the society to do social interaction and often also hide the true personal essence that could be said as shadow. Persona is a public personality, the personal aspects shown to the world or public opinion about the individual. Persona is needed for survival, helps oneself control feelings of thought and behaviour.

The shadow is an archetype that reflects animal instincts in somebody. It has characteristics on the strong desire, spontaneity, and creative drive. It is not always about destructive instinct but shadows could also drive the spirit of life. Shadows that appear at the stage of anarchist (stage of psychic development) occasionally portray their primitivist character often dreamed in consciousness by having thoughts-feelings-actions which are unpleasant and condemned by society. Therefore, the image of shadow cover by the persona is a basic instinct that guides adjustment to reality based on considerations to save the real personality on social interaction.

Sayaka Murata's "*Convenience Store Woman*" tells a story of a girl named Keiko who is thirty years old, who has not married yet and does not have a permanent job. For the Japanese the way of life such as Keiko are embarrassing. It made the society feel empathy for Keiko although Keiko does not need that. The analysis flows through this problem and shows a lot of data to explain the cause of it, including the ability and competence of Keiko which is already tied to the mini market girl persona.

The problem was influenced by the deep trauma when Keiko was still in elementary school. There is a situation where Keiko tries to follow her society desires but in every action, it is always crossed by society norms and social thinking patterns. Keiko is judged as "a weird girl" by the people's comment. Keiko responds to the situation by withdrawing from her social interaction. It would help her to avoid a "society destroyer" mark. Because in the novel Keiko was described as an introverted and emotional girl. However, the action to take a backward step on her life would help her develop the analysis processes on reading people's gesture and people's personality.

Sometimes Keiko analyze people body gesture and language style to predict where the people from. This concept is called "persona" (Jung in Alwisol 2004). Persona, sometimes could describe how the society is like and that has an impact on the people psychic who live in such society. Through the concept, the findings from this study will explain how the struggle of the main character

(Keiko) to answer the society thought by using a persona and diverting shadow energy to the positive side (to trigger the spirit of life).

When I woke up I returned to being a minimarket employee, I became part of the community. I became a normal human. (Convenience Store Woman, p. 65)

The others study related to the Psychoanalytic Approach of Carl Gustav Jung: first, Megazen Kharisma Firdausya (2019) the Archetype of Shadow in A. J. Finns the Woman in the Window. This study uses Carl Gustav Jung's psychoanalytic theory which focuses on the Archetype of shadow. Researchers found six kinds of archetypes contained in the main character's body and how the main character copes with the shadow. Furthermore, the research from Raden Ayu Nadhifah Nada (2018) David Piper Personality in Lisa Williamson's The Art of Being Normal. This research found the dominance of the archetype of animus in the main character, the Persona used by the main character to behave in society and images of other souls who are described as a person. Women who hate men, another study, Nabila Zatalini (2018), the situational Archetype of main character in Roald Dahl "Esio Trot" novels and movies. This research discusses the main character's efforts in winning a woman's heart to fulfill her life. In the course of the main character reflects the Archetype of fall (rejection). This study then discusses an individual's struggle to answer life's challenges and analyzes the Archetype signs that appear.

The research examined how the main character embodies the individuation of Sayaka Murata's "*Convenience Store Woman*". The Ultimate choice of the research to describe the struggles of a girl named Keiko to behave in her society.

The analysis would be attracted to discuss, because Keiko has an objective personality, consideration and risk though, different sight on sex relation and her world privacy. The portrayal of Persona and Shadow which is directed into positive energy is also an interesting side to examine. This novel has also received many awards in Japan and printed in various languages, one of them being an English translation and Indonesian. This novel received an award from the Akutagawa prize in 2016.

Based on the explanation above, the researcher took an initiative to conduct research using a psychological approach. This approach is deemed appropriate because in the story plots, it explains the development of psychological signs and the way main character behave in society. In Sayaka Murata's "*Convenience Store Woman*", the researcher focuses on the discussion of Archetypes especially on Persona and Shadow. The way the main character achieves individuation through Shadow and Persona are being the gap of this research.

1.2 Problem of the Study

Based on the background above, the analysis of this study was formulated into a number of research question:

1. What are the cause of Keiko's individuation throught persona and shadow?
2. How does Keiko's process of individuation on society throught her persona and shadow?

1.3 Objectives of the Study

In this study the researcher has objectives according to the research question:

- 1 To find the cause of Keiko's individuation through persona and shadow
- 2 To find out Keiko's process of individuation on society through persona and shadow

1.4 Significant Studies

This research has two advantages: theoretical and practical. Theoretically, this research contributes to develop the theory of Psychoanalysis of Carl Gustav Jung, which focuses on the function of Persona and Shadow. In addition, this research will explain the portrayed of The Shadow and Persona that appears on Sayaka Murata's "Convenience Store Woman".

Practically, this research could be a reference for other researchers on doing their analysis through Sayaka Murata's novel "*Convenience Store Woman*". Furthermore, the findings from this study are expected to be a literacy reference for Persona and Shadow in analyzing the main characters in this novel.

1.5 Scope and Limitation

The scope and limitation of this research are focused on the process of analyzing the main character from Sayaka Murata's novel "*Convenience Store*

Woman” with Carl Gustav Jung's theory of psychoanalysis as the tools. The data are taken from accounting activity of the symptoms that arise from the main character in social interaction. Then, this research tries to capture the symbolism of Persona and Shadow from the main character on Sayaka Murata’s *“Convenience Store Woman”*

1.6 Definition of Key Terms

1. Archetype

Archetype is a form of primordial experience that collects and unconsciously controls the person's personality. It has some certain patterns of fantasy, dreams, and delusions, in somebody with their unique characteristics (The Undiscovered Self by Carl Gustav Jung, 2002)

2. Persona

The persona is a personal hope to respond to community demands and tradition based on archetypal needs. Persona or Masks aims to create a particular impression to the society through social demands, although persona also cause the lost of identity (The Undiscovered Self by Carl Gustav Jung, 2002)

3. Shadow

Shadow is an animal instinct in the human body. The function of this archetype generates spontaneous, wild, and creative energy. Shadow is useful in giving passion if it can be channeled into positive energy (Jung in Alwisol, 2004).

4. Individuation

Individuation is a life process of an individual to find their self-identity. Jung in Alwisol (2004) explained that a successful person is a person who has a little problem, from his Animus-Anima, balance on their Introversion and Extraversion, and could improve the four functions of the soul. Thus, when the fourth is achieved, a people could be called as a complete human.

5. Identification

The development of a viable social persona is a vital part of adapting to, and preparing for, adult life in the external [social world](#). A [strong ego](#) relates to the outside world through a flexible persona; identifications with a specific persona (doctor, scholar, artist, etc.) inhibits psychological development. Thus for Jung "the danger is that people become identical with their persona - the professor with his textbook". The result could be "the shallow, brittle, conformist kind of personality which is 'all persona', with its excessive concern for 'what people think', an unreflecting state of mind 'in which people are utterly unconscious of any distinction between themselves and the world in which they live.

1.7 Research Method

The research used literary criticism on psychological approach. The approach of the method used to peel and describe the Persona and Shadow signs that appear on Sayaka Murata's "Convenience Store Woman". In the process of analyzing, for the beginning the researcher does understand the novel by noting

and underlining the signs related to Persona and shadow. Then, correlate and develop the object with the theory of Carl Gustav Jung.

1. Research Design

The object of the study is based on Sayaka Murata's "*Convenience Store Woman*". The data would be analyzed by literary criticism through a psychoanalytic approach of Carl Gustav Jung. The approach is used to uncover the symbol that is implied in Sayaka Murata's "*Convenience Store Woman*", especially in analyzing the main character.

The study is analyzed by Carl Gustav Jung's theory, especially on Persona and Shadow. The resolution of this research would show the struggle of the main character to behave on social interaction through her persona and shadow. It helps her to overcome her anxiety for being a stranger on social interaction and avoid the stamp of weird human on society.

2. Data Resource

The object of the study is to discover Sayaka Murata's novel entitled *Convenience Store Woman* (2016). The novel is a Japanese translation novel that was published in Canada in June, 2018 by Grove Press, an imprint of Grove Atlantic.

3. Data Collection.

The researcher used several stages to encover this novel:

1. Reading a novel by directly analyzing the psychic signs that appear.
2. Pay attention to signs and correlate them with the theory.
3. Collecting the data to arrange research question.
4. Underlining the data that has psychological signs and the main character sign to behave in the society.

4. Data Analysis

The analysis are continued by analyzing activity on the data, the following steps:

1. Doing the reading deeply in order to find the symbolic relationship between signs.
2. Gathering various references related to psychoanalysis to peel the materials. Continue with correlating the data to find a research question.
3. Summarizing in order to achieve theoretical and practical advantages that are relevant to research questions and objective studies.

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This chapter would deliver the bare explanation of several important discussion related on the study. The explanation of the base theory would help to understanding the research and support the other researcher on doing same study related on psychology. The data is explained related on: the explanation of psychology and how the psychology used to discover Literary works, the second point would deliver the explanation of collective unconscious, followed by the supporting idea such as: Archetype, Persona, and Shadow. The next prove would be deliver the data that invent by the researcher through this study. Later, the last explanation would enclosed by previous studies related on this research to find the gap of the study

2.1 Psychology of Literature

In studying the psychology of literature, it is necessary to apply the definition at the beginning. Based on the word psychology of literature, we agree that there are two words, psychology and literature. Literature in English is known as *literature*, which means everything that is written, the use of language in written form. Based on the underlying theoretical framework, literature is interpreted as an autonomous and independent work.

Psychology comes from the Greek word *psyche* which means soul and *logos* which means knowledge. So literally it can be interpreted as "knowledge of the soul". The development of the understanding of psychology is increasingly

diverse. This is due to the emergence of schools in psychology that have contributed to influencing the notion of psychology itself.

In the development of literary works that are continuously produced, scientific approaches outside of literature also develop to study / literary works themselves. In this discussion we examine the psychological approach used to study literature. Psychology of literature examines the author, reader, and literary work itself. How the psychology of the writer in writing a literary work, how to read the psychology of the reader in reading a written work, and how the characters in a literary work are influenced by their psychological condition are the ways of psychology of literature to dissect these questions.

In this study, the researcher determined the psychoanalysis of Carl Gustav Jung, which later contained the co-concepts of consciousness, personal unconscious and collective unconscious. Researchers immediately jump to the discussion of collective unconscious because the focus of the research will be discussed on the next page.

2.2 The Archetype

Based on the explanation of Carl Gustav Jung in the discovery of self, published by Routledge (2002), Archetype is a base of symbols embodied in fantasies, dreams, delusions of an individual which has a certain pattern. The concept of archetype itself is formless, because archetype is only a substance for the people to do something (predisposition). For example, the strength archetype, the origin of strength archetype is from a human predecessor which has lots of experiences through his five senses. It was produced by The experience that

shows the power of strength, such as natural disasters, fires, volcanic, earthquakes, eruption, evolution etc.

Human predecessors responded to the strong phenomena by creating the concept of power which was then absorbed and released and created an object as a superhuman. The effect of the sight made humans want to create something and control something. Along with human development processes, the power control unconsciously in humans psyche. It also happens on infant psyche, meanwhile the baby still not understand. The portrayed of super human arose on baby's character to proud of its mother. All babies in this world have a mother archetype, especially when the perception of mothers shows the same relation happens on every human.

The human born in this world brought certain memories. According to Jung, the baby carries an Archetype following on their birth. The archetype is identified when consciousness on the baby arises at the first time, marked by starting to be able to distinguish between the boundaries of the self and his organs, being able to analyze that he is different from his mother. Jung explains that psyche has a hereditary character. It is inherited from the gene that is contained in fertilization processes. For this reason, Jung has the view that every human being tends to have close characteristics to his immediate family or predecessors. The people exaggerated by this inherited gene to produce creativity in their life (P.19, P.1)

Archetype itself is only a substance, meanwhile in archetype there is a substitution that consists of many divisions. Archetype as a result from the

process of civilization from generation to generation in human history. Not only through language, tradition and migration, but also it allows the instinct of spontaneously, anytime, anywhere and despite the consolidation from the outer event of human being. This is like a tendency spontaneously appears in the human mind without knowing the causal relationship (Stein, P.22). This event is often called by inspired or intuitive coincidence. The archetype itself is a memory, a mindset, a human culture from their predecessors and it is inherited to the people who live in the present. The form of archetype itself is very abstract, because the people could not see how the archetype is. However, human civilization codifies it into the form of myths, fairy tales, religious motives and books (Stein, P.109) based on Jung's explanation, the compounding of examples are the product of archetypes that exist to guide human life among the generations.

The characters in archetypes tend to have similarities between regions. For example, the hero archetype is the most common archetype found in humans. Hercules is a symbol for the archetype of heroes in the western world, he is described as a strong figure, has a tough and wise character and being the hero of his society. In Indonesia the story of Gatotkaca is described as a hero character. Gatotkaca which has an iron bone and wire muscles also reflects strength, toughness and wisdom even though the Gatotkaca is the result of a different civilization from the legend of Hercules.

In this research the topic of unconscious being the umbrella for the other sub- discussion. For the focus, the researcher delivers the analysis about archetypes. This is because the mouth of the discussion in the unconscious leads

to the archetypes and their power to influence individual characters. Because of that, the explanation of archetypes would encourage humans to adapt and understand phenomena that occur in their society through unconsciousness. Archetype is the main source of psychic symbols that attract energy, build, and ultimately create culture and civilization (Murrey Stein, 1998). This knowledge is still half way, which will be continued to the individuation process which explains the process of an individual to find their identity or realize the existence of the sub-discussions through persona and shadows.

2.3 Persona

Based on the discussion about archetypes below, the researcher also explains the contents of the archetype itself, there are many elements that should be explained in order to obtain a comprehensive purpose. This comprehensive discussion will lead to scientific research into the realm of psychological knowledge. Because Jung's theory in this study only analyze the main characters in a literary work, the focus of this research would examine the process of individuation through persona and shadow. To simplify, the researcher explains that persona and shadow are included in archetype elements.

According to Jung, the terms of persona are produced for the people to do social interaction. Persona is produced through a process of acculturation, education in the society. (Stein, p. 130). Society judges people's personalities through their own perception. In this case it is known as projection. This projection is used as a reference that the "A" has certain characteristics and tendencies. Each person carries and has his own persona. The society prejudices

could never be complete in describing a personality because each individual brought a different persona from the others, in addition, could not see the original ego of a person because it was covered in a social mask (Stein, P. 28). Persona is used to control between individuals and their society. However, persona could cause misunderstanding around the society in predicting a person's character. The person used the persona through the way they dress, the language style, the style of pronunciation, etc. Persona is built according to the process of individual adaptation through their life. Therefore, the formation of a persona could be read through the projection of the traditions and culture of the society where the people live.

In the map of the soul deliver some pictures according to the places of the soul's map. There is society, the eye as the representation of sense, ego, anima-animus, the shadow archetype and the primordial's fire. This research aims to uncover how the persona and shadow works in the process of individuation. Persona are described as faces formed by the process of adapting to the society. The works of sense (eyes) could be followed in the process of catching the sign and symbols from the society. Then transfer it to the ego for analyzing to produce the response. Respond here has function as a product of analyzing. There are two products; the product of ego that could be accepted on the society or social norm, that become the adapted persona. The other way, the product that refuse by society becomes the self-assessment it is thrown to the shadow. On the concept of soul's map by Jung, persona was described as a line of mountains. The analogy of the mountains explains the mysteriousness of the persona itself, because the

persona was built in the line and full of mystiques as what the mountains are like. It is hard to break someone's persona and discover the ego because the ego is only known by the body itself. Something like mountain that is always moving, personas can also adapt and change throughout the time and situation. (Stein, 2020). For the conclusion, persona is the product of ego from accepted social norms and has function as a social face on social interaction purposes. It could be changed and moved depending on the time and situation in the society. The unacceptable of ego is thrown to the archetype named shadow and it is always gather persona on conscious and the unconsciousness realm.

There are advantages and disadvantages of persona. It depends on how far an individual identifies himself with the persona. As an example of the application of a persona, depicted a man who became a doctor. This man, in his work place has the persona of a doctor who is described as having an academic style of pronunciation, professionalism, high intellectuality, neat fashion, and low sense of humor. This aims to form the character of a doctor, so that the patient would be comfortable with him, because his qualifications are sufficient to be used as a reference related to solving disease problems. However, if a doctor identifies himself too deep and uses the persona into the house, this can lead to household destruction. A doctor who is also a father in the household will demand his wife to fulfill his need in the workplace, children could also become the victims of this persona. The conversation becomes stiff, there is no humor and harmony on communication, and everything that according to rifts in the relation. It should be better if the man removes the doctor persona and uses the lover or father persona at

his home. Thus, the man can joke with his family, relax and enjoy time with family, vacation with his wife and children and something regarding family activities. According to Jung it is called an adaptive persona (Stein, P.29).

Society also has a role in forming someone's character. It could happen in a family environment, school, workplace, which requires someone to display certain characteristics. The standard of doing interaction are based on the easy and the comfortable principle (Stein. 136, P.2)

Normally, people identify their personality based on their social ambitions and aspirations. The more prestigious the role, the more interested a person to identify their persona. There is pride that is conveyed. Rarely, people are proud of the extras role, and they tend to think that it is not important (Stein. 138, P.2). For this reason, humans tend to identify themselves with the role of being an entrepreneur rather than a factory worker for example. This is due to the image depicted by the entrepreneur's persona portrayed perseverance and freedom of life. Meanwhile, the image of factory workers tends to be a laborer and slaves.

In Jung's view, human personality is not only determined by the waves of past experiences. However, desire or vision of the future determines the movement of oneself in the discovery of one's authenticity. Humans must be introspective in identifying a role, for the purpose of avoiding the trap of some roles in society. Humans who tend to identify too deeply, could forget their identity, and wrapped in falsehoods. On the other hand, if humans too busy looking for their identity, they could be trapped in their personal world and isolated from social life. Interacting with the environment can help someone to

identify themselves with their society. The result of this interaction is self-discovery, this symptom is often found in adolescence, but adolescents often fall to the valley of false reflections from society. This is due to the ability of adolescents who have not been able to accept and process the culture of society wholly. It is important to have guidance from adults and the society to guide the adolescent in finding the self-identity.

2.4 Shadow

The discussion about persona will relate to shadows because there is a close bond between these two elements. The discussion includes "something that is displayed and hidden by someone". Shadow and persona are like twins in one body. As an analogy in one coin there are two different possible sides that portrayed to understanding shadows and persona.

Shadows are images as opposed to personas. In every aspect that people present to the world through persona, always followed by the interpretation of shadow. If someone tries to make a persona, such as: friendly personality, helpful, and pleasant. The opposite that fills the shadow is unfriendly, ignorant, and rude. This person is accommodated by the shadow. (Stein, 2020) the shadow explanation is closely related to the maps of the soul authored by Jung. The control of the content by the ego is stored in the shadow. On the other hand the projection applied into the persona, through the five senses the people scans the phenomena of life.

When the ego perceives social norms or behaviour, the ego will integrate with the persona to create conformity to its environment, on the other hand, the

self tends to cover up the ugliness and inability to interact in the shadow. In conclusion, the ego and the persona work together to establish shadow as the hidden personality of human (Ibid, P.130, p.1)

There is a tendency to feel guilty or feel ashamed in the form of shadow. Feelings of guilt are not more complicated than feeling ashamed. Feeling ashamed makes people tend to mortgage their self-esteem that usually made the people end their lives. In psychology the discussion of shame is more primordial, longer and deeper. Meanwhile, feelings of guilt could be pawned by paying the mistakes. Persona are the faces we put on to face other faces to become them and be liked by them. The people has a tendency to follow the social will. When the people are verified differently, the shadow tends to arose on social norm

Shadow is a kind of counter persona that wants something that persona doesn't allow. However, shadow also has a transformative effect if it is acknowledged and not covered up too much so that the individual can come out of the fatigue of being duplicated in front of society. According to Jung, opening the shadow seems like a sinful human, but the individual has a greater degree of wholeness because he can know what is good and does not cover up his badness to be studied, corrected, and directed to positive energy (Ibid, P. 132, p.1).

Wise actions to create balance on human psyche are collaborating between shadow and the persona. Humans should accept the shadows and adapt the persona in a positive way. The danger arises when someone identifies the persona deeply, because it could be made that someone loses the identity. Although shadow was interpreted in negative language, it is not always negative in essence.

Because an individual needs the dark side of the body to know his shortcomings and realize the complexities of life. On the way to individual control, humans can integrate persona with shadow. Shadow would forever haunt the psyche, because a shadow always pressured and covered the human psyche. The people should be aware of the existence of the shadow to make the balance between persona and shadow. When human able to balance persona and shadow the psyche would tend to observe before making a decision.

2.5 Individuation

Individuation is the movement of individuals in self-realization. Along with the physical and psychological development of humans, they develop with the aim of finding themselves. It is a journey of life in order to realize the perfect experience of life as a whole. Jung in Alwisol, explained that a whole human is a human who is able to harmonize between persona and shadow. Manifesting the self, balancing extraversion and introversion and able to balance the four functions (thinking-feeling-intuition-sensing).

Physically, humans develop from disability, namely at the age of infants, then develop into adulthood. At the age of thirties humans begin to feel the fissing function slowly decreasing, the skin that was tight slowly wrinkles, the vision of the eyes that was initially clear slowly blurred, all of which converged to the conclusion that the function of human physical organs began to decrease. Humans will experience signs of perceived death in the form of reduced physical function. When a human being does not mature at the age of death he will experience

anxiety. On the other hand, when the individual is ripe he will not worry because the truth is that life is to die (Jung, Map of The Soul, P. 204)

Human life is likened to the movement of the sun. The sun rises in the morning and decreases in the afternoon until it sets in the evening. This pattern is in line with physical development, at first the human is aware when the sun rises, it comes to dawn, when the baby's ego bursts into the subconscious waters. Furthermore development and growth widen and displays an increase in complexes, as well as ego strength in line with the growth and physical development of humans. Followed by a broader horizon when the sun is in the middle. The light that widens and expands shows the psychological development in humans when responding to the male pattern of society. Humans will walk in a wider and wider social world. Towards dusk, the function of the human body decreases, its physical signs and functions begin to decline and become noticeable. This is called the sign of death. Humans who have not found their identity at this age tend to worry about death. Likewise, if he is ready, this human tends to be ready to accept death because the goal of individuation is to find wisdom and wisdom in life, which stages must lead to the imago dei, or what we usually known as the image of God. Jung used the term individuation to refer to psychological development which he interpreted as a process to become a complete but unique human being, to become an individual, a whole and unbroken person.

2.6 Previous Studies

In this study, we also attach previous studies which are useful as references and look for differences between studies. This is so that allied research can collaborate and provide a new colour that is more varied in the study of psychoanalytic theory of Carl Gustav Jung. The first is the research from Raden Ayu Nadhifah Nada (2018). David Piper's personality in Lisa Williams's, the art of being normal. In this research, the researcher tries to find the image of persona, anima and shadow archetypes in the main character named David Piper.

This study attaches the results of trying to analyze the character of the main character who symbolizes anima, persona and shadow in the discussion of archetypes. The researcher tries to uncover the needs to achieve the goals of life for being normal, the second research is from Nabila Zatalini (2018). The situational archetype of the main character in Roald Dahl "Esio Trot" novels and movies. In this research, the researcher is interested in uncovering the signs of the situational archetype in the novel Esio Trot by Roald Dahl which is then correlated with his film entitled "Esio Trot" as well. This research examines the personality of the main character with the ecranisation approach (shorthand stories and films) and archetype as the theory. The results obtained from this study are finding the concrete data of the situation archetype between two works (novel and movie) and analyzing this adaptation process in addition, cutting or varying the archetype of the work.

The third research is from Megazen Kharisma Firdausya (2019). The archetype of shadow in A.J. Finn's The Woman in the Window. In this study,

researchers are interested in analyzing the shadow that the main character has, and also tries to find a way to fight the shadow. The results obtained from this research are based on the theory of Carl Gustav Jung in the discussion of shadow and analyzed that there are six shadows in the main characters: social anxiety, limiting beliefs, deviant sexual behaviour, uncontrolled anger, problems associating with people and neuroticism. This research also explains the efforts of the main characters to get out of the six problems by clearing their minds and eliminating drunken habits.

With the aim of adding to the treasury in the collective unconsciousness study of Carl Gustav Jung. Several previous studies were attached to find studies that had not been touched. There is a gap which then becomes the focus of research on the portrayed of the individuation using persona and shadow on Sayaka Murata's *Convenience Store Woman*. In this study, we present various reviews related to the main character named Keiko in fighting for identity, which later on the way also reveals a discussion about persona and shadow. The journey of self-maturation at the age of thirty-six makes self-introspective in finding the meaning of life and how to socialize with people without losing one's identity. Persona here functions as the face of Keiko in facing the views of family, minimarkets and friends in order to be accepted by them. Also reflected is the process of self-identification with the persona and environmental symptoms that are at risk. The shadow in Keiko also plays a role in assessing and determining the steps of Keiko's withdrawal caused by past experiences. Which all his actions could not be accepted by his school environment when he was still in elementary

school. As he gets older, Keiko tries to reveal what society wants and what is fear in Keiko that is not in accordance with the pattern of society's thinking. Then Keiko identified him to determine his attitude at the age of thirty-six. From the explanation above, it can be seen that the differences that will be explained are Keiko's efforts to find identity using persona and analysis of the shadow.

CHAPTER III

FINDING AND DISCUSSION

This chapter provides the analysis about Keiko's persona and shadow to realize her individualization. As the research question above, the researcher would to analyze the connection between her persona and shadow to find the real self (individualization.) the object used to Sayaka Murata's *Convenience Store Woman* are divided into several findings, the research would deliver the cause of uprising persona that also contributed on the explanation of shadow and the connection between two objects. The struggle of main character to find the real personality through individuation processes would be the last discussion as the final research.

3.1 The Cause of Keiko's Individuation through Persona and Shadow

The story of *Convenience Store Woman* puts Keiko as the main character. Keiko is a senior part-timer employee in one of minimarket in Japan, she has a social interaction problem as the effect of the youth life. She became a quiet girl in the roll of accident that puts her as the victim of society judgement. The respond are got her to follow the society norms to avoid people judgement. Keiko

runs her life by using persona, the consideration of persona appear when she on store woman position. She was far from home since on the college studies. She was attracted to be apart of the store at the first opening of the store. Later, Keiko learns a lot from the store for looking her identity and discover her shadows by rolling the persona.

The discussion of shadow always engaged with persona, the phenomena from the society flow to the consciousness along with the eyes (one of the five sense). In the map of the soul deliver some pictures according to the places of the soul's map. There is society, the eye as the representation of sense, ego, anima-animus, the shadow archetype and the primordials fire. This research aims to uncover how the persona and shadow works in the process of individuation. Persona are described as faces formed by the process of adapting to the society. The works of sense (eyes) could be followed in the process of catching the sign and symbols from the society. Then transfer it to the ego for analyzing to produce the response. Respond here has function as a product of analyzing. There are two products; the product of ego that could be accepted on the society or social norm, that become the adapted persona. The other way, the product that refuse by society becomes the self-assessment it is thrown to the shadow. On the concept of soul's map by Jung, persona was described as a line of mountains. The analogy of the mountains explains the mysteriousness of the persona itself, because the persona was built in the line and full of mystiques as what the mountains are like. It is hard to break someone's persona and discover the ego because the ego is only known by the body itself. Something likes mountain that is always moving,

personas can also adapt and change throughout the time and situation. (Stein, 2021).

The researcher analyzes the connection between shadow and persona that deliver Keiko to the process of individuation. Before the study goes to the main discussion, the researcher would deliver explanation about the roots of her shadow and persona. In other way, the researcher argues to explain the background of the appearance shadow and persona that imply on Keiko's personalities.

3.2 The Cause of Keiko's Individuation Appears through The Shadow

Shadow is a kind of counter persona that wants something that persona doesn't allow. However, shadow also has a transformative effect if it is acknowledged and not covered up too much so that the individual can come out of the fatigue of being duplicated in front of society. According to Jung, opening the shadow seems like a sinful human, but the individual has a greater degree of wholeness because he can know what is good and does not cover up his badness to be studied, corrected, and directed to positive energy. (Stein, 2019, p. 132). Shadow is the tendention of guilty or a shame because of the appearance of persona (Stein, 2021). When ego consume the society perception, it express through persona to make an interaction. The dark side of the self are thrown to the place named shadow. (Stein, 2019).

The root of Keiko's shadow appear throughout her youth experienced. There are three accidents that create shadow on Keiko's personality, on the beginning of the plot Keiko was on in the kindergarten with her mother. The roots of the shadow are under the personal unconscious (not the collective unconscious) and contain everything we hate, reject, and repress: power, greed, vicious and cruel thoughts, despicable impulses, wrong actions moral or ethical (Stein, 2020, p. 53). The accident happens when the group of children found the die bird at the playground, everyone surrounding it by an empathy views. Immediately, the bird grab of and move in Keiko's hand. She goes to her mother to ask her made some cuisines from the bird.

"But it's dead, let's eat it!" my mother was speechless, but I was captivated by the vision of my parents and a little sister happily tucking in around dinner table" (Murata, 2018, p. 7).

Other utterance that build Keiko's shadow are when she was in primary school, there are two accident which later build the shadow on her psyche. The first accident happens on the break time, the two boys started fighting. Keiko saw the other kids crying to call the teacher and ask for the other kids to stop them, Keiko was responded with taking the spade from the tool shade and bashed one of them over the head, and he was stopped, then the kids shouted tearfully to stop me. Keiko was confuse because of the instruction. But she was calming down to stop the bashed on to the next boy. Because of that incidents Keiko's mother was called to the school, she ask an apology to the teacher that made Keiko feels a fault although she still not understand the reason

When some boys started fighting during the break time, the other kids started wailing and ask for the other to stop them. I bashed on of them over the head by a spade the boys began to stop the fight, my mother was called because of the incident to ask apologize over the incident. I realize what I have done, but I still couldn't understand the reason (Murata, 2018, p. 9).

The third incident was in primary school to, the plots started by one of the young teacher began Bawling and hitting her desk with the book hysterically, the class started crying and pardon the teacher to stop her action. But, the teacher could not caution on the students permissions. Then Keiko step close to the teacher and yanked down her skirt, directly the teacher comes into the tears and became quiet. Because of the incident Keiko's mother was called by the committee. For the sequence time Keiko's mother starts to ask apologize because of her fault, meanwhile she still could not understand where her fault.

I rank over and yanked her skirt...she burst into the tears and at least she became quiet...the teacher held the meeting and my mother was summoned again... I seems like I have something wrong again, meanwhile I couldn't understand (Murata, 20182018, p. 10).

Because of the sequence incident, Keiko was guided to mimic what everyone else was doing. Influences from outside, from family and culture, play an important role in this process. A child will be drawn into the values and behavior in his family and culture through a process of imitation, he will then find an identity in this persona. Whatever his family and culture reject and suppress, he will tend to reject and repress as well. Slowly, the things that are received will collect in the persona and those that are rejected will be accommodated by the shadows (Stein, 2020, p.54). Persona is a social and psychological construction

that is adopted for a specific purpose, Jung chose that word for his psychological theory because it relates to the role played by society. He is interested in how a person plays a particular role, adopts conventional collective attitudes, and represents social and cultural representation, instead of accepting and living his own uniqueness. Of course this is a normal human nature. Similar to mimicry Jung names and embraces them into psychic theory (Stein, 2021, p. 133).

...So I decided to keep my mouth shut as best I could outside home. I would no longer do anything of my own accord, and would either just mimic what everyone else was doing or simply follow instruction (Murata, 2018, p. 11).

The collection of fear was buried and fell into shadow. Because they are considered not in accordance with the wishes of the Keiko community, they choose to remain silent so as not to hurt the hearts of those around them more. Any part of the personality that when normally integrated is part of the ego but is suppressed due to cognitive and emotional dissonance will fall into the shadows. The specific contents in the shadows can change, depending on the nature of the ego and how defensive it is. In general, shadows usually have qualities that are inappropriate or incompatible with morality, containing aspects of a person that are contrary to society. The shadows are the subconscious side of the ego's operations in intending, willing and defending oneself. In other words it is the back side of the ego. (Stein, 2021, p. 127)

According to Robert Jonson, "the shadows are as who have not entered consciousness sufficiently." Then he continued. "We are split into egos and shadows because culture forces us to behave in certain ways". A persona is a

combination of everything that we allow the world to see, while a shadow is a combination of all that we cannot consciously embrace (Stein, 2021, P.53).

3.3 The Cause of Keiko's Individuation Appears through The Persona

The discussion of the persona talks about how the person use the social mask on the society. The portrayed of some roles on the play is a close correlation between real life and the persona used to be. The dress model, speech style, behaviour of some character is learned to impress society as the mask (Stein, 2021). The persona that happens on Keiko are from the processes of creating shadow. As the explanation above that Keiko wants to realize the society demand, but she always got a negative respond, so that made Keiko has a quiet personality and being caution to all of action on the society. This background store the substation named shadow. Then, the mask that covers the dark side named persona.

Persona are used by the people to impress society about the body is like. Meanwhile the real self-hide under the persona, society covers that made them play on such role. In this research persona happens as Keiko's respond to the individuation processes. On the processes of being adult Keiko growth with the will of being a good person.

... I never repeated the kind of trouble I'd caused in primary school, but still my parents worried that I wouldn't survive in the real world. And so, believing that I had to be cured, I grew into adulthood (Murata, 20182018, p. 13).

In responding to what his parents felt, Keiko felt that he had to change from his arrogance and destroyer attitude. Keiko wants to change even though he

hasn't found a way. This describes Keiko who wants to fulfill the wishes of his parents or his environment. So that an individual or society can influence a person's attitude and behaviour, that person must feel like being accepted in society. The ego must be motivated to accept the persona and role features that society needs and offers, otherwise it will only avoid them without any resolution and evaluation (Stein, 2021, p.138).

Keiko has three kind of persona deliver on the society, the first is isolated personality as the product of unconveyed desire of empathy when she was a girl. Although not yet aware of the persona. The second, when Keiko be a part of minimarket as the university student, the third persona that Keiko used to socialize with old friend as a woman 36 years old. The function of the persona follow through the problem that she faced.

The isolated persona when she was a girl are used to avoid negative judgement as Keiko had when she was in kindergarten and primary school. In this time Keiko still could not realize the function of the persona. It is growth under her conscious and control the behaviour until she graduated from senior high school. The function of this persona to avoid the negative judgement from the society and follow the society demand to keep herself safety from her undesirable will. According to Jung explanation on Alwisol (2014). On the childhood stage they often has the problem on controls their emotion. The desire tend to anarchism and spontaneity follows their base needs such as, eating, sleeping and defecation processes, (Alwisol, 2014). There are three steps of the development psyche on childhood stages, the anarchist (0-6 years) this stages are sign by the chaotic

desire. The monarchist stage (6-8 years) are marked as the elaboration of psyche on the development ego and ego. The dualistic (8-12 years) has the characteristic on the development of consciousness. Based on the sequence incident that created shadow on Keiko's thought. Immediately, it became an anxiety. Keiko almost always avoid the feeling of useless as a human because of the shadow, she struggle to make her self being a society hope. The incident happens on the childhood stages. The characteristics of this stage is the controls of still not complete yet, so that the phenomena that happens on Keiko is still possible. Meanwhile it controls Keiko to take a persona along the society communication. The special attention of the problem later, it would be controls the development of Keiko's ego on interaction on society. Especially in adaptation through communication with her family, her friends and part-timer employee in the minimarket. Through this process, later Keiko could find the process of individuation. Jung based on stein explanation on map in the soul persona said that the processes of separation that happen above called polarisation. It made the persona and shadow separated (stein, 2020, p. 64)

The first conscious about persona appear when he was on 18 years old. As the oldescent she was attracted to be apart of the new store, when she follow the training day she was analyzing the step and attitude for being a store woman. It begin on the video instruction, the poster how being the employee, the dress, and the way they greet the costumer. The instruction deliver how being a normal persona. This the first time Keiko analyze her persona consciously.

...once the days training over, everyone remove their uniforms and reverted to their original state. It was like changing costumes to become different creature (Murata, 2018, p. 16-17).

This experience controls Keiko on being someone that culture needs. Jung is explained by Stein on map of the soul an introduction said that persona is the personality that created allow the processes of acculturation, education and their adaptation through their society. The persona could help somebody to interact with others more easy (Stein, 2021, p. 130).

The anxiety of un useful person solve by the beginning and the real works later, Keiko's ego show the movement to admit that she can be abnormal persona, she can be apart of human being through the persona of store woman.

The morning period is passing normally in the brightly lit box of the convenience store, I feel. Visible outside the windows, polished free of fingerprints, are the figure of people rushing by. It is the starts of another day, the time when the world wakes up and the cogs, going round and round. I have become a functioning part of the world, rotating in the time of they called morning (Murata, 2018, p. 4).

Indirectly, Keiko could answer the family's demand and her will to heal from her anxiety. The behaviour for being quite woman that made her withdraw from the society are solved by the process of store woman roles.

There are three kind of persona on Keiko's psyche, the first part is ready analyzed above, the next persona is persona as function to strengthen her store persona. This persona are use in the social interaction with her old friends.

The second persona that appear on Keiko's personalities is the strengthen store persona. Keiko use the reason of being ill because to strengthen his job as the store woman. Her friends on thirty years old starts to married and looking for

the permanent job. The culture on Keiko's environment sees the part timer store woman is the trivial job, normally people on 30's always looking for permanent job and gone to married. Meanwhile Keiko has a different direction and sight. Once when Keiko held a barbeque on Miho's house whom one of her old friend, Keiko was ask by the other guessed about the future plan according to her life. Keiko consider to answer that question, the sight to be careful to avoid misperception as like what Keiko done on primary school. The answer was inspired by her sister opinion to be careful for answering her friends question about Keiko's job. Jung showed that situations in certain circumstances can give rise to certain characteristics such as in the family, workplace, school, can provoke a person to display a tendency in certain things. (Stein, 2021, p. 134).

I remember that my sister had told me in such cases I should give vague answer like: "well, there was someone I liked but I'm not a good judge of men" I've made it known among old friends that I have certain health issues that make it more convenient for me to have a part-timer job. (Murata, 2018, p. 36 - 37).

Although the reason was accepted Keiko's friend still felt curious, because Keiko's thought is different with others like. Keiko admit that the reason has function to strengthen her part-timer job, this is such a steps for avoiding the society judgement. The power to make the reason are produced from her ego, flow the anxiety into the shadow and made an illness reason as the mask. So, Keiko keep on her social interaction and would be accepted on the society. Stein as the Jungian psychologist, explain that Keiko has characteristics on the role that he use on the society, it includes the style of dress, the pattern of speech and the secret that had been appear or suppress. (Stein, 2021, p. 27).

The illness reason are used to strengthen the persona of woman store. The other utterance according to the roots of thord persona is marital status persona. This persona appear when Keiko goes to old fiend reunion. Keiko and friends held a barbeque party on Miho's house, lots of the friends ask about the Keiko future plan. It happens because Keiko on 30's still not married and had a permanent job. She was stand on as part-timer job.

The character named Siraha also bring the projection on Keiko anxiety as 30's years old woman. The Keiko's anxiety are revealed by Siraha in front of Keiko when Keiko and Siraha has a conversation with Keiko at the back of the store. The opinion of Siraha lead Keiko to solve Siraha problem. Siraha has a same problem with Keiko on his 30's marital status and permanent job, Siraha always judge by the society as the scumbag. Keiko was listened to Siraha chat and respond to him objectively. Keiko suggest Siraha to noted down their name on marriage book. The suggestion has function to hide from society judgement so that they can reach the life on society safely. Exaggerating by Keiko's desire of life changes, Keiko proffer Siraha to note their marital status.

"Siraha, if all you want is a marriage of convenience, then how about getting together with me?" (Murata, 20182018, p. 94).

The consciousness persona rising directly through the conversation, Keiko argues that to be accepted on social interaction they should use a costume which suitable with society demands. The projection of minimarket appear on Keiko's mind as the trigger the idea.

To stay in convenience store, you have to become a store worker. That simple enough, you just wear a uniform and do as the manual says. And before you say anything, it was the same in stone age society, too. As long as you wear the skin of what's considered an ordinary person and follow the manual, you won't be driven out of the village or treated as a burden. (Murata, 2018, p. 95).

The fake relation between Keiko and Siraha made the people around them change their perception. It seems like one of the problems on society already solved. The first response from her sister after admitting the fake relation made her sister think that Keiko was finished with the problem. Her sister was happy because of that advancement.

By way of an experiment, I decided to confess to her... it doesn't warrant calling you in the middle of the night, but ... well, the truth is, there's a man in my home now... seeing how excited she was, it occurred to me that it wasn't such a stretch to say that contemporary society was still stuck in the stone age after all. (Murata, 2018 p. 99)

The happiness is also apparent on Miho, when Keiko tells Miho about the man living on her house, Miho's expression comes in to enthusiasm.

"Wait, what? Since when?" ... everyone seemed happier than when I'd told them I'd never been in love, and they are carrying on as if they knew everything about the situation (Murata, 2018, p. 115).

The minimarket environment also has its own assessment since Keiko had told Miho the rumor that Keiko had been in love spread to the minimarket. The manager and Izumi turn as the ordinary people come to Keiko for looking for confirmation about their relation. The term "ordinary" refers to the manager and Izumi as a minimarket employee changes to an ordinary person although they were on minimarket uniform.

Only the customers remained unchanged and continued to need me to be a perfect store worker for them. I'd thought the rest of the staff was made up of the same cells as me, but

in the current strange atmosphere a village mentality was taking over and they were fast reverting to ordinary people. Now only the customers still allowed me to be just a convenience store worker. (Murata, 2018, p. 131).

To sum up, the persona appears on Keiko personality built into three kind of persona. The first persona allow Keiko to avoid social judgement when she was in elementary school, the second persona (minimarket woman) are used by Keiko as the future plan for being heal with her problem, the third persona allows Keiko to avoid social judgement on 30's ordinary people on the problem of marital status and permanent job.

3.4 The Behaviour of Deep Identification on Keiko's Persona

Persona as the social face of the people to do the social interaction made people tend to identify themselves to be an ideal form. As the following reason, Keiko's ego also has a deep identification on minimarket persona and the woman on 30's years old. The comfortable of envy leads people tend to life with some indent personality (Stein, 2021). Keiko portrayed the process of identification based on this reason. Persona has a pitfall, the first of which is the over-identification of personas. Someone becomes too concerned about adapting and satisfying their social world to believe that the image they build is their true personality. The second trap is a lack of attention to the external world and too preoccupied with the internal world. The person concerned follows his hopes, aspirations and fantasies. He is so absorbed and identifiable that he does not pay enough attention to others he does not care about others, does not build relationships, can only come out by force and hard beatings (Stein, 2021, p.140).

“Irasshaimase! Good morning!” I loved this moment ... when I open the door the brightly lit box awaits me—a dependable, normal world that keeps turning. I have faith in the world that keeps turning. I have faith in the world inside the light-filled box (Murata, 2018, p. 31).

The theories of Jung agree on people could imitate the envy to apply to their personality. It is called as “mimicry”. The first impression that appears on Keiko is identifying the Izumi personalities, although Keiko hides the process of mimicry, Izumi could realize it. Persona is a social and psychological construction that is adopted for a specific purpose. Jung chose the word for his psychological theory because it relates to the role played in society. He is interested in how a person plays a particular role, adopts conventional collective attitudes and presents social and cultural stereotypes, instead of accepting and living his own uniqueness. Of course this is a common human trait. Similar to mimicry Jung names and embraces them into psychic theory. (Stein, 2021, p. 133).

My present self is formed almost completely of the people around me. I am currently made up of 30 percent Mrs Izumi, 30 percent Sugawara, 20 percent the manager and the rest absorbed from past colleagues such as Sasaki, who left six months ago, and Okasaki, who was our supervisor until a new year ago (Murata, 2018, p. 26).

The basic principle on persona is mimicry and imitate people styles. The minimarket and the organ influence Keiko’s personality. It happens normally on people who work in a group of people, they usually bring the character of their society. Keiko admits that she was formed by the environment. The character on Keiko at present is formed by the other employees at the store.

Before she has the minimarket personalities, Keiko is afraid of social interaction, it was built by the accident that happens on Keiko when she was on

primary school. The conscious appear on play the role, when Keiko had a training as a store woman.

It was fun to see all kinds of people-from university students and guys who played in bands to job-hoppers, housewives, and kids studying for their high school-don the same uniform and transform into the homogenous being known as a convenience store worker. Once the day's training over and reverted to their original state. It was like changing costumes to become a different creature (Murata, 2018, p. 16).

At this moment, Keiko had a vision that people on their interaction use a costume to play some role. The role had function based on the urgency. When Keiko play a role as store woman Keiko was attracted and feel happy on doing that costum. Some character on social interaction are shon by the people based on the easiness and the simplicity (Stein, 2021). Although Keiko had a perspective to criticize peoples thought, under her sigh, Keiko had a tendention to giving her dedication to make realize what peoples will. The problem was arisen when Keiko unaccepted by the society because of the way her respond as what she did on elementary school. After the dark experience, Keiko tend to silence and follow society way of thinking. It makes her felt confuse and missing her identity. Until the day when she want recruited on one of the store on the city, Keiko runs to find her identity and identify her self as a store woman. As what the researcher explain above, Keiko felt enjoy and everything goes to be easy when she on that persona. Once she was on the week training, she was identify herself as normal person as what people did.

The male trainer checked each of us one by one... I was good at mimicking the trainer's examples and the model video he'd shown us in the back room. It was the first time anyone had ever taught me how to accomplish a normal facial expression and manner of speech (Murata, 2018, p. 15).

The word normal is the projection of her hope when she was on the trouble as what happen on elementary school. The first impression on dynamic phenomena on minimarket sobers Keiko to identify “the mask” as a minimarket woman. The feel of convenience as a store workers supported by the feel of enjoy and easy. It makes Keiko doing the deep identification unconsciously on this persona. The projection on to support the reason are happened when Keiko keep the training continuously.

For the weeks prior to the opening, we worked in pairs to role-play dealing with imaginary customers. We practiced looking the costumer in the eye, smiling and bowing, cleaning our hands with alcohol before handling items into separated bags, and sanitary products into paper bags (Murata, 2018, p. 16).

Keiko keeps practice as a being of store workers before the store opening comes. After two weeks of training. The day comes of opening store, the appearance of individuation projected Keiko’s life to find the identity at first impression of the opening made Keiko unrealized the present phenomena, until Keiko shock and sobers by the crowd of costumers taking out the goods from the rack. Persona is a solution, this quote describes the source description of the persona. Jung describes two sources of persona: "in accordance with the terms and conditions that apply in society, a person's social character is directed on the one hand by the expectations and demands of society, and on the other by the goals and aspirations of the individual himself in society. The first is environmental demands and expectations included in these requirements, for example being a certain type of person, behaving appropriately and according to the rules in the group and often having to believe certain opinions about reality. The second

source includes the aspirations of the individual. So that society can influence a person's attitudes and behaviour, that person must feel like being accepted in society. The ego must be motivated to accept the persona and role qualities which society needs and offers, otherwise it simply avoids them (Stein, 2021, p. 137-138). Social and psychological construction that is adopted for a specific purpose. Jung chose the word for his psychological theory because it relates to the role played in society. He is interested in how a person plays a particular role, adopts conventional collective attitudes and presents social and cultural stereotypes, instead of accepting and living his own uniqueness. Of course this is a common human trait. Similar to mimicry Jung names and embraces them into psychic theory (Stein, 2021, p. 133).

The mountain of food and confectionery that was so perfectly displayed it looked artificial soon crumbled under their hand store had looked almost fake, but now under their touch it was being vividly transformed (Murata, 2018, p. 18).

The crowd of costumers made Keiko realize about facing the life. The life today as Keiko understand is being a store woman where she could find the convenience. The sequence event rolling into Keiko taught, she consider to keep train her self for being a professional store woman. The way Keiko greet the customers, the way Keiko mimic trainer woman on the video training continuously she did. It made her did a deep identification and affirmative her position as convenience store woman.

The day was running for eighteen years on minimarket, and Keiko still in position part-timer of the store. The comment from her family and the society

slowly appear to quest her way of life. It was confusing for Keiko, she was unrealized about her assessment at the past time. She still on the same position for eighteen years works. The quest of permanent job and marital status appear as follow as her age. Meanwhile Keiko confuse and still defend with her convenience and identify herself as store woman.

Even now my parents indulgently look on as I remain in the same dead-end job. There were times in my twenties that I felt sorry for them career positions, but having only ever had the same job I rarely even passed the screening selection. And even if I made it to an interview I couldn't explain very well why I had spent so many years working there (Murata, 2018p. 21).

The data according with the deep identification seems and appear on her unconscious. Once when Keiko felt asleep and tired because of her routine at the store, the habits of store worker entry to her dreams.

Sometimes I even find myself operating the checkout till in my dreams. I wake up with a start, thinking: oh! This new line of crips is missing a price tag, or, we've sold a lot of hot tea. So I'd better restock the display cabinet. I've also been woken up in the middle of the night by the sound of my own voice calling out: "irasshaimase!" when I can't sleep, I think about with life even in the darkness of night. That pristine aquarium is still operating like clockwork. As I visualize the scene, the sounds of the store reverberate in my eardrums and lull me to sleep. (Murata, 2018, p. 22).

Persona development is usually a big deal in adolescents and young adults, when a great deal of activity takes place in the internal world. There are so many impulses, fantasies, dreams, desires, ideologies, and ideals on the one hand, and peer pressure towards conformity on the other. This connection with the social world seems very primitive and collective at times, reinforced by a mentality such

as gang up, excessive identification, with peer groups with their collective values (Stein, 2021, p. 141).

The society on minimarket giving much experience that control Keiko to behave on the society. The collaboration between each worker made Keiko identify herself to discover people thought about thirties worker woman. Izumi was the close friend of Keiko, she was thirties same as like Keiko, but she had been married and has a children at his house. Because of Keiko does not know how to dress at his age, Izumi brings lots of inspiration to behave on their age, the way her styles, dress, bag and other accessories are mimic by Keiko. The way of speech Sugawara and Izumi are also imitate by Keiko, once, when Keiko was praise because of his boots Keiko respond her with Sugawara intonation and it made her seems more mature.

“Oh, really? wait, do you mean those dark blue ones you wore to the shop before? Those were cute!” I answered, copying Sugawara’s speech pattern, but using a slightly more adult tone (Murata, 2018, p. 28).

Outside work Mrs Izumi is rather flush but she dresses the way normal woman in their thirties do, so I take cues from the brand of shoes she wears and the label of the coats in their locker. Once she left her make up bag lying around in the back room and I took a peek inside and made a note of the cosmetics she uses. People would notice if I copied her exactly, tough, so what I do is read blogs by people who wear the same clothes she does and go for the other brands of clothes and kinds of shawls they talk about buying. Mrs Izumi clothes, accessories, and hairstyles always strike me as the model of what woman in her thirties should be wearing (Murata, 2018, p. 27).

The competent ego will face adaptation challenges by adapting to self-concept and obliging the right persona. They think differently from themselves, dress differently, style their hair differently, buy houses and buy different cars

depending on age, marital status, socioeconomic class and peer group preferences. All of these are mirrors of change in persona (Stein, 2021, p. 144).

The processes of identification also flows into anger pattern, Keiko which could not has anger because of her background, tried to be angry when one of the employee truant without any confirmation. Keiko feels awkward on that situation because of forget for being angry. Then Keiko force herself to be angry as what the other do. Unpredictably it could made the other laugh and feel sympathy to Keiko's respond. Because of the situation Keiko take the concept for being a normal people. The term identification denotes the ego's ability to absorb and unite external objects, attitudes or figures. This is more or less a subconscious process. we find ourselves accidentally imitating another person just like that, maybe even we don't realize it, but other people see the mimicry. In principle, we could say that the ego is quite separate from the persona, but in real life, it is often not the case. "Domestic character is generally imprinted by emotional demands and agreements for the sake of convenience and comfort: because there is often a man who in his public life is very energetic, energetic, stubborn, resolute, and fearless, but looks good, soft, submissive, even weak, when at home or in the midst of his family" (Stein, 2021, p.136).

Hearing the two of them with such feeling, I felt a twinge of anxiety, there wasn't a trace of anger in mine. I stole a glance at Sugawara and tried to mimic way she moved her facial muscles as she spoke, the same way I did in training and parroted, really, he left us in the lurch again? I can't believe he'd do that knowing how short-staffed we are

"hahaha!" you're really worked up about it" said Izumi.

I'd notice soon after starting the job that whenever I got angry at the same things as everyone else, they all seemed happy... there was a strange sense of solidarity as everyone seemed pleased that I was angry too.

Now, I felt reassured by the expression on Mrs Izumi and Sugawara's face: good, I pulled off being a "person." I'd felt similarly reassured any number of times here in the convenience store (Murata, 2018, p. 30).

Although the work hours of the store was tight and long, Keiko keep to spirit on doing her work, the demand for being a normal people motivate Keiko for attending the store every day. Keiko realized that she could find herself on persona store woman.

I love this moment. It feels like "morning" it self is being loaded into me. The tinkle of the door chime as a costumer comes I sounds like church bells to my ears. When I open the door, the brightly lit box awaits me- a dependable, normal world that keeps turning. I have faith in the world inside the light-filled box (Murata, 2018, p. 31).

Unconsciously, Keiko keeps do the habit on her deep identification unconsciously. She was walking around of the minimarket area to survey, what kind of good that sell today, the habits allows Keiko to observe and read the character of the environment. In this quote describes the source description of the persona. Jung describes two sources of persona: "in accordance with the terms and conditions that apply in society, a person's social character is directed on the one hand by the expectations and demands of society, and on the other by the goals and aspirations of the individual himself in society. The first is environmental demands and expectations included in these requirements, for example being a certain type of person, behaving appropriately and according to the rules in the group and often having to believe certain opinions about reality. The second source includes the aspirations of the individual. So that society can influence a

person's attitudes and behaviour, that person must feel like being accepted in society. The ego must be motivated to accept the persona and role qualities which society needs and offers, otherwise it simply avoids them (Stein, 2021, p. 137-138).

For a convenience store worker, walking through the area close the store is a way to glean valuable information (Murata, 2018, p. 41).

The processes of identification continuously trained and identify by Keiko, the habit from the store also support her for being a store woman. At the morning meeting before goes the best services as to each position, the workers have briefing and pledged to provide the costumers. The pledge brings her on the deep identification.

We pledge to provide our costumers aims to make our store the beloved store of choice in the are... "ugh, it's just like a religion" muttered Siraha.

Of course it is, I thought (Murata, 2018, p. 49).

Keiko is diligent worker, she always discipline on the time she works. Soon after Siraha comes to her life and made her adapt and adsorb the Siraha perspective about the society concept. Siraha helps Keiko on her mask as a woman on thirties years old. A normal woman with a man on his home. It was implied a good perspective by the society and Keiko's family felt happy about that. As the consequence Keiko has to keep Siraha on his apartment and fulfil his daily good. Day by day was past by Keiko, Siraha behaviour became out of norm and be a parasite on her life, not also include when Siraha pardoning Keiko at

night, so Keiko think about his life are only for the store. It include on the time for rest at the apartment. She had to take arrest for a good performance as the store workers.

Once, when Keiko has been issued live with Siraha on one apartment, Keiko's friend seems pleasant. And made Keiko could conclude that the way of thinking as a normal thirties woman.

It was as though everyone was saying that for the first time I was part of their circle I had the feeling they were all welcoming me on board (Murata, 2018, p. 116).

The time runs so fast, Keiko suggested by her sister to leave the store job and starts to find the permanent job, Keiko keep on her old personality when follow the surrounding request. Soon after the request Keiko resign for being a store worker. but she felt strange when the manager and Izumi felt happy with the decision.

I was taking on the form of a person that their brains all imagined as a normal. Being congratulated by them felt strange, but I merely said, "thank you" (Murata, 2018, p. 148).

The feeling of strange comes as the effect of deep identification, she felt a lost of her persona like losing her hole personality. The effect of her decision mad her felt depression. Because before resign from the store Keiko's life was supported under the reason of work. The present day, Keiko felt confuse because she couldn't find the reason of being rule on her life. Keiko felt depress and turns of all life to be an animal without any rules. Meanwhile, the conclusion Keiko comes to the and adapt her self as the store worker persona.

3.5 The Processes of Keiko's Individuation Through Persona and Shadow

The existence of self on consciousness realm called individuation. The process of individuation happening on all of developmental stages of human being. According to Alwisol (2014) on the explanation of psychoanalytic Carl Gustav Jung deliver the step of human development. There are four stages of human development, the stages are: childhood stage, adolescent stage, middle age stage, and the old stage. The process for being a complete human occur on all of the stages. Whereas on middle ages or the old stages. Human faced lots of experience when they birth of the world until they died. The calculation of experience on life, would control the people to find their self identity. The wholeness of human is being the focus of the development human being. Hall of the process on runs the life to find identity called individuation

What makes the ego grow, according to Jung, is *aap* which is called collision, in other words, conflict, problems, difficulties, sorrow, suffering. These are the things that make the ego grow. The demands that a person must fulfil to adapt to the physical and psychological environment will disturb the potential center in consciousness and strengthen his capacity at work, in order to focus awareness and mobilize the organization concerned in a certain direction. As the virtual focal point of consciousness, the ego is innate, but in order to become the actual and effective center, it requires collisions between the body-psychic and the environment which demands a process of response and adaptation in order for it

to grow. Therefore, frustration and conflict with the environment at a moderate level, according to Jung, are the best conditions for ego growth (Stein, 2021, p.35)

The ego moves fundamentally towards adaptation and individuation, becoming a position that is first outside the subconscious and then more or less outside the family ties. Here the ego moves towards autonomy which functions independently. The movement of the ego towards relations and adaptation to the environment which aims at self-preservation, provides an opportunity for the persona to take over. This is what then becomes one's self-presentation of the world (Stein, 2021, p. 139).

In this study the main character try to see her identity, based on her background on the process of social interaction she faced an anxiety as the product of their trauma when she was on elementary school. The decision to find an identity was accidental. It tend to seem the life lead her personality to face a phenomena that could made her anxiety solved. The form of leading could appear on projection of persona and shadow that she realize on the round of her life. All of the process also lead her to find the identity immediately could portrayed the processes of individuation.

3.6

Kei

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1. Bas
ically, the persona, which is the psychic skin between the ego and the world, is not only a product of interaction with objects but also with the projection of one's projection against these projections. In his journey, Keiko discovers shadow and persona projections that cause him to see himself in other people (Stein, 2021, p. 143). The radiant exposure led Keiko to eliminate her own shadow and persona, even though it was as if she were evaluating the lives of the humans around her. This projection which will lead to risk into the individuation process

2.

The

projection of Keiko's persona

The projection is mechanism of self on changing the anxiety to the realistic reason and could portrayed such personality on other people (Alwisol, 2014). On the process of individuation the main character faces lots of projection from peoples around. Majority minimarket handle and support the projection, meanwhile her family and her old friend also contribute on finding identity.

The projection of persona on Keiko appear because of his experience as the store worker. Then phenomena step by step appear and made her identify the object by an analytical thought. Keiko does the scanning about peoples behaviour, their styles , the way they thought, the way they speech and mimic all of behaviour to her life. The background of mimicking is based on her anxiety when she was a girl. The accident mad her follow the society demand and does not to active to express her deed. The impact is made her shadow calmly form a mountain of dark desire which could be explode eventually.

The projection of persona and shadow on Keiko happen when she is on the store, doing the interaction with society and barbeque party with old friend. On the interaction Keiko face lots of experience. First at the minimarket, there are Izumi, Sugawara and the manager. On the processes of interaction Keiko analyse the personality from the way they speech and lifestyles made Keiko learn to evaluate her life. Once when Keiko try to behave alike a woman on thirties, she watch Izumi with the style of speech, the bag that she bring and the style of dress.

Directly Keiko does an identification that was the style for being thirties woman styles. The projection also appear on Keiko when she intent to Izumi and Sugawara while their speaking. Keiko does analysing to their speech then combine theirs to her style, and the result made a lovely intonation and finally she true loved with that. The way manager adapt to the store environment also made Keiko analyse, how people surrounding him. The way his speak describing Izumi styles and the rapid of intonation express Sugawara style. On the process of projection Keiko receive them all and mimic to herself. That's way Keiko often said that hole of the personality on her are from the minimarket interaction.

The shadow are not happen on ego, because of unconsciousness it was projected to other people (Stein, 2021). When people doesn't have a hospital desire, the other people tend to judge that an appropriate act. Actually that was the projection of shadow inside the man. Unconsciously shadow seldom appear on conscious realm, meanwhile it was projected when they found and appropriate that portrayed them self. The persona, produce as the consideration of ego to adapt the self social interaction. The self set to mad the body on a kind of role on society. The role of being mentalist, doctor, army entrepreneur, are the example of persona on society realm. Keiko also had a projection of how they should play a role on society. On minimarket realm, Keiko found her self on different form of her childhood. It was admitted by Keiko and deliver on the quotation bellow.

My present self is formed almost completely of the people around me (Murata, 2018, p. 26).

Mrs Izumi is rather flashy, but she dresses the way normal woman in their thirties. I mimic her style, so i could be a normal woman on thirties (Murata, 2018, p. 27).

There are Izumi, Sugawara, and the manager influence to Keiko's sight for being a normal on society by the way of projection. There is the manager portrayed the speech style of Izumi but in different path. Keiko take an intention of the speech style of the manager that could be influenced by Izumi. Keiko runs her life on some phenomena she always analyse her environment to find how it could be accepted whether do not.

The experience of Keiko runs on daily activity. After Keiko went from Miho's house Keiko was questioned by Miho about the reason of her for work on the store for a long time. The reason of health are not strong enough to describe my reason work on the minimarket for a long time. Keiko ask to Miho to get the suggestion, because the reason at now made her afraid. The reason of Miho's reaction mad Keiko take an conclusion that people around her likes to judge people whom looks different from the other.

When something was strange, everyone thought they had the right to come stomping in all over your life to figure out why. I found that arrogant and infuriating, not to mention a pin in the neck. Sometimes I even wanted to hit them with a shovel to shut them up, like I did that time in elementary school (Murata, 2018, p. 58).

Middle age is a transitional period. "It is almost always possible to predict that the shadows that were buried will come back in middle age, especially in the period of liminality." (Stein, 2020, p. 72).

In this study, there is character named Siraha, he is the supporting character that brings a much of projection on Keiko's personality. The projection is shadow, persona and also individuation. Although Siraha appear as the man in Keiko's life, and made bother Keiko. Siraha help Keiko on the processes of

individuation throughout his personality. Once when Siraha got a complicated problem, Keiko offer him to stay at Keiko's apartment. Siraha is the man whom works on same minimarket with Keiko. He made a problem with the store and manager by doing the laziness on his work. After that because of his bad achievement he was fired from the store. And Keiko offer him for stay with her for a while. The decision of Keiko to offer him is based on the agreement to make profitable each other. Siraha on Keiko's apartment would help Keiko on completing his status as a woman on thirties age. Siraha got a place to stay a while. Weather he looks for the other places for life. On the processes of interaction Siraha brings a lot of projection. When he was on minimarket Siraha got a problem because of his laziness. It mad the, manager fired him from the store and the minimarket society comment him, while Keiko take an intention on him.

"He's often late too. Today he's supposed to be on from nine, but he's not even here yet," Mrs Izumi said with a frown. "how old is he? Thirty love or so? And taking a job like this! He's beyond hope, isn't he" (Murata, 2018, p. 64).

On the character of Siraha portrayed the condition on Keiko's personalities. Keiko also on thirties years old, meanwhile she couldn't find the permanent job. It portrayed the comment of Keiko also for Keiko as the human on thirties without marital status.

Because of the comment and judge of the society of minimarket, Keiko adapt to evaluate her way of interaction. Keiko has a thought that everyone should be became a normal person although that was not their original personalities. The

ones who is not follow the rule would be judge and repair by the system of social interaction.

A convenience store is a forcibly normalized environment, so the people like you would be fixed by the society (Murata, 2018, p. 71).

Jung showed that situations in certain circumstances can give rise to certain characteristics such as in the family, workplace, school, can provoke a person to display a tendency in certain things (Stein, 2021, p. 134).

The problem that happen on Siraha is also experienced by Keiko on her life when she was on elementary school. The will of being normal are studied when she was experienced on the store. Before this situation Keiko couldn't adapt because she couldn't found the manual of life. He next event when Keiko and Siraha does chatting they talk about the life and society perspective, Siraha argues that society need to shut of society though about his life. Keiko to make society stop to make a judge about his life. Responding that opinion, Keiko offer and idea to make a marital status under document with Siraha, the thinking of statement produce from the same problem that happen on Keiko and Siraha. Siraha as thirties man should has a marital status and permanent job and Keiko had to be soon. The way of Siraha talk the problem accidentally portrayed the shadow of Keiko and resolute by being and marital status is the character of persona.

"That's why I want to get married and be able to live without the bothering me all the time" (Murata, 2018, p. 90).

The projection also happen on Keiko when Keiko did an analogy as the respond of Siraha statement. The statement explained about the way stone society

did their live according to the culture of “the strong man would get the beautiful woman”. Siraha was criticize that thought by surrend from the real life. Meanwhile Keiko was did the statement to accept and adapt with the social. Keiko was thought that they should adapt by using persona or mask that made them saved.

As long as you wear the skin of what's considered an ordinary person and follow the manual, you won't be driven out of the village or treated as a burden.

“In other words, you play the part of the fictitious creature called “an ordinary people” that everyone has in them. Just like everyone in the convenience store is playing the part of the fictitious creature called ‘a store worker’ (Murata, 2018, p. 95).

The projection of shadow and persona would guide Keiko's life to the individuation. As the processes finding identity. Based on the persona projection Keiko later would combine with the projection of shadow and get a conclusion as the finding of individuation.

3.7 The Projection of Keiko's Shadow

Shadow is the dark side of psyche, it has a characteristic on his hidden secret and life on unconscious realm. (Stein, 2018) the dark side that happen on Keiko personalities appear as the effect of the interaction during her elementary school. At that time she was eliminate her self from social interaction, the accident of the small bird, beating the boy and the complicated problem influence the form a shadow on Keiko's personalities. Meanwhile if the shadow integrated

with the other form of personalities the person could control their desire and emotion (Stein, 2018).

Keiko on the process of the self face many projection of shadow that she got from her around. Minimarket, her family and old friend realm has a strong influence on forming the identity. The first anxiety that Keiko faced would be the first steps of Keiko to take a decision on finding the self for the process of individuation. She was afraid of anti-social interaction because of the will of Keiko always judge wrong on the people around. Keiko identify the spring when she was be apart of the store at eighteen years old when she was on college. At the store or minimarket Keiko find that herself feeling convenience and leave when be apart of it. She said that on the minimarket she could find the manual of life. It also completed by the phenomena that appear on Keiko's interaction during her work and barbeque party.

At the minimarket she could find the face for being a normal person. At the position of Mihos's house whom is the old friend, their is the situation that made Keiko fells un convenience. Keiko was quest lots of question about her wok and marital status at the age thirties. The situation made Keiko remind her experience on her elementary school that she was unappreciated. When Miho ask about Keiko condition that she was look unwell made Keiko's imagine the minimarket as the place of her convenience.

"You've been like that for ages now. Are you okay?"

I wished I was back in the convenience store...

Even when I'm faraway, the convenience store and I are connected. In my mind's eye I picture the brightly lit and bustling store, and I silently stroke my right hand, its nails neatly trimmed in order to better work the buttons on the cash register (Murata, 2018, p. 40).

The explanation about Siraha appear on the top of the discussion. Siraha as the supporting character appear on the novel brings lots of projection. The shadow, persona and individuation are projected on Siraha personalities. Siraha as the store worker does not have the integration on identify himself as the store worker. Because of his character he face several problem according on coordination on minimarket realm. Once when Siraha took lazy on doing his part of job, Keiko as the senior comes to remind him about his job. The other store worker took angry with him, meanwhile Keiko does not look angry that made her directly set her face on angry.

I was startled. I had the feeling I was being told I was a fake and hastily rearranged my expression (Murata, 2018, p. 54).

The arrogant and angry emotion on Keiko's personality was erased from his mind long time ago. As the effect of Keiko angry at the elementary school she store the mind set of angry to take and make a real society demand. The memory for being calm are disturbed when Keiko face an experience should be angry on such situation to made an empathy for a group of social interaction. Step by step Keiko learn how being a normal person.

The unrespected situation on the processes of interaction also uncovered Keiko's shadow when she was on girl. Ata the processes of chatting with her

sister, Keiko's mind was protest with society thought about the intervention of society when there was a strange people. It seems like the society should that a responsibility with the problem. Keiko was tired because of the intervention. It made Keiko's shadow appear and want to hit everyone whom got an intervention on her life.

When something was strange, everyone thought they had the right to come stomping in all over your life to figure out the reason. . I found that arrogant and infuriating, not to mention a pain in the neck. Sometimes I even wanted to hit them with a shovel to shut them up, like I did in elementary school (Murata, 2018, p. 58).

She was on chatting with her sister, suddenly the baby cried and her sister take hurry to make him convenience. Keiko's shadow was appear twice. She stared the knife while the mind think that only need a simple act for calming the baby.

The baby started to cry. My sister hurriedly picked him up and tried to soothe him. What a lot of hassle I thought. I look at the small knife we'd used to cut the cake still liming there on the table: it would be easy enough. My sister cuddled him tightly. Watching them, I wiped some cream from the cake of my lip (Murata, 2018, p. 59).

The picture of Siraha comeback, he brought a projection of shadow. The following situation when Siraha got protest to the model of minimarket. He told a story about the stone age that the minimarket worker all is the loser. Keiko analyse his statement at take a mind that he was similar with Keiko's thought and the concept of Siraha's thought made Keiko's shadow was appeared.

He really just like me, uttering words that sounded human when really hasn't saying anything all (Murata, 2018, p. 69).

The face of Siraha always appear on Keiko's mind. As like Keiko when she was a girl on elementary school. The projection continuously appear on the barbeque party on Miho's house. Everyone brings their soul mates during that party. Only Keiko and the one of her friend who does not have a soul mates. As usual her friend always ask her about her condition. The age at thirties and the job status made Keiko was being an object on that party. The party projected a situation likes she was on school. Because of she was different with the other, they all put Keiko on conversation but by take her on the cack of position. It seem like that the other was assumption that Keiko is the strange object.

The next think I knew just like that time in elementary school, they all turned their back on me over their shoulders as though contemplating some ghastly life form... Oh, I thought absently, I've become a foreign object (Murata, 2018, p. 82).

Siraha often said that the normal life usually eliminate the strange object although it was silence and looks normal. Meanwhile the struggle of her family and the minimarket, her old friend portrayed the eliminating processes. That is why, her family wants to get Keiko well soon. To omit the society eliminate Keiko her family was hope that Keiko getting well soon.

The character of Siraha continuously portrayed the society demand. As the same problem that happen on Siraha, Keiko got adapt Siraha statements about the society. The society almost always restore the dump of human. And the model of that, made Siraha felt frustrated and afraid of being a dump on society. Keiko's mid processing that statement, once she was felt empathy, Keiko feel a same story that peoples always judge and asses useless human.

“Our society doesn’t allow any foreign objects. I’ve always suffered because of that” Siraha said, drinking jasmine tea made with a teabag from the drink bar” (Keiko, 2018, p. 89).

The shadow produce from the process of interaction along human life. Keiko as the girl has the anxiety of social interaction. Limiting her self will omit the misperception between herself and the society. It would Keiko be undisturbed people and life on her life only. Meanwhile the experience of store worker changer her life. She could find the persona and being accepted on society. As the following of life, the shadow appear by the role of Siraha and his life problem. They are appearance the processes of analysis and eliminating mind on Keiko. It would hell Keiko to assume and find her identity.

3.8 Keiko’s Individuation Processes

The journey of Keiko on finding her identity was accidentally. She only hopes that she healed at the future time from her anxiety, the process of finding persona at minimarket and the projection of shadow guide Keiko on analyzing her society. All of the processes summarize on the processes of individuation. Individuation is the movement of individuals in self-realization. Along with the physical and psychological development of humans, they develop with the aim of finding themselves. It is a journey of life in order to realize the perfect experience of life as a whole. Jung in Alwisol explained that a whole human is a human who is able to harmonize between persona and shadow. Manifesting the self, balancing extraversion and introversion and able to balance the four functions (thinking-feeling-intuition-sensing). (Alwisol, 2004).

It is the journey, everyone keep on the processes long their lives, it happen from the childhood ages to the old age stage of psyche development.

Keiko on the process of individuation was finding the shadow at first. She need to make realize the demands of surrounding society. Meanwhile, she was judge by the strange stamp by the society because of her action tend to across the culture. On the example, when Keiko was on school girl she wants to make a real society demand. When one of the teacher got angry a front of the class. Every student ask her for took arrest on what she was doing meanwhile the teacher keep angry getting worst. Then Keiko has her personal solution to make her silence by uncover her dress. Soon after Keiko did the action the teacher was silent and thinking what she done. All of the committee then called Keiko's mother for the respond of that accident. Keiko was feel guilty because of the expression of her mother to beg a pardon of Keiko's fault. Keiko still not understood what she was done, she was only made realize the society demand but it was judge a wrong by the teacher. After that Keiko stop to respond and take an objective analysis on their action. She was kept silence and omit the interaction from her society. It was the effect of a sequence experience that made her felt anxious because the judge of the society.

The background of experience produce the shadow on Keiko. She has hope that at the future she could found her self on a better personality. The nature was respond her demand by made Keiko being apart of the minimarket at the colleges age. Keiko was robbers by the situation that made Keiko realize of the important social interaction. At the minimarket she could find the manual as the

compensation of her anxiety. Keiko was impressed by her experience on the minimarket. The experience formed Keiko's persona to be a normal human on social interaction.

All the processes of finding her shadow and the persona would lead Keiko to find her identity. On the social interaction, Keiko was found the projection of individualization that made Keiko make a decision for a character of her self. It was the product of some people and the processes reach on all of the human being. Keiko at the last of the plot finds her self as the minimarket woman that has freedom and could not separate Keiko's identity. She was identified that she is a convenience store woman.

The projection of individuation was sent by the interaction. According to Sayaka Murata *Convenience Store Woman*, Keiko does an interaction with the family, the store workers and the old friends. All of the psyche development was brought by that society. The first projection found by Keiko when Keiko identifies her self as a part of the society. She wakes up at the morning and finds her self on the business as same as the other people do.

The time when the work wakes up, and the cogs of the society begin to move. I am one of the cogs, going round and round. I have become a functioning part of the world, rotating in the time of day called morning (Murata, 2018, p.4).

The identification portrayed her convenience on some activity on their store. The anxiety was funnelled by the activity, she tried the interaction and the wilderness was funneled by the controls of manual. The manipulation of society was revealed as the Keiko works on the store once Keiko at the morning shift, she experienced symbolized that "the new Keiko was born".

Finally, it was the time, this is the real thing, I thought to my self as the door opened (Murata, 2018, p. 17).

At the moment, for the first time ever, I felt I'd become apart in the machine of the society. I've been reborn, I thought. That day, actually became a normal cog in society (Murata, 2018, p. 20).

Although the self was found, the society keep on the assessment. It happen because of the processes of individuation runs on all of the life history. On the interaction with the other workers, there is the situation that portrayed the projection of being an adult. They were young workers named Iwaki and Yukishita begun inactive on minimarket because of tried to find a new job (permanent job) outside the minimarket workers. Iwaki almost always take a permission could not attend the shift because of this preparation for an interview on his permanent job. Yukishita has the same reason.

The road to individuation deliver by some citics on her mind. The habit of analyzing the situation made Keiko trained on findings the problem. It also important by Keiko to eliminate the anxiety and being a human. The experienced that deliver Keiko on analyzing the anxiety appear when Keiko found her self could not always made an ill woman to dodge people judge. She did and conversation to find the other reason to strength then her reason as the store worker at thirties ages. Keiko was think that the judge of society usually disturb her personality and it has a tendention on mixing her affairs and the society demand. She was felt un convenience.

When something was strange, everyone thought had the right to come stomping in all over your life to figure out the reason. I found that arrogant and infuriating, not to mention a pain in the neck (Murata, 2018, p. 58).

The following question on Keiko's critics deliver Keiko on the real of self. She should eliminate and finds the tendention of her self. Finding the real of identity. The problem, if being resolute comes to sobers and made people act the proper life. The terms of functioned as the people comes on Keiko's mind. As the background on the dump person, she identify her self that she was on function or not. Although the anxiety as the shadow still appear, Keiko keep tried to find the solution. She discovered the problem to find what solved it.

The manager often says "someone we can use," and I wonder whether I'm someone we can use or not. Maybe I'm working because I want to be useful (Murata, 2018, p. 85).

The problem on the processes of interaction comes and go, made Keiko learn how to solve the problem. the experience that Keiko face made Keiko being adult and wise, her sister demand , minimarket worker demand, her family and the demand of old friends has an intervention to her findings. Ata the climax, Keiko resigned from the minimarket as the respond to social demand. At the beginning impression, her family was proud of Keiko's decision. Meanwhile she got depression on waiting the interview for a new job.

The day of interview new job is appear. Keiko goes to location guide with Siraha. Siraha looks so excited because he could change Keiko's thought. Before they go to the office. They go to minimarket for taking a pee. The sound of minimarket appears on Keiko's ears and mind. She was trapped on that situation. The depression made her love to minimarket comes to deeper. She could not go to

the interview. She was stop on that situation. And finally identify her self as the minimarket woman.

I could hear the store's voice telling me what it wanted, how it wanted to be. I understood it perfectly (Murata, 2018, p. 163).

"I realize now," I went on relentlessly. "More than a person, I'm a convenience store worker. Even if that means I'm abnormal and can't make a living and drop down dead, I can't escape that fact. My very cells exist for the convenience store" (Murata, 2018, p.166).

At the last Keiko found how to be a normal persona. She felt a convenience on minimarket persona. Her life more structured and controls by the manual that she got at the week training. The concept reabsorbed on her psyche and the self did identify on Keiko as the convenience store woman. The individuation that happen on Keiko same like the theory on Jung. She could make a peace between persona and shadow. Her shadow was admitted on Siraha and her persona runs normally as where her hearth going. Her persona and shadow was integrated to receive her darkness and allow the persona on express social interaction. Only on receiving the darkness people could see clearer and take the respond the shadow. The central of individuation is elaborate the ego that suits with the environment, admitting the shadow and collaborate the conscience with the unconsciousness (Stein, 2021).

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter consist of conclusion and suggestion. The conclusions conducted based on the data in the previous chapter. Furthermore, the research also include the suggestion that explain the readers about the gap to inspire on the next research.

4.1 Conclusion

This research applies a psychological Criticism to analyse convenience store woman novel focusing on Keiko's personality. Specifically, the researcher applies Carl Gustav Jung's shadow, persona and individuation.

The process to find an identity through the processes of individuation allows on several stages. Keiko as the main character in this literary work faces her shadow when she was on primary school. The anxiety to interact with the society was produce because of her bad experience, the experience of being a target of bad judgement as weird girl was produce by several accident, start from the idea to made a meal by the bird, hamming the boy to stop the quarrels till pull off her teacher dress because of the anger. All of the accident made the society judge Keiko as a weird girl. The judgement produce a complexes on Keiko's unconscious as a shadow and it made Keiko become an introvert girl. Next stages, when Keiko found her persona at the minimarket. She felt convenience when being a minimarket girl. Then, it was tighten by her parent hope that Keiko could be finish her problem.

The individuation process begun when Keiko wants to find her real identity. Keiko tries to made herself normal, and because of the will she found and experience that bringing her into the projection, imitation and the individuation. The individuation has special way to express. It was appear when Keiko found herself on distress on her consideration about living her minimarket work. The several processes above guide Keiko to find her identity as a real human. Follows that fact, Keiko could freely express herself as human on society and overcome the shadow that hollow her before.

4.2 Suggestion

In this research, the researcher only focus on the processes of individuation by Keiko and how Keiko's struggle to realize it through her persona and shadow. The reading activity of this thesis help the next researcher eliminate the purpose of shadow and persona. Furthermore, the researcher suggest the next research on the analytical symbols on this literary works. There are lots of symbolism archetype that could be the object of the research. The novel convenience store woman could also analyze with gender theory and Jung's theory focused on the discovering dreams and mind of main character.

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